

LOS ANGELES COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC PLAN

Revised October 31, 2008

MISSION STATEMENT

Provide leadership by convening and facilitating public and private stakeholders to impact the economic health of the region.

PURPOSE STATEMENT

1. Assist County of Los Angeles in oversight of Federal funds, and effectively administer WIA programs in the County.
2. Fiduciary responsibility to ensure WIA funds are spent properly and efficiently.
3. Provide leadership and coordination in the Workforce System through use and promotion of continuous quality improvement.
4. Provide programs that place people in living wage jobs that enhance economic activity in the County of Los Angeles.

GOAL NO.	STRATEGIC PLANNING GOAL	RECOMMENDED ACTIONS (TO BE PRIORITIZED)
1.	<p>Strategic Planning Goal: Engage strategically with elected officials – Board of Supervisors, State, Federal levels.</p> <p>Committee: Intergovernmental Relations Lead Board Members: Jerry Gaines and Helen Romero Shaw</p>	<p>1.1 Continue working with the elected officials and their deputies to explain and promote the work of the WIB. Board Members will “adopt” a specific politician to keep informed in the interest of keeping local and other politicians aware of the status of the reauthorization of the act.</p> <p><u>1.1 UPDATE:</u></p> <ul style="list-style-type: none"> • Quarterly Briefings held with Board Deputies to L.A. County Board of Supervisors. • “WIB At-a-Glance” Informational Brochures, a general brochure, and brochures specific to each of the Congressional Districts were developed by the committee and WIB Staff, as part of a tool kit for

		<p>meetings with Elected Officials.</p> <ul style="list-style-type: none"> • “L.A. County This Month” cable show by Supervisor Yvonne B. Burke – September 18, 2008, WIB Chair and Executive Director participated in cable show to promote the work of the WIB. • “Access D.C.” Collaboration with L.A. City WIB and Greater L.A. Chamber of Commerce. WIB members will join more than 200 civic and business leaders for the region’s premier advocacy trip to Washington, D.C. to meet with members of Congress and senior Obama Administration officials on priorities important to the Southern California economy; special briefings with lawmakers; advocacy meetings on specific regional issues; and business networking. <p>1.2 Develop a WIB and WorkSource Center marketing plan and strategy that will provide improved media exposure, and promote WIB issues and successes.</p> <p>1.3 Use the data on program success and services to promote the WIB with media, politicians, and the general public.</p> <p><u>1.2 & 1.3 UPDATE:</u></p> <ul style="list-style-type: none"> • “California Business Images” magazine sponsored by CALED published July 2008. Magazine features a <i>“WorkSource California Special Section”</i> which prominently highlights the work of the L.A. County Workforce Investment Board (WIB) by featuring several business success stories and the National Emergency Grant administered by the WIB. Hardcopies distributed and Internet link to www.worksourcecalifornia.com and WorkSource Centers website to maximize outreach.
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2.	<p>Strategic Planning Goal: Identify and meet workforce needs in key industry sectors/clusters.</p> <p>Committee: Business Services/Marketing Lead Board Members: Richard Nichols, Dennis Neder and Michael Dolphin</p>	<p>2.1 Periodically conduct needs assessments of industry clusters and communicate the results to the WorkSource Centers.</p> <p><u>2.1 UPDATE:</u></p> <ul style="list-style-type: none"> • “Workforce Investment Boards and Labor Market Analysis” – The results of the WIB’s Industry Cluster Study which commenced in 2006 is being published for use as a reference tool for local WIBs and other entities in their planning efforts and in their use of empirical industry cluster analysis. <p>2.2 Continue outreach to businesses to validate their needs for skilled labor.</p> <p><u>2.2 UPDATE:</u></p> <ul style="list-style-type: none"> • Business Outreach/Job Development Consultant retained for FY08/09; FY 2009/10 Budget provides for procurement through RFP process for BO/JD Contract. <p>2.3 Continue to require WorkSource Centers to delineate their collaborative partners and the roles of all parties.</p> <p>2.4 Continue to seek and use alternate dollar sources for training.</p> <p>2.5 Facilitate the process of employers communicating with community colleges.</p> <p>2.6 Promote the requirements of Federal hiring regulations as a means to assisting job seekers into non-traditional occupations (e.g., women in construction and men in nursing).</p> <p><u>2.3 through 2.6 UPDATE:</u> These activities are on-going.</p>

<p>3.</p>	<p>Strategic Planning Goal: Provide leadership on workforce issues by convening and facilitating public and private stakeholders to impact the economic health of the region.</p> <p>Committee: Executive Committee Lead Board Member: Dennis Neder</p>	<p>3.1 Schedule meetings with community colleges and economic development agencies for the purpose of creating a strategy to address workforce needs, including adult schools, regional occupational programs, and private vocational schools in the discussion/process.</p> <p>3.2 Assign a Board Member “point person” to engage stakeholders in planning and collaborative efforts.</p> <p><u>3.1 & 3.2 UPDATE:</u></p> <ul style="list-style-type: none"> • Antelope Valley Meeting of the Minds Symposium held August 2008 in City of Lancaster. The symposium was well-attended by business, educators, economic development entities. A full report is being prepared by Goodwill Industries for later distribution. • “Vote For Jobs Not Jails” Community Coalition Town Hall - Thursday, October 30, 2008 – WIB Members Dr. Boris Ricks and Mr. Del Walker represented the WIB to promote the work of the board and provide information on WIA programs. • San Gabriel Valley Meeting of the Minds Symposium held January 29, 2009. The symposium was attend by 80 business, educators, economic development entities at Southern California Edison CTAC in Irwindale. • Florence-Firestone Meeting of the Minds Symposium planned for May 2009. <p>3.3 Workforce System/WIB Reengineering to enhance system efficiency and effectiveness.</p> <p><u>3.3 UPDATE:</u> Work Group formed – process ongoing.</p>
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<p>4.</p>	<p>Strategic Planning Goal: Provide performance reports outlining “goals” versus “actual” performance for: placements, average wage paid, number of people trained. Provide analysis on customer satisfaction; industry; cost effectiveness; economic impact; and comparative data.</p> <p>Committee: Certification and Quality Committee Lead Board Member: Corde Carrillo Assistance offered by Laurel Shockley</p>	<p>4.1 Continue to use quantifiable data to better manage all aspects of the system.</p> <p><u>Update:</u></p> <ul style="list-style-type: none"> • <u>Quarterly Performance Reports</u> provided on: <ul style="list-style-type: none"> - Contractor Program Performance - “Core A” Performance - Customer Satisfaction - Outreach Tracking <p>Committee is reviewing reports to enhance the value of reports to the WIB.</p>
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