

**BAY AREA WORKFORCE DEVELOPMENT BOARD  
STRATEGIC LEADERSHIP COMMITTEE  
OCTOBER 21, 2004 MEETING**

**WIA Allocation**

Jim and Brian distributed documents summarizing distribution of WIA funds for the current fiscal year – leading to discussion on how this allocation might be modified in light of Core Services, Performance Standards, and a reduction of funds.

- Are we currently structured appropriately in our funding to meet performance standards and Board Goals (Values)
- Our budgets reflect our priorities – are they accurate?
- Is it appropriate to compare and benchmark with other Boards/Centers?
- What % of total Center budget does WIA represent (greatest impact on smaller Centers)?

**VISION STATEMENT**

Joe led discussion to obtain feedback on the Board's Vision Statement in light of the overall Strategic Planning Process. The following discussion questions were asked:

- Have we actually increased the job skill and education levels? – how do we know?
- Have we improved the quality of life? - how do we know?
- How do we know we're meeting needs of employers?

Strategic Leadership Committee consensus: the Vision Statement is still appropriate.

**MOVING WIA PERFORMANCE STANDARDS FROM GRADE OF "B" TO AN "A"**

- Hire 1 person for system to market and recruit small employers to post job openings with Job Centers
- Bay Area staff – must be the experts on performance standard criteria and how to meet these standards – technical assistance, communication, consistent communication and training of Center staff, not a punitive tone, use W-2 model for linear thinkers.
- Board and Center Managers – want mutual respect and support (2-way)
- Address why the "respect" gap exists between Board (staff) and Centers.
- Allocate WIA dollars to drive the Performance Standards and this listing of issues – process of decision-making and communication – have an impact.
- Tension – status quo versus significant change. Centers have status quo position.
- Social problems of individuals coming to the Centers affect the Bay Area System's ability to meet Performance Standards.
- Need to educate employers – hiring, job retention, social issues.
- Decisions on how to allocate WIA dollars – must take a serious look at the # of Centers and the distribution of fewer dollars.
- Create Group of Centers – Job Center leadership needs to share best practices and approaches to problem solving – learn from each other and act proactively.
- Needs of rural areas and small communities are unique and serious.
- Consider more funding for Job Center support (Core Services) – not tuition
- Employment specialists at Job Center front desks (core services) are not "people movers" – are specialists in helping customers get their needs met.
- Monitoring of Performance Standards on an ongoing basis by Center Management Teams (is a major part of their jobs). Need timely and accurate data and make necessary changes in focus and Center allocation of funding accordingly.