

Program Review Committee Meeting

WCF Admin Office
707 Mendham Blvd., Suite 250
Orlando, FL 32825
Monday, August 16, 2012
9:00 a.m.

MINUTES

MEMBERS PRESENT: Dr. Sanford Shugart, Greg Beliveau, Brian Michaels, and Tirso Moreno

MEMBERS ABSENT: Wendy Brandon, Richard Sweat and Eric Ushkowitz

STAFF PRESENT: Pam Nabors, Kevin Neal, Anika Holmes, Carol McNamee, Homer Boone, Joyce Hinton, Leo Alvarez, and Kaz Kasal

WELCOME & CHAIR'S REMARKS

Introductions

Dr. Shugart called the meeting to order at 9:05am, welcomed those in attendance and introductions were made.

Public Comment

Mr. Chaoudi introduced himself and asked questions with regard to WCF services, and program design and monitoring of the REC program.

Dr. Shugart asked Mr. Chaoudi to provide any additional questions in writing, so that they can be responded to more thoroughly.

Dr. Shugart commented that a re-occurring question from the public is what constitutes WCF services. WCF needs to have clear indicators on the local reports demonstrating our impact on the region.

Roll Call/Establishment of Quorum

Ms. Kasal established there was a quorum present.

APPROVAL OF THE MINUTES FROM PREVIOUS MEETINGS (5/7/12, 5/21/12, 6/5/12)

After review, Greg Beliveau approved the Minutes from the 5/7/12 Program Review Committee meeting. Mr. Michaels seconded, motion passed.

After review, Brian Michaels approved the Minutes from the 5/21/12 Program Review Committee meeting. Mr. Beliveau seconded, motion passed.

After review, Brian Michaels approved the Minutes from the 6/5/12 Program Review and Finance Committees' joint meeting. Dr. Shugart seconded, motion passed. Dr. Shugart added that the Finance Committee will also need to approve these minutes, as this was a joint meeting.

INFORMATION/DISCUSSION ITEMS

5-Year Plan

Ms. Nabors explained in reviewing the ten priority areas based on feedback from the Program Review Committee, staff has collapsed this to seven areas for today's review and input from the committee.

Ms. Nabors reviewed staff's proposed **Vision**: "Collaboration, Commitment, Change, Communication". These four areas are what we are embracing. Commitment is a dual customer approach, since both the businesses and job seekers are equally important.

Ms. Nabors reviewed the staff's suggested **Mission Statement** which is based on committee feedback: "Workforce Central Florida will continuously strive towards putting Central Florida residents to work, and finding talent to make Central Florida businesses competitive".

Committee members provided suggestions to the Mission Statement. Ms. Nabors indicated she will make adjustments based on this input, and re-send to the committee.

Ms. Nabor reviewed the seven "5-Year Plan Priorities":

"Coordination of community service through community partnerships." Staff are currently working to partner with various organizations in the community.

Mr. Boone stated that staff will be conducting Career Enhancement Seminars on site at the following locations. These seminars will occur twice a day, in the morning and afternoon at each of these sites:

- Harvest Time International
- Orange County Public Library (main location)
- Northland Church

Offering WCF services at other locations, such as above, will expand our footprint and provide services to areas that are more convenient to job seekers, especially if they have transportation issues. This is a pilot program.

Mr. Beliveau added that the library systems, like in Lake county, are run by the county and have web connecting capabilities – so what is done at the central, main location can be linked out to the satellite locations.

Dr. Shugart advised that we need to separate strategy and tactics. Providing a short rationale by each partnership and the tactics will come from this. We need to be clear in our rationale.

Mr. Moreno stressed the importance to provide outreach to the non-English speaking community and the computer illiterate. We do not want to overlook this sector of the population. Dr. Shugart used this as an example of strategy: we know we have a large Latino population who are unemployed and may not know how to use and/or have access the Internet – so we should seek out an organization such as the Catholic Diocese of Central Florida in order to reach this population.

"Create efficiencies in operations"

Ms. Nabors stated that staff need to create efficiencies and operations by looking at our infrastructure, functions and partnerships, and determine how to deliver our services in the centers as well as virtually.

- WCF must assess what we deliver for job seekers and businesses
- Determine what works well
- Determine what does not work well and needs to either be changed or stopped
- Identify ways to create efficiencies and improve quality in delivery. These strategies will result in reduced costs, and increased value. The Finance Department is involved heavily in this process.

“Sharpen our focus on program priorities; improve quality of program delivery and customer satisfaction with services”

One-stop universal service operations – identify strategies and address concerns on how to best address customer needs, which includes both employment services and needs of UI claimants.

Dr. Shugart suggested that staff conduct a client-centered review of services at each center. For example, evaluate the way services at each center are received from a customer’s perspective.

Individual Training Accounts (ITAs) – continue to evaluate outcome on these for job seekers; follow-up to make sure customers are getting a job after training and being retained in the job.

Re Employment Connection (REC) – same evaluation to be done as with ITAs, and also assess customers education and skills to match occupational internships to their backgrounds.

Welfare Transition (WT) – WCF has not been meeting the participation requirements of the State and not putting people in jobs. WCF has already implemented a strategic change in program delivery. We are now actively engaging WT recipients in work activities and reintegrating WT services into the one-stop operations, which will connect WT participants to other WCF services. Mr. Neal added that the name “ZuCan” (in place of “WT”) caused confusion and the program was isolated from other programs and services – customers could only access WT services at the one center. Ms. Hinton has been very instrumental in the implementation process of the new strategy – WT participation rate has gone from 7% to 15%. The statewide goal is 50%.

Dr. Shugart commented that it is important that we are brutally honest on why we failed and what we are going to do to resolve our failures. We need to gain the confidence of the public back – so we should not gloss over the facts.

Youth programs – 1) WCF needs to establish a Youth Committee and 2) develop and implement a year-round youth program, targeting hard-to-serve youth who have one or more barriers to employment. WCF should also tie the summer job program to the year-round youth program, especially for those youth not returning to high school and are in need of a strategic pathway to employment. The biggest challenge for the year-round youth program will be where to focus resources within the region and develop small, crafted strategies. Dr. Shugart advised staff to describe opportunities and problems to solve – be clear about this in the plan. He commented that the foster child issue is ripe for potential solutions in this community.

Mr. Beliveau added that there is a lack of employment resources for youth. Youth go to parents for career advice. WCF needs to make youth aware of career guidance services that are available to them, so that they do not lose hope/faith in attaining a job.

Ms. Nabors stated that staff will be reviewing the landscape on youth resources for employment and determine how WCF funds can be best leveraged. WCF will be looking to pilot a year-round youth program in Spring 2013.

Business services – WCF needs to create a robust plan and comprehensive business strategy connected to other regional businesses and educational partners. It is

important to prepare candidates in the workforce system with the skills that businesses need. The strategy used for large businesses will be different from that targeted towards small and medium-size businesses. Also, there needs to be an informational campaign making businesses aware of WCF's value-added services and educating employers on utilizing the Employ Florida Marketplace (EFM) more effectively.

Dr. Shugart added that staff will need to find ways to identify/quantify hard-to-fill jobs. This can be done by reaching out to the employer community and directly asking them which are their hard-to-fill jobs.

Mr. Moreno would like to have services offered for job seekers interested in starting their own businesses - those that have the skills to start their own business, but need the training on how to go about it. Ms. Nabors indicated that there are funds in the WCF budget set aside for entrepreneur programs - staff is looking for ways to leverage WCF's dollars and identify external institutions to partner with. Dr. Shugart asked Mr. Moreno to help in these efforts - to network with those needing the resources and connect to WCF.

Mr. Moreno added that there is also a need to support farm workers who would like to become farmers. Dr. Shugart suggested that this is an opportunity for a study on this issue, with the regions' educational and economic development network: Seminole Community College, Valencia College, UCF, regional Economic Development Councils etc.

“Utilize technology to maximize customer engagement”. - WCF has a good technology backbone - we need to identify and utilize this technology more effectively - i.e. online simulation learning, development of soft skills, technical development - provide credentialing with the online training. Dr. Shugart advised it is also important to provide parallel strategies and create alternatives for non-digital minds. Mr. Michaels added that the WCF Osceola Office is underused - we should consider providing youth groups opportunities to use the computers for trainings/credentialing at the one-stops.

Dr. Shugart commented that the short-term training/credentialing is a great idea - staff should continue to look for ways to provide these types of trainings.

“Operate in full fiscal compliance and transparency”

Ms. Nabors commented that WCF has woven this principal into all its fiscal operations and will continue this theme in the plan.

“Maintain administrative costs below 10% threshold”

Ms. Nabors commented that WCF is operating at approximately 7% administration, and will continue to identify opportunities to contain administrative costs.

“Meet and exceed state and federal performance goals” - WCF needs to strengthen its performance management system and streamline performance reporting to the Board and community. Dr. Shugart suggested clustering reports by the types of services we offer and/or report by level of service provided in categories: Light / Moderate /Heavy

Refining the Metrics

Ms. Nabors suggested four basic areas to address and gather outcomes for local reporting:

- 1) Are customers getting jobs after receiving WCF services?
- 2) Are customers being retained in those jobs?
- 3) Are customers earning self-sufficient wages?
- 4) Are regional businesses finding competitive candidates through WCF services

Dr. Shugart advised there are two other areas to use data:

WCF's value is what the customer experiences; how we experience customers, and how customers experience us. Take a look and understand the experiences of people in our centers and programs.

Use a customer-centered metrics/ "failure analysis": compare customers that got jobs to those that did not get jobs, but received the same services. What is not working and why?

Ms. Nabors reviewed a graph entitled: "Geography of Job Growth and Loss" which illustrated the significant challenges the workforce system has faced over the last few years, from 2004 through the present. The animated graph showed from year to year where jobs were lost and gained across the nation, and where job growth is returning.

Mr. Boone provided the latest data from Daily Placement Report. Dr. Shugart advised that staff triangulate measures – by creating other indexes to reference the local data. For example, compare the size of the labor market to the placement rate.

Ms. Nabors thanked the committee for their input on the Strategic Planning process. Ms. Nabors indicated that WCF will publicly notice the draft plan so that the community has an opportunity to provide comments. WCF will also host public meeting forums for the community residents, community stakeholders and businesses. Each of these meetings will be held in a different area of our region. The input will be gathered, and will be considered and incorporated into the 5-year plan.

ACTION ITEM

Training Provider – Request for Approval

Mr. Neal stated that now that board has approved an application process, Concorde Career Institute has met all criteria and is ready for Program Review Committee's review for Board approval. Dr. Shugart provided further information on Concorde Career Institute, based additional research he conducted.

After review of criteria and discussion, **Mr. Michaels made a motion to recommend Concorde Career Institute to the Board for full approval, with an explanation that completion rates will be part of the evaluation process. Mr. Beliveau seconded motion passed.**

CHAIRMAN'S CLOSING REMARKS:

Dr. Shugart thanked those in attendance for coming.

UPCOMING MEETINGS

Friday, September 14, 2012 / 10:30am to 12:30pm / Valencia West Campus

There being no further business, meeting adjourned at 11:07am.

Respectfully submitted,

Kaz Kasal
Sr. Administrative Assistant

