

DRAFT
OPERATIONS COMMITTEE MEETING MINUTES
NOVEMBER 5, 2009
11:30- 1:30 p.m.

- I. **ROLL CALL:** Present: Dr. Mark Novak, Janeen Dittrick, Rashad Said, Van Le, Rose Amador, Michelle Montoya, Pam Moore Absent: Richard Friberg, Kathy Ricossa
- II. **OPENING REMARKS:** Read by Chair Dr. Mark Novak
- III. **PUBLIC COMMENT:** There were four (4) public comment cards submitted to the Chair from Mr. Eric Peterson.

Comments on Item III were made by Mr. Eric Peterson, 512 Dix Way, San Jose, CA. "I would like call the Operations Committee's attention to the workshops. Both content and instructors are fantastic, but the problem is accessibility: accessing the information, accessing the talent coaches to get signed up and actually getting into the class. So what I would like to request is that you look at your options, I see on some of your agenda items for the Operations Committee, I would request you be more proactive and the reactive part is missing both on the customer comments on line and as well, the input that is coming out of the workshops, it's missing from the report. So I would like it to be a win-win situation for us. Thanks for your attention."

IV. **CONSENT ITEMS:**
Recommendations:

- (1) Accept Rapid Response Report (April through October 2009),
- (2) BOS Report (through October 2009), and
- (3) CQI Dashboard Report for the months of June through September 2009.

Comments on Item IV were made by Mr. Eric Peterson: "So what I would like to do is to call your attention to each of the monthly comments on the Dashboard, specifically for the month of July.... Since you haven't established your new program goals, and so that is hard to measure, and the consistent data dissatisfier here is the wait times. Part of that is the dead wait – that the information is not there, like for business newspapers or referrals or other items. And it can be a win-win situation if you schedule appointments so that it balances out your workload—or else you have a peak load between 10 and 2 and that exacerbates the problem. So it would be easier for the staff and easier for the clients. Also, one of the problems with getting the transparency with the program is that your job site, www.work2future.biz, does not have the class schedule, so that everybody gets the information at the same time. You have to physically come in to get the information. That would be one of the ways to expedite it and insure equality and access to the information."

Action: Motion to approve November 5, 2009 Consent Items made by Rose Amador; seconded by Rasha Said. Motion approved.

Clarification of Consent Items was requested by Michelle Montoya. The Executive Director gave the explanation, "Consent Items are standard reports that are presented for discussion but are included to sub-committees as a means of sharing the report information and any item can be pulled for special consideration and discussion if requested but approval is basically for the reports that are contained in the Consent Item."

V. AGENDA ITEMS

A. Old Business

Action: Motion to approve September 3, 2009 Minutes made by Rashad Said; seconded by Van Le. Motion approved. 2 Abstentions due to absences.

B. New Business

1. Operations Committee Meeting Schedule for 2010 (attachment presented)

Action: Motion to approve Operations Committee Schedule for 2010 made by Janeen Dittrick; seconded by Pam Moore. Motion approved.

Comments on Item V.B.1 were made by Mr. Eric Peterson: "What I would like you clarify in the memo is again the timeframe and that you are the first Thursday and that it starts at 11:30 and then you can have the length of it. Because there has been an incongruency between what is posted on the City clerk's information and what was on your website. So, it was, again, disconcerting."

Dr. Novak reiterated that as a recommendation it is being suggested that the Operations Committee post the start time of 11:30 and leave it open to end at any time and allow for flexibility for next year and that we should amend the motion to reflect the change in the time status.

Withdraw motion and amended to show beginning time of 11:30 and open ended closing time. Motion to approve Operations Schedule for 2010 made by Janeen Dittrick; seconded by Pam Moore. Motion approved.

2. Chair Report

(attachment presented)

Dr. Novak presented notes from Operations Committee dated 2/18/04 regarding a Mandate Directive for the Operation Committee to use as scope of work. Since the Directive was created by the then Ops Committee and spells out specific tasks and was never changed it should still hold effective today.

3. Mandate for Operations Committee

(attachment presented from February 18, 2004 Operations Committee)

Discussion by Pam Moore: It is encouraging that we have a clearer definition of what the roll of the Operations Committee should be. I am not sure if any of the other new members have had the opportunity to know what the roll of their subcommittee is. I also believe that it is important for all of the committees of

the board to have a clearer understanding of what are their particular responsibilities. Going forward, this information should be part of the board member orientation, which is provided to all new members. Information describing each of the subcommittees and its purpose, would be included, in a manner in which a board member may decide, from an informed point of view, whether or not to be a part of a particular subcommittee. Some of this information may have already been developed, as historical information, and this suggestion may or may not have already been decided on as do-able or not. But, as the Operations Committee, can we make the recommendation that this suggestion go to the Leadership Team and have them look at it. The Executive Director commented that it would be reasonable to have the agenda in alignment with the responsibilities of the committees and that would be a very good point. Also, any new ideas or initiatives, i.e. BOS, should be brought to Operations Committee, first as a location to look at new ideas and to decide if we want to spend more time on them. Dr. Novak stated that it sounded like a good idea for special projects. The Executive Director continued that an ad-hoc committee could be called for any kind of special needs project and it would be appropriate to invite people from the community with expertise into that type of committee, as long as there were guarantees that at least three members from the Operations Committee were included in the ad-hoc committee to make sure that work2future's priorities were well represented.

It was brought up that in the past, the Operations Committee was not held if there were no "Actions Items" on the agenda. Information Items were still shared with members but that an actual meeting was not held.

Commits on Item V.B.3 were made by Mr. Eric Peterson: "basically, I would like to apologize because I had a problem in going to 'the board', because I figured you would take your comment to 'the full board' and then they would refer it to the proper sub-committee rather than the onus being on the client in trying to figure out the organizational chart. That's why I went to the 'full board' first. And sometimes there is an overlap between the executive committee and the subcommittees there, so if it is confusing to you, it is even more so to the client. But at least you are asking the question. So what I am looking at is the continuous quality improvement. And you have addressed those issues back in 2009 (Feb. 18, 2004) it's actually service, that service that you are providing, you know how that is... you also had a form on your audit because you were looking at grievances or concerns that were being brought up to your organization. So what I would like you to see is the input now and from the client's online survey and also the input and suggestions that are coming in from the workshops as well as the business community and what they would like to see. "

Rashad Said stated that grievances that were taken to the Standards Committee before it was collapsed into the Operations Committee should now come back to Operations Committee. The Executive Director stated that there is a new process for dealing with grievances. Marketing committee was also a separate committee that was collapsed into Operations Committee. The Executive Director suggested that any special projects, i.e. CQI and BOS (marketing) could be presented at the Operations Committee.

Comment by Dr. Novak requesting that the attachment would be corrected to say: February 18, 2004 instead of February 14,2009 in error

4. work2future Performance Update

(attachment presented)

All work2future goals were met or exceeded except the Entered Employment Rate for: Adult-51.34%; Dislocated Workers -54.05%; Youth-78.78% and Employment Retention Rate for Dislocated Workers which is 98.40%. Local goals have not been determined by the State yet. The performance goals for the Adult and Dislocated Programs are the same as PY 07-08 at this time. The performance goals for the Youth Program is the same as the State and is based on Directive WSD08-06 dated October 7, 2008

5. Update on American Recovery and Reinvestment Act

(attachment presented)

Comments by Mr. Eric Peterson: "I invite you to look at that...so just to let you know that I have worked my way down from Executive Committee to the sub-committees, that what you are getting here is a boiler plate... it is not October. It goes on for months, so the first I'd like to say is thank you for increasing the workshops and the percentage of time because I wouldn't have even asked for that. But what you are getting is misleading or erroneous information in here, because under your key updates, you've expanded it but it says that you are offering Decision Making and Problem Solving...they haven't offered that for months and that is a valuable tool not only in job-search but as a life-skill. #2 the extended hours, these are not your hours, your hours are from 8:00 a.m. to 8:00 p.m. and it is not posted on the door but those are the hours here. #3 the Gilroy One-Stop, when was it effective for Wednesday night? and what are the hours? Because I was down in Gilroy and it is not posted at that site. Can't find it. So basically, it's having transparency. Post the information so that clients and businesses know what is in effect...it seems very basic but it's necessary, .OK? as well as your website—it says you have to call and that takes up a lot of staff time. Clients are being frustrated because we are not only identifying the problems but we are proposing the solutions but it's not even being acknowledged by the CQI and Design Teams that is going in there, and yet it says that you will post it monthly on board what the problem is and what you are doing about it and some people write real extensively."

A report by Monique Melchor stated that we are still working on the November report due to some specific issues such as the website still being under construction. But, there are some items posted, such as the wide range of on-line computer classes and other courses that customers may currently take advantage of. The hours of each of the One-Stops was also listed, including the one night a week schedule.

6. Grants Update / 501(c)(3)

(attachment presented)

Three Federal Earmarks for 2011 were submitted by the Executive Director 1) to coincide with an Environmental Stewardship Services program in the amount of \$400,000 and 2) BusinessOwnerSpace.com for \$400,000 and as

a 3rd) a Green Training program for \$1.5 mil. Also a grant application was submitted for the Regional Clusters of Opportunity \$250,000.

Work2future is working with NOVA on the Regional Clusters of Opportunities grant focusing on the Healthcare initiative. Also, work2future is currently working on an initiative of regional and countywide residential energy and water efficiency that is going out to ABAG – Association of Bay Area Governments, from whom we are asking for a letter of support. Additionally, there is a block grant being considered, which is going out to multiple cities. These are all competitive grants, through out the country.

The 501(c)(3) update—It was stated that a new legal firm is being consulted to work with the committee on final requirements for obtaining 501(c)(3) status.

7. Annual Report Update

Note to Leslie Hallenbeck to send out draft of Annual Report.

8. Annual Customer Satisfaction Summary Report

(attachment presented) Lori Strumpf presented via teleconference. This item was moved up on the agenda before Items V.B.6 The main purpose of the annual survey within a comprehensive data collection system is to collect data from the customer at some point after they have received the service. Thoughts differ on what is a good response rate for the purpose of being able to generalize the findings to the entire customer populations within the same cohort. Ratings of "program exiters" percentages from 10 to 25% are acceptable. Out of the 1000 surveys sent out, there were 36 responses received which translates to an overall 2% response rate. This response rate needs to, obviously, be increased.

The purpose of the customer comment cards is to collect data at the point in time where the customer interacts with the service. It is known as just in time data and provides perspective on how well your service delivery system is responding to customer expectations as the customer experiences the service or shortly thereafter. The purpose of the comment cards is to analyze trends based on the number of respondents rather than to use the responses to generalize the findings to the entire customer population. Therefore a response rate is not necessary to assess the usefulness of the data, a critical mass of responders is.

Percentage scores represent the combined categories for Strongly Disagreed and Disagreed. The six key indicators that establish opportunities for improvement are: 1) received help in making important decisions related to job search, 2) positive image of the Center and services, 3) regularly hear good things from my friends, 4) use the services again, 5) satisfied with overall experience, 6) recommend to a friend or colleague.

Customers agree or strongly agree that staff performed well on areas that are categorized as "customer service", i.e. treating customers well and being attentive. But on several key indicators those that have some predictive value of future satisfaction, customers do not rate the organization highly—these include:

1) the information provided was useful in my job search, 2) I would recommend the center to friend or colleague, 3) Overall satisfaction.

The main issue is to work on increasing the response rate from the current 2% response rate to a higher amount.

Comments by Mr. Eric Peterson: Miss Strumpf, this is Eric Peterson, we met on the 23rd. OK, I got your email...when are you going to be in San Jose? (I will be there in a week and a half, I think) OK, because they are having trouble giving me the date. My concern is the commitment made with you and Chris, together, the staff hasn't implemented that commitment i.e. acknowledging the suggestions from the clients, that's one, 2) the monthly board of items that is being addressed and what is being implemented. (Mr. Peterson if that is the case I will rebid while it is fresh in my mind...I do have a team that I meet with and talk about that and we will be able to move this forward and implement it very quickly and the managers are completely confident and will get the clients the contact information and I will follow up, I promise) this might be one of the examples on why the surveys are so miniscule, because people felt it is a waste of time to put the input in if it isn't even going to be acknowledged or acted upon. Question from board members: is there a plan to increase the response rate?

C. Set Items for Next Agenda

Dr. Novak requested that the new process for appeals be reviewed at the next meeting. Also, that there be a presentation of the latest version of the GeoMapper and a presentation current status by the Integrator at the next meeting.

Van Le requested a presentation of funding resources identified for minorities in 2010 be presented on the GeoMapper or by some other information source.

D. Announcements

Javier Vanga stated that the Eco-System Industry Sector Report by Aaron Wilcher will be made available if anyone wants copies.

E. Next Meeting

The next Operations Committee meeting is scheduled for February 4, 2010 at 11:30 a.m. in the Boardroom at the San Jose One-Stop, 1290 Parkmoor Ave., San Jose, California.

F. Adjournment

Action: A motion was made to adjourn the meeting by Van Lee; seconded by Rose Amador; passed.