



**CALIFORNIA WORKFORCE INVESTMENT BOARD
ISSUES AND POLICY SPECIAL COMMITTEE
OUTREACH STRATEGY WORKGROUP**



**August 5, 2011
9:30 a.m. to 11:00 p.m.**

**777 12th Street, Suite 200
Sacramento, CA 95814**

Edmund G. Brown Governor

Douglas Sale
Acting Executive Director

**This meeting does include the option to participate by teleconference/webinar.
See below for details**

Committee Mission Statement

“Our mission is to provide advice, counsel and recommendations to the full California Workforce Investment Board that improve Local Workforce Investment Boards’ ability to provide world-class services to constituents; and to provide overall strategic recommendations to the full Board in identifying the most critical priorities.”

AGENDA

- I. Welcome and Opening Remarks

- II. Action
 - a. Approval of July 26, 2011 Meeting Summary
 - b. Selection of System Logo
 - c. Adoption of Next Steps and Implementation Strategy

- III. Next Steps

- IV. Public Comment

- V. Other Business

Meeting conclusion time is an estimate; meeting may end earlier subject to completion of agenda items and/or approved motion to adjourn. In order for the Committee to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Committee must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply. Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least ten days prior to the meeting. TTY line: (916) 324-6523. Please visit the California Workforce Investment Board website at <http://www.cwib.ca.gov> or contact Daniel Patterson for additional information.

Participation Instructions

Topic: Outreach Strategy Workgroup

Date: Friday, August 5, 2011

Time: 9:30 am, Pacific Daylight Time (San Francisco, GMT-07:00)

Meeting Number: 742 765 424

Meeting Password: cwib777

Host Key: 315395 (use this to reclaim host privileges)

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Call-in toll-free number (Verizon): 1-866-748-2780 (US)

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Host access code: 321 724 2

Attendee access code: 613 254 1

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**ISSUES AND POLICY COMMITTEE
Outreach Strategy Workgroup
Meeting Summary
July 26, 2011**

Workgroup Members Present

Barbara Halsey	California Workforce Association Executive Director
Jamil Dada	Chair-State Board
Audrey Taylor	State Board Member
Jeremy Smith	State Board Member
Cheryl Moore	Ventura County WIB Director
Pam Harris	State Board Member
Art O'Neal	Employment Development Department
Loree Levy	Employment Development Department

State Board Staff

Doug Sale	Acting Executive Director
Daniel Patterson	Staff to the State Board
John Williams	Staff to the State Board
Shelly Green	Staff to the State Board
Luis Bermudez	Staff to the State Board

Public:

Helen Dowden

Approval of June 28, 2011 Meeting Summary:

The meeting summary was approved unanimously with two administrative corrections noted.

Logo Design:

Members discussed the different aspects of the proposed logos including fonts, colors, symbols, reproduction problems and possibilities, signage, meaning, and desired effect. Ms. Levy clarified the reasoning behind supporting the development of the different designs.

The use of the logo for different partners/affiliates was also discussed. Would it be used only for comprehensive One-Stops, all partners such as economic development agencies, community colleges, should they be distinguished or

included in the network? A member expressed concern about using too many different names to distinguish the variety of partners.

Attendees refined their votes on specific logos and worked with Ms. Levy's staff to modify the logos during the meeting. Final draft logos will be developed based on this feedback and presented at the next workgroup meeting.

Members agreed they would determine a final version of the logo to be presented to the State Board for approval at its August 16, 2011 meeting. This logo would be accompanied by an action item outlining action steps to implement its use.

Career and Business Network Branding Initiative – A Guide

Mr. Patterson provided a brief background introducing the document, stating that both WIA and the California Workforce Training Act already require local boards to annually review their One-Stop operation. The draft document is adopted from a previous effort to certify One-Stop Centers and brings together a consistent and standard policy that Local Workforce Investment Areas (local areas) could incorporate into local policy and apply a State Board standard for the use of the outreach logo and name.

He asked if the use of the logo be tied to certification.

Ms. Halsey stated that she would forward the outreach name and logo to the California Workforce Association Executive Committee retreat on August 17th and 18th. She also discussed the correlation between certification and expectations a user may have of a system being publicized by this logo, so that it means something. What does the brand stand for?

Ms. Taylor stated that her opinion that the outreach strategy is about promotion of the system, and achievements. Tying the logo to certification would be asking the local areas to do more. Ms. Flournoy stated that it's one thing to push out the idea of the brand and system, another to make it mean something. Her opinion is that there needs to be a push on certification, we have to be able to say that there is a system of uniform quality and that as a local Director she doesn't have a problem with coming up to some standard. It's part of the law anyway.

Ms. Green used the example of approval posters on restaurants to illustrate how a brand or logo implies a certain standard of quality. She also noted that the document initially was meant as a voluntary self-assessment for local areas. However, if there is going to be a "stamp of approval" there is an assumption that there is some sort of quality.

Members further discussed which locations would receive the logo. Would it be only Local Boards, Comprehensive One-Stops, kiosks, other partners or affiliates? It was noted that the Workforce Investment Act already requires

certain standards from the local areas and the One-Stop operators, along with standards for Memoranda of Understanding among required partners as outlined in WIA.

Ms. Halsey suggested tying in the logo, a performance dashboard, and local certification to make it mean something, with Mr. Sale agreeing that the Local Board Certification policy needs to be strengthened in the coming cycle.

Tip Card / Promotional Materials

Ms. Levy introduced the EDD tip card (the card provides a quick reference to those needing employment or to apply for unemployment insurance benefits), showing one example of how the logo can be rolled out using this vehicle. She also has funding to print 500,000 of these tip cards.

Ms. Flournoy noted that the name needs to be easy and consistent, with the word “network” used. There should be no specific titles or names distinguishing the various levels of access points to the system, so that the logo and name may be applied easily.

Ms. Harris explained that Unemployment Insurance recipients could also be guided to the new system/network name when they are in need of the services offered. She also suggested such flyers could be left at businesses, government centers, etc. and anywhere that might be useful to advertise.

Members also agreed that others state entities such as those that have members on the board, as well as education and economic development partners should be informed of this outreach strategy to seek and gain cooperation at a high level. The outreach strategy opens up many new ways of bringing partners together and use it as an invitational and promotional tool.

Website:

Options for a new website or the redesign of the CWIB website were discussed. It was decided there should be a separate website, administered by CWIB, and it would be the entry point to the system which would then direct users to the appropriate places for service.

Ms. Harris summarized the previous discussions by stating that the more the workgroup can get to the State Board in a finalized format, the more likely it will be adopted quickly. Mr. O’Neil added that it will be important to include a package with all the specifications and technical data of the logo, along with guidelines, a toolkit for the local areas, time frames, etc.

Next Steps:

There will be another workgroup meeting on Friday, August 5, 2011.

Ms. Levy will work to take the recommendations from the workgroup to make a final logo for approval and presentation to the State Board at the August 16th meeting.

State Board staff will work to prepare an implementation plan including all the items discussed for approval and presentation to the State Board at the August 16th meeting.

DRAFT

Draft Alt. #1



Draft Alt. #2



Draft Alt. #3



Draft Alt. #4



Letterhead - Mock Up Sample



California Workforce Investment Board

Business Card - Mock Up Sample



Logo displayed at 1 inch width



WIA Policy and Administration Group > 777 12th Street, Suite 200 Sacramento, CA 95814 > Phone: 916-324-2853 Fax: 916-324-3068
www.CAcareerbusinessnet.ca.gov



#9 Envelope - Mock Up Sample

Issues and Policy Committee Outreach Strategy Workgroup

Action Requested

The California Workforce Investment Board approve and adopt the name, logo and next steps of the Outreach Strategy Workgroup.

Background

The workforce system in California is not recognized as a system of partners with a shared common goal. This commonly held perception has been validated through numerous research and survey initiatives. To address this issue, the State Board directed a workgroup be formed and charged with the responsibility of developing a recommendation to begin linking various partners and stakeholders of the workforce investment system, and building greater recognition of the system among customers and lawmakers.

The workgroup membership includes members of the State Board, local workforce board directors, and the Employment Development Department.

Mr. Jamil Dada	State Board Chair
Ms. Audrey Taylor	State Board Member
Ms. Pam Harris	State Board Member
Mr. Jeremy Smith	State Board Member
Ms. Felicia Flournoy	Riverside County
Ms. Cheryl Moore	Ventura County
Mr. Art O'Neal	Employment Development Department
Ms. Barbara Halsey	California Workforce Association
Ms. Loree Levy	Employment Development Department

Discussion

The workgroup has developed a common identifier or brand and logo that links agencies and partners as part of a statewide workforce system and helps provide easy identification to job seeker and employer customers. The workgroup has developed both of these identifiers for the full Board's review and adoption. This is the first step.

With the State Board's approval of the name and logo, the workgroup will continue to develop a full work plan and necessary policies and guidelines for implementation within the workforce investment system and expansion to a broader partnership with other state agencies and public and private system stakeholders.

Implementation could begin with LWIBs and partners using the new name and logo in addition to their existing local name and logo. Over time, the state identity could build to greater prominence for easy identification with customers statewide. In exchange, LWIBs and partners could benefit from outreach tools and strategies developed at the state level to support the statewide system.

The workgroup also feels it's important to launch the new name and logo with a public outreach strategy to greater connect customers with available services, and build greater recognition of the valuable work the system is producing at a time when federal funding is under review.

Action Steps

- Develop an implementation work plan
- Develop the necessary tools and policies to support system identification and brand management
- Develop the associated public outreach strategy for promoting the statewide system
- Develop and launch a stand alone website that will be a single point of entry to the system and information source
- Outreach to other state agencies and local partners