



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



Douglas Sale
Acting Executive Director

**October 25, 2011
1:00 p.m. to 3:30 p.m.**

Edmund G. Brown, Jr.
Governor

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

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.”

**This meeting includes the option to participate by a teleconference webinar.
Please see page 2 of the agenda for details.**

AGENDA

- I. Welcome and Opening Remarks**
- II. Action**
 - Approval of September 20, 2011 Meeting Summary
- III. Discussion**
 - a. Review of Website Portal Design
 - b. Review of Project Milestones and Timelines
- 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: Tuesday, October 25, 2011
Time: 1:00 pm, Pacific Daylight Time
Number: 748 445 592 Meeting
Password: 77712

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I. Welcome and Opening Remarks

II. Action Item:

Approval of the September 20, 2011 Meeting Summary

III. Discussion:

- a. Website Portal Design
- b. Project Milestones and Timelines

**Outreach Strategy Workgroup
September 20, 2011**

Members Present:

Audrey Taylor, State Board Member
Cheryl Moore, Local Board Director
Jamil Dada, State Board Chair
Adam Peck, Local Board Director
Pam Harris, State Board Member

Members Absent:

Tim Rainey
Jeremy Smith

Staff:

Loree Levy, Employment Development Department (EDD)
Art O'Neal, EDD
Doug Sale, staff to the State Board
Daniel Patterson, staff to the State Board
Michelle Green, staff to the State Board
Luis Bermudez, staff to the State Board
John Williams, staff to the State Board

Public:

Barbara Halsey, California Workforce Association (CWA)
John Deltatier, Proteus, Inc.
Thomas (webcam)

1. Welcome and Opening Remarks

Doug thanked everyone for attending and reviewed the agenda.

2. Action Item - Approval of August 5, 2011 Meeting Summary

The action item was initially postponed until a quorum was established later in the meeting.

3. Next steps

Mr. Patterson introduced the item by stating that these action steps were presented to and approved by the State Board.

Ms. Taylor asked for an overview for those who might not have attended the State Board meeting. She recalled there being two phases: The first being outreach and the second tied more to local board certification. Mr. Patterson clarified that what was presented to the State Board was the name and logo for the workforce system and the action steps included in the agenda and the logo to go along with that outreach effort.

Ms. Harris stated that it makes sense for the workgroup to discuss an initial launch, which could be laid out on a timeline of 6-8 months. Whether then it ties to a certification process can be more of a long term sustainability discussion.

Mr. Sale expressed his view that in the short term, the logo should go out to all local areas so they could start incorporating it into their signage. This should be done with little or no cost to them, and only being implemented in physical signage at the One-Stop locations as leases are renewed. He also thought there should be some minimum requirements set up for local areas and One-Stop operators to be members of the network. By November 2012, local areas need to be recertified per Workforce Investment Act (WIA) guidelines, and the outreach strategy deployment should be ironed out by that time.

Mr. Patterson added to this by stating that the initial launch steps should define how the logo is deployed and should be sent out to local areas with usage guidelines.

Ms. Moore asked if, by November 2012, the logo should be in place at all local areas. Mr. Sale stated that he wants logos in place before November, so that full implementation can be in place by that date. Certain questions arise: What does the workgroup want to have as minimum requirements to obtain/use the logo? When should the logo be rolled out? When does certification take place? It seems the logo should go out first and then certification questions can be raised.

Ms. Halsey stated that it should be a local board decision regarding which One-Stops would receive the logo based on their certification criteria. Also, the implementation of VOS in July 2012 creates a natural opportunity to name that system to match the outreach strategy.

Ms. Harris agrees with Ms. Halsey but noted that Geo Solutions, the vendor for the VOS system, has a specific body of work to complete under the scope of work of their contract. They can certainly change the name of the system and its look, but it should not be tasked with managing and keeping the outreach strategy portal.

Members discussed additional ideas of implementation timelines, and whether launch steps would come first, what expectations would be, how those would be communicated to local areas, and administrative mechanisms for distributing information. Ms. Taylor stressed that the portal website should tell the stories of

local areas and their successes. Ms. Levy agreed by stating that in any ad campaign one should keep in mind, “What is your call to action?” There needs to be a unified approach and a clear idea of where you want to direct your audience.

Mr. Delmatier brought up a pragmatic point. When people look up a One-Stop in the phone book, will they be looking at the One-Stop name or look for California Career and Business Network? This brought up a previously discussed point that the outreach strategy would be used as “co-branding” similar to florists keeping their own name but identifying that they are part of a bigger network by displaying the FTD logo on their shop windows.

Members discussed the characteristics of the new VOS system managed by Geo Solutions versus a possible new portal website hosted and managed by CWIB, EDD, or a combination thereof. It was generally agreed that the portal website should stand on its own, with its own domain name and look, and direct users to obtain information for their unique needs. It should also serve to tell the success stories of the workforce system in California. There should be no duplication of information or services on this website, which are offered in other partner websites. Details about who will end up managing and owning the site are still unclear due to funding and staffing levels. There is also the possibility that the CWIB website might be reformatted to become the CCBN website. Ms. Halsey noted that if it’s clear that this is the entry point of a network, the expectation by users is that they’ll go to other sites and they’ll be prepared for it. Ms. Levy stated that it should be a simple front door which then directs users to the appropriate place.

Mr. Patterson stated that staff examined the sites of other states which have similar “branding” or outreach strategies and noted that some have completely eliminated the local area names. The key is to not duplicate information on different sites, rather to seamlessly direct users to local areas and to market the success of the system.

Mr. Sale said the workgroup should come up with a site map.

Ms. Halsey suggested looking at www.webportal101.com for ideas on what’s required for building such a site and Ms. Levy stated that her staff works with that type of information all the time and could look into it further.

Mr. Sale expressed his point of view that CWIB and EDD should jointly own the site, host it, and be able to post on it. Ms. Levy agreed that everyone should be a part of it.

Members agreed that there should be a site map and template developed, and if the CWIB website is to be reformatted, to find out how much it would cost.

At this point there were enough members present for the action item, which was to approve the previous meeting's summary. Ms. Moore moved to approve the minutes with Ms. Taylor seconding the motion. The meeting summary was approved unanimously.

Ms. Moore noted that she liked the way things were going. She stated that one piece of the outreach strategy is the website. The other piece is the rollout, tools and mechanisms. They don't have to be sequentially but can be thought of as components.

Mr. Sale posed the question of whether the workgroup wanted to wait and hold on to the logo and not put it out until the website is done. Ms. Moore stated that local areas need time to figure out how they will implement the logo with a "go live" date in mind, and work backwards from that date. Mr. Peck stated he has guidelines for implementation from his own system's requirements and can share them so that the workgroup can simply "plug in" the information.

Ms. Taylor provided a useful outline to work with:

- Outreach strategy logo and name
- Brand management guidelines
- Timeline for website
- Timeline for buy-in from local areas
- Rollout

Members agreed that a minimum set of guidelines for which entities would get to use the logo and system name need to be formulated.

The next meeting was scheduled for October 25, 2011.

4. Public Comment

There was no public comment.

5. Other Business

There was no other business. The meeting was adjourned.

Item #	Project Milestones DRAFT	Due Dates
1	<p>Complete Roll out of Portal and Logo</p> <ul style="list-style-type: none"> • Includes launch of portal, outreach strategy and all implementation policies being in place. 	November 2012
2	<p>Develop and Launch Portal</p> <ul style="list-style-type: none"> • Collect success stories and upload to system • One Stop Center Search and mapping • Clarify responsibilities for management of portal (publishing, eliminating duplication, day to day administration/up keep) • Shared Funding Strategies for Portal's ongoing costs 	<p>April 2012</p> <p>February 2012</p> <p>December 2012</p> <p>January 2012</p> <p>February 2012</p>
3	<p>Brand Management Guidelines</p> <ul style="list-style-type: none"> • Logo Use/Display Standards (windows, website, cards, letter head, etc.) • Determine criteria for who flies the logo • One Stop Certification Policy 	<p>January 2012</p> <p>November 2012</p> <p>December 2012</p>
4	<p>Listing in Local Directories</p> <ul style="list-style-type: none"> • Do we want to provide guidance in this area for consistency and easy statewide recognition around the state? 	TBD
5	<p>Communication to Business Community</p> <ul style="list-style-type: none"> • Identify an effective means of communicating to our business partners the services and benefits to employers • Develop a list of what those benefits are 	<p>May 2012</p> <p>March – April 2012</p>
6	<p>Communication to Partners</p> <ul style="list-style-type: none"> • State Agencies and State Associations 	<p>May 2012</p> <p>April 2012</p>

	<ul style="list-style-type: none">• What does it mean to be a partner of the system?	April 2012
7	Communication to Elected Officials <ul style="list-style-type: none">• Local, State, California Congressional Delegation• Develop in coordination with Agency and State Partners and Governor's Office	May/June 2012 May 2012
8	Internal Communication <ul style="list-style-type: none">• Posters communicating shift to state and local partner employees	TBD
9	Job Marketing Strategy -- Hire One? <ul style="list-style-type: none">• Funding for Initiative• Link to new Governor's Office of Business and Economic Development	TBD

IV. Public Comment

V. Other Business