



**WORKFORCE DEVELOPMENT
BOARD OF MADERA COUNTY**

Executive Committee

SPECIAL MEETING AGENDA

**February 1, 2024
10:30 a.m.**

Meeting will be held virtually at:

***Workforce Assistance Center
2037 W Cleveland Avenue, Madera, CA 93637***

200 West 4th Street
Madera, CA 93637

1745 Lester Avenue
Clovis, CA 93619

17149 Road 400
Madera, CA 93636

4632 W Flint Way
Fresno, CA 93722

REASONABLE ACCOMMODATION FOR ANY INDIVIDUAL WITH A DISABILITY Pursuant to the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, any individual with a disability who requires reasonable accommodation to attend or participate in a meeting or function of the Workforce Development Board of Madera County, may request assistance by contacting the Executive Assistant at Madera County Workforce Investment Corporation office, 2037 W. Cleveland Avenue, Madera, CA 93637; Telephone 559/662-4589; CRS 711; Fax 559/673-1794.

This agenda and supporting documents relating to the items on this agenda are available through the Workforce Development Board website at <http://www.maderaworkforce.org/workforce-board-meetings/>. These documents are also available at the Madera County Workforce Assistance Center – office of the Executive Director. The Workforce Development Board is an equal Opportunity Employer/Program. Auxiliary aids and services are available upon request.

1.0 Call to Order

1.1 Pledge of Allegiance

2.0 Additions to the Agenda

Items identified after preparation of the agenda for which there is a need to take immediate action. Two-thirds vote required for consideration (Government Code Section 54954.2(b)(2))

3.0 Public Comment

This time is made available for comment from the public on matters within the Board's jurisdiction but not appearing on the agenda. The Board will not take action on any items presented under public comment. The comment period will be limited to 15 minutes.

4.0 Introductions and Recognitions

5.0 Adoption of Board Agenda

6.0 Action Planning Workshop

6.1 Board discussion and direction to plot strategic initiatives identified during the WDB's Action Planning Workshop on January 11, 2024, over the next 18 to 24 months.

7.0 Next Meeting

To be determined.

8.0 Adjournment

Madera Action Planning Session 1.11.24

Vision of Success

- Kids are coming back for jobs that are in Madera county
- We are communicating achievement MUSD/FFA
- We are not talking about the problems
- Implementation and launching of programs (healthcare)
- Youth will be skilled up with more robust short-term training programs
- Healthcare sector initiative launched/x-ray tech
- Economic development is bringing more businesses to the community
- Businesses know that there is a skilled workforce
- WDB is more proficient in connecting dots/braiding resources
- Board members will know how to articulate the mission of the WDB (members can advocate for programs/sectors)
- WDB budget diversified
- More Board participation/additional people to sit on Board
- WDB influence increases
- Farm Bureau + MUSD + others communication
- Residents do not feel like second class citizens
- Residents have more pride in county, city
- More residents retire and stay in Madera
- More 1st generation college graduates
- More quality housing – additional housing developments - people living in Madera
- Working with other Boards are working with their member to advocate for program/policy change at State level

Strengths

- Diversity
- Educational background
- Different sectors are represented
- Know the community/come from community
- Partnerships/communication amongst each other
- Passion
- Elected official connection
- Size of the county in Board

Weaknesses

- Not enough opportunity
- Cohesiveness
- No cohesion on what county could be in the future – what's the common vision
- Siloed thinking/communication
- Who are we?

- Attendance and participation at Board level – hard to get a quorum
- Spread thin
- Red tape stunting growth
- Learning curve
- Need city officials/Chambers

Benefits

- UI rate decreases
- Businesses can find their next employees – come to the Board
- Skillsets align with demand
- Board attendance increases – no quorum issues
- Cities are aligned
- Achieving regulatory changes
- Pipelines/pathways are filled
- Businesses funding/investing - serve more people
- More pizza/investing
- More WDB staff
- More localized training available
- “We believe” extended
- More taxes being done

Dangers

- Community disconnect
- Begin working parallel
- Success breeds failure – complacency/comfortable
- Begin to compete
- Everybody wants to work with you – sustainability
- Lose staff/expertise
- Lack of housing due to demand – people coming back
- Lack of childcare
- Repetitive/loosing innovative Board strategy
- Taking care of own organization instead of community

Commitments

- Set a culture of teamwork
- Being present, not just being a presence
- Identifying priorities
- Alignment + coordination/collaboration among + between efforts
- Representing our sectors in the WDB priorities
- Advocate for the WDBs work out in the community
- Reviewing communication efforts

Focus Question: What are practical actions the Board can take over 24 months to capitalize on economic opportunities and solve economic challenges?

Training (Industry-specific); Develop response training to meet industry demand.

- Tour AG mechanic program
- Meet with MUSD Transportation Department (bus driver training)
- Healthcare Sector Partnerships
- More WBL/Internships
- CTE/Short term training
- Increase OJT/Internships with employers
- Develop new education programs
- Increase training providers in Madera
- Increase work experience and apprenticeships

Work-Ethics; Increase community focus on cultural adaptability and work ethics.

- Create Graduate profile community – “Madera promise”
- Madera Work ethics (reinstitute these)

Marketing/Brand; Implement a marketing plan that highlights the benefits of Madera County and incorporates success stories and community voices.

- Revamp marketing
- Elevate narrative within community
- Share successes of Madera County
- “How can I/we help?”

Leadership Engagement; Re-evaluate the WDB so that the right leaders of today are investing in the leaders of tomorrow.

- Local government engagement
- Identify the right champions
- Refresh WDB Directors/Board members
- Strategic Leaders w/n WDB
- Active Participation
- Add manufacturing businesses to WDB
- “How can I/we help?”

Policy; Create a unified and aligned vision for Madera County communities that supports inclusive policies and demonstrates our connectiveness.

- WDB Strategic Partner Meetings
- Alignment among stakeholders
- Future focused CTE
- Responsive + Agile education partnerships
- WDB Business forums on weekends
- WIOA Policies vs local policies (alignment/flexibility)