

**ACTION MINUTES OF THE REGULAR MEETING
OF THE SANTA ANA WORKFORCE INVESTMENT BOARD
OVERSIGHT & DATA COMMITTEE MEETING
SANTA ANA, CALIFORNIA**

August 1, 2008

CALL TO ORDER

SANTA ANA WORK CENTER
1000 E. SANTA ANA BLVD.
SUITE 200
SANTA ANA, CA
8:05 A.M.

ATTENDANCE

COMMITTEE MEMBERS Present:
JON DIETZ, Chair
ROB CLAUDIO, Vice Chair
STACEY SANCHEZ

Absent: WIL ORTEGA

GUESTS Present:
Dr. Greg Robinson, Dir. Social Science Research
Center, California State University Fullerton

STAFF Present:
FRAN JUTZI, WIB Administration
JUDY CHEN-LEE, WORK Center Coordinator
JAIME LOPEZ, Marketing Coordinator
MARIA LEGER, Senior Office Assistant

CONSENT CALENDAR

Motion: Approve staff recommendations on the following Consent Calendar items (Item 1 and 2):

MOTION:	Claudio	SECOND:	Sanchez
VOTE:	AYES:	Dietz, Claudio, and Sanchez (3)	
	NOES:	None (0)	
	ABSTAIN:	None (0)	
	ABSENT:	Ortega (1)	

ADMINISTRATIVE MATTERS

1. MINUTES

Motion: Accept Minutes

Regular Meeting of May 2, 2008

2. ABSENCES

Motion: Excuse the absence of following member from the regular meeting of August 1, 2008: Wil Ortega

***** END OF CONSENT CALENDAR *****

WORK STUDY SESSION

3. RETURN-ON-INVESTMENT STUDY

A work-study session was held to discuss Phase III of the Return-on-Investment Study with the contractor, Dr. Greg Robinson from CSU Fullerton, Social Science Research Center and to review complicated issues prior to making a decision(s) or to review programs, projects and/or proposals.

Dr. Robinson gave a report on the completed first quarter (1-1-08 through 3-31-08) questionnaires and stated that they believe the quality of the information gathered from these respondents is much better now that they are calling a quarter after services were rendered vs. a year to 18 months, being more recent makes a huge difference. However, the interviewers are telling Dr. Robinson that by mentioning EDD in their introduction it appears that people are answering in a way they believe the interviewer wants to hear. Perhaps they fear that their unemployment may be connected to the answers. Dr. Robinson said this is sometimes called an acquiescence response. They are currently considering modifying the introduction and just naming the Social Science Research Center. The wording might have to be altered and pilot tested. Dr. Robinson doesn't think that the introduction will alter the results of the ROI. Also he stated that some clients are a bit put off by the quality of life questions however everyone is at liberty to decline to answer any question at any time.

There were 1615 registered users in the first quarter of 2008 of which 245 were selected randomly and, of those 100 surveys were completed. 63 were in English 37 in Spanish and all took between 7 - 44 minutes to complete. The meantime was approximately 15 minutes. The calls were

made in the afternoons and evenings, Monday through Thursday and on Saturday and Sunday afternoons. No calls are made on Fridays.

Dr. Robinson reported that the number of visits to the WORK Center ranges from one to thirty visits per month per user. The services used most at the center were the computers, followed by the job posting board and then one-on-one help preparing resumes. The most helpful services were the internet which parallels frequency of use and the second was the one-on-one help with the preparation of resumes. Judy noted that the resume workshops have been expanded to reduce the wait time on services since they are so popular. With only a hundred cases reviewed these are all very preliminary results and there is a chance for some variance. Dr. Robinson noted that a surprise finding is that 42% of clients said they would be willing to pay for the W/O/R/K. Center's services, this shows that the clients attach a value to the services they receive. They have begun the second quarter survey and starting the first quarter follow ups.

It was noted that the third and fourth quarter data will either be supplied by EDD or JTA. Staff is working with the State to get permission for EDD to pull it from CalJOBS but if that doesn't happen Fran can pull the data from JTA. There is a concern on EDD's part on how the clients are being informed that their information may be shared with a third party. This should be resolved by the time the third quarter data needs to be pulled.

Jon Dietz asked Dr. Robinson his thoughts on this second phase of the return on investment outcomes. Dr. Robinson reiterated that the data quality has been greatly improved with the more recent information. Dr. Robinson is concerned that he has spent a quarter of the budget and there is still a lot of interviewing to go. Maybe the follow-up calls can be shortened. Judy said she is concerned that external factors (high unemployment rates) may impact the ability of clients getting jobs. Rob Claudio said he would provide Dr. Robinson with some unemployment data that might be useful for the ROI.

The committee voted to meet in October as the data collection for the second quarter should be completed by then.

COMMENTS

4. PUBLIC COMMENTS - None
5. STAFF MEMBER COMMENTS – None
6. COMMITTEE MEMBER COMMENTS- None

ADJOURNMENT: 9:15 a.m.
Next Meeting: October 3, 2008 at 8 a.m.