



Project Charter

Date Created: 5-12-08	Date Last Revised: 5-23-08
-----------------------	----------------------------

Project Definition:

Project Name	Integrated Services – Employer Services
Strategic Programs	Job Link
Divisions	HSD – E&T Employment Development Department-Workforce Services
Description	Develop recommendations for improving Job Link's connection with local employers in order to provide the services needed by the employer community and to make a better connection between the Job Seekers using Job Link and employment opportunities in the community.

Project Background and Summary:

Sonoma County was selected as a learning lab for a radical program change in the one-stop system. The new design called Integrated Services is set to be implemented on July 1st 2008. Under this new model, all clients will receive some form of skills enhancement, be enrolled, and if appropriate referred to an Employment or Skills Team. The change is from a self-service model to a staff assisted model with all users being enrolled into the WIA system and Wagner Peyser.

California's integrated service delivery planning is structured to move forward by identifying policies, strategies and models in three key areas: *integrated customer pool*, *integrated customer flow* and *integrated staffing*. Work groups involving state and local partners will develop recommended policies, strategies and operating models. Sonoma County is one of the twelve counties actively participating in the Integrated Services planning process.

Sonoma County held the first Integrated Services Meeting on October 3, 2007. There was an initial brain storming session on designing the welcome process under a new Integrated Services Model. Under this new model, clients will be asked to enroll and receive skills enhancement and possibly referral to the Employment or Skills Team.

The Employer Services Team is asked to recommend what Job Link needs to do in order to develop current local Workforce Intelligence that is crucial in keeping Sonoma County's economy healthy. This Workforce Intelligence will be used to prepare the workforce to specific industry needs allowing local companies to be competitive in a Global Economy. Job seekers need to know skills needed by local employers to be successful in a competitive job market.

Project Scope – The scope of this project includes the charter group meeting and creating recommendations on how to integrate the needs of local employers into the Integrated Services system that will be implemented on July 1, 2008.

Project Goals and Objectives – The goal of this team is to develop recommendations that include the following:

- How to obtain information on local employer needs (Workforce Intelligence).
- How to communicate the Workforce Intelligence to staff and clients.
- Identify the role of the Employer Account Representative in attaining and distributing Workforce Intelligence.
- Role of Job Link Marketing Team in attaining Workforce Intelligence.
- Role of Employment Team in attaining and distributing Workforce Intelligence.
- When to develop training to meet local employer needs.
- How to involve employers in the services offered at Job Link.
- How to identify core skills requirement changes for jobs.

Project Deliverables –

Goal/Objective	Deliverable(s)
Create a team that will provide current local Workforce Intelligence to Job Link on an on-going basis.	<ol style="list-style-type: none"> 1. Recommendations for gaining and distributing local Workforce Intelligence. 2. Recommend how to involve employers into Job Link services. 3. Identify training needed by local employers and criteria for providing the training.

Considerations – Implementation and/or deployment are considered out of scope:

Project Timelines –

Project Related Dates	Month/Year
Anticipated Start Date	May, 2008
Anticipated Completion Date	August, 2008
New Integrated Services Implementation Date	July 1, 2008

First Meeting – Date: Time: Location: Job Link

Committee members:

Role	Staff Name	Project Responsibilities
Project Sponsor	Kathy Young	Review and oversight
	Debbie Antonsen	

Role	Staff Name	Project Responsibilities
Team	Ulla Mast	Project Co-Lead
	Lisa Cannon	Project Co-Lead
	Valerie Nagle	Member
	Stephen Share	Member
	Marcia Hince	Member
	Patti Andrews	Member (when available)