



**Workforce Development Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Wednesday, May 3, 2017, 8:30 a.m.**

18 W. Beach Street
Watsonville, CA 95076
(831) 763-8900
www.santacruzwb.com

Agenda

- I. **Call to Order/Welcome**
- II. **Approval of Agenda**
- III. **Public Comment**
- IV. **Approval of Minutes from April 5, 2017 meeting..... 2-5**
- V. **Consent Items** (separate from agenda packet)
 - C.1 Data Dashboard
 - C.2 Strategic Plan Report
 - C.3 Common Measure Performance PY 2016-17 Q2
 - C.4 SCCOE Draft Monitoring Report PY 2016-17
 - C.5 WIOA Partner Memorandum of Understanding (MOU) Phase II
 - C.6 Center/Program Services Request for Proposal (RFP) Status PY 2018-19
 - C.7 Proposed WIOA Budget and Service Plans PY 2017-18
 - C.8 WDB & Committee Meeting Calendar PY 2017-18
 - C.9 One-Stop Operator Services Procurement Status PY 2017-18
- VI. **Presentation**

Prosperity Platform Model
Ed Durkee, CEO, Goodwill Central Coast
- VII. **Administration**
 - A.1 WDB Messaging/Marketing Workgroup Report..... **6**
 - A.2 WDB Officer Nominations PY 2017-18 **7-8**
 - A.3 WDB Member Recruitment Update..... **9-10**
 - A.4 WDB Mission Statement Review **11**
 - A.5 Hospitality, Tourism, Customer Service (HTCS) Academy WIOA Industry Recognized Re-certification PY 2017-18..... **12-21**
 - A.6 Planning for June 7 WDB Meeting **22**
- VIII. **Chairperson's Report**
- IX. **Adjournment**

MEMBERS:

Carol Siegel, Chair
Santa Cruz Seaside Company
Rob Morse, Vice Chair
Pacific Gas and Electric Company
Alia Ayyad, Director
Center for Employment Training
Diane Berry-Wahrer, Supervisor
California Department of Rehabilitation
Jack Carroll, Chair,
Career and Technical Education
Watsonville/Aptos Adult Education
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
Maria Elena De La Garza
Executive Director
Community Action Board
Marshall Delk, Vice President
Santa Cruz County Bank
Elyse Destout, Owner
Photography by Elyse Destout
Yuko Duckworth
Employment Program Manager
Employment Development Department
Andy Hartmann, Business Manager/
Financial Secretary
IBEW Union, Local 234
Sean Hebard
Carpenters Local 505
Mark Hodges, Director,
Regional Occupational Program
Santa Cruz County Office of Education
Dave Hood, President
First Alarm
Barbara Mason,
Economic Development Coordinator
Santa Cruz County Economic Development
Bill Miller, Director of Human Resources
Graniterock
Francisco Rodriguez, President
PVFT Union, Local 1936
Shaz Roth, President/CEO
Pajaro Valley Chamber of Commerce
and Agriculture
Glen Schaller, Political Coordinator
Monterey Bay Central Labor Council, AFL-CIO
Ron Slack, Owner
Fine Print Graphic Design
Andy Van Valer, Founder
SlingShotSV

DIRECTOR:
Andy Stone

**Next Meeting: Workforce Development Board Meeting
Wednesday, June 7, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Avenue
Santa Cruz, CA 95062**

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefit of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please call (831) 763-8900 (TDD/TTY- 711) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.

**Workforce Development Board
Executive Committee**
1000 Emeline Ave., Santa Cruz
Wednesday, February 1, 2017, 8:30 a.m.

18 W. Beach Street
Watsonville, CA 95076
(831) 763-8900
www.santacruzwb.com

The Chair called the meeting to order at 8:35 a.m., and a quorum was established.

Committee Members in Attendance

Delk, Marshall – Business Services Committee Chair
Destout, Elyse – Youth Council Chair
Siegel, Carol – Chair
Slack, Ron – Prior Chair

Committee Members Absent

Hartmann, Andy – (Alt) Youth Vice Chair
Morse, Rob – Vice Chair
Van Valer, Andy – (Alt) Business Services Committee Vice Chair

Staff in Attendance

Stone, Andy – WDB Director
Zeller, Brenda – WDB Administrative Coordinator

Guests

Ullestad, Sharolynn – Workforce Santa Cruz County

Subject: Call to Order/Welcome

Discussion: Chair Carol Siegel called the meeting to order and asked staff and guests to introduce themselves.

Subject: Approval of Agenda

Action: It was moved to approve the April 5, 2017 Agenda.

Status:	Motion to Approve:	Ron Slack
	Motion Seconded:	Marshall Delk
	Abstentions:	None
	Committee Action:	All in favor, motion passed.

MEMBERS:

Carol Siegel, Chair
Santa Cruz Seaside Company

Rob Morse, Vice Chair
Pacific Gas and Electric Company

Alan Aman, Chief Operating Officer
PAMF Santa Cruz

Alia Ayyad, Director
Center for Employment Training

Diane Berry-Wahrer, Supervisor
California Department of Rehabilitation

Jack Carroll, Chair,
Career and Technical Education
Watsonville/Aptos Adult Education

Christina Cuevas, Program Director
Community Foundation of Santa Cruz County

Maria Elena De La Garza,
Executive Director
Community Action Board

Marshall Delk, Vice President
Santa Cruz County Bank

Elyse Destout, Owner
Photography by Elyse Destout

James Dion,
Employment Program Manager
Employment Development Department

Andy Hartmann, Business Manager/
Financial Secretary
IBEW Union, Local 234

Sean Hebard
Carpenters Local 505

Mark Hodges, Director,
Regional Occupational Program
Santa Cruz County Office of Education

Dave Hood, President
First Alarm

Julie Lambert, Director,
Finance & Human Resources
S. Martinelli and Company

Barbara Mason,
Economic Development Coordinator
Santa Cruz County Economic Development

Francisco Rodriguez, President
PVFT Union, Local 1936

Glen Schaller, Political Coordinator
Monterey Bay Central Labor Council, AFL-CIO

Ron Slack, Owner
Fine Print Graphic Design

William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce

Andy Van Valer, Founder
SlingShotSV

DIRECTOR:
Andy Stone

Subject: Public Comment

There was no public comment.

Subject: Approval of February 1, 2017 Meeting Minutes

Discussion: Chair Carol Siegel called for the February 1, 2017 minutes to be approved.

Action: It was moved to approve the February 1, 2017 Meeting Minutes.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Ron Slack
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: V. Consent Items:

C.1 – WIOA Program Monitoring PY 2016-17 GCC, SRSN, SBDC
C.2 – 2017-20 WIOA Local and Regional Plans

Discussion: Director Andy Stone summarized the information contained in the WIOA Program Monitoring Reports, pointing out two findings. Board Members asked about the planned performance numbers versus the actual numbers and asked if that was a concern. Andy Stone explained that the planned numbers had been raised for this year and that Goodwill Central Coast's numbers are in line with their normal performance. They are working to make changes to bring the numbers up. Andy Stone also explained that Cabrillo's expenditures were low because they are historically late in invoicing, but that WDB Senior Analyst Sara Paz-Nethercutt is not concerned that the money will not be spent by program year end.

Status: Motion to Approve: Ron Slack
Motion Seconded: Marshall Delk
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: VI. Administration Items:

A.1 – Data Dashboard

Director Andy Stone presented the Data Dashboard, noting that the unemployment rate was down from the rate one year ago. He also gave a brief overview of the budget and carryover amounts.

A.2 – Strategic Plan Report Update (Action)

Director Andy Stone reviewed the goals for the WIB/WDB Strategic Plan for Program Years (PY) 2014-17 and gave an update on the status of each goal.

He noted that the Proposition 39 Pre-Apprenticeship Program was in its finishing stages; the next step for the Slingshot Health Improvement Partnership is to develop an agreement between counties to sustain the program; and the Tech Partnership would be holding an initial phone conference in April.

Action: It was moved to accept the WIB/WDB Strategic Plan Status Report as presented.

Status: Motion to Approve: Elyse Destout
Motion Seconded: Ron Slack
Abstentions: None
Committee Action: All in favor, motion passed.

A.3 – Update on One-Stop Operator Services Procurement (Action)

Director Andy Stone gave an update on the new timeline for procuring a One-Stop Operator and stated that the Request for Proposal (RFP) for WIOA Adult, Dislocated Worker and Youth program services would be released in the Fall. He reminded board members that the current contract with Goodwill Central Coast (GCC) to provide Adult and Dislocated Worker services was extended by one year to allow time to conduct another procurement.

Action: It was moved to accept the report on the One-Stop Operator Procurement and authorize the WDB staff to develop a Purchase Order with the successful bidder on the One-Stop Operator Procurement.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Ron Slack
Abstentions: None
Committee Action: All in favor, motion passed.

A.4 – WDB Member Recruitment Update (Action)

Director Andy Stone gave a status update on efforts to recruit new WDB members, noting that there are currently four Local Business vacancies. Committee members discussed local businesses that might have staff interested in becoming WDB members.

Action: It was moved to accept the WDB Member Recruitment Update and direct WDB staff to take any actions indicated.

Status: Motion to Approve: Elyse Destout
Motion Seconded: Marshall Delk
Abstentions: None
Committee Action: All in favor, motion passed.

A.5 – WDB Officer Nominations PY 2017-18 (Action)

Director Andy Stone explained the process for nominating WDB officers and asked prior Chair Ron Slack to lead the Nominating Committee.

Action: It was moved to develop a WDB Officer Nominating Committee and develop a Slate of Candidates for election at the WDB's June 2017 meeting.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Ron Slack
Abstentions: None
Committee Action: All in favor, motion passed.

A.6 – NAWB Conference Report

Director Andy Stone and committee members Carol Siegel, Ron Slack, and Marshall Delk shared their experiences from the National Association of Workforce Boards (NAWB) Conference. After hearing various boards discuss the merits of operating as a non-profit at NAWB, committee members asked for information on the advantages and disadvantages of becoming a non-profit.

VII. Chairperson's Report

WDB Chair Carol Siegel thanked committee members and staff for attending.

Meeting adjourned at 10:01 a.m.

Next Meeting: Executive Committee Meeting
Wednesday, May 3, 2017 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060

Workforce Development Board Meeting
Wednesday, June 7, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062



☐ Action ☐ Consent ☒ Information ☒ Discussion

A.1 WDB Messaging/Marketing Workgroup Report

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

On April 20, 2017, a small group consisting of past and present WDB members met with the Studio Holladay team to discuss how the Workforce Development Board could improve its messaging to the community. There was a particular focus on ensuring that WDB members are able to concisely articulate our available services to businesses, potential board members, and the community at large. At this meeting, the WDB Director will give an update on the process and discuss potential next steps.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



☒ Action ☐ Consent ☐ Information ☒ Discussion

A.2 WDB Officer Nominations PY 2017-18

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director; Brenda Zeller, WDB Administrative Coordinator			

SUMMARY:

The Nominating Committee, consisting of Alia Ayyad, Christina Cuevas, Elyse Destout, Mark Hodges, and Ron Slack developed the attached slate of candidates for Program Year 2017-18 for election at the WDB's June 7, 2017 meeting.

Changes and additional nominations may be made from the floor at the Executive Committee and WDB meetings.

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the proposed slate of Officers of the Workforce Development Board and to forward to the WDB board for approval.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

**Slate of Candidates
WDB Officers for 2017-2018**

WDB Governing Body	Position	Member
<i>Full Board / Executive Committee</i>	Chair	Carol Siegel
	Vice-Chair	Rob Morse
	Immediate Past Chair / At Large Member	Ron Slack
<i>Business Services</i>	Chair	Marshall Delk
	Vice-Chair	TBD
<i>Youth Council</i>	Chair	Elyse Destout
	Vice-Chair	Andy Hartman

Changes and additional nominations may be made from the floor at the Executive Committee and WDB meetings.



☒Action ☐Consent ☐Information ☒Discussion

A.3 WDB Member Recruitment Update

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director; Brenda Zeller, WDB Administrative Coordinator			

SUMMARY:

The Workforce Innovation and Opportunity Act (WIOA) requires that the WDB have a Local Business representation majority of 51%. Our current Board representation requirement is thirteen (13) business members and there are currently four (4) business vacancies (see attachment). The current percentage of Local Business representation is 45%.

Actions since the last regular Executive Committee Meeting (April 5, 2017):

- Jack Carroll, Chair, Career Technical Education, Watsonville/Aptos/Santa Cruz Adult Education has submitted his resignation
- Todd Livingstone, Assistant Director, Watsonville/Aptos/Santa Cruz Adult Education has submitted an application for approval as Jack Carroll's replacement

At this meeting, the Executive Committee will discuss potential strategies and actions to ensure that the WDB meets the membership requirements of WIOA.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the WDB Member Recruitment Update.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

**A.3 Attachment
Current Workforce Development Board Roster**

Required Representatives		Name, Title	Organization
Economic/Community Development	(1)	Barbara Mason, Economic Development Coordinator	County of Santa Cruz Economic Development
Higher Education	(1)	Christina Cuevas, Program Director	Community Foundation of Santa Cruz County
Adult Educational Entities	(1)	Jack Carroll, Chair, Career and Technical Education	Watsonville/Aptos Adult Education
Vocational Rehab	(1)	Diane Berry-Wahrer, Rehabilitation Supervisor	Department of Rehabilitation
Wagner-Peyser (EDD)	(1)	Yuko Duckworth, Employment Program Manager	Employment Development Department
WIB Nominated - At-Large (optional)	(1)	Alia Ayyad, Regional Director (Appointment in progress)	Center for Employment Training
County Board of Supervisors (optional)	(1)	Mark Hodges, Senior Director (Appointment in Progress)	Regional Occupational Program, Santa Cruz County Office of Education
Workforce - Community Based Organizations (optional)	(1)	Maria Elena De La Garza, Executive Director	Community Action Board
Labor & Pre-Apprenticeship	(4)	1 Andy Hartmann, Business Manager/Financial Secretary	IBEW Union, Local 234
(required minimum of 15-20%		2 Sean Hebard, Field Representative	Carpenters Local 505
including "Workforce")		3 Francisco Rodriguez, President	Pajaro Valley Federation of Teachers, Local 1936
		4 Glen Schaller, Political Coordinator	Teamsters 912/Monterey Bay Central Labor Council
Subtotal of Public Sector	12		

Local Businesses (required to be majority of 51%)	(13)	1 Marshall Delk, Vice President	Santa Cruz County Bank
		2 Elyse Destout, Owner	Photography by Elyse Destout
		3 Dave Hood, President	First Alarm
		4 Bill Miller, Director of Human Resources	Graniterock
		5 Rob Morse, Manager	Pacific Gas & Electric Company
		6 Shaz Roth, President/Chief Executive Officer	Pajaro Valley Chamber of Commerce & Agriculture
		7 Carol Siegel, Employment Manager	Santa Cruz Seaside Company
		8 Ron Slack, Owner	Fine Print Graphic Design
		9 Andy Van Valer, Owner	SlingShot
		10 TBD	
		11 TBD	
		12 TBD	
		13 TBD	
Subtotal Business		13	

Total

25



☒Action ☐Consent ☐Information ☒Discussion

A.4 WDB Mission Statement Review

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

As part of the WDB revisiting its messaging, it has become apparent that the board's current mission statement may be too long and too complicated to be useful or memorable. This does not mean that the essence of the mission statement has to change, but both the board and the community may find clarity in a restated mission. At this meeting, the Executive Committee will discuss how the current mission statement drives WDB decision making and whether it might be of value to modify the current language.

According to the 2014-2017 Workforce Investment Board Strategic Plan (approved June 4, 2014), our board's mission statement is:

The Workforce Investment Board of Santa Cruz County (WIB) supports a fully-integrated workforce development system that maximizes human and business capital by promoting a well-trained workforce for Santa Cruz County employers insuring individual economic security and community vitality.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



☒Action ☒Consent ☐Information ☐Discussion

A.5 HTCS Academy Re-certification PY 2017-18

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director; Teresita Hinojosa, Sr. Analyst; Michael Paynter, SCCOE Administrator			

SUMMARY:

The Sueños Youth Program has had an on-going Hospitality, Tourism and Customer Service (HTCS) Industry Certification academy which was implemented during the Workforce Investment Act (WIA). Since moving to the new Workforce Innovation and Opportunity Act (WIOA), WDB staff has recommended that the HTCS Academy industry certification be re-certified in order to ensure it meets new WIOA definition of "Industry Certified" standards.

WDB staff has been working with the Sueños program and the Santa Cruz County Office of Education (COE) to move forth on the re-certification process for the last two years. During this time, the following steps have taken place including:

- 1) met with three of the primary youth employers in Santa Cruz County to review and get feedback on industry standards within the HTCS field of study,
- 2) reviewed and updated curriculum based on industry feedback; and
- 3) reviewed and updated curriculum by COE teaching staff and made changes to ensure it meets the California Career Technical Education Model Curriculum Standards and aligns with the Regional Occupational Career Technical Education standards of study within the Hospitality, Tourism and Recreation and Marketing, Sales and Service career pathways.

The WIOA Industry Certificate definition includes:

TEGL 10-16 WIOA Indicator Definition of Credential- A recognized postsecondary credential is defined as a credential consisting of an industry-recognized certificate or certification, a certificate of completion of an apprenticeship. A recognized postsecondary credential is awarded in recognition of an individuals attainment of measurable technical or industry/occupational skills necessary to obtain employment or advance within an industry/occupation. These technical or industry/occupational skills are generally based on standards developed or endorsed by employers or industry associations.

Attached is an overview of the HTCS Academy (attachment 1), the letters signed by the ROP Senior Director and the industry employers (attachment 2), and the HTCS Academy Curriculum Outline and CTE Standards Crosswalk (attachment 3).

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the Hospitality, Tourism and Customer Service industry certification and to forward for approval by the WDB Board.

COMMITTEE DATE	04/26/17	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other: Youth Council
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other:



BOARD OF EDUCATION

Ms. Jane Royer Barr
Ms. Sandra Nichols
Ms. Sue Roth
Mr. Dana M. Sales
Mr. Abel Sanchez
Mr. Bruce Van Allen
Mr. George "Bud" Winslow

Michael C. Watkins, Superintendent • 400 Encinal Street, Santa Cruz, CA 95060 • 831-466-5600 • FAX 831-466-5607 • www.santacruz.coe.org

***The Santa Cruz County Office of Education (SCCOE) &
The Santa Cruz County Workforce Development Board***

Sueños Program Course: HTCS Academy

Career Path: Hospitality, Tourism, and Customer Service

Primary Objective: Entry Level Career/Technical Preparation

Academic Credit: 5 units of Elective High School Credit

Program Methodology:

Classroom Based, Independent Studies,
Work Site Based & Paid Work Experience

Experience Related Job Titles:

Sales Agents, Sales Clerks, and Cashiers ONET Code:

41-9099.00 Sales and Related Workers, All Other, 43-5081.01 Stock Clerks, Sales Floor 41-2011.00 Cashier, 41-2031.00 Retail salesperson, 41-3099.00 Sales Representatives, Services, All Other

Managers, Concierges, and Guest Services ONET

Code: 11-9199.00 Managers, All Other, 39-6012.00 Concierges, 43-4051.00 Customer Service Representatives

Restaurant Hosts, Hostesses, and Food Servers ONET

Code: 35-9031.00 Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop, 35-3021.00 Combined Food Preparation and Serving Workers, Including Fast Food, 35-3041.00 Food Servers, Non-restaurant

Receptionists and Information Clerks ONET Code: 43-

4171.00 Receptionists and Information Clerks



Course Description:

As a result of a Workforce Innovation and Opportunity Act funded grant from Workforce Development Board, the Santa Cruz County Office of Education developed the Sueños Program (www.santacruzcoe.org - [Sueños](#)) in consultation with the Seaside Companies (www.scseaside.com) Marini's at the Beach and Whiting's Foods Inc. (www.whittingsfoods.com), an industry recognized certification program to prepare students for employment in entry level occupations in hospitality, tourism, and retail, with an emphasis on customer service, has been established to serve eligible 16-24 year old youth participants.

The curriculum has been developed to create a mutually agreed upon set of competencies. These competencies are aligned with *The Career Technical Education Model Curriculum Standards*. Instruction includes integration of various skills required for entry-level positions in occupations such as Sales Agents, Sales Clerks, and Cashiers, Managers, Concierges, and Guest Services, Restaurant Hosts, Hostesses, and Servers, Receptionists and Information Clerks. Students develop broad experiences related to specific industry segments including industry awareness; organizational management; customer service; sales and marketing; facilities management; travel destinations; and ticketing.

A credentialed, bilingual Regional Occupational Program teacher teaches the course curriculum, , which is aligned with the California Career Technical Education Model Curriculum Standards (See Attached - CTE Standards HTCS Crosswalk). Throughout the course, students are introduced to career preparation standards that include competency in the following content areas: English and math skills, work ethics, communication skills, interpersonal skills, problem solving skills, workplace safety, technology skills, and employment literacy. Units include activities that teach and reinforce competency in cashiering, job safety, interpersonal skills as well as work habits, customer service, and employment preparation. Once students have successfully completed this segment of the program, they are eligible for the following incentives: HTCS Certificate and a \$150.00 incentive, 250 hours of paid work experience, \$25.00-\$75.00 for completing job shadow activities, a \$75.00 voucher to Ross Dress for Less for professional clothing, leadership activities, ongoing guidance counseling, and 5 High School Elective Credits.

At this stage, students are referred to a Work Experience Specialist and they confer on an entry-level position at a worksite that falls within the student's career path. The student will then complete 250 hours of work experience and be cyclically evaluated by the worksite supervisor and Work Experience Specialist. Wages for the work experience are entirely paid for by the WIOA grant.

A.5 Attachment 2

*Workforce Investment and Opportunity Act (WIOA) Funded
Workforce Development Board (WDB) Sponsored
Santa Cruz County Office of Education (SCCOE)
Student Support Services Department
Sueños Program Hospitality, Tourism, Customer Service Academy
Regional Occupational Programs (ROP) Approval Letter*



To Whom It May Concern:

This Letter is to acknowledge that the signature below, representing the Regional Occupational Program, has received and reviewed the curriculum for the WIOA funded Hospitality, Tourism, and Customer Service Academy (HTCS), which is part of the Sueños Youth Job Training Program operated by the Student Support Services Department at the SCCOE. As this representative, I can attest that the curriculum meets the requirements needed for a course to align with the ROP and statewide career technical education (CTE) standards within the Hospitality, Tourism and Recreation and Marketing, Sales and Service pathways.

The curriculum developed by the Sueños Program is recommended for use, and to be a recognized certificate upon presentation by applicants, as it addresses the following industry needs, themes and standards appropriately and sufficiently, and is aligned with the California Career Technical Education Model Curriculum Standards. A Partial List:

- Work Ethics, Interpersonal Skills and Successful Customer Service
- Resume, Cover Letter, References and Interview Skills
- Finances, Cash Handling, Paystub and Register Experience
- Worksite Safety, Emergencies and Harassment Laws
- Basic Reading, Writing and Electronic Communication Skills
- Foundations of Exceptional Guest Experiences and more...

The curriculum was reviewed and approved in April 2017 by:

A handwritten signature in blue ink, appearing to read 'M. Hodges'.

Mark Hodges
Senior Director
The Santa Cruz County Regional Occupational Program (ROP)
399 Encinal Street
Santa Cruz, CA 95060
831-466-5762
markhodges@santacruzcoe.org

A.5 Attachment 2

*Workforce Investment and Opportunity Act (WIOA) Funded
Workforce Development Board (WDB) Sponsored
Santa Cruz County Office of Education (SCCOE)
Student Support Services Department
Sueños Program Hospitality, Tourism, Customer Service Academy
Industry Certification Letter*



To Whom It May Concern:

This Letter is to acknowledge that the signatories below, representing pertinent industry businesses in the Hospitality, Tourism and Customer Service Sector, have received and reviewed the curriculum for the WIOA funded Hospitality, Tourism, and Customer Service Academy (HTCS), which is part of the Sueños Youth Job Training Program operated by the SCCOE. As these representatives, we can attest that the curriculum meets the requirements needed to help an individual obtain entry-level employment within Hospitality, Tourism and Customer Service labor market.

The curriculum developed by the Sueños Program is recommended for use, and to be a recognized certificate upon presentation by applicants, as it addresses the following industry needs, themes and standards appropriately and sufficiently, and is aligned with the California Career Technical Education Model Curriculum Standards. A Partial List:

- Work Ethics, Interpersonal Skills and Successful Customer Service
- Resume, Cover Letter, References and Interview Skills
- Finances, Cash Handling, Paystub and Register Experience
- Worksite Safety, Emergencies and Harassment Laws
- Basic Reading, Writing and Electronic Communication Skills
- Foundations of Exceptional Guest Experiences and more...

The curriculum was reviewed and approved in April of 2017 by:

A handwritten signature in black ink, appearing to read 'Joe Marini'.

Joe Marini
Business Owner
Marini's at the Beach
831-423-7258
jvm3rd@aol.com



A.5 Attachment 2

*Workforce Investment and Opportunity Act (WIOA) Funded
Workforce Development Board (WDB) Sponsored
Santa Cruz County Office of Education (SCCOE)
Student Support Services Department
Sueños Program Hospitality, Tourism, Customer Service Academy
Industry Certification Letter*



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- Work Ethics, Interpersonal Skills and Successful Customer Service
- Resume, Cover Letter, References and Interview Skills
- Finances, Cash Handling, Paystub and Register Experience
- Worksite Safety, Emergencies and Harassment Laws
- Basic Reading, Writing and Electronic Communication Skills
- Foundations of Exceptional Guest Experiences and more...

The curriculum was reviewed and approved in April of 2017 by:

A handwritten signature in blue ink that reads 'Carol H Siegel'.

Carol H Siegel, SPHR-SHRM-SCP
Employment Manager
Santa Cruz Seaside Company
831-460-3366
csiegel@scseaside.com



beachboardwalk.com

A.5 Attachment 2

*Workforce Investment and Opportunity Act (WIOA) Funded
Workforce Development Board (WDB) Sponsored
Santa Cruz County Office of Education (SCCOE)
Student Support Services Department
Sueños Program Hospitality, Tourism, Customer Service Academy
Industry Certification Letter*



To Whom It May Concern:

This Letter is to acknowledge that the signatories below, representing pertinent industry businesses in the Hospitality, Tourism and Customer Service Sector, have received and reviewed the curriculum for the WIOA funded Hospitality, Tourism, and Customer Service Academy (HTCS), which is part of the Sueños Youth Job Training Program operated by the SCCOE. As these representatives, we can attest that the curriculum meets the requirements needed to help an individual obtain entry-level employment within Hospitality, Tourism and Customer Service labor market.

The curriculum developed by the Sueños Program is recommended for use, and to be a recognized certificate upon presentation by applicants, as it addresses the following industry needs, themes and standards appropriately and sufficiently, and is aligned with the California Career Technical Education Model Curriculum Standards. A Partial List:

- Work Ethics, Interpersonal Skills and Successful Customer Service
- Resume, Cover Letter, References and Interview Skills
- Finances, Cash Handling, Paystub and Register Experience
- Worksite Safety, Emergencies and Harassment Laws
- Basic Reading, Writing and Electronic Communication Skills
- Foundations of Exceptional Guest Experiences and more...

The curriculum was reviewed and approved in April of 2017 by:

A handwritten signature in cursive script that reads 'Margie Whiting Sisk'.

Margie Whiting Sisk
Whiting's Foods, Inc.
831-423-1890 #3211



Santa Cruz County Office of Education

Sueños Academy: Hospitality, Tourism, and Customer Service Curriculum Outline and Competencies



Unit:	Week/Day:	Lesson Description:	Unit Competency:	California State Standards	R.O.P Standards
Introduction: intro to the Academy/Career exploration day	Week 1 Day 1	<ul style="list-style-type: none"> Instructor's intro Icebreaker- Participants get to know each other Participants Intro Course intro Create Expectations Agreement together as a class Instructor's personal experience to personalize the relationship with participants Career exploration 	<ul style="list-style-type: none"> Interpersonal Skills Personal Skills 	<ul style="list-style-type: none"> Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and attainment of goals.</i> 	<ul style="list-style-type: none"> 2.4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format.
Work Ethics: Work Ethics in the Workplace	Week 1 Day 2	<ul style="list-style-type: none"> Work Ethics Intro Work Ethics PowerPoint Work Ethic Packet/Discussion -Identify good/bad work ethics and Negative/Positive outcomes What to have and not have on social media Work Ethics Quiz 	<ul style="list-style-type: none"> Interpersonal Skills Personal Skills and Work Habits Successful Customer Service Skills 	<ul style="list-style-type: none"> Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and attainment of goals.</i> 	<ul style="list-style-type: none"> 3.2 Evaluate personal character traits such as trust, respect, and responsibility and understand the impact they can have on career success.
Employment Docs: Job Application, Reference List/Letters of Recommendation, Resume	Week 2 Days 3/4	<ul style="list-style-type: none"> PowerPoint/Discussion Job Application/Reference List/letters of Recommendation/Resume Samples Learn about the importance of these Employment Doc. Identify errors on a bad resume sample Fill out a Job Application, Reference List Guide, Resume Guide Learn to navigate on the internet to look for a job Start typing Resume and Reference List 	<ul style="list-style-type: none"> Interpersonal Skills Personal Skills and Work Habits Employment Preparation Successful Customer Service Skills Writing Skills 	<ul style="list-style-type: none"> Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and attainment of goals.</i> Foundation: Career Planning and Management 3.1 <i>Know the personal qualifications, interests, aptitude, knowledge, and skills necessary to succeed in careers.</i> Foundation: Communication 2.3 Written and Oral English Language Conventions (grades nine and ten) 1.3 <i>Demonstrate an understanding of proper English usage and control of grammar, paragraph and sentence structure, diction, and syntax.</i> 	<ul style="list-style-type: none"> 2.4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format.
Employment Docs: Resume/Cover Letter	Week 2/3 Days 4/5	<ul style="list-style-type: none"> Continue working on resume/reference list What is a cover letter and its importance? Cover letter sample/guide Participants will create their own cover letter 	<ul style="list-style-type: none"> Interpersonal Skills Personal Skills and Work Habits Employment Preparation Successful Customer Service Skills Writing Skills 	<ul style="list-style-type: none"> Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and attainment of goals.</i> Foundation: Career Planning and Management 3.1 <i>Know the personal qualifications, interests, aptitude, knowledge, and skills necessary to succeed in careers.</i> Foundation: Communication 2.3 Written and Oral English Language Conventions (grades nine and ten) 1.3 <i>Demonstrate an understanding of proper English usage and control of grammar, paragraph and sentence structure, diction, and syntax.</i> 	<ul style="list-style-type: none"> 2.4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format.

A.5 Attachment 3

Customer Service: Customer Service's traits and strategies	Week 3 Day 5	<ul style="list-style-type: none"> Participants learn traits for great customer service and strategies to deal with customer's complaints Learn how to greet, to approach customers, how to end sale Share personal examples of good and bad customer service Participants role play scenarios of bad customer service and makes them into good customer service scenarios utilizing the traits and strategies How can a bad customer service turn into a good customer service experience? 	<ul style="list-style-type: none"> Interpersonal Skills Employment Preparation Personal Skills and Work Habits Successful Customer Service Skills 	<ul style="list-style-type: none"> Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and attainment of goals.</i> Hospitality, Tourism, and Recreation C3.0 <i>Students understand and apply the knowledge and skills essential for effective guest services in the hospitality, tourism, and recreation industry sector</i> Pathway: HTR C3.2 <i>Understand the concept of exceptional guest service.</i> Pathway: HTR C3.3 <i>Anticipate the needs, desires, and interests of guests in order to exceed their expectations.</i> Pathway: HTR C3.6 <i>Interact with guests in a positive, responsive, and professional manner.</i> Problem Solving and Critical Thinking 5.1 <i>Apply appropriate problem solving strategies and critical thinking skills to work related issues and tasks.</i> Foundation: Communication 2.3 Written and Oral English Language Conventions (grades nine and ten) 1.3 <i>Demonstrate an understanding of proper English usage and control of grammar, paragraph and sentence structure, diction, and syntax.</i> 	<ul style="list-style-type: none"> 2.3 Interpret verbal and nonverbal communications and respond appropriately.
Customer Service/Review Day: Answering Phone Calls/Review Day	Week 3 Day 6	<ul style="list-style-type: none"> Participants will learn basic rules on answering phone calls Participants will role play Pair activity (customer service evaluations) Go over Job Shadow assignment and due date Gallery Walk (Review) Discussion (Review) Pass back Cover Letter/Resume/Reference List Give participants time to correct their employment docs. Work one on one with Participants that need extra help 	<ul style="list-style-type: none"> Interpersonal Skills Employment Preparation Personal Skills and Work Habits Successful Customer Service Skills 	<ul style="list-style-type: none"> Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and attainment of goals.</i> Hospitality, Tourism, and Recreation C3.0 <i>Students understand and apply the knowledge and skills essential for effective guest services in the hospitality, tourism, and recreation industry sector</i> Pathway: HTR C3.2 <i>Understand the concept of exceptional guest service.</i> Pathway: HTR C3.3 <i>Anticipate the needs, desires, and interests of guests in order to exceed their expectations.</i> 	<ul style="list-style-type: none"> 2.3 Interpret verbal and nonverbal communications and respond appropriately.
Timesheets/Paystubs/I-9/W4/cash handling/Money and Savings	Week 4/5 Day 7/8/9	<ul style="list-style-type: none"> Participants will learn the purpose of a timesheet, I-9, and W-4 form and how to fill one out Participants will learn how to read a paystub Will learn basic adding and subtracting money (PowerPoint, Packet, discussion) How to give change back (PowerPoint, Packet, discussion) Debit/credit/gift card/check/receipts Hands on experience using cash register Learn how to manage their finances 	<ul style="list-style-type: none"> Interpersonal Skills Personal Skills and Work Habits Successful Customer Service Skills Cash Handling skills 	<ul style="list-style-type: none"> Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and attainment of goals.</i> 	<ul style="list-style-type: none"> 7.6 Demonstrate knowledge and practice of responsible financial management
Sexual Harassment Project/Presentation	Week 5 Days 10	<ul style="list-style-type: none"> Participants will be introduced to Sexual Harassment Students will research about sexual 	<ul style="list-style-type: none"> Interpersonal skills Employment 	<ul style="list-style-type: none"> Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and</i> 	<ul style="list-style-type: none"> 2.4 Demonstrate elements of written and electronic

A.5 Attachment 3

		<p>harassment</p> <ul style="list-style-type: none"> -what it is? -what is considered sexual harassment? -who are potential victims? -what to do? -what laws? <ul style="list-style-type: none"> • Presentations • Instructor goes over all the info 	<p>preparation</p> <ul style="list-style-type: none"> • Personal skills and work habits 	<p>attainment of goals.</p> <ul style="list-style-type: none"> • Pathway: HTR C3.6 <i>Interact with guests in a positive, responsive, and professional manner.</i> • Foundation: Communication 2.3 Written and Oral English Language Conventions (grades nine and ten) 1.3 <i>Demonstrate an understanding of proper English usage and control of grammar, paragraph and sentence structure, diction, and syntax.</i> 	<p>communication such as accurate spelling, grammar, and format.</p>
Safety Hazards/Employment handbook	Week 6 Day 11	<ul style="list-style-type: none"> • Case studies • Common injuries and hazards • Laws and regulations • How to react in case of emergency • Identify and prevent • Workplace physical hazards facts/chemical data sheet • Oral quiz 	<ul style="list-style-type: none"> • Employment preparation • Personal Skills and work habits • Interpersonal Skills 	<ul style="list-style-type: none"> • Foundation: Health and Safety 6.1 <i>Know the policies, procedures, and regulations regarding health and safety in the workplace, including employers' and employees' responsibilities.</i> • Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and attainment of goals.</i> • Pathway: HTR B3.3 <i>Understand safe and sanitary procedures in all food handling, including food receiving, storage, production, service, and cleanup.</i> 	<ul style="list-style-type: none"> • 2.4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format. • 6.4 Practice personal safety when lifting, bending, or moving equipment and supplies.
Project	Week 6/7 Day 12/13	<ul style="list-style-type: none"> • Go over entrepreneurship and learn how to start own business • Participants will create their own business/company utilizing skills learned throughout the course • Presentations 	<ul style="list-style-type: none"> • Interpersonal Skills • Personal Skills and work habits 	<ul style="list-style-type: none"> • Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and attainment of goals.</i> • Pathway: HTR C2.2 <i>Understand how the mission and goals of a business affect operations in the hospitality, tourism and recreation industry.</i> • Foundation: Communication 2.3 Written and Oral English Language Conventions (grades nine and ten) 1.3 <i>Demonstrate an understanding of proper English usage and control of grammar, paragraph and sentence structure, diction, and syntax.</i> 	<ul style="list-style-type: none"> • 2.4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format. • 3.7 Recognize the importance of small business in the California and global economies.
Interviews	Week 7/8 14/15	<ul style="list-style-type: none"> • Prepare them for interviews • Possible interview questions • Possible answers • Illegal interview questions • Role play • Interviews/evaluations 	<ul style="list-style-type: none"> • Interpersonal skills • Personal Skills 	<ul style="list-style-type: none"> • Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and attainment of goals.</i> • Foundation: Career Planning and Management 3.1 <i>Know the personal qualifications, interests, aptitude, knowledge, and skills necessary to succeed in careers.</i> • Foundation: Communication 2.3 Written and Oral English Language Conventions (grades nine and ten) 1.3 <i>Demonstrate an understanding of proper English usage and control of grammar, paragraph and sentence structure, diction, and syntax.</i> 	<ul style="list-style-type: none"> • 7.7 Demonstrate the qualities and behaviors that constitute a positive and professional work demeanor, including appropriate attire for the profession.
Evaluations/Last Day	Week 8 16	<ul style="list-style-type: none"> • Go over interview evaluations • Discuss points that participants might still need improvement on • Ask if they have any questions • Take my personal evaluation (anonymous) • Make myself available if they ever need assistance after the course is over 	<ul style="list-style-type: none"> • Interpersonal skills • Personal skills 	<ul style="list-style-type: none"> • Foundation: Leadership and Teamwork 9.3 <i>Understand how to organize and structure work individually and in teams for effective performance and attainment of goals.</i> • Foundation: Career Planning and Management 3.1 <i>Know the personal qualifications, interests, aptitude, knowledge, and skills necessary to succeed in careers.</i> 	<ul style="list-style-type: none"> • 7.7 Demonstrate the qualities and behaviors that constitute a positive and professional work demeanor, including appropriate attire for the profession.



☒Action ☐Consent ☐Information ☒Discussion

A.6 Planning for June 7 WDB Meeting

COMMITTEE: Executive Committee	MEETING DATE: May 3, 2017
STAFF NAME: Andy Stone, WDB Director; Brenda Zeller, WDB Administrative Coordinator	

SUMMARY:

The next Workforce Development Board (full board) meeting is scheduled for June 7, 2017. WDB staff request that your committee discuss and develop the agenda outline for that meeting. Your committee should consider the following possible items for presentation and break out discussions at the June 7, 2017 full board meeting:

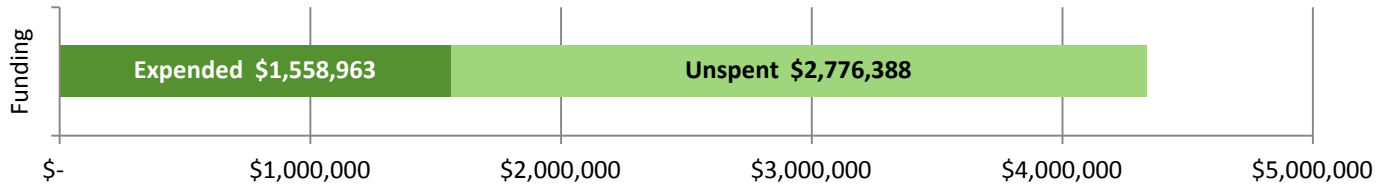
- Status and Actions on WDB Strategic Plan
- Board Presentation
- Potential Break out session

☐ Attachment(s)

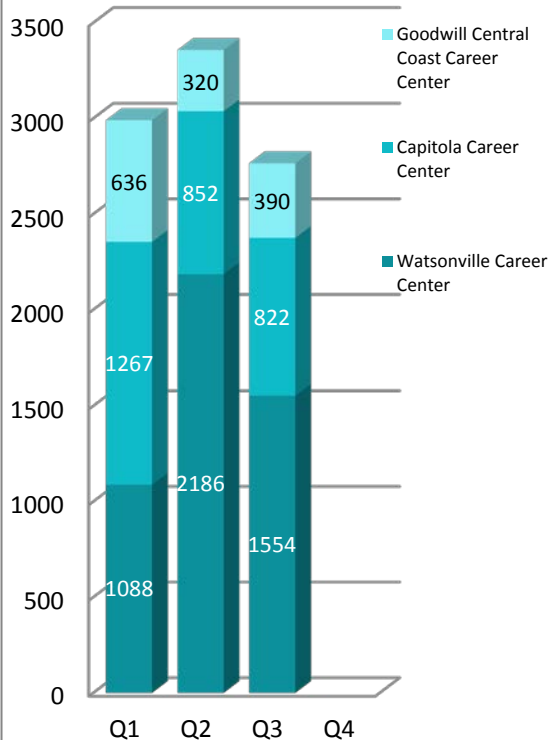
SUGGESTED MOTION: (if applicable)

I move to direct the WDB staff to include the following items in the June 7, 2017 WDB meeting agenda:

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



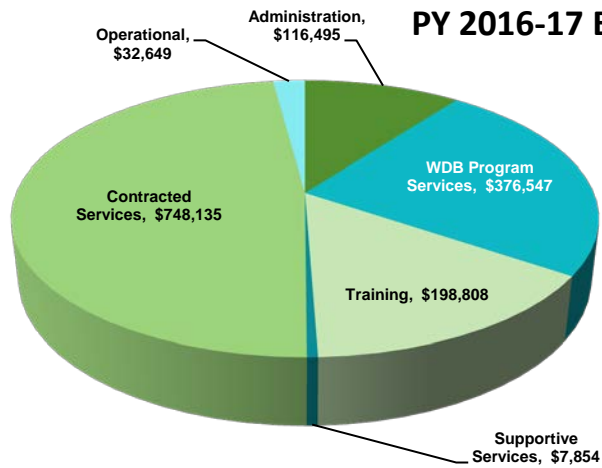
**PY 2016-17 Jobseeker Visits
Total Visits by Quarter**



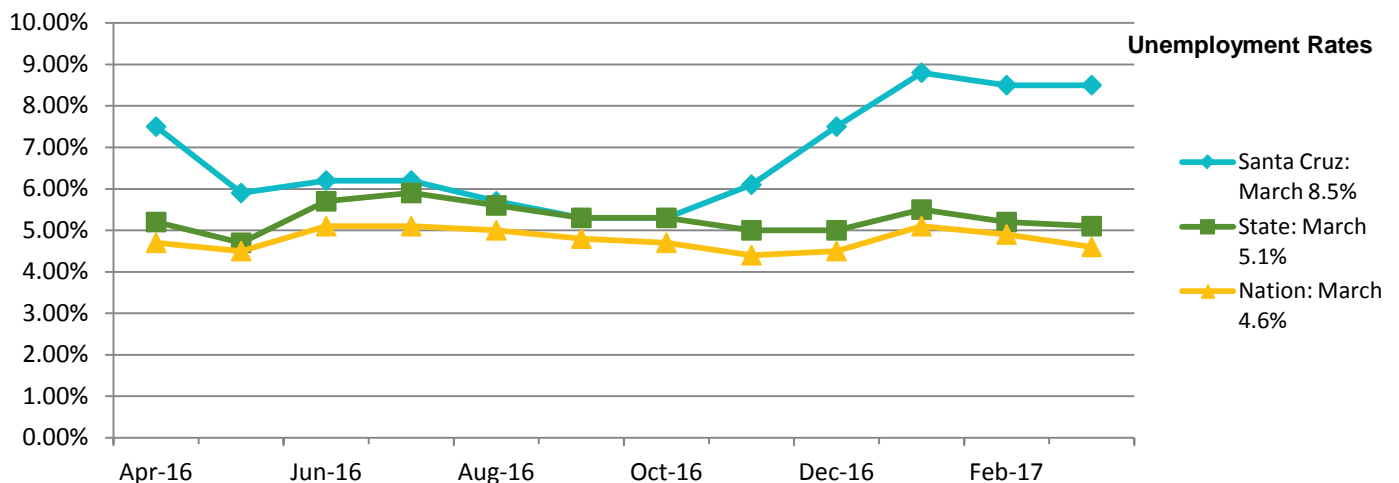
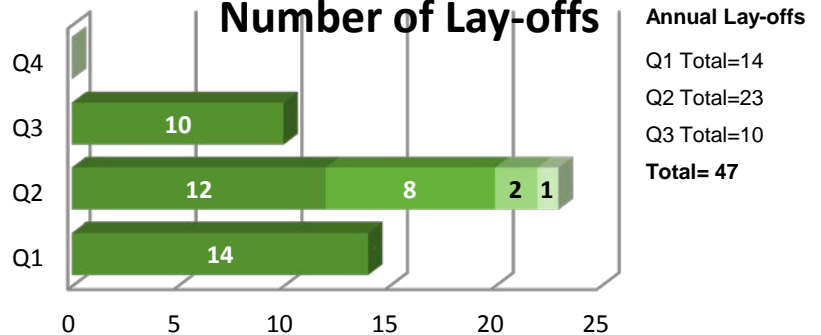
Year to Date Unique Visitors:

Watsonville: 2,632
Capitola: 1,112
Goodwill: 531
TOTAL: 4,275

PY 2016-17 Expenditures



**PY 2016-17 Rapid Response:
Number of Lay-offs**





☒Action ☐Consent ☐Information ☒Discussion

C.2 Strategic Plan Report

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

On October 8, 2015 the WIB approved the WDB Director's PY 2015-16 Operational Plan which lays out the specific actions for the program year designed to ensure that the Strategic Plan's goals are met. The attached scorecard represents the updated PY 2016-17 outcomes for the approved goals and action steps.

Both the Strategic Plan and the WDB Director's Operational Plan incorporate the 2014-17 Strategic Goals referenced below.

2014-2017 Strategic Goals for Workforce Santa Cruz County

Goal 1: Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs

Goal 2: Align workforce development strategies to support local economic development

Goal 3: Develop strategic relationships with educators, employers and community partners to:

- Increase the skill levels of youth and adult job seekers, and
- Create opportunities for employment, career mobility, and self-sufficiency

Goal 4: Increase Board (WDB) Effectiveness

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to adopt the WDB Director's Operational Plan update for PY 2016-17 and recommend approval by the Workforce Development Board.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

**C.2 Attachment - Workforce Development Board of Santa Cruz County
STRATEGIC PLAN STATUS REPORT PY 2016-2017**

	Benchmark (2015-16)	2016-17 Target	2016-17 Operational Goals to meet Target	YTD
<u>Goal 1</u> Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs	Regional Strategies implemented in 2015-16: • Awarded Proposition 39 Pre-Apprenticeship Grant • Awarded Slingshot Grant for Health Care	In 2016-17: Deliver three WDB approved projects	<ul style="list-style-type: none"> • Implement regional pre-apprenticeship training program • Obtain and implement second round Slingshot grant for Health Care Sector • Launch Local Tech Industry Partnership 	Prop 39: Classes completed. 16 Students will graduate on May 3rd Slingshot: Developing a four-county agreement for expenditure of \$1m slingshot funds Tech Partnership: Kick-off meeting w/ Collaborative Economics was on 4/11/17
<u>Goal 2</u> Align workforce development strategies to support local economic development	In 2015-16, transitioned CEDS Committee management to the County's Economic Development Office	In 2016-17: Partner with economic development to help employers attract and retain talent	<ul style="list-style-type: none"> • Create a county asset map of employment related business incentives • Provide staff/partner training on business engagement practices • Adopt Business Engagement Plan 	Asset Map: Business U has completed initial list of available business services in Santa Cruz County Training: Provided by Business U on 9/26 Business Engagement Plan: Assigned to Business Services Committee
<u>Goal 3</u> Develop strategic relationships with educators, employers and community partners to: • Increase the skill levels of youth and adult job seekers, and • Create opportunities for employment, career mobility, and self-sufficiency	In 2015-16, launched WDB Scholarship list pilot program	In 2016-17: Use data and messaging to strategically target employers and job seekers	<ul style="list-style-type: none"> • Release Initial County Hot Jobs Report • Formalize the WDB Scholarship process with WDB input • Establish new WDB messaging and update website content and materials 	Hot Jobs Report: Initial report completed WDB Scholarship List: Have started work with Chmura WDB Messaging: Initial meeting w/ Studio Holladay for marketing services was on 4/20/17
<u>Goal 4</u> Increase Board (WDB) Effectiveness	In 2015-16, approved new 25 member board	In 2016-2017: Establish the WDB as Workforce Development Experts	<ul style="list-style-type: none"> • Provide development opportunities for every WDB member • Establish a new WDB member on-boarding process • Conduct a full WDB policy review and update to meet WDB goals and comply with WIOA 	Development Opportunities: Consultant provided WDB with WIOA overview on 10/26 and National Issues Discussion on 2/22. New WDB Orientation: Consultant met w/ WDB chair in February WDB Policy Review: Consultant has begun work, to be completed by June 30, 2017

Benchmark = beginning of the strategic plan

Target = planned to be at the end of the year

Green	on track to meet planned target for the year
Yellow	needs to be watched
Red	in danger of not meeting target for the year.



C.3 Common Measure Performance PY 16-17 Q2

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, WDB Sr. Analyst; Teresita Hinojosa, WDB Sr. Analyst			

SUMMARY:

The attached Performance Update for 2nd Quarter PY 2016-17 gives an indication of local performance as of December 31, 2016 for Adult, Dislocated Worker and Youth program services. The state only considers annual performance and requires local areas meet 80% of the assigned goal. Although the Workforce Innovation and Opportunity Act (WIOA) was enacted effective July 1, 2015, the performance measures used under the Workforce Investment Act of 1998 (WIA) will remain in effect until June 30, 2017. The Local Workforce Investment Area (LWIA) has met or exceeded all the goals.

As a reminder, this is preliminary data through 2nd Quarter and includes data on up to 31 Adults, 27 Dislocated Workers, and 116 Youth depending on the specific measure. The State will review the data for validation of WIOA numbers and provide FINAL actual program year performance results after the program year ends.

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the WIOA Common Measure Performance for 2nd Quarter for PY 2016-17.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

C.3 Attachment

Performance Update for 2nd Quarter PY 2016-17

Adult and Dislocated Worker Formula 2ND Quarter Performance (as of 12/31/16)						
Adult and DW Performance Goals	Participant Categories	PY 2016-17 Santa Cruz LWIA Goal	Performance Level through 12/31/16	Met Goal	Met 80% Target? *80% of goal	Success Rate (% of goal met)
Entered Employment Rate	Adult	72.0%	55.5%	NO	NO	77%
	Dislocated Worker	70.5%	82.6%	YES	YES	117%
Retention Rate – 9 months 1, 2, & 3 Qtrs after exit	Adult	85.0%	70.9%	NO	YES	83.4%
	Dislocated Worker	84.0%	88.8%	YES	YES	105.7%
Average Earnings: 2 nd and 3 rd Qtr after exit to 2 nd and 3 rd Qtr prior to WIA participation	Adult	\$16,500	\$15,934.36	NO	YES	96.5%
	Dislocated Worker	\$15,050	\$20,477	YES	YES	136%

WIA Youth Formula 2ND Quarter Performance (as of 12/31/16)					
Youth Performance Goals	PY 16-17 Goals	Performance Level through 12/31/16	Met Goal	Met 80% Target?	Success Rate (% of goal met)
Entered Education or Employment Rate	70.5%	78.6%	YES	YES	109.60%
Attained Degree or Certificate	64.0%	76%	YES	YES	132.81%
Literacy & Numeracy Gains	72.0%	26.66%	NO	NO	37.03%

***The State of California requires local areas meet 80% of the assigned goal.**



☒Action ☒Consent ☐Information ☐Discussion

C.4 SCCOE Draft Monitoring Report PY 2016-17

COMMITTEE: Executive Committee	MEETING DATE: May 3, 2017
STAFF NAME: Andy Stone, WDB Director; Teresita Hinojosa, Sr. Analyst	

SUMMARY:

WDB staff monitored the WIOA Youth Services Sueños Program, Santa Cruz County Office of Education (COE) from January 30 - February 3, 2017.

The monitoring includes the following:

- **Contract Specific Questionnaire:** covers contractor specific operations, assessment, service delivery, supportive services, and follow-up services.
- **Financial Questionnaire:** covers fiscal management, program income, cost allocation, facilities and property, and audit.
- **Administrative Questionnaire:** covers work environment, program and site accessibility, administrative requirements, staffing requirements, grievance procedures, and program operations.
- **Case File Review:** covers required WIOA service documentation of a sample percentage of randomly chosen participant files.
- **Participant Questionnaire:** asks about services and recommendations from the randomly chosen participants, services important to the customer, and overall satisfaction with services on a 1-10 scale.
- **Employer Customer Satisfaction Survey:** asks worksite employers about satisfaction with youth performance, about service provider staff performance, and overall satisfaction with services based on a 1-10 scale.
- **Employer Site Visits:** asks employers about overall satisfaction with the youth placed at the worksite and improvements employers would suggest for the program.
- **Financial Sampling:** A fiscal sampling review was conducted by Mike McLay, HSD Accountant. This is an annual review of program fiscal records.

COE has one (1) one finding and two (2) observations. The finding was related to a disallowed expenditure, and the observations included a budget expenditure as of December 31, 2016 of 34%, well below the expected 50% at the end of the second quarter. WDB staff will work with COE on corrective action steps, revise a checklist for monitoring, and develop a mid-year budget revision.

The draft monitoring report is attached.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the draft monitoring report for Santa Cruz County Office of Education WIOA Youth Services Sueños Program for PY 2016-17, and to forward to the WDB for final approval.

COMMITTEE DATE 04/26/17	COMMITTEE APPROVAL: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other: Youth Council
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

SANTA CRUZ COUNTY WORKFORCE DEVELOPMENT BOARD

**Santa Cruz County Office of Education
WIOA Youth Services – Sueños Program
Monitoring Report PY 2016-2017**

Service Provider: Santa Cruz County Office of Education

Workforce Development Board Staff: Teresita Hinojosa, Sr. Analyst
Teresita.Hinojosa@santacruzcounty.us
Michael McLay, Accountant III
Michael.McLay@santacruzcounty.us

Monitoring Dates: Onsite: January 30 through February 3, 2017

Term of Contract: July 1, 2016 through June 30, 2017 for Formula WIOA Youth Services. The service period reviewed was July 1, 2016 through December 31, 2016.

Overview of Scope of Work:

The Santa Cruz County Office of Education (COE) is the lead agency for the Sueños (Dreams: Success, Unity, Education/Employment, Networking, Outreach, Skills Development) Program and also includes the Community Action Board of Santa Cruz County (CAB) as a sub-contractor to COE. The Sueños Program provides all required elements of the Workforce Innovation and Opportunity Act (WIOA) Youth Services program. As a result of the FY 13-14 contract procurement process, this program year is the third of four potential years for continuing to be the WIOA Youth Services contractor. This year a total of 150 youth will be provided services during the period of July 1, 2016 to June 30, 2017. COE will conduct the annual monitoring of its sub-contractor CAB before June 30, 2017.

The WDB monitoring focused on the Formula WIOA Youth Services year-round program.

Current Findings, Recommendations(s) and Response(s):

There was one finding on compliance with WIOA regulations or contract Scope of Work, and two observations. During the review for PY 2015-2016 there was one observation as follows and it has been resolved.

Prior Year Recommendation:

Last year's monitoring recommended that COE provide a budget revision due to the staffing changes and a 33% expenditure rate at the end of the 2nd quarter. Put a budget in place that will ensure at least 80% of the budget is expended, and that COE submit a plan of action to fully staff the program.

Action Requested: That COE provide a mid-year budget adjustment due to staffing changes and a 33% expenditure rate at the end of the 2nd quarter. Put a budget in place that will ensure at least 80% of the budget is expended by year end. Additionally, that COE submit a plan of action to hire a teacher before the end of this fiscal year.

C.4 Attachment

Recommendation: COE management staff will work with the WIOA staff to develop a budget and submit a formal request for a mid-year revision, and develop a hiring plan.

Action Taken in Response to Prior Year Recommendation:

COE is in compliance with the recommendation.

Findings:

This year's monitoring concentrated on the continued implementation of WIOA requirements including fiscal compliance with a new budgeting formula, overall service delivery model, and review of management and staffing changes.

Finding #1:

According to WIB Policy on Incentives for Youth Programs adopted on April 23, 2014, an Incentive is a one-time or a regular payment, either cash or non-cash, to a WIA Youth participant for the successful participation in, and achievement of, expected program and performance outcome linked to training and education. During the case file review process it was found that a youth not enrolled in the program participated in a WIOA activity, was later enrolled and a payment of \$50 for that activity was provided to the youth at a later time after enrollment, thus resulting in a disallowance of \$50.00.

Action Requested: That COE work with WDB fiscal staff to ensure the disallowance is paid back with non-WIOA funds, and that the documentation be provided to support the transactions to correct the finding. That COE ensure its procedures are clear on Incentives and all payments made to youth, and that COE staff follow the guidelines for approval of future payments.

Recommendation: Work with COE management and fiscal staff to develop a clear process to pay the disallowance within the next 30 days, and correct any payment procedures or forms.

Observation #1:

During the administrative review, it was found that COE did not follow the final step of the WIA Monitoring Policy & Procedures Manual Section 603, The Final Monitoring Report, and the shortened version of the WIB Monitoring Policy; Section IV. E. Correction Action Plan/Monitoring Report, by not providing the sub-contractor, Community Action Board, with its final PY 2015-16 approved and signed monitoring report.

Action Requested: That COE administrative staff review the monitoring policies and procedures to ensure all steps of the monitoring process are followed.

Recommendation: Work with WDB staff to ensure a monitoring checklist is revised and that the policy is clearly followed during subcontractor monitoring.

Observation #2:

This year's monitoring concentrated on the continued implementation of WIOA requirements including fiscal compliance with a second year of a new budgeting formula, overall service delivery model, and review of management and staffing changes. It was found that the budget expenditures through December 31, 2016 were only at 34%, making this the second year in a row to have low expenditures at the mid-

C.4 Attachment

year point (2nd quarter), well below the expected 50% expenditure rate. Staffing was not at full capacity at the beginning of the program year and was barely met mid-year. During this period, three additional full-time staff was hired, and another academy teacher left the program resulting in the Agriculture Academy being put on-hold due to no teacher being available. Multiple strategies are being explored to determine how best recruit a teacher, or if to continue this academy through another entity, in addition to low interest on behalf of the youth in the program wanting to participate in this academy.

The drastic change in regulations that requires 75% of the funding be expended on Out-of-School Youth (OSY), which are the hardest to recruit, serve and retain, and since there is not sufficient trending data, its unknown if this change has impacted how and when funding is expended during the fiscal year.

Action Requested: That COE provide a mid-year budget adjustment due to staffing changes and a 34% expenditure rate at the end of the 2nd quarter. Put a budget in place that will ensure at least 80% of the budget is expended by year end. Additionally, that COE submit a plan of action to hire a teacher before the end of this fiscal year, or an alternative plan for the Agriculture Academy.

Recommendation: Work with COE staff to develop a budget and submit a formal request for a mid-year budget revision. Also, work with COE Human Resources on a hiring plan, or determine if the Agriculture Academy will continue through COE or another entity.

Participant Enrollments:

Program enrollments are currently above the goals for the period, with 68% planned enrollments for Formula WIOA. The WIOA year round program runs from July 1, 2016 through June 30, 2017, with 102 actual enrollments as of December 31, 2016 with a goal of 150 for the program year.

Program Expenditures:

Expenditures for the Formula WIOA grant are at 34% as of December 31, 2016 and are below the 50% projection. Since many of the program outcomes occur after exit most of the expenditures occur near and after exit, it is anticipated that the traditional expenditures in the 3rd and 4th quarter invoices will be higher than the mid-year expenditures. However, with the drastic change in regulations that requires 75% of the funding be expended on Out-of-School Youth (OSY), which are the hardest to recruit, serve and retain, and since there is not sufficient trending data, its unknown if this change has impacted how and when funding is expended. The 75% expenditure of funds on OSY is at 75% as of the 2nd quarter.

PY 2016-17	Formula WIOA
Planned Annual Expenditure	\$1,075,498
Actual Expenditure	\$364,613
% of Planned Expenditure	34%

Fiscal Sampling Review Results:

A fiscal sampling review was conducted by Michael McLay, Human Services Department Accountant III, in coordination with Michelle Coffman, Financial Analyst of Internal Finance, COE Business Services division. Accounting records and systems, cash management and payroll systems, internal audit controls, cost classification and allocation systems for the first quarter of this fiscal year were reviewed. There were no findings.

Interviews:

Santa Cruz County Office of Education staff

- Nohemi Macias, Program Coordinator
- Beatriz Muñoz, Project Coordinator/Counselor/Case Manager
- Sarai Zayas, OSY Work Experience Specialist
- Laura Gonzalez, ISY/OSY Work Experience Specialist (CAB)
- Angelica Ruiz, Project Specialist
- Juana Del Villar, Receptionist
- Bivianna Jimenez, Academy Teacher
- Michael Paynter, Administrator, Student Support Services Department & Alternative Education Programs

Participants

- 8 Sueños participants were interviewed in person or by telephone.
- 6 Sueños employers were interviewed at their designated worksite.

File Review:

Files were reviewed to evaluate the eligibility determinations made by COE as well as to determine whether or not participants had received services as required by their Individual Service Strategy (ISS). A total of 15 case files were proposed for review based on the WIOA monitoring formula. A total of fifteen (15) Sueños participant files were reviewed, representing five participants who had exited, five who have been in the program for more than six months, and five who have been enrolled in the program less than six months.

The *WIOA Youth Case File Review Worksheet* was used to review the case files. COE files were reviewed for program eligibility, individual service strategy, program elements, and performance goals. All case files contained the information necessary to document the basic skills deficiency, services provided and attainments. Case narrative documentation was on file in each case, as well as in the CalJOBS individual on-line files. All supporting eligibility verifications were on file in each of the cases.

As a result of the case file review, one non-compliance issue was discovered that included an Incentive payment of \$50.00 to a youth that should not have been approved. The youth participated in an event prior to being enrolled in the program and was paid for this activity after being enrolled in the program, thus resulting in a disallowance of \$50.00.

Participant Interview Results:

A total of eight (8) Sueños participants were interviewed either on-site or by telephone as they were unable to come into the Youth Services office either because they were in school or their working hours. All participants interviewed reported receiving

C.4 Attachment

assessments of basic skills and abilities, mentoring or counseling, work experience and all of them could name their teacher, or case manager, or their counselor. Most also reported frequent contact with Sueños staff and many commented that they could call either their counselors or their teacher for assistance with any problems they had. All praised the support they had received from Sueños program staff.

Participants rated their overall satisfaction with the Youth Services program on a scale of 1 (Very Dissatisfied) to 10 (Very Satisfied). Scores ranged from 7 to 10 with an average overall score of 9.25. Many of the participants added comments such as “wish it was longer”, “workshops good alternative”, “don’t change anything”, “financial management courses are good”, and “all the staff is very nice and helpful in many ways, doing a good job, and care about what they are doing”. In general, the participants were enthusiastic about the program. Resume assistance, training academy, work readiness training, customer service training, work experience, career exploration, financial management workshop, clothing for work, and transportation assistance were among some of the services that were cited by participants as being the most valuable aspects of the program. One participant stated that work readiness workshop helped him prepare for his first job (work experience) and how to work in a workplace since no experience before. Some participants also stated that the work experience (WEX) had helped them get in tune with the real work world; learn what employers would expect of them, how to inter-react with people, and how to communicate in a work environment. Of the eight (8) participants interviewed, all had recommended the program to family, friends and fellow students, and two (2) of the participants stated that they were referred to the program by a family member.

Those that participated in work experience expressed that it is a valuable experience as most are being employed for the first time, and work experience gives them exposure and an opportunity they otherwise wouldn’t have, as well as being able to put their experience on their resume’s.

Employer Satisfaction:

WDB staff visited six (6) work sites from Aptos to Watsonville. Youth are placed in work experience positions at various locations throughout the county. All employers were satisfied with the level of understanding that they had received about the program, expectations of employers, and youth placement requirements. Some employers appreciate having youth work a minimum of 250 hours during the work experience as this benefits the youth as well as the employer, provides a level of consistency for the both, and is more efficient in terms of staff time spent training a new youth.

The County Office of Education is required to bi-annually survey work site employers to determine the degree of employer satisfaction with the program for those worksites that agreed to accept WIOA youth work placements. An evaluation of youth at work sites is also combined with the satisfaction surveys. Twenty-two employers responded to the survey for the monitoring period. The results for the Year Round program are as follows:

- Employer worksites included 13% in Public Services; 31% in the private sector; and 59% in the non-profit sector of which 4% are in faith-based agencies.
- Placements in career pathway sectors included 32% in Public Services; 45% in Education, Child Development and Family Services; 27% in Information Technology; and 27% in Marketing, Sales and Services. Employers were able to

C.4 Attachment

choose more than one career pathway sector resulting in a percentage over 100%.

- On a scale of 1 to 10, with 10 being “most satisfied”, the overall level of satisfaction with services provided for the 22 employers was 9.52. The responses to the survey ranged from 7 to 10.
- Ratings for the extent to which the program met employer expectations were 9.15. The responses ranged from 5 to 10.
- When asked to compare the services received with the employer’s ideal set of services the average response was 7.86. The responses ranged from 3 to 10.

Fiscal Questionnaire Results:

The Fiscal Questionnaire was completed by Michelle Coffman, Financial Analyst of Internal Finance for COE Business Services division and reviewed by Michael McLay, WIOA Accountant III. A copy of COE’s Annual Audit was provided to WDB staff during the course of the monitoring as required. There were no areas of non-compliance.

Administrative Questionnaire Results:

The Administrative Questionnaire was reviewed with Nohemi Macias, Program Coordinator and Beatriz Muñoz, Project Coordinator for Sueños. There was one area of non-compliance.

Contract Questionnaire Results (Program):

The Contract Questionnaires (General WDB and COE specific) were completed during interviews with Sueños staff including: Beatriz Muñoz, Project Coordinator; Nohemi Macias, Project Coordinator; Sarai Zayas, WEX Specialist; Laura Gonzalez, WEX Specialist; Angelica Ruiz, Project Specialist; Bivianna Jimenez, Academy Teacher; and Juana Del Villar, Receptionist. There were no areas of non-compliance.

Approved by:

Andy Stone
Director, Workforce Development Board
Human Services Department

Date



☐ Action ☒ Consent ☒ Information ☐ Discussion

C.5 WIOA Partner MOU Phase II

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

Background:

Local WDB staff were notified on August 5, 2016 that the due date for Phase II of the required Workforce Innovation and Opportunity Act (WIOA) Memorandum of Understanding (MOU) between the local board and one-stop core required partners for resource sharing and joint infrastructure costs had been changed from December 31, 2017 (as previously stated in the Employment Development Department (EDD) Workforce Services guidance directive WSD15-12) to June 30, 2017. As you may recall, at the October 5, 2016 meeting WDB staff informed the committee about the change of due date for Phase II. On October 14, 2016 Employment Development Department (EDD) Workforce Services issued further guidance directive WSD16-09 specific to Phase II upholding the due date of June 30, 2017.

Update:

On January 25, 2017, Employment Development Department (EDD) Workforce Services issued a special notice changing the MOU Phase II due date from June 30, 2017 to September 1, 2017.

WDB staff is meeting regularly with the WIOA required partners through the Career Center Operators group to develop and negotiate Phase II of the MOU. Phase II contains the career center infrastructure costs and the budgets will be reviewed and updated annually.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE	10/05/16	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Other:



☒Action ☒Consent ☐Information ☐Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

C.6 Center/Program Services RFP Status PY 18-19

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

As you know, this board approved the issuance of a Request for Proposal (RFP) for Workforce Innovation and Opportunity Act (WIOA) Adult, Dislocated Worker and Career Center Operator program services at the June 8, 2016 meeting. The RFP was subsequently released at the Board of Supervisors (BOS) meeting on November 15, 2016 and was withdrawn for technical reasons on February 1, 2017. No award was made for PY 2017-18. This board was notified of these developments at its meeting on February 22, 2017.

WDB will extend the current Adult and Dislocated Worker, business services contract with Goodwill Central Coast for PY 17-18 and a purchase order procurement was conducted for the career center operator for PY 17-18 to comply with WIOA.

A new RFP will be issued on August 8, 2017 and the WDB will again work with the County's General Services Department's Purchasing Division (GSD) to conduct the RFP procurement process. GSD requirements for RFP contracting allow for a one-year contract with three additional one-year options for renewal, for a total possible term of four years. This procurement process provides for a potential contract that could extend from PY 2018-19 through PY 2021-22 based on a contractor cost analysis. Regardless of the results of the cost analysis, a new RFP process will need to be conducted every four years as required by utilizing the County procurement process.

This latest RFP will encompass 4 modalities:

Modality 1: Career Center Operator

Modality 2: Adult, Dislocated Worker Program Services

Modality 3: Youth Program Services

Modality 4: Workforce Service for Business

Bidders will be able to submit proposals for one or more modalities. The RFP time line is attached for review and approval.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the RFP procurement and direct WDB staff to take the necessary steps to issue and implement the RFP with the appropriate time line for full contract implementation to begin with Program Year 2018-19.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

C.6 Attachment
**WIOA Career Center Operator, Adult, Dislocated Worker, Youth and Business Services
Procurement Timeline**

Date	Benchmark	WHO?
2017		
March 24, 2017	-WDB staff work with General Services Purchasing Department (GSD) to establish timelines and review County Procurement process	WDB
April 26, 2017	Youth Council Meeting- approval for issuance of RFP -RFP Timeline Considered -Contract renewal with current Youth service provider (SCCOE) for PY 2017/18	WDB
May 3, 2017	Executive Committee Meeting-approval for issuance of RFP -RFP Timeline Considered -Request authority to make minor adjustments to RFP language to improve effectiveness; -Evaluation criteria to remain unchanged -Contract renewal with current A, DW service provider (GCC) -Purchase Order for PY 17/18 for CCOperator	WDB
June 7, 2017	Full WDB Meeting	WDB
June 15, 2017	RFP due to GSD	GSD
July 6, 2017	GSD return RFP to WDB	
July- August	Form RFP Review Committee	WDB
August 8, 2017	Board of Supervisors meeting to release RFP – 1st letter 7/12-Fiscal 7/19-ET 7/26 -CAO	
August 15, 2017	1 st Ad released Sentinel, Register Pajaronian	GSD
August 22, 2017	2 nd Ad released Sentinel, Register Pajaronian	GSD
August 24, 2017	Pre-proposal conference from 1-3pm (Bidders Conference)	GSD
August 29, 2017	Additional questions (following pre-proposal conference) due to GSD by 5pm	WDB
August 31, 2017	GSD sends Answers via email & WDB posts notice advising to inquire about Q&A through GSD	GSD
September 13, 2017	Proposals Due by 5:00 PM @ GSD– Bid opening	GSD
September 29, 2017	Rating sheets due to GSD from Review Committee	
October 4, 2017	Conference call with Review Committee & final recommendation made on awardee(s), if necessary	GSD
October 18, 2017	Executive Committee Meeting Approve RFP Review Committee Funding Recommendation	WDB
November 8, 2017	Full WDB Meeting-Approve RFP Review Committee Funding Recommendation	WDB
December 12, 2017	Board of Supervisors letter to recommend award of contract(s) for PY 2018-19- 2nd BOS letter 11/15-Fiscal 11/22-ET 11/29 -CAO	
January- March 2018	Contract Negotiations and Development begin	WDB
June 2018	Board of Supervisors letter to recommend approval of contract(s) for PY 2018-19- 3rd BOS letter	
June 2018	Notify Respondents	WDB
July 1, 2018	New Contract(s) Implemented	WDB



C.7 Proposed WIOA Budget PY 2017-18

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director; Lacie Gray, Sr. Analyst			

SUMMARY:

The Employment Development Department (EDD) released the Workforce Innovation and Opportunity Act (WIOA) Planning Estimate Allocations for Program Year 2017-18 for the Adult, Dislocated Worker (DW) and Youth funding sources on March 8, 2017 (WSIN16-37). The Rapid Response allocation has not yet been released by EDD. A proposed budget for WIOA Adult, DW, Youth and Rapid Response has been developed.

It is recommended that WIOA contract services continue with the current services providers. Additional information about procurement for these services for PY 17-18 and PY 18-19 can be found in Items C.6 and C.9. Adult, DW and Business Services funding is proposed to continue with Goodwill Central Coast with student support services contracted to Cabrillo Student Resources and Support Network (SRSN) and WIOA Youth services with Santa Cruz County Office of Education. Rapid Response proposed service plans include continuing with the Cabrillo Small Business Development Center contract for job retention layoff aversion services and to use a portion of the funding for the Business Services component of the Goodwill Central Coast contract.

Once the WDB approves the proposed budget and the Board of Supervisors approves the County budget, the contractors will be requested to propose the service numbers and budget to operate. With this information, the scope of work is written and budgets are negotiated by the WDB with the service contractors. When, and if, there is agreement on the terms for the services, the contracts are considered for approval by the Board of Supervisors. The negotiations on the scope of work with the service goals and the budget will be done in July/August 2017 with the services retroactive to July 1, 2017, according to the County's continuing contract agreements process. If the the proposal for WIOA Adult and Dislocated Worker services is accepted, Goodwill Central Coast has requested their contract approval be as close to the beginning of the program year as possible with a tentative Board of Supervisor approval date of June 27, 2017.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the proposed WIOA budget for PY 2017-18 and authorize staff to begin program planning and negotiations for the WIOA service providers and prepare contracts for approval by the Board of Supervisors.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

C.7 Attachment

WORKFORCE INNOVATION AND OPPORTUNITY ACT: FY 16/17 and FY 17/18 Budget Comparison

Prepared: 5/3/2017

FY 16/17 Budget (Includes Carry-In*)

FY 17/18 Proposed Budget (Includes Estimated Carry-In**)

FY 16/17 AUTHORIZED BUDGET	FY 16/17 ADULT	FY 16/17 DW	FY 16/17 YOUTH	FY 16/17 FORMULA	% to Total
WDB Services					
Administration	79,568	88,803	69,960	238,331	5.7%
Program Services	114,094	132,056	10,622	256,772	6.2%
Unobligated Funds	123,235	137,560	-	260,795	6.3%
Contracts	325,000	325,000	1,075,498	1,725,498	41.4%
Operational	223,725	382,773	3,891	610,389	14.6%
Subtotal	865,622	1,066,192	1,159,971	3,091,785	74.2%
WFSCC Operations					
Training-OJT	446,961	572,054	-	1,019,015	24.4%
Supportive Services	25,541	32,689	-	58,230	1.4%
Subtotal	472,502	604,743	-	1,077,245	25.8%
TOTAL	1,338,124	1,670,935	1,159,971	4,169,030	100.0%

*Final Carry-In for FY 16/17 was determined in August 2016, after year-end close and completion of the 4th quarter County Expense Claim.

Adult	\$457,875
DW	\$688,367
Youth	\$152,699
Total	\$1,298,941

FY 17/18 ADULT	Trng %	FY 17/18 DW	Trng %	FY 17/18 YOUTH	FY 17/18 FORMULA	% of Total
76,221		79,899		86,645	242,765	5.7%
225,110		242,413		194,852	662,375	15.7%
118,566		124,288		-	242,854	5.8%
402,500		402,500		850,000	1,655,000	39.2%
46,932		83,633		110,915	241,480	5.7%
869,329		932,733		1,242,412	3,044,474	72.1%
535,418		579,805		-	1,115,223	26.4%
30,595		33,132		-	63,727	1.5%
566,013		612,937		-	1,178,950	27.9%
1,435,342	34.0%	1,545,670	36.6%	1,242,412	4,223,424	100.0%

**Final Carry-In for FY 17/18 will be determined in August 2017, after year-end close and completion of the 4th quarter County Expense Claim. Carry-in used for this budget calculation includes:

Adult	\$588,440
DW	\$657,902
Youth	\$279,689
Total	\$1,526,031

FY 16/17 FORMULA	ADULT	DW	YOUTH	TOTAL
CONTRACT STATUS				
Cabrillo College - SRSN	37,500	37,500		75,000
Goodwill Central Coast ***	287,500	287,500		575,000
SCCOE Youth Services	-	-	1,075,498	1,075,498
One-Stop Operator (TBD)				-
	325,000	325,000	1,075,498	1,725,498

*** Portion of contract is paid by Rapid Response (\$25,000)

FY 17/18 FORMULA	ADULT	DW	YOUTH	TOTAL	17/18 v 16/17 DIFF
	37,500	37,500		75,000	-
	347,500	347,500	850,000	695,000	120,000
	17,500	17,500		35,000	(225,498)
	402,500	402,500	850,000	1,655,000	(70,498)



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C.8 WDB Meeting Calendar PY 16-17

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director; Brenda Zeller, WDB Administrative Coordinator			

SUMMARY:

Each year staff develops a calendar of meetings for the Workforce Development Board (WDB) and its subcommittees.

Proposed details:

- WDB will meet three (3) times.
- Executive Committee will meet four (4) times.
- Business Services Committee will meet three (3) times.
- Youth Council will meet three (3) times.
- All WDB and subcommittee meetings will be scheduled on Wednesdays.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the proposed Workforce Development Board (WDB) Annual Meeting Calendar for Program Year 2017-18 and submit to the WDB for final approval.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



2017-2018 WDB & Committee Meeting Calendar

Workforce Development Board

8:30 a.m.

November 8, 2017 *All meetings held at: Simpkins Swim Center, 979 17th Ave., Santa Cruz*
February 28, 2018
June 6, 2018

Executive Committee

8:30 a.m.

August 2, 2017 *All meetings held at:*
October 18, 2017 *County of Santa Cruz, 1000 Emeline Ave., Santa Cruz*
February 7, 2018
May 2, 2018

Youth Council

3:00 p.m.

September 27, 2017 *United Way, 4450 Capitola Rd., #106, Capitola*
December 13, 2017 *United Way, 4450 Capitola Rd., #106, Capitola*
April 25, 2018 *Watsonville Career Center, 18 W. Beach St., Watsonville*

Business Services Committee

3:00 p.m.

September 20, 2017 *Community Foundation, 7807 Soquel Dr., Aptos*
January 17, 2018 *Watsonville Career Center, 18 W. Beach St., Watsonville*
April 18, 2018 *Watsonville Career Center, 18 W. Beach St., Watsonville*

Please Note: Meeting locations subject to change. Please check website for current information.



☒Action ☒Consent ☐Information ☐Discussion

C.9 Procurement Status PY 2017-18

COMMITTEE:	Executive Committee	MEETING DATE:	May 3, 2017
STAFF NAME: Andy Stone, WDB Director; Lacie Gray, Sr. Analyst			

SUMMARY:

As you may recall, at your Committee's meeting on April 5, 2017, your committee discussed the One-Stop Operator Procurement which was released on March 15, 2017. At that time, your Committee also authorized staff to develop a purchase order with the successful bidder.

The announcement was posted in the Santa Cruz Sentinel and the Register Pajaronian on three different dates for each paper. Additionally, announcements were emailed to agencies on the WDB Qualified Agencies List (QAL) as well as those agencies which had applied for the original procurement (for WIOA services and One-Stop Operator), other agencies which were known to provide One-Stop Operator services, and to the California Workforce Association. The California Workforce Association posted the announcement on its Facebook page. The announcement was also posted on the WDB's website.

Applications were due April 7, 2017. A single application, from Goodwill Central Coast (Goodwill), was received and so the services will be contracted through "sole sourcing", procedures which are used when there are insufficient applications to constitute competition.

The application was reviewed to ensure that it was responsive to the specifications. The Workforce Development Board (WDB) staff are currently working with Goodwill to negotiate a service agreement. Services will be in place by July 1, 2017, in keeping with the Employment Development Department Directive WSD16-14.

As per Item C.6 Center/Program Services RFP Status PY 2018-19 in your Committee's agenda packet today, the One-Stop Operator Services will be included in the Program Year 2018-19 procurement for four modalities: Modality 1: Career Center Operator; Modality 2: Adult, Dislocated Worker Program Services; Modality 3: Youth Program Services; and Modality 4: Workforce Service for Business.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the report on the One-Stop Operator Procurement. I move to contract with Goodwill Central Coast for Program Year 2017-18 One-stop Operator services.

COMMITTEE DATE	04/05/17	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other: Executive Committee
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other: