



**Workforce Development Board
Simpkins Swim Center
979 17th Avenue, Santa Cruz
Wednesday, June 7, 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 February 22, 2017 meeting 2-6**
- V. Consent Items (separate from agenda packet)**
 - C.1 Common Measure Performance Updates PY 2016-17 Q2
 - C.2 WIOA Program Monitoring PY 2016-17 Youth, GCC, SRSN, SBDC
 - C.3 2017-20 WIOA Local and Regional Plans
 - C.4 WIOA Partner Memorandum of Understanding Phase II
 - C.5 Proposed WIOA Budget and Service Plans PY 2017-18
 - C.6 Center/Program Services Request for Proposal Status PY 2018-19
 - C.7 One-Stop Operator Services Procurement Status PY 2017-18
 - C.8 WDB & Committee Meeting Calendar PY 2017-18
 - C.9 Hospitality, Tourism, Customer Service Academy WIOA Industry Recognized Re-certification PY 2017-18
- VI. Presentations**
 - P.1 Studio Holladay- WDB Messaging
- VII. Administration**
 - A.1 Data Dashboard..... **7**
 - A.2 Strategic Plan Report Update..... **8-9**
 - A.3 WDB Officer Nominations PY 2017-18..... **10-11**
- VIII. Committee Reports**
- IX. Chairperson’s Report**
- X. 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
- Christina Cuevas, Program Director**
Community Foundation of Santa Cruz County
- MariaElena 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: Executive Committee Meeting
Wednesday, August 2, 2017 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060**

**Workforce Development Board Meeting
Wednesday, November 8, 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
Full Board Meeting
Simpkins Swim Center
979 17th Avenue, Santa Cruz
Wednesday, February 22, 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 8:34 a.m., and a quorum was established.

Board Members in Attendance

Ayyad, Alia
Berry-Wahrer, Diane
Carroll, Jack
Cuevas, Christina
De La Garza, MariaElena
Delk, Marshall
Destout, Elyse
Hartmann, Andy
Hebard, Sean
Hood, Dave
Mason, Barbara
Miller, Bill
Rodriguez, Francisco
Roth, Shaz
Schaller, Glen
Siegel, Carol – Chair
Slack, Ron

Board Members Absent

Aman, Alan
Hodges, Mark
Lambert, Julie
Morse, Rob
Tysseling, Bill
Van Valer, Andy

Staff in Attendance

Gray, Lacie – WDB Sr. Human Services Analyst
Stone, Andy – WDB Director
Hinojosa, Teresita – WDB Sr. Human Services Analyst
Zeller, Brenda – WDB Administrative Coordinator

Guests

Aldin, Tyler – Santa Cruz County Economic Development
Capitola-Duran, Jodi – Workforce Santa Cruz County
Chamberlin, John – WDB Consultant
Duckworth, Yuko – Employment Development Department
Paynter, Michael – Santa Cruz County Office of Education
Putnam, Heather – Santa Cruz Works

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
MariaElena 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

Rohlfing, Eileen – Employment Development Department
Sabbah, Faris – Santa Cruz County Office of Education
Ullestad, Sharolynn – Workforce Santa Cruz County
Weis, Matt – Cabrillo College, Cooperative Work Experience Education Program

Subject: Call to Order/Welcome

Discussion: Chair Carol Siegel called the meeting to order and welcomed members, staff, and guests. She asked members and guests to briefly introduce themselves.

Subject: Approval of Agenda

Discussion: Director Andy Stone announced that item A.7, the presentation by John Chamberlin, would be moved after Committee Reports.

Action: It was moved to approve the agenda with the change noted above.

Status: Motion to Approve: Andy Hartmann
Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: Public Comment

There was no public comment.

Subject: Approval of October 26, 2016 Meeting Minutes

Discussion: Chair Carol Siegel called for the October 26, 2016 minutes to be approved.

Action: It was moved to approve the October 26, 2016 Meeting Minutes.

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

Subject: V. Consent Items:

C.1 – Common Measure Performance Update PY 2016-17 Q1
C.2 – PY16-17 Budget Modification: High Performing WDB Award

Action: It was moved to approve Consent Items C.1 and C.2

Status: Motion to Approve: Ron Slack
Motion Seconded: Diane Berry-Wahrer
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: VI. Presentation Items:

P.1 – Matt Weis, Cabrillo College – Cooperative Work Experience Education Program

Matt Weis, Program Coordinator for Cabrillo College Cooperative Work Experience Education Program gave an overview of the program and outlined its services to students and businesses, and explained how he engages with businesses to increase employer engagement in the program and increase externships and internships for students.

Subject: VII. Administration Items:

A.1 – Data Dashboard

Director Andy Stone went over the Data Dashboard, noting minor shifts in which Career Centers participants have been visiting and a decrease in Santa Cruz County's unemployment rate from the prior year. He also noted that the unemployment rate in the city of Watsonville was 9.6% for the month of December 2016 compared to 6.7% for the City of Santa Cruz and 7.5% for the County.

A.2 – Strategic Plan Report (Action)

Director Andy Stone reviewed the goals for the WDB Strategic Plan for Program Years (PY) 2014-17 and gave an update on the status of each goal. He stated that the Health Improvement Partnership (HIP) is scheduled to meet in March 2017; the WDB has contracted with John Chamberlin to develop a New Board Member Orientation; the next step in the Hot Jobs list is to distribute a survey to board members to define what criteria and standards determine a "hot job" so that the next issue can be translated into the WDB Scholarship List.

Action: It was moved to adopt the WDB Director's Operational Plan update for PY 2016-17.

Status: Motion to Approve: Sean Hebard
Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All in favor, motion passed.

A.3 – Procurement Status PY 2017-18

Director Andy Stone explained that the Request for Proposal (RFP) for WIOA Adult, Dislocated Worker, and Career Center Operator program services was withdrawn by the County's General Services Department (GSD) due to a consequential technical error. The current contract with Goodwill Central Coast will be extended for an additional year and the RFP will be resubmitted for PY 17-18.

A.4 – Technology Sector Initiative (Action)

Director Andy Stone reviewed the Technology Sector Initiative discussed at the October 26, 2016 meeting and gave an update on the project progress. A contract with Collaborative Economics to facilitate a Partnership launch meeting, assist the Partnership in identifying short term and long term strategies to address the local technology talent shortage, coordinate and facilitate up to three follow up meetings, and train and coach leadership to continue the Partnership was approved by the Executive Committee at its February 1, 2017 meeting and if approved by the WDB will be forwarded to the Santa Cruz County Board of Supervisors.

Action: It was moved to approve the award of the Technology Sector Initiative contract to Collaborative Economics and to forward this recommendation to the Board of Supervisors on March 21, 2017 (or thereabouts) for final approval.

Status: Motion to Approve: Christina Cuevas
Motion Seconded: Glen Schaller
Abstentions: None
Committee Action: All in favor, motion passed.

A.5 – 2017-20 WIOA Local Plan Approval (Action)

Director Andy Stone presented the 2017-20 WIOA Local Plan and noted that the public comment period would close at the Board's meeting.

Action: It was moved to close the public comment period on the 2017-20 WIOA Local Plan and to recommend that the Local Plan be forwarded to the Santa Cruz County Board of Supervisors for final approval and to meet the due date of March 15, 2017.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Ron Slack
Abstentions: Alia Ayyad
Committee Action: All in favor, minus noted abstentions, motion passed.

A.6 – 2017-20 WIOA Regional Plan Approval (Action)

Director Andy Stone presented the 2017-20 WIOA Regional Plan.

Action: It was moved to recommend that the Regional WIOA Plan be forwarded to the Santa Cruz County Board of Supervisors for approval and that this information be provided to the Monterey County Workforce Development Board which will be submitting the Plan to the state.

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

A.7 – National Workforce Development Overview – John Chamberlin

WDB Consultant John Chamberlin of Chamberlin and Associates, Portland, OR provided an overview of the national situation of workforce development. He noted that with unemployment rates being low and falling, WDBs need to change services to help people upgrade skills rather than find employment. He also recommended prioritizing expenditures in order to ensure investment in programs to help local people, and developing partnerships and community.

VIII. Committee Reports

Elyse Destout, Youth Council Chair, gave an overview of what she learned attending the 2017 California Workforce Association's (CWA) Youth Conference. The conference was focused on Work Based Learning, and Elyse stated that the WDB could be more effective by bringing law enforcement and educators on board to bring their perspective of working on the front lines with youth. She stated that there is opportunity to make these connections in Santa Cruz County and she would start working towards that goal.

Marshall Delk, Business Services Committee (BSC) Chair, announced the Business Roundtable to be held on March 22, 2017 to gain an understanding of local demands and needs of employers and to educate that group on WDB services.

IX. Chairperson's Report

WDB Chair Carol Siegel thanked board members, staff, and guests for attending.

Meeting adjourned at 10:13 a.m.

**Next Meeting: Executive Committee Meeting
Wednesday, April 5, 2017 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060**

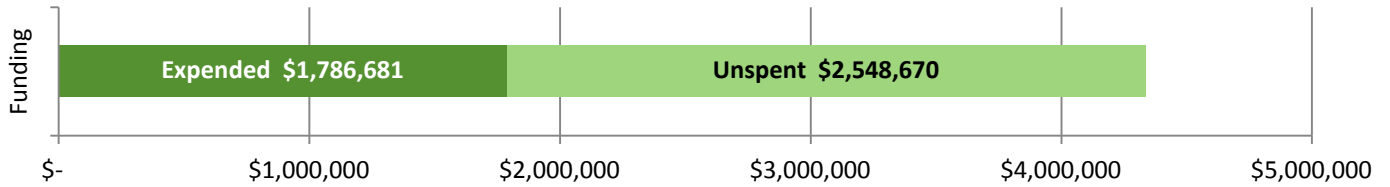
**Workforce Investment Board Meeting
Wednesday, June 7, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062**

A.1 Data Dashboard

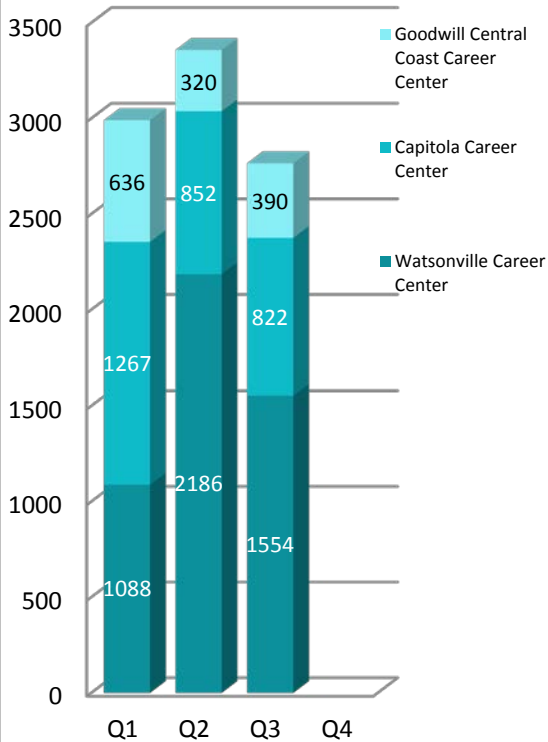
July 1, 2016 to March 31, 2017



Program Year 2016-17 Budget: \$4,335,351



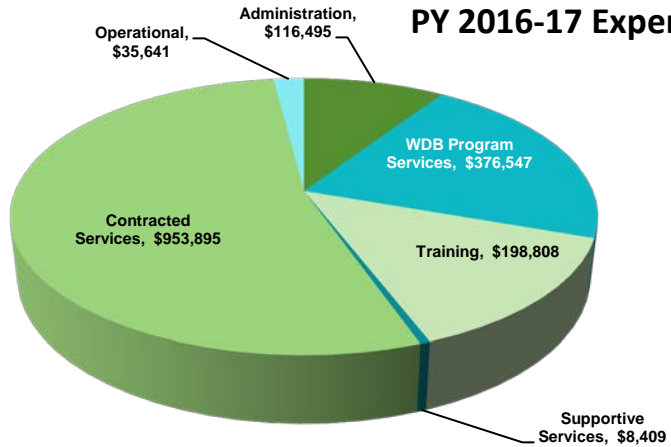
PY 2016-17 Jobseeker Visits
Total Visits by Quarter



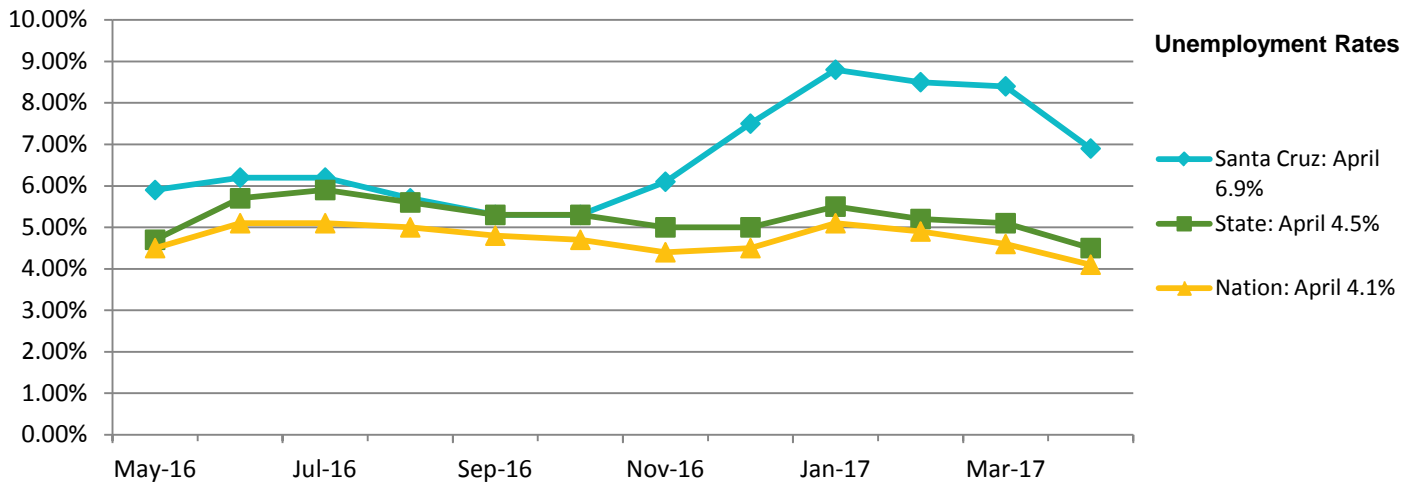
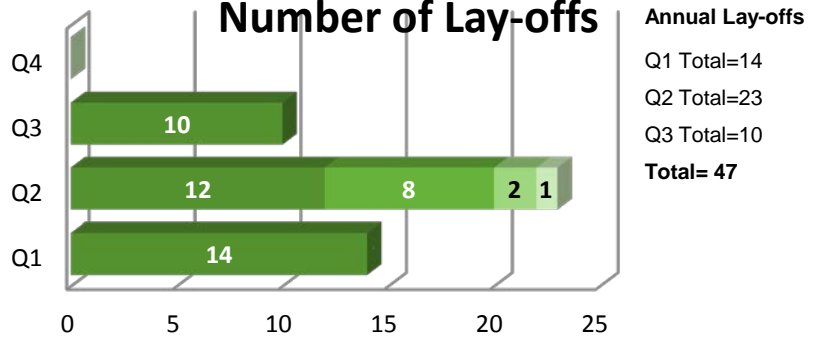
Year to Date Unique Visitors:

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

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.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:

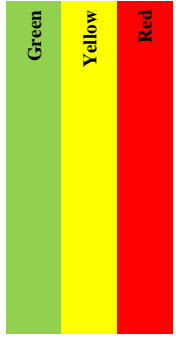
A.2 Attachment - Workforce Development Board of Santa Cruz County
STRATEGIC PLAN STATUS REPORT PY 2016-2017

	Benchmark (2015-16)	2016-17 Target	2016-17 Operational Goals to meet Target	YTD
Goal 1 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 	<p>Prop 39: Classes completed, 16 Students graduated on on May 3rd</p> <p>Slingshot: Agreed on priorities. Now developing a four-county agreement for expenditure of \$1m slingshot funds</p> <p>Tech Partnerships: Initial meeting on 4/11/17, Santa Cruz Works expressed inability to continue on 5/19/17</p>
Goal 2 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 	<p>Asset Map: Business U has completed initial list of available business services in Santa Cruz County</p> <p>Training: Provided by Business U on 9/26</p> <p>Business Engagement Plan: Assigned to Business Services Committee</p>
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	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 	<p>Hot Jobs Report: initial report completed</p> <p>WDB Scholarship List: Have started work with Chmura and surveyed WDB members. Results will be shared at next full WDB meeting</p> <p>WDB Messaging: Studio Holiday to provide WDB with report at June WDB meeting</p>
Goal 4 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 	<p>Development Opportunities: Consultant provided WDB with WIOA overview on 10/26 and National Issues Discussion on 2/22.</p> <p>New WDB Orientation: Consultant to complete work by June 30, 2017</p> <p>WDB Policy Review: Consultant has begun work, to be completed by June 30, 2017</p>

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.





Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.3 WDB Officer Nominations PY 2017-18

COMMITTEE: Workforce Development Board	MEETING DATE: June 7, 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 WDB meeting.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the proposed slate of Officers of the Workforce Development Board.

COMMITTEE DATE 05/03/17	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:

A.3 Attachment

**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	Elyse Destout
<i>Youth Council</i>	Chair	Elyse Destout
	Vice-Chair	Andy Hartmann

Changes and additional nominations may be made from the floor at the WDB meeting.