



**Workforce Development Board  
Executive Committee  
1000 Emeline Ave., Santa Cruz  
Wednesday, August 2, 2017, 8:30 a.m.**

18 W. Beach Street  
Watsonville, CA 95076  
(831) 763-8900  
[www.santacruzwb.com](http://www.santacruzwb.com)

**Agenda**

- I. Call to Order/Welcome**
- II. Approval of Agenda**
- III. Public Comment**
- IV. Approval of Minutes from May 3, 2017 meeting ..... 2-6**
- V. Consent Items** (separate from agenda packet)
  - C.1 Common Measure Performance PY 2016-17 Q3
  - C.2 Updated Final WIOA Budget and Service Plans PY 2017-18
  - C.3 Proposition 39 Update
  - C.4 WIOA Partner Memorandum of Understanding (MOU) Phase II
- VI. Administration**
  - A.1 Data Dashboard ..... **7**
  - A.2 Strategic Plan Report..... **8-9**
  - A.3 WDB Member Recruitment Update..... **10-11**
  - A.4 AJCC Certification Process ..... **12-13**
- VII. Committee Reports**
- 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
- 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
- Todd Livingstone, Assistant Director  
Career and Technical Education  
Watsonville/Aptos Adult Education
- 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, October 18, 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 17<sup>th</sup> 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, May 3, 2017, 8:30 a.m.**

18 W. Beach Street  
Watsonville, CA 95076  
(831) 763-8900  
[www.santacruzwb.com](http://www.santacruzwb.com)

**The Chair called the meeting to order at 8:32 a.m., and a quorum was established.**

**Committee Members in Attendance**

Delk, Marshall – Business Services Committee Chair  
Destout, Elyse – Youth Council Chair  
Morse, Rob – Vice Chair  
Slack, Ron – Prior Chair

**Committee Members Absent**

Hartmann, Andy – (Alt) Youth Vice Chair  
Siegel, Carol – Chair  
Van Valer, Andy – (Alt) Business Services Committee Vice Chair

**Staff in Attendance**

Stone, Andy – WDB Director  
Gray, Lacie – Senior Analyst  
Zeller, Brenda – WDB Administrative Coordinator

**Guests**

Berry-Wahrer, Diane – Department of Rehabilitation  
Durkee, Ed – Goodwill Central Coast  
Gumz, Jondi – Santa Cruz Sentinel  
Guthrie, Anne – Goodwill Central Coast  
Ullestad, Sharolynn – Workforce Santa Cruz County

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**Subject: Call to Order/Welcome**

**Discussion:** Vice Chair Rob Morse called the meeting to order and asked staff and guests to introduce themselves.

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**Subject: Approval of Agenda**

**Action:** It was moved to approve the May 3, 2017 Agenda.

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

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**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

**Subject: Public Comment**

Director Andy Stone announced the Tri-County Apprenticeship Preparation Program's Graduation to be held May 3 from 5:00 p.m. to 7:00 p.m at Central Coast Energy Services. Ron Slack announced the Annual Life-Lab Brunch to be held on June 3<sup>rd</sup>.

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**Subject: Approval of April 5, 2017 Meeting Minutes**

**Discussion:** Vice Chair Rob Morse called for the April 5, 2017 minutes to be approved.

**Action:** It was moved to approve the April 5, 2017 Meeting Minutes.

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

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**Subject: V. Consent Items:**

- 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**

**Discussion:** Vice Chair Rob Morse questioned the spike in unemployment during October as shown on item C.1 Data Dashboard. Director Andy Stone explained that it is a seasonal spike due to a drop in agriculture and tourism, but that there was a decline in the unemployment rate when compared to the same month a year ago.

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

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**Subject: VI. Presentation:**

Ed Durkee, CEO of Goodwill Central Coast (GCC) and Anne Guthrie, Vice President of Workforce Development Services for GCC presented

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**Subject: VII. Administration Items:**

**A.1 – WDB Messaging/Marketing Workgroup Report**

Director Andy Stone asked members of the workgroup who were present to give their impressions of the kickoff meeting.

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**A.2 – WDB Officer Nominations PY 2017-18 (Action)**

Prior Chair Ron Slack gave an update on the progress of the Nominating Committee. Elyse Destout volunteered to take on the role of Vice Chair for the Business Services Committee.

**Action:** It was moved to recommend that the WDB approve the slate of Officers of the Workforce Development Board as presented with the addition of Elyse Destout contingent upon the approval of the Nominating Committee.

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

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**A.3 – 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. He mentioned ongoing discussions with staff at Sutter Health/Palo Alto Medical Foundation, West Marine, and Plantronics. Marshall Delk volunteered to contact Martinelli's. Committee members discussed other local businesses that might have staff interested in becoming WDB members.

**Action:** It was moved to accept the WDB Member Recruitment Update.

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

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**A.4 – WDB Mission Statement Review**

Director Andy Stone presented the current WDB Mission Statement and asked for input on making it more precise without changing its essence. Committee members discussed the WDB's role in helping people get jobs and become successful members of the community.

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**A.5 – Hospitality, Tourism, Customer Service (HTCS) Academy WIOA**

## Industry Recognized Re-certification PY 2017-18 (Action)

Director Andy Stone gave an update on the re-certification process for the Hospitality, Tourism and Customer Service Academy. He stated that local business leaders in the HTCS industry as well as Mark Hodges, Senior Director of the Regional Occupational Program (ROP) for SCCOE had approved the academy curriculum. He gave an overview of the benefits of an industry recognized certificate, including giving the academy a reputation for occupational and academic quality which would in turn give academy participants a boost when looking for work. In addition, they would be work readiness prepared and receive an industry recognized certificate.

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

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### A.6 – Planning for June 7 WDB Meeting

Director Andy Stone asked committee members for input on possible presentations for the June 7 WDB meeting. Committee members suggested a presentation by Studio Holladay on efforts to revamp WDB Marketing and Messaging, a success story from a graduate of the Prop 39 Pre-Apprenticeship program, and recognizing Jack Carroll's service.

**Action:** It was moved to direct the WDB staff to include the following items in the June 7, 2017 WDB meeting agenda: a presentation by Studio Holladay on efforts to revamp WDB Marketing and Messaging, a success story from a graduate of the Prop 39 Pre-Apprenticeship program, and recognizing Jack Carroll's service.

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

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## VII. Chairperson's Report

WDB Vice Chair Rob Morse thanked committee members and staff for attending.

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**Meeting adjourned at 10:17 a.m.**

**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, June 7, 2017 @ 8:30 a.m.**  
**Simpkins Swim Center**  
**979 17<sup>th</sup> Ave.**  
**Santa Cruz, CA 95062**

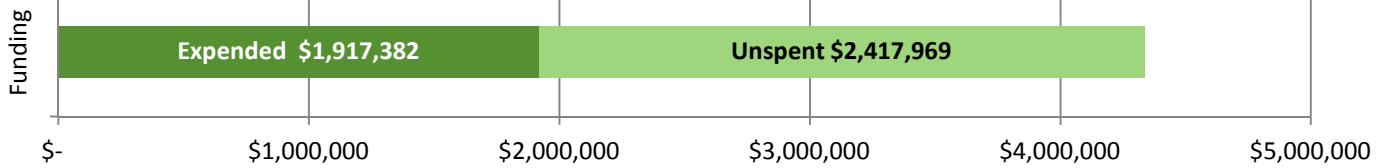
**DRAFT**

# A.1 Data Dashboard

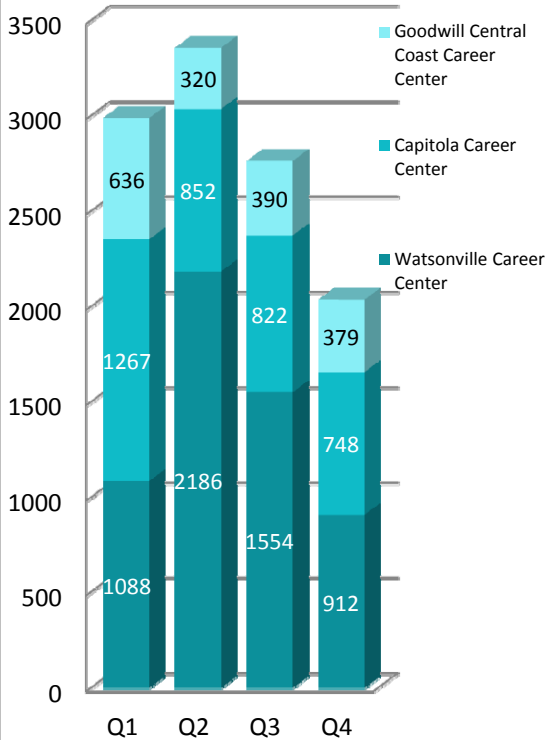
July 1, 2016 to June 30, 2017



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



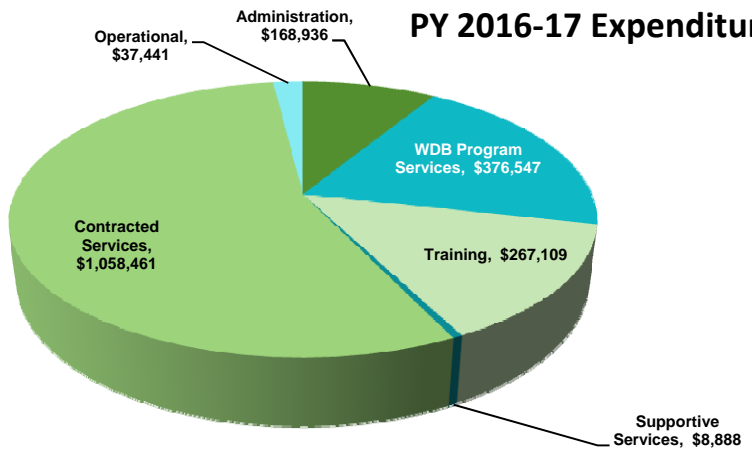
**PY 2016-17 Jobseeker Visits**  
Total Visits by Quarter



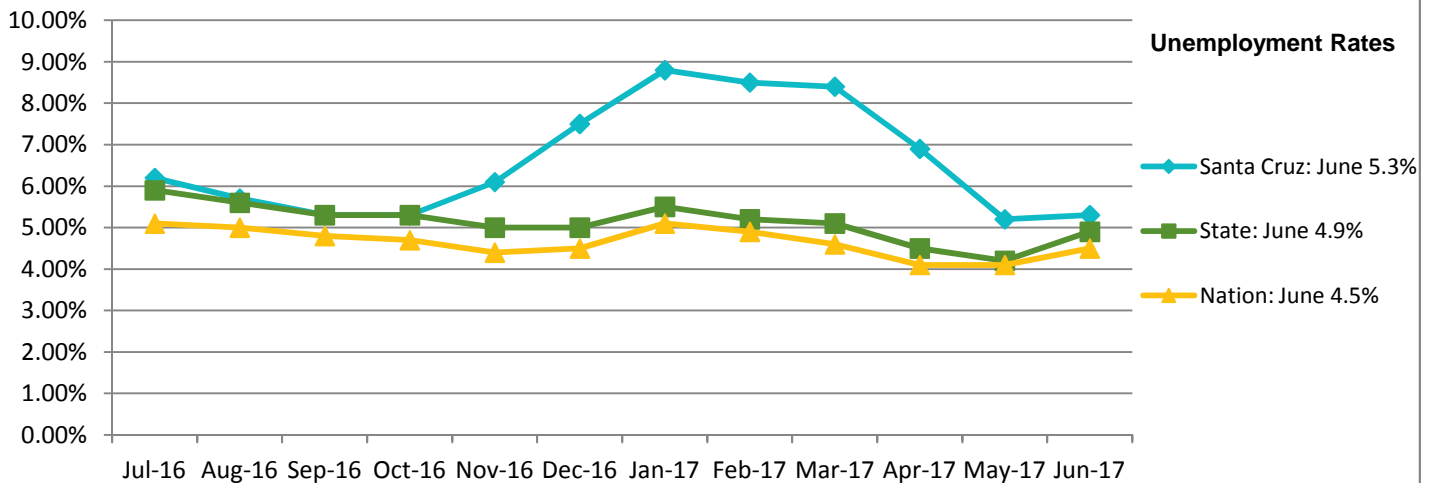
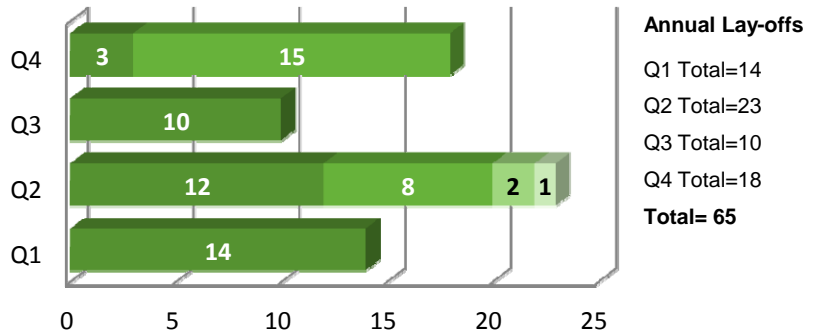
**Year to Date Unique Visitors:**

Watsonville: 3,136  
 Capitola: 1,348  
 Goodwill: 665  
**TOTAL: 5,149**

**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

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> August 2, 2017
<b>STAFF NAME:</b> Andy Stone, WDB Director	

### SUMMARY:

On October 8, 2015 the WIB approved the WDB Director's Program Year (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.

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



**A.2 Attachment - Workforce Development Board of Santa Cruz County  
STRATEGIC PLAN STATUS REPORT Program Year (PY) 2016-2017**

	<b>Benchmark (2015-16)</b>	<b>2016-17 Target</b>	<b>2016-17 Operational Goals to meet Target</b>	<b>YTD</b>
<u>Goal 1</u> <b>Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs</b>	Regional Strategies implemented in 2015-16: <ul style="list-style-type: none"> <li>Awarded Proposition 39 Pre-Apprenticeship Grant</li> <li>Awarded Slingshot Grant for Health Care</li> </ul>	<b>In 2016-17: Deliver three WDB approved projects</b>	<ul style="list-style-type: none"> <li>Implement regional pre-apprenticeship training program</li> <li>Obtain and implement second round Slingshot grant for Health Care Sector</li> <li>Launch Local Tech Industry Partnership</li> </ul>	<p>Prop 39: Classes completed. 16 Students graduated on May 3rd</p> <p>Slingshot: Developing a four-county agreement for expenditure of \$1m slingshot funds</p> <p>Tech Partnership: Working with Santa Cruz Works to modify initiative based on employer feedback</p>
<u>Goal 2</u> <b>Align workforce development strategies to support local economic development</b>	In 2015-16, transitioned CEDS Committee management to the County's Economic Development Office	<b>In 2016-17: Partner with economic development to help employers attract and retain talent</b>	<ul style="list-style-type: none"> <li>Create a county asset map of employment related business incentives</li> <li>Provide staff/partner training on business engagement practices</li> <li>Adopt Business Engagement Plan</li> </ul>	<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>
<u>Goal 3</u> <b>Develop strategic relationships with educators, employers and community partners to:</b> <ul style="list-style-type: none"> <li>increase the skill levels of youth and adult job seekers, and</li> <li>Create opportunities for employment, career mobility, and self-sufficiency</li> </ul>	In 2015-16, launched WDB Scholarship list/pilot program	<b>In 2016-17: Use data and messaging to strategically target employers and job seekers</b>	<ul style="list-style-type: none"> <li>Release Initial County Hot Jobs Report</li> <li>Formalize the WDB Scholarship process with WDB input</li> <li>Establish new WDB messaging and update website content and materials</li> </ul>	<p>Hot Jobs Report: Initial report completed</p> <p>WDB Scholarship List: Dashboards and Career Course complete - Presentation at upcoming meeting</p> <p>WDB Messaging: Presentation at June WDB meeting. Now developing materials</p>
<u>Goal 4</u> <b>Increase Board (WDB) Effectiveness</b>	In 2015-16, approved new 25 member board	<b>In 2016-2017: Establish the WDB as Workforce Development Experts</b>	<ul style="list-style-type: none"> <li>Provide development opportunities for every WDB member</li> <li>Establish a new WDB member on-boarding process</li> <li>Conduct a full WDB policy review and update to meet WDB goals and comply with WIOA</li> </ul>	<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 met w/ WDB chair in February but did not complete work before June 30</p> <p>WDB Policy Review: Consultant has begun work, but did not complete by June 30</p>

**Benchmark** = beginning of the strategic plan

**Target** = planned to be at the end of the year

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



Action Consent Information Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## A.3 WDB Member Recruitment Update

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> August 2, 2017
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**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 three (3) business vacancies (see attachment). The current percentage of Local Business representation is 47.6%.

Actions since the last regular Executive Committee Meeting (May 3, 2017):

- Todd Livingstone was appointed by the Santa Cruz County Board of Supervisors (BOS)
- Katie Borges' application for appointment was submitted to Santa Cruz County BOS

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.

<b>COMMITTEE DATE</b>	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <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)	Todd Livingstone, Assistant Director, Career and Technical Education	Watsonville/Aptos Adult Education
Vocational Rehab (1)	Diane Berry-Wahner, 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	Center for Employment Training
County Board of Supervisors (optional) (1)	Mark Hodges, Senior Director	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 (required minimum of 15-20% including "Workforce") (4)	1 Andy Hartmann, Business Manager/Financial Secretary	IBEW Union, Local 234
	2 Sean Hebard, Field Representative	Carpenters Local 505
	3 Francisco Rodriguez, President	Pajaro Valley Federation of Teachers, Local 1936
	4 Glen Schaller, Political Coordinator	Teamsters 912/Monterey Bay Central Labor Council
<b>Subtotal of Public Sector</b>	<b>12</b>	

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 Katie Borges, Director of Human Resources (Appointment in progress)	Palo Alto Medical Foundation
	11 TBD	
	12 TBD	
	13 TBD	
<b>Subtotal Business</b>	<b>13</b>	

Total

25



Action Consent Information Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## A.4 AJCC Certification Process

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> August 2, 2017
<b>STAFF NAME:</b> Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst	

### SUMMARY:

As per the Workforce Innovation and Opportunity Act (WIOA), America's Job Center of California (AJCC) sites must be objectively assessed for effectiveness, physical and programmatic accessibility at least once every three (3) years by the local Workforce Development Boards, in consultation with the state and chief elected officials.

Policy and guidance were provided to local areas as per Employment Development Department (EDD) Workforce Services Directive, WSD16-20, dated June 9, 2017. Local Boards must conduct an independent and objective evaluation of the comprehensive AJCC (Watsonville Career Center) during Program Year (PY) 2017-18 to take effect PY 2018-19. Beginning PY 2018-19, Local Boards will be required to certify their affiliate and specialized AJCCs for which further guidance will be provided in an EDD directive.

There are two (2) levels of AJCC certification:

1. Baseline Certification: intended to ensure that every comprehensive AJCC is in compliance with WIOA statutory and regulatory requirements. The AJCC must meet all criteria or will be deemed as "not yet able to certify" and would need to submit a corrective action plan. The AJCC must meet this baseline to be able to proceed with the Hallmark of Excellence certification evaluation. Local Boards must submit Baseline AJCC Certification matrix by December 31, 2017;
2. Hallmark of Excellence Certification: intended to encourage continuous improvement by identifying eight (8) areas where an AJCC may be exceeding quality expectations, as well as areas where improvement is needed. The eight areas include: physical location; universal access; partnerships; customer-centered services; targeted regional sectors and pathways; business services; cross-trained staff; and data driven continuous improvements. Each criteria is ranked on a scale of 1 to 5 and in order to achieve the certification, receive a ranking of at least 3 for each of the Hallmarks. This certification matrices is due June 30, 2018.

Local boards are allowed to choose to use staff, the AJCC operator (unless it's the Title I Adult/Dislocated Worker service provider, as in Goodwill Central Coast), a subcommittee or a neutral third-party to conduct the independent evaluation. Attached is the WDB staff recommended certification process using staff to conduct the two levels of AJCC certification and the time line which is due to the EDD Regional Advisor by September 30, 2017. Decision points required at this time include:

- \* Whether or not to add criteria in the certification process;
- \* How precisely the review will be conducted using the options listed above;
- \* Review and approve the time line



Attachment(s)

### SUGGESTED MOTION: (if applicable)

I move to approve the AJCC certification process and timeline as outlined by WDB staff and to authorize the WDB chair to sign the AJCC Certification Matrix for the Baseline Criteria.

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

**A.4 Attachment**  
**Workforce Innovation and Opportunity Act (WIOA)**  
**Santa Cruz County Workforce Development Board**  
**AJCC Certification Timeline**

	<b>Process</b>	<b>Date Of Activity</b>
1.	Attend AJCC Certification Training: <ul style="list-style-type: none"> <li>• <b>Baseline</b> Certification</li> <li>• <b>Hallmark of Excellence</b> Certification</li> </ul>	June 20, 2017
2.	Consult with County HSD Civil Rights Coordinator	June- July 2017
3.	Develop and submit to WDB Executive Committee: <ul style="list-style-type: none"> <li>• Decision points; and</li> <li>• AJCC Certification process (matrix) &amp; timeline; and</li> <li>• <b>Baseline</b> Certification Criteria</li> </ul>	<b>August 2, 2017</b>
4.	Procure vendor for review, if necessary	August-September
5.	Review EDD Directive, WSD16-20 @ Career Center Operators Meeting	September 2017
6.	WIOA One-Stop Operator conducts self-assessment: <b>Baseline</b> Certification Criteria	September-October 2017
7.	Submit AJCC Certification Process & Timeline (Baseline; Hallmark of Excellence) to EDD Regional Advisor	September 30, 2017
8.	Conduct review of comprehensive AJCC for Baseline Certification	September-October
9.	Review and submit to WDB Executive Committee: <b>Hallmark of Excellence</b> AJCC Certification matrix; and Review decision points	<b>October 18, 2017</b>
10.	Submit to Workforce Development Board: AJCC Certification process (matrix) <b>Baseline</b> Criteria <b>Hallmark of Excellence</b> process decision points	<b>November 8, 2017</b>
11.	Obtain WDB Chair signature on AJCC Certification Matrix- <b>Baseline</b> Criteria	November/December 2017
12.	Submit <b>Baseline</b> AJCC Certification Matrix to Regional Advisor (Comprehensive AJCC Only)	December 31, 2017
13.	Review <b>Hallmark of Excellence</b> AJCC Certification @ Career Center Operators Meeting	January 2018
14.	WIOA One-Stop Operator conducts self-assessment: <b>Hallmark of Excellence</b> AJCC Certification	January 2018
15.	Facilitate, organize and manage activities: <b>Hallmark of Excellence</b> AJCC Certification	January- April 2018
16.	Review <b>Hallmark of Excellence</b> AJCC Certification @ Career Center Operators Meeting	April 2018
17.	Review and submit to WDB Executive Committee: <b>Hallmark of Excellence</b> AJCC Certification matrix and recommendations	<b>May 2, 2018</b>
18.	Submit to Workforce Development Board: AJCC Certification matrix and recommendations <b>Hallmark of Excellence</b>	<b>June 6, 2018</b>
19.	Submit Complete AJCC Certification to State <b>Hallmarks of Excellence Certification</b> and Continuous Improvement Plan	<b>June 30, 2018</b>