



**Workforce Development Board  
Executive Committee  
1000 Emeline Ave., Santa Cruz  
Wednesday, July 23, 2019, 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. Public Comment**
- III. Administration**
  - A.1 Board meeting planning PY 2019/20.....2-3**
- IV. Chairperson's Report**
- V. Adjournment**

**Next Meeting: Workforce Development Board Meeting  
Wednesday, September 11, 2019 @ 8:30 a.m.  
Seacliff Inn – Seacliff Room  
7500 Old Dominion Court  
Aptos, CA 95003**

**Executive Committee Meeting  
August 28, 2019 @ 8:30 a.m.  
Sesnon House – Cabrillo College  
6500 Soquel Drive  
Aptos, CA 95003**

### **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

**Katie Borges, Director of Human Resources**  
Palo Alto Medical Foundation

**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

**Candice Elliott, HR Director**  
Glass Jar Company

**Sean Hebard**  
Carpenters Local 505

**Carmen Herrera-Mansir, Director**  
El Pajaro CDC

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

**Todd Livingstone, Assistant Director**  
Career and Technical Education  
Watsonville/Aptos Adult Education

**Barbara Mason, Economic Development Coordinator**  
Santa Cruz County Economic Development

**Elisa Orona, Executive Director**  
Health Improvement Partnership of SC County

**Bryce Root, Founder**  
The Root Group

**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

**Dustin Vereker, Chief Beer Ambassador**  
Discretion Brewing

**DIRECTOR:**  
Andy Stone



☒Action ☐Consent ☐Information ☒Discussion

## A.1 Board Meeting Planning PY 2019/2020

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> July 23, 2019
<b>STAFF NAME:</b> Andy Stone, WDB Director	

### SUMMARY:

At this meeting, the Executive Committee will identify the primary topics for presentation at the full Workforce Development Board (WDB) meetings in Program Year 2019-2020. To help facilitate this discussion, the WDB staff has identified thirty potential topics (attached). The Committee will add its recommendations and then narrow the list down to its top four topics.

☒Attachment(s)

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### **SUGGESTED MOTION: (if applicable)**

I move to direct the WDB staff to include the following topics in future WDB meeting agendas:

<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.1 Attachment 1**

### **STAFF RECOMMENDED BOARD MEETING TOPICS**

#### **Business & Hiring**

- Upskill your Workforce
- Workforce Incentives & Credits
- Taking on an Apprentice
- Discovering Employee Strengths and Challenges
- Workplace Culture – Beyond Theory
- Improve Customer Service
- New Trends - Attract, Hire and Retain Employees
- Finding Workers with the Right Skills
- Remote Workers – Benefits and how to use them

#### **Economic Opportunities and Challenges**

- State of the Workforce & Economy Update
- Future of Agriculture in the Pajaro Valley
- State of the local Technology Sector
- The Gig Economy
- Automation and Artificial Intelligence – Workforce Impacts
- Future of Career Training and Education

#### **Program Delivery**

- WIOA Services Overview
- Innovative Trends in Career Services
- Training Workers for “Soft Skills”
- Entrepreneurship as a Training Opportunity
- The Local Workforce Development Ecosystem
- Evaluation of local Program Outcomes
- Merging County Workforce Programs for Improved Outcomes
- Lean – Process Improvement for Workforce Programs

#### **Targeted Populations**

- Prison to Employment
- Engaging Hard to Serve Youth
- Career Services for Homeless Individuals
- Employment for Veterans
- Gender in the Workplace
- Older Workers
- Generation Z