



**Workforce Development Board
Career Services Committee**
Wednesday, September 25, 2019, 3:00 p.m.
Cabrillo College, Sesnon House
6500 Soquel Dr., Aptos

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

Agenda

Career Services Committee MEMBERS:

Elyse Destout, Chair
Photography by Elyse Destout
Denise Moss, Vice-Chair
GOAL/Cabrillo College
Christina Cuevas, Governing Board Trustee
Cabrillo College
MariaElena De La Garza, Executive Director
Community Action Board
Mary Gaukel Forster, Executive Director
Your Future Is Our Business
Fernando Giraldo, Chief Probation Officer
Santa Cruz County Probation Department
LeNae Liebetrau,
Senior Vocational Rehabilitation Counselor
Department of Rehabilitation
Annabelle Rodriguez,
Cabrillo College

DIRECTOR:
Andy Stone

- I. **Call to Order/Welcome**
 - II. **Introductions**
 - III. **Public Comment** – For items not listed on the agenda (limited to 3 minutes)
 - IV. **Service Provider Activity Reports** – Sueños, Cabrillo College, Goodwill, Career Center Operator
 - V. **Consent Items**
 - C.1 Approval of minutes: April 24, 2019.....2-7
 - C.2 Career Services Committee Metrics PY 18/19 Q48-11
 - C.3 AJCC Hallmarks of Excellence Action Plans..... 12-19
 - C.4 Watsonville Career Center Update 20
 - VI. **Presentation:**
 - Financial Literacy Program Services—Karina Valdez, Goodwill..... 21-30
 - VII. **Administration**
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 - A.2 Prison 2 Employment Update32
 - VIII. **Chairperson's Report**
 - IX. **Announcements/Information Sharing**
 - X. **Adjournment**
- Next Meeting: January 15, 2020 @ 3:00 pm**
Location: Sesnon House, Cabrillo College

Mission: Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs that train, educate, and support the workforce to develop key and timely skills. We assist Business to secure the talent they need to thrive now, and into the future.

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.



☒Action ☒Consent ☐Information ☐Discussion

C.1 Approval of Meeting Minutes

COMMITTEE: Career Services Committee	MEETING DATE: September 25, 2019
STAFF NAME: Andy Stone, WDB Director; Laurel Gazza, Administrative Aide	

SUMMARY:

Requesting Consent approval of the April 24, 2019 Career Services Committee meeting minutes. The attempt to do this at the July 24, 2019 Career Services Committee meeting failed, as meeting was cancelled due to lack of quorum.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the April 24, 2019 Career Services Committee meeting minutes.

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:



**Workforce Development Board
Career Services Committee
Watsonville Career Center
18 W. Beach St., Watsonville
Wednesday, April 24, 2019, 3:00 p.m.**

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

The Chair called the meeting to order at 3:05 p.m., and a quorum was established. Members, staff and guests introduced themselves.

Committee Members in Attendance

De La Garza, MariaElena
Destout, Elyse – Chair
Moss, Denise
Rodriguez, Annabelle

Committee Members Absent

Cuevas, Christina
Gaukel-Forster, Mary
Giraldo, Fernando
Hartmann, Andy
Liebetrau, LeNae

Staff in Attendance

Gazza, Laurel – WDB Administrative Aide
Paz-Nethercutt, Sara – WDB Senior Analyst
Stone, Andy – WDB Director

Guests

Delaney, Karen – Human Care Alliance, Volunteer Center
Macias, Nohemi – Suenos, SCCOE
Munoz, Beatriz – Suenos, SCCOE

Subject: Public Comment

MariaElena De La Garza announced the CAB/County of Santa Cruz partnership for Census 2020 and passed out flyers about staff hiring opportunities.

**Career Services Committee
MEMBERS:**

Elyse Destout, Chair
Photography by Elyse Destout

Andy Hartmann, Vice Chair
IBEW Union, Local 234

Christina Cuevas, Program Director
Community Foundation of Santa Cruz County

MariaElena De La Garza,
Executive Director
Community Action Board

Mary Gaukel Forster,
Executive Director
Your Future Is Our Business

Fernando Giraldo, Chief Probation Officer
Santa Cruz County Probation Department

LeNae Liebetrau,
Senior Vocational Rehabilitation Counselor
Department of Rehabilitation

Denise Moss
CTE/Cabrillo College

Annabelle Rodriguez
GOAL/Cabrillo College

DIRECTOR:
Andy Stone

Subject: Approval of January 16, 2019 Meeting Minutes

Action: It was moved to approve the January 16, 2019 meeting minutes.

Status:	Motion to approve:	Christina Cuevas
	Motion Seconded:	MariaElena De La Garza
	Abstention:	None
	Committee Action:	All in favor, motion passed

Subject: Service Providers' Activity Report

SCCOE staff member Nohemi Macias gave a Suenos program update as of April 2019, which included current enrollment numbers (93), current total expenditures and numerous success stories of recent participants.

Subject: Consent Items:

C.1 Workforce Services Provider Report PY 18-19 Q2 Update

Sara Paz-Nethercutt gave a brief overview of the Career Services contracts with Cabrillo College, Goodwill Central Coast, and Santa Cruz County COE, and recapped the reports outlining each contractor's financial, federal (if applicable) and contract performance.

C.2 AJCC Hallmarks of Excellence Action Plan Update

C.3 WIOA Local Draft Monitoring Reports

C.4 AJCC Affiliate Certification Process/Timeline

Status:	Motion to Approve Consent Items:	MariaElena De La Garza
	Motion Seconded:	Annabelle Rodriguez
	Abstention:	None
	Committee Action:	All in favor, motion passed

Presentation item:

Karen Delaney, a representative of the Human Care Alliance Volunteer Center gave a presentation highlighting the wage inequity in Santa Cruz County, especially with non-profit workers. She stressed the need to advocate for better wages for the non-profit sector.

Subject: VI. Administration Items:

A.1 – WIOA Youth – Suenos Policies

Sara Paz-Nethercutt reviewed proposed policy updates – including opening eligibility for Out-of-School (OSY) Youth to all of Santa Cruz County.

Action: It was moved to approve the WIOA Youth Operations Policies as drafted by WDB staff.

Status:	Motion to Approve:	Denise Moss
	Motion Seconded:	Annabelle Rodriguez
	Abstention:	None
	Committee Action:	All in favor, motion passed

A.2 – Committee Metrics Review

WDB Director Andy Stone gave the committee an opportunity to discuss and accept possible new or changed metrics that they would like to see outlined in future Career Services Committee agendas.

Action: It was moved to accept the proposed additions and changes to the Career Services Committee metrics, for future use.

Status:	Motion to Approve:	MariaElena De La Garza
	Motion Seconded:	Annabelle Rodriguez
	Abstention:	None
	Committee Action:	All in favor, motion passed

A.3 – WIOA Career Center Operator PY 19/20

WDB Director Andy Stone advised the committee that Eckerd Connects would not be renewing their WIOA contract, including the Career Center Operator modality, after June 30, 2019. He and Sara Paz-Nethercutt outlined the committee options and discussed next steps to portion out parts of Eckerd funding to other current contractors, to retain Career Center Operator services.

Action: It was moved to direct staff to move forward with securing a Career Center Operator and to submit a recommendation for the Executive Committee approval.

Status:	Motion to Approve:	MariaElena De La Garza
	Motion Seconded:	Annabelle Rodriguez
	Abstention:	None
	Committee Action:	All in favor, motion passed

A.4 – WIOA Youth Program PY 19/20

WDB Director Andy Stone and WDB Sr. Analyst Sara Paz-Nethercutt again noted the decision of Eckerd Connects not to renew its' WIOA contract for PY 19/20, and that the business services component of securing youth work experience sites is left vacant. Due to time constraints WDB staff recommends the \$25,000 WIOA Youth allocation used in the Eckerd Workforce Service for Business budget be allocated to the WIOA Youth contract for the Santa Cruz County Office of Education (SCCOE) Suenos program services. This increased their annual allocation to \$800,000 for PY 19/20.

Action: It was moved to increase the SCCOE allocation for PY 19/20 to \$800,000 and direct staff to ensure youth program design changes are WIOA compliant.

Status:	Motion to Approve:	Annabelle Rodriguez
	Motion Seconded:	MariaElena De La Garza
	Abstention:	None
	Committee Action:	All in favor, motion passed

Chairperson's Report –

Chair Elyse Destout spoke of her experiences at the 2019 National Association of Workforce Boards (NAWB) Conference. She stated that she attended most of the youth based and work- based learning sessions and reiterated the need for support for youth to ensure programs stay on track.

VIII. Announcements/Information Sharing

WDB Director Andy Stone announced that another Pre-Apprenticeship partnership meeting would be held in Castroville on May 6, 2019. He also notified the committee that WDB had received a Prison-to-Employment Grant of \$133,000 which can serve up to 17 participants.

Chair Elyse Destout notified committee members that Vice-Chair Andy Hartmann will be leaving the committee and the WDB board as of June 30, 2019 and encourage committee members to consider the role of Vice-Chair.

WDB Board staff member Laurel Gazza reminded the committee that after the upcoming PY 19/20 WDB Meeting Calendar approval at the May 29th WDB meeting, the

approved calendar and upcoming committee meeting locations and dates would be sent to board and committee members.

Meeting adjourned at 4:37 p.m.

Next Meeting: **Workforce Development Board Meeting**
Wednesday, May 29, 2019 @ 8:30 am
Seacliff Room, at Seacliff Inn
7500 Old Dominion Court
Aptos, CA

Career Services Meeting
Date and Location TBD

DRAFT



☐ Action ☒ Consent ☒ Information ☐ Discussion

C.2 Career Services Committee Metrics

COMMITTEE:	Career Services Committee	MEETING DATE:	September 25, 2019
STAFF NAME: Andy Stone, WDB Director; Katy Chevalier, ES Program Manager; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

Reports outlining each workforce services contractor's financial, federal (if applicable), and contract performance are attached.

☒ 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:

C.1 Attachment 1

WIOA Youth - Financial and Performance Report for Program Year 2018-19

Youth - Budget v. Expenditures (Through 6/30/2019)

SCCOE - Sueños	In-School	Out-of-School	Total
Budget	\$187,561.16	\$587,438.84	\$775,000
Invoiced Amount	\$171,626.12	\$527,397.65	\$699,023.77
Balance	\$15,935.04	\$60,041.19	\$75,976.23
Percent Invoiced	91.5%	89.7%	90.1%

Work Experience-Direct to Youth	In-School	Out-of-School	Total
Budget	\$33,831.12	101,493.36	\$135,324.48
Invoiced Amount	\$29,183.48	\$51,033.87	\$80,217.35
Balance	\$4,647.64	\$50,459.49	\$55,107.13
Percent Invoiced	86.2%	50.2%	59.2%

Youth – Federal Performance Goals (Through 6/30/2019)

Measure	Target Performance Level	Performance through 4th Quarter	4th QTR % of Target Achieved	Met 80% Target?
Education ,Training or Employment 2nd Qtr post exit	65.4%	86.5%	132%	YES
Education ,Training or Employment 4th Qtr post exit	62.0%	82.7%	133%	YES
Credential Rate	53%	90%	169%	YES

Youth - Contract Objectives (Through 6/30/2019)

SCCOE – Sueños Contract Objectives	Annual Plan	Q4 Target	Q4 Actual	% Annual Plan
Cumulative Enrollments	150	150	108	72%
Youth Secondary diploma or equivalent	11	11	31	282%
Placement in unsubsidized employment or post-secondary education	60	60	81	135%
Credential Attainment (excludes secondary diploma or equivalent)	50	50	36	72%
Youth Retention in Employment, Education or Training	49	49	65	133%

C.1 Attachment 2

WIOA Adult/DW - Financial and Performance Report for Program Year 2018-19

Adult/Dislocated Worker - Budget v. Expenditures (Through 6/30/2019)

Goodwill Central Coast	WIOA Adult	WIOA DW	Total
Budget	\$300,000	\$300,000	\$600,000
Invoiced Amount	\$263,583.93	\$258,066.36	\$521,650.29
Balance	\$36,416.07	\$41,933.64	\$78,349.71
Percent Invoiced	87.8%	86%	86.9%

Adult – Federal Performance Goals (Through 6/30/2019)

Adult Measures	Target Performance Level	Performance through 4 th Quarter	4 th QTR % of Target Achieved	Met 80% Target?
Employment 2nd Q post exit	64%	88.2%	137%	YES
Employment 4th Q post exit	60.5%	86.4%	142%	YES
Median Earnings	\$5,200	\$8,645	166%	YES
Credential Attainment Rate	53%	78%	147%	YES

Dislocated Worker - Federal Performance Goals (Through 6/30/2019)

DW Measures	Target Performance Level	Performance through 4 th Quarter	4 th QTR % of Target Achieved	Met 80% Target?
Employment 2nd Q post exit	68%	82.7%	121%	YES
Employment 4th Q post exit	65%	79.6%	122%	YES
Median Earnings	\$7,700	\$12,309	159%	YES
Credential Attainment Rate	57%	72.2%	126%	YES

Adult/Dislocated Worker - Contract Performance Outcomes (Through 6/30/2019)

Goodwill Central Coast Contract Objectives	Annual Plan		Actual		% Annual Plan	
	Adult	DW	Adult	DW	Adult	DW
New Training Enrollments	98	65	123	47	126%	72%
Successful Training Completions	54	51	84	32	156%	63%
Entered Employment	52	47	68	27	131%	57%

C.1 Attachment 3

Cabrillo Student Resource and Support Network(SRSN) WIOA Financial and Performance Report for Program Year 2018-19

Cabrillo SRSN - Budget v. Expenditures Q4 (Through 6/30/2019)

Cabrillo SRSN	WIOA Adult	WIOA DW	Total
Budget	\$37,500	\$37,500	\$75,000
Invoiced Amount	\$32,194.20	\$32,053.98	\$64,248.18
Balance	\$5,305.80	\$5,446.02	\$10,751.82
Percent Invoiced	85.8%	85.4%	85.6%

Cabrillo SRSN - Contract Performance Objectives Q4 (Through 6/30/2019)

Cabrillo SRSN Contract Outcomes	Annual Plan		Actual		% Annual Plan	
	Adult	DW	Adult	DW	Adult	DW
New Training Enrollments	21	16	41	17	195.2%	106.2%
Successful Training Completions	9	9	17	8	188.8%	88.8%



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C.3 Hallmarks of Excellence Plans

COMMITTEE:	Career Services Committee	MEETING DATE:	September 25, 2019
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

Background

As you may recall, on September 11, 2018, the WDB approved the Hallmarks of Excellence Assessment and Certification Action Plan for the Comprehensive AJCC. Using the criteria and procedures established by the State Board, the independent and objective assessment will be conducted every three (3) years and will be due again to the State in 2021.

Under EDD guidance Directive WSD, 18-11, March 14, 2019, this same methodology was applied to the other AJCC sites at the Capitola Employment Development Department (EDD) and WIOA Youth Suenos. This process was submitted to the state by the deadline of June 30, 2019 and will be in effect for two (2) years in order to align with the comprehensive AJCC certification due on 2021.

Update:

Program year action plans for each AJCC site have been developed and are attached for your review.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to direct WDB staff to continue working on Hallmarks of Excellence Action Plans and to report back to the committee on ongoing progress.

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:

**Comprehensive AJCC
Hallmarks of Excellence Action Plan PY 19/20**

Hallmark of Excellence	Continuous Improvement Goals and Recommendations	Ranking	PY 19/20 Target Action	YTD Progress
1. The AJCC physical location and facility enhances the customer experience	<ul style="list-style-type: none"> Develop better signage, including coming into compliance with requirements for AJCC branding. Develop a plan for additional outreach and advertising measures, including for workshops and recruiting events. Ensure that the calendar of events is available online. 	4	<ul style="list-style-type: none"> Ensure signage displayed in PY 18/19 is maintained 	Ongoing; On track.
			<ul style="list-style-type: none"> Develop a plan for additional outreach and advertising. 	Plan in development
			<ul style="list-style-type: none"> Develop online calendar accessibility for partners, ie. on CalJOBS Increase partner events listed on calendar 	<i>Teamup</i> calendar developed and shared across partners agencies
2. The AJCC ensures universal access, with an emphasis on individuals with barriers to employment	<ul style="list-style-type: none"> Develop a staff training plan which includes how to serve individuals with barriers to employment, such as veterans, people with disabilities, and those who are basic skills deficient. Include staff and partner input as to where they would benefit from training. Ensure that staff receive each of the above training components on a regular cycle (frequency TBD, but at a minimum annually). Develop a plan to enhance programmatic accessibility, including leveraging the use of technology (to offer virtual services) and assistive devices/alternate mediums. 	2	<ul style="list-style-type: none"> Develop a capacity building/training plan. 	Plans in development
			<ul style="list-style-type: none"> Develop a plan to enhance programmatic accessibility. Create a list of the devices that partners have available, particularly devices that can be shared 	
3. The AJCC actively supports the One-Stop system through effective partnerships	<ul style="list-style-type: none"> Develop and execute a training plan for line staff (including partners) on each partner's programs, services, and eligibility requirements. Develop a plan for line staff to have regular opportunities to meet across organizations, possibly through the Roundtables that were mentioned or through a One Stop Steering Committee. Complete the Integrated Service Guide. 	3	<ul style="list-style-type: none"> Develop a capacity building/training plan. 	Plan in development
			<ul style="list-style-type: none"> Develop a planned calendar for staff to meet across organizations. 	Round Table meeting calendar developed and shared across partner agencies
			<ul style="list-style-type: none"> Maintain the Integrated Service Guide 	Ongoing; On track.
4. The AJCC provides integrated, customer-centered services	<ul style="list-style-type: none"> Develop and execute a training plan for line staff (including partners) on each partner's programs, services, and eligibility requirements. Develop a plan for line staff to have regular opportunities to meet across organizations, possibly through the Roundtables that were mentioned or through a One Stop Steering Committee. Complete the Integrated Service Guide. 	2	<ul style="list-style-type: none"> Develop a capacity building/training plan. 	Plan in development
			<ul style="list-style-type: none"> Develop a planned calendar for staff to meet across organizations. 	Round Table meeting calendar developed and shared across partner agencies
			<ul style="list-style-type: none"> Maintain the Integrated Service Guide. 	Ongoing; On track.

**Comprehensive AJCC
Hallmarks of Excellence Action Plan PY 19/20**

5. The AJCC is an on-ramp for skill development and the attainment of industry-recognized credentials which meet the needs of targeted regional sectors and pathways.	<ul style="list-style-type: none"> Provide staff training on labor market information (LMI), targeted sectors and career pathways – and how to use this information in working with customers. Ensure this training is on going and regular. Organize job center information/displays to include priority sectors and related information. 	2	<ul style="list-style-type: none"> Develop a capacity building/training plan. 	Plan in development
			<ul style="list-style-type: none"> Develop strategy for disseminating LMI to staff and the public. 	Plan in development
			<ul style="list-style-type: none"> Train staff on how to access LMI and incorporate in their career coaching advising. 	To be part of capacity building training plan
6. The AJCC actively engages industry and labor and supports regional sector strategies through an integrated business service strategy that focuses on quality jobs.	<ul style="list-style-type: none"> Examine the points at which business customer feedback is solicited and determine how this can be strengthened. 	4	<ul style="list-style-type: none"> Develop a plan for the utilization of customer feedback surveys. 	Report data, including comment card information, and surveys to be shared at Career Center Operators meetings
7. The AJCC has high-quality, well-informed, and cross-trained staffing	<ul style="list-style-type: none"> Develop a comprehensive capacity building/training plan for staff and partners. Complete the Integrated Service Guide 	3	<ul style="list-style-type: none"> Develop a capacity building/training plan. 	Plan in development
			<ul style="list-style-type: none"> Maintain the Integrated Service Guide. 	Ongoing; On track.
8. The AJCC achieves business results through data-driven continuous improvement	<ul style="list-style-type: none"> Provide customer feedback forms in English and Spanish in the AJCC, as well as a box for returning completed forms. Explore other points at which customer feedback may be solicited; for example after workshops or for business customers, after recruiting events. 	3	<ul style="list-style-type: none"> Resolve any issues identified via comment box in the Resource Room. 	Ongoing; On track.
			<ul style="list-style-type: none"> Develop a plan for the utilization of customer feedback surveys. Improve response rate to 30% Create a Spanish language survey 	<ul style="list-style-type: none"> Surveys to be administered regularly; data shared with WDB quarterly Spanish survey created September 2019

Note: In order to receive a Hallmarks of Excellence AJCC Certification, an AJCC must receive a ranking of at least 3 in each of the eight Hallmarks. Rankings were determined in May 2018 and will not be updated until the next Hallmarks Assessment in 2021.

KEY			
<input checked="" type="checkbox"/>	on track to meet planned target for the year	<input type="checkbox"/>	in danger of not meeting target for the year.

9.11.2019

**Affiliate AJCC
Hallmarks of Excellence Action Plan PY 19/20**

Hallmark of Excellence	Continuous Improvement Goals and Recommendations	Ranking	PY 19/20 Target Action	YTD Progress
1. The AJCC physical location and facility enhances the customer experience	<ul style="list-style-type: none"> Develop a structure for organizing the program services materials in the reception area. Develop additional state compliant signage, i.e banner or poster, for reception area linking EDD to WIOA program services and the overall AJCC system. Ensure emergency evacuation procedures are shared with all partnering staff and reviewed with new staff, and with all at a minimum, annually. 	3	<ul style="list-style-type: none"> Create organized self-service information area. 	. TBD
			<ul style="list-style-type: none"> In consultation with the Career Center Operator (CCOps), develop a plan for additional signage by 12/30/2019. 	TBD
			<ul style="list-style-type: none"> Review procedures at bi-annual all-staff site meetings and review with new site staff, including partners as part of their site onboarding. 	<ul style="list-style-type: none"> To be part of EDD internal staff meeting training
2. The AJCC ensures universal access, with an emphasis on individuals with barriers to employment	<ul style="list-style-type: none"> Develop and practice a customer-centered design solution. Seek the assistance of the Workforce Development Board (WDB) and California Workforce Association, California Training Institute (CWA,CTI) for possible training opportunities. Ensure that staff continue to receive awareness training on a regular cycle but at a minimum annually. Seek the assistance of the Workforce Development Board (WDB) and California Workforce Association, California Training Institute (CWA,CTI) for possible training opportunities. Review and improve the use of technology to enhance accessibility by people with disabilities. 	4	<ul style="list-style-type: none"> Seek training opportunities with the assistance of the Career Center Operator (CCOPs) on customer centered design and accessibility awareness. 	<ul style="list-style-type: none"> Training plan in development
			<ul style="list-style-type: none"> Participate in any and all staff training opportunities provided by the WDB. 	Ongoing
3. The AJCC actively supports the One-Stop system through effective partnerships	<ul style="list-style-type: none"> Develop an office procedure for applying the Universal Referral Form (URF) process consistently for all customer referrals; provide data and feedback to WDB on partner referrals. Maintain the strong connection to the comprehensive AJCC by continued collaboration. Increase signage to inform customer about comprehensive AJCC. 	3	<ul style="list-style-type: none"> Develop site procedures for use of the URF; share quarterly data with WDB. 	TBD
			<ul style="list-style-type: none"> Continue attending and participating in: WDB (Board) meetings; Career Services Committee meetings; Roundtable meetings; CCOPs meetings and partner training events as made available. 	Ongoing; On track.
			<ul style="list-style-type: none"> In consultation with the Career Center Operator (CCOps), develop a plan for additional signage by 12/30/2019. 	Plans in development
4. The AJCC provides integrated, customer-centered services	<ul style="list-style-type: none"> Ensure all Affiliate AJCC staff, including partner staff, receive customer service training on a regular basis. Ensure affiliate staff regularly attend the roundtable meetings, designed for front line staff sharing program knowledge. 		<ul style="list-style-type: none"> Review customer service techniques on regular basis at all-staff site meetings. 	<ul style="list-style-type: none"> To be part of EDD internal staff meeting training
			<ul style="list-style-type: none"> Ensure affiliate staff regularly attend the roundtable meetings. 	Ongoing; On track.

**Affiliate AJCC
Hallmarks of Excellence Action Plan PY 19/20**

	<p>By 12/30/2019:</p> <ul style="list-style-type: none"> Develop and practice a customer-centered design solution. Seek the assistance of the Workforce Development Board (WDB) and California Workforce Association, California Training Institute (CWA,CTI) for possible training opportunities. Develop overt signage connecting the Affiliate AJCC with the overall one-stop system. Develop co-enrollment strategies between WIOA partners, including WTW and the Adult/Dislocated Worker programs. 	3	<ul style="list-style-type: none"> Seek training opportunities with the assistance of the Career Center Operator (CCOPs) on customer centered design. 	Training plan in development
			<ul style="list-style-type: none"> In consultation with the Career Center Operator (CCOPs), develop a plan for additional signage by 12/30/2019. 	TBD
			<ul style="list-style-type: none"> Participate in WIOA-WTW workgroup to assist with co-enrollment strategy. 	Ongoing; On track.
5. The AJCC is an on-ramp for skill development.	<ul style="list-style-type: none"> Develop a local strategy which delineates the role of affiliate staff (ie. EDD staff) in increasing the number of customers receiving skills training. <p>By 12/30/2019:</p> <ul style="list-style-type: none"> Ensure all staff are aware of all WIOA program policies; ensure all policy updates are shared as approved by the local area Workforce Development Board (WDB). Develop strategies for using the WDB approved demand occupation list for training opportunities, particularly the Occupational Skill training program element. 	3	<ul style="list-style-type: none"> In consultation with the CCOPs, develop a local strategy. 	TBD
			<ul style="list-style-type: none"> Review WIOA program design and local policies at regular all-staff site meetings; Attend round table meetings for program services awareness training; Review Integrated Service Delivery Guide as staff learning tool. 	<ul style="list-style-type: none"> To be part of EDD internal staff meeting training Ongoing; On track.
			<ul style="list-style-type: none"> In consultation with the Career Center Operator (CCOPs), develop strategies for using WDB approved demand occupation list. 	TBD
6. The AJCC actively engages industry and labor.	<p>By 12/30/2019:</p> <ul style="list-style-type: none"> Participate in any Workforce Services for Business collaboration that is created, including participating in the Business Engagement team meetings, if continued in the PY 19/20. Maintain the communication about recruitment events to maximize the effectiveness of each event. Create a local system for seeking data from businesses on the delivery of services and apply feedback for continuous improvement. 	3	<ul style="list-style-type: none"> Participate in collaboration when established. 	TBD
			<ul style="list-style-type: none"> Continue communication about recruitment events. 	<ul style="list-style-type: none"> Ongoing; On track.
			<ul style="list-style-type: none"> Collaborate with County Business Services Manager and CCOPs for system creation. 	TBD

**Affiliate AJCC
Hallmarks of Excellence Action Plan PY 19/20**

7. The AJCC has high-quality, well-informed, and cross-trained staffing	<ul style="list-style-type: none"> Ensure all staff, particularly new staff receive ongoing partner program cross-training. Ensure staff have the opportunity to attend the front-line roundtable meetings for program information sharing. Ensure the Memorandum Of Understanding (MOU) is being shared with affiliate staff. Consult with local area CalJOBS Management Information System (MIS) administrator for implementing the VOSGreeter module at the affiliate AJCC. Develop overt signage connecting the Affiliate AJCC with the overall one-stop system. 	3	<ul style="list-style-type: none"> Review partner MOU, WIOA program design and local policies at regular all-staff site meetings; Attend round table meetings for program services awareness training; Review Integrated Service Delivery Guide as staff learning tool. 	Ongoing; On track.
			<ul style="list-style-type: none"> Led by CCOps (WDB), establish implementation workgroup for VOS greeter. 	VOS Greeter to be installed in September 2019
			<ul style="list-style-type: none"> In consultation with the Career Center Operator (CCOps), develop a plan for additional signage by 12/30/2019. 	TBD
8. The AJCC achieves business results through data-driven continuous improvement	<ul style="list-style-type: none"> Create a local system for seeking data on the delivery of services and apply feedback for continuous improvement. Explore points at which customer feedback may be solicited, i.e. after orientations or workshops. Share all information, both positive and negative, obtained via the "Drop Box" (located in the lobby of the site) on comment card/surveys from customers with WDB staff 	3	<ul style="list-style-type: none"> With the assistance of the CCOps, create system for seeking and sharing data with WDB. 	<ul style="list-style-type: none"> System to be developed Comment card "Drop Box" data points to be shared with CCoperator

KEY			
<input checked="" type="checkbox"/>	on track to meet planned target for the year	<input type="checkbox"/>	in danger of not meeting target for the year.



9.11.2019

Specialized AJCC~ Sueños
Hallmarks of Excellence Action Plan PY 19/20

Hallmark of Excellence	Continuous Improvement Goals and Recommendations	Ranking	PY 19/20 Target Action	YTD Progress
1. The AJCC physical location and facility enhances the customer experience	By 12/30/2019: <ul style="list-style-type: none"> Develop additional state compliant signage, i.e banner or poster, for reception area linking Sueños to WIOA and the overall AJCC system. Ensure safety and security precautions are in place to protect both customers and staff. 	4	<ul style="list-style-type: none"> Develop plan for increasing signage. 	To be developed
			<ul style="list-style-type: none"> Train staff on deescalating techniques for youth safety situations. Inform all staff of SCCOE site safety precautions. 	Training plan in development
2. The AJCC ensures universal access, with an emphasis on individuals with barriers to employment	<ul style="list-style-type: none"> Develop a written plan and procedure for all Sueños staff for ensuring programmatic accessibility. Ensure that staff continue to receive awareness training on a regular cycle but at a minimum annually. Seek the assistance of the Workforce Development Board (WDB) and California Workforce Association, California Training Institute (CWA,CTI) for possible training opportunities. Develop and practice a customer-centered design solution. Seek the assistance of the Workforce Development Board (WDB) and California Workforce Association, California Training Institute (CWA,CTI) for possible training opportunities. 	4	<ul style="list-style-type: none"> Develop a written plan and procedure for all Sueños staff for ensuring programmatic accessibility. 	Accessibility plan in development
			<ul style="list-style-type: none"> Seek training opportunities with the assistance of the Career Center Operator (CCOPs) on accessibility awareness and customer centered design. 	Training plan in development
3. The AJCC actively supports the One-Stop system through effective partnerships	<ul style="list-style-type: none"> Maintain strong connection to the comprehensive AJCC by continued collaboration. Provide data and feedback to WDB on partner referrals. 	5	<ul style="list-style-type: none"> Continue participating in : WIOA-WTW workgroup; Career Services Committee meetings; Roundtable meetings; CCOPs meetings; Learning Collaborative meetings 	Ongoing; On track.
			<ul style="list-style-type: none"> Collect Universal Referral Form data and feedback and provide to WDB on a quarterly basis. 	PY 19/20 Q1 data to be shared with WDB staff
4. The AJCC provides integrated, customer-centered services	By 12/30/2019: <ul style="list-style-type: none"> Develop overt signage connecting WIOA youth, Sueños to the overall one-stop system. Develop co-enrollment strategies between WIOA partners, including WTW and the Adult/Dislocated Worker programs. By 6/30/2020: <ul style="list-style-type: none"> Develop and practice a customer-centered design solution. Seek the assistance of the Workforce Development Board (WDB) and California Workforce Association, California Training Institute (CWA,CTI) for possible training opportunities. 	4	<ul style="list-style-type: none"> Develop plan for increasing signage. 	To be developed
			<ul style="list-style-type: none"> Continue participating in WIOA-WTW workgroup and pilot strategies that come out of workgroup. 	Ongoing; On track.
			<ul style="list-style-type: none"> Seek training opportunities with the assistance of the Career Center Operator (CCOPs)on customer centered design. 	Training plan in development

Specialized AJCC~ Sueños
Hallmarks of Excellence Action Plan PY 19/20

5. The AJCC is an on-ramp for skill development.	<ul style="list-style-type: none"> Develop strategies for using the WDB approved demand occupation list for training opportunities, particularly the Occupational Skill training program element. Participate in any and all staff training provided by the WDB for labor market information (LMI) and how to use more effectively for youth program design. 	4	<ul style="list-style-type: none"> Develop staff strategies for using LMI. 	Plan in development
			<ul style="list-style-type: none"> Participate in any and all staff training opportunities provided by the WDB 	Ongoing; On track.
6. The AJCC actively engages industry and labor.	<ul style="list-style-type: none"> Continue to administer the business customer satisfaction survey and share the results with the WDB staff for possible systems improvements. Continue to build the connection for business sites for paid and unpaid work experience, job shadow and internship options. 	5	<ul style="list-style-type: none"> Provide annual survey results to WDB in final Q4 report; seek and use feedback for system improvements. 	Contractual obligation, Ongoing; On track.
			<ul style="list-style-type: none"> Increase business site opportunities by 10% (baseline 76) 	TBD
7. The AJCC has high-quality, well-informed, and cross-trained staffing	<ul style="list-style-type: none"> Seek CalJOBS training to better assist youth in matching them to job openings. Ensure all staff, particularly new staff, receive ongoing partner program training. Ensure staff have the opportunity to attend the front-line roundtable meetings for program information sharing. 	4	<ul style="list-style-type: none"> Review CalJOBS webinar training calendar for capacity building training participation. 	Ongoing; On track.
			<ul style="list-style-type: none"> Continue participating in Roundtable meetings; Learning Collaborative meetings. 	Ongoing; On track.
8. The AJCC achieves business results through data-driven continuous improvement	<ul style="list-style-type: none"> Continue to capture data and share with WDB staff. Examine the points at which youth customer feedback is solicited and determine how this can be improved. Install a "Drop Box" in the lobby of the specialized site to collect anonymous surveys from youth customers. 	5	<ul style="list-style-type: none"> Capture data and share with WDB staff on a quarterly basis. 	WEX data shared with WDB staff monthly
			<ul style="list-style-type: none"> Examine the feedback points and seek improvements. 	Ongoing; On track.
			<ul style="list-style-type: none"> Install "Box" and take appropriate action for resolution on any issues. Share information obtained with WDB on a quarterly basis. 	Completed installation in August 2019; Sueños manager obtains data and resolves.

KEY			
	on track to meet planned target for the year		in danger of not meeting target for the year.

9.11.2019



☒Action ☒Consent ☐Information ☐Discussion

C.4 Watsonville Career Center Update

COMMITTEE:	Career Services Committee	MEETING DATE:	September 25, 2019
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

In May of 2017, an EDD representative reviewed the Watsonville facility for compliance with EDD's seismic and accessibility standards. While the facility passed the seismic screening, the reviewer cited twelve (12) instances where the facility did not meet EDD's accessibility requirements. Although the building does not meet EDD's accessibility standards, Santa Cruz County believes that the facility meets the legal accessibility requirements. That said, EDD provided Santa Cruz County with two years to resolve the listed issues before it would need to move its staff member to the Capitola office. Santa Cruz County was able to resolve three (3) of the identified issues, pertaining to signage and plumbing insulation. The remaining nine (9) items concern the accessibility of the drinking fountain, bathroom stalls and parking spaces. Santa Cruz County has notified the building owner and the City of Watsonville (parking lot owner) of EDD's findings and we have received a quote for the needed facility repairs. As of today, Santa Cruz County has not yet been successful in securing the requested changes and the EDD staff member is set to vacate the Watsonville facility after September 30, 2019.

Santa Cruz County intends to continue to work with EDD and the owners of the building and parking lot to arrive at a mutually agreeable solution. In the meantime, the Workforce Development Board staff will seek alternatives that will allow Watsonville residents to access EDD services through technology or other means. For instance, EDD has agreed to continue to provide the Watsonville Career Center with direct access to the Unemployment Insurance services phone line, a resource that is heavily used by laid-off farm workers in the winter months.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the Watsonville Career Center 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:

**Workforce Development Board
Guest Presenter
September 25, 2019**

P.1 Financial Literacy Program Services

Karina Valdez

Prosperity Planner

Goodwill Central Coast



Karina provides one-on-one coaching and financial literacy workshops throughout the community in budgeting, improving credit scores, building savings, basic banking, and gathering assets. Karina helped develop and facilitates the Active Referral Network meetings in Santa Cruz County every other month.

Prior to joining Goodwill Central Coast, she was a Personal Banker/Loan Officer assisting regular and business clients with all deposit accounts. As a loan officer she processed 1st and 2nd mortgages, personal/business loans, and credit applications. She also provided basic banking workshops and coordinated retirement and life insurance seminars.

Karina is a certified John C. Maxwell Leadership Coach.

PROSPERITY PLATFORM

Karina Valdez
WIOA Financial Services * Workforce Santa Cruz County

What is the Prosperity Platform?

EARN IT-KEEP IT-GROW IT

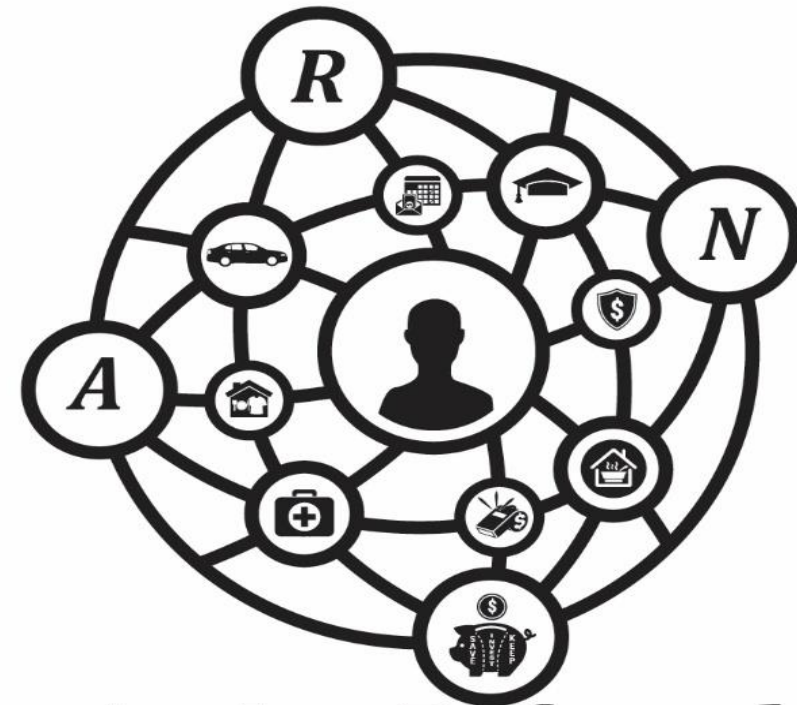


What does SUCCESS mean to you?



What makes it work?

- Long term relationship
- On-going Workshops
- ARN (Active Referral Network)
- One-time Financial Counseling
- Membership



*Active Referral
— Network —*

How do we measure success?

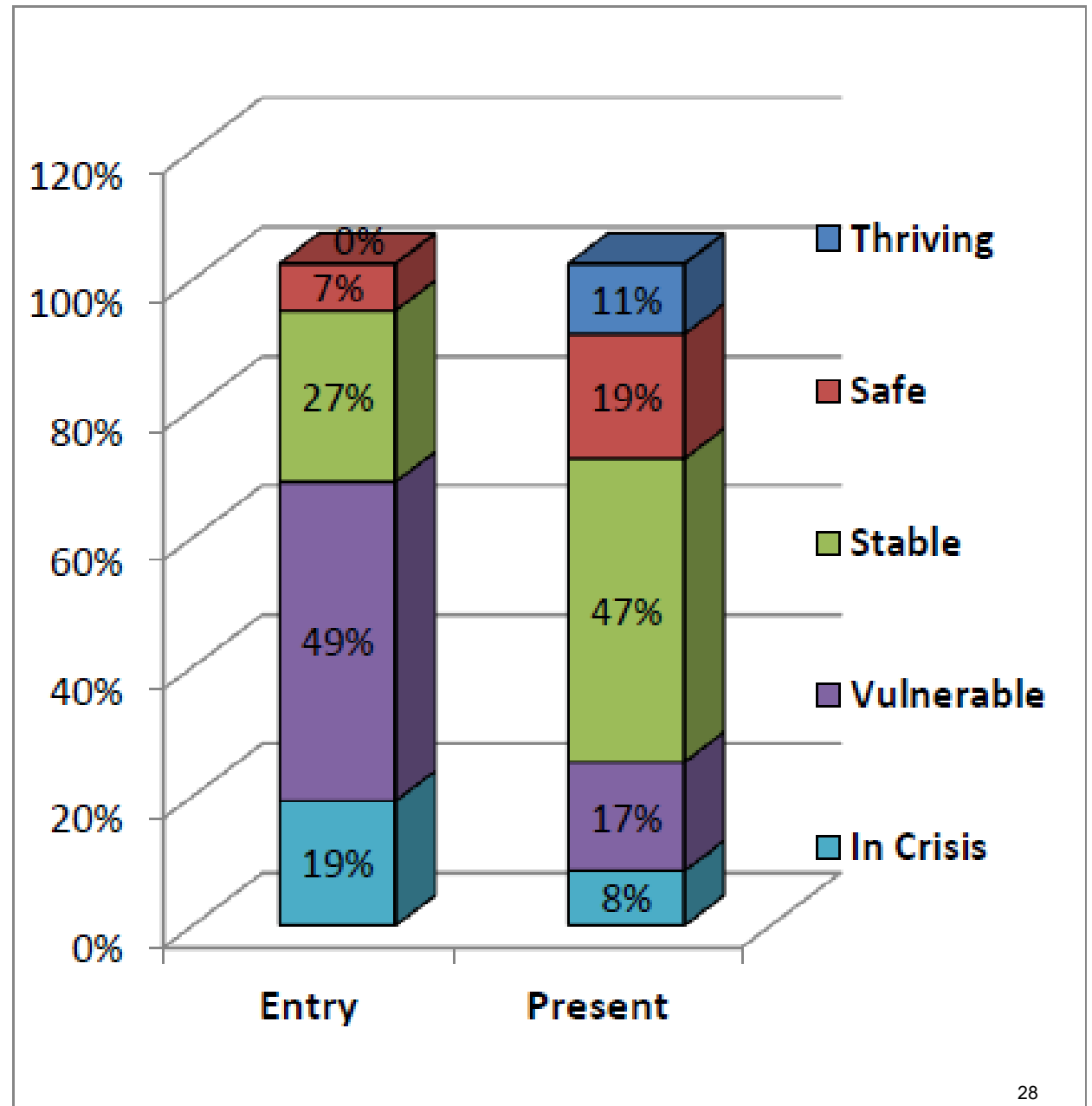
Benchmarks	Employment & Education					Financial Capability & Asset Building					
	Employment	Education	Training (within field)	Job Retention	Income	Budgeting and Saving	Access to Financial Services	Debt Management	Credit	Housing	
	Thriving	Full-time work at or above the self-sufficiency wage with benefits.	Post secondary degree.	Obtained industry recognized credential.	Employed over 12 months.	Above 250% of poverty adjusted for family size.	Household has discretionary funds to save. Has between 1 and 3 months of living expenses saved.	Active use of more advanced financial services such as restricted savings (e.g. retirement account, IRA), and traditional loans.	Balance paid in full. Current on payment plans. No outstanding debt other than mortgage, education, or car loans.	720+	Housing of choice such as home ownership or nonsubsidized rental housing.
	Safe	Full-time work below self-sufficiency wage with benefits.	Post high school education or some college.	Completed training program leading to industry recognized credential.	Employed between 6-12 months.	Between 200%-249% of poverty adjusted for family size.	Household has discretionary funds to save. Has less than 1 month of living expenses saved.	Opened and maintained both a checking and savings with use of direct deposit.	More than minimum paid off and current on payment plans.	690-689	Safe and secure nonsubsidized, affordable choices but limited due to moderate income.
	Stable	Full-time work below self-sufficiency wage with no benefits.	GED or high school diploma.	Enrolled in training program leading to industry recognized credential.	Employed between 3-6 months.	Between 150%-199% of poverty adjusted for family size.	Able to pay all bills to support basic living expenses; expenses do not exceed income.	Opened and maintained checking account in good standing (e.g. minimum balance maintained, no overdrafts).	Minimums being paid and payment plan in place.	630-689	Safe and secure subsidized rental, Section 8, or public housing.
	Prevention Line										
	Vulnerable	Part-time, seasonal, or temporary employment.	No GED or high school diploma, but can pass basic reading and math tests (e.g. TABLE).	Has limited marketable skills.	Employed less than 3 months.	Between 101%-150% of poverty adjusted for family size.	Unable to pay some bills to support basic living expenses; expenses exceed income.	Under-banked. Has a mainstream financial account but has misused account (e.g. overdraft fee history) and/or also using cheque cashers, payday loans, car title loans, or pawnbrokers.	Debts exceed ability to pay. Regularly late on payments.	529-629	Transitional housing. Eviction notice/Imminent risk of losing housing.
	In-Crisis	Unemployed.	Cannot pass basic math and reading tests (e.g. TABLE).	Has no marketable skills.	Employed less than 1 month.	100% or below of poverty adjusted for family size.	Unable to pay most bills to support basic living expenses; expenses exceed income.	Un-banked with no access to mainstream financial institutions	Unable to make any payments. Judgements. Garnishments.	Unscored or below 529	Temporary shelter. Homeless.

Economic Mobility Continuum

Benchmarks	Employment & Education					Financial Capability & Asset Building					
	Employment	Education	Training (within field)	Job Retention	Income	Budgeting and Saving	Access to Financial Services	Debt Management	Credit	Housing	
	Thriving	Full-time work at or above the self-sufficiency wage with benefits.	Post secondary degree.	Obtained industry recognized credential.	Employed over 12 months.	Above 250% of poverty adjusted for family size.	Household has discretionary funds to save. Has between 1 and 3 months of living expenses saved.	Active use of more advanced financial services such as restricted savings (e.g. retirement account, IRA), and traditional loans.	Balance paid in full. Current on payment plans. No outstanding debt other than mortgage, education, or car loans.	720+	Housing of choice such as home ownership or nonsubsidized rental housing.
	Safe	Full-time work below self-sufficiency wage with benefits.	Post high school education or some college.	Completed training program leading to industry recognized credential.	Employed between 6-12 months.	Between 200%-249% of poverty adjusted for family size.	Household has discretionary funds to save. Has less than 1 month of living expenses saved.	Opened and maintained both a checking and savings with use of direct deposit.	More than minimum paid off and current on payment plans.	690-689	Safe and secure nonsubsidized, affordable choices but limited due to moderate income.
	Stable	Full-time work below self-sufficiency wage with no benefits.	GED or high school diploma.	Enrolled in training program leading to industry recognized credential.	Employed between 3-6 months.	Between 150%-199% of poverty adjusted for family size.	Able to pay all bills to support basic living expenses; expenses do not exceed income.	Opened and maintained checking account in good standing (e.g. minimum balance maintained, no overdrafts).	Minimums being paid and payment plan in place.	630-689	Safe and secure subsidized rental, Section 8, or public housing.
	Prevention Line					Prevention Line					
Vulnerable	Part-time, seasonal, or temporary employment.	No GED or high school diploma, but can pass basic reading and math tests (e.g. TABLE).	Has limited marketable skills.	Employed less than 3 months.	Between 101%-150% of poverty adjusted for family size.	Unable to pay some bills to support basic living expenses; expenses exceed income.	Under-banked. Has a mainstream financial account but has misused account (e.g. overdraft fee history) and/or also using cheque cashers, payday loans, car title loans, or pawnbrokers.	Debts exceed ability to pay. Regularly late on payments.	529-629	Transitional housing. Eviction notice/Imminent risk of losing housing.	
In-Crisis	Unemployed.	Cannot pass basic math and reading tests (e.g. TABLE).	Has no marketable skills.	Employed less than 1 month.	100% or below of poverty adjusted for family size.	Unable to pay most bills to support basic living expenses; expenses exceed income.	Un-banked with no access to mainstream financial institutions	Unable to make any payments. Judgements. Garnishments.	Unscored or below 529	Temporary shelter. Homeless.	

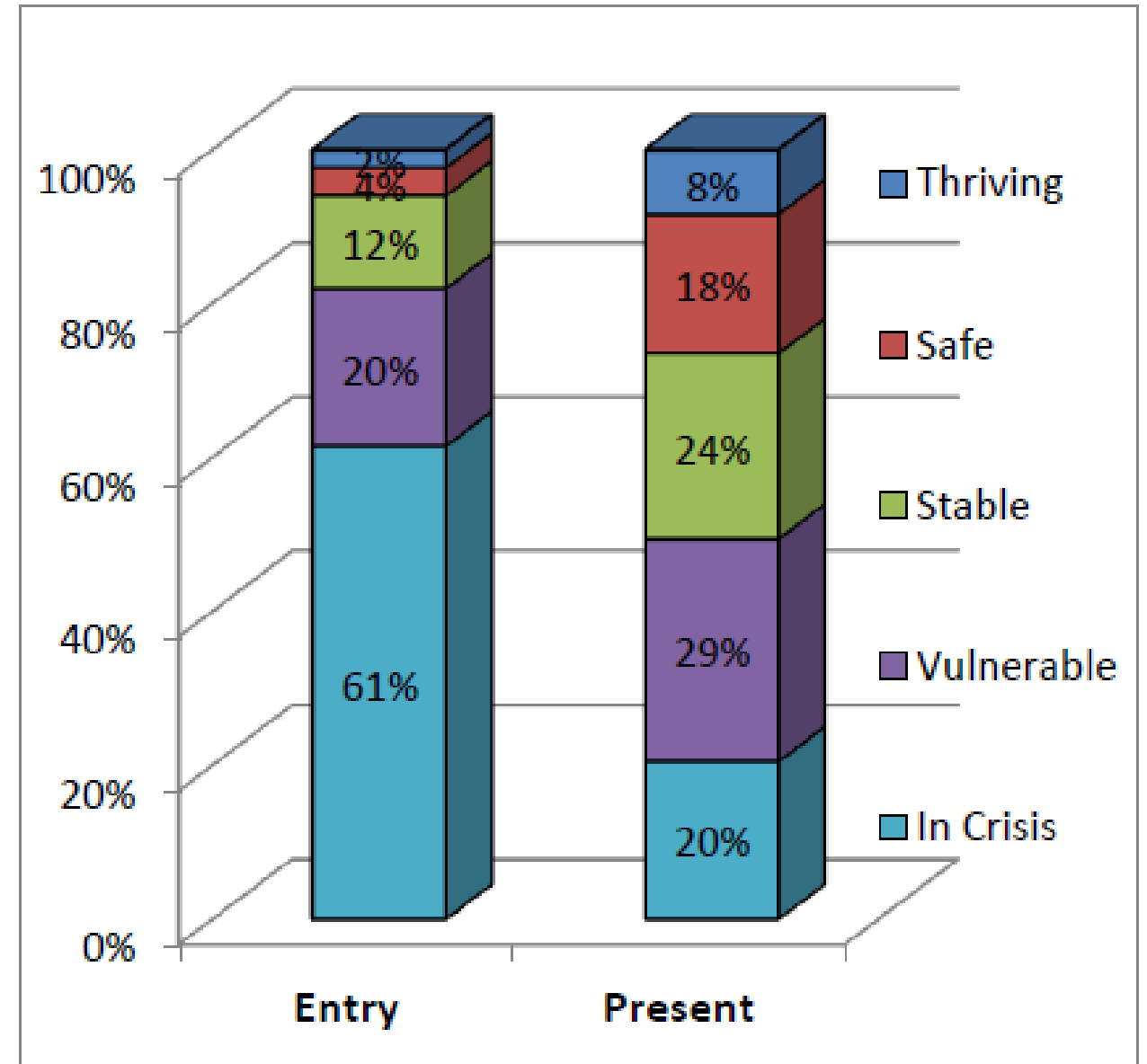
Money Management Life Domain

	Entry	Present
Thriving Able to pay all bills to support basic living expenses; expenses do not exceed income; availability of discretionary funds for household spending and able to save or invest money. (10)	0%	11%
Safe Able to pay all bills to support basic living expenses; expenses do not exceed income; availability of discretionary funds for household spending (8)	7%	19%
Stable Able to pay all bills to support basic living expenses; expenses do not exceed income. (6)	27%	47%
Vulnerable Unable to pay some bills to support basic living expenses; expenses exceed income. (4)	49%	17%
In Crisis Unable to pay most bills to support basic living expenses; expenses exceed income. (1) Unable to pay any bills to support basic living expenses; expenses exceed income. (0)	19%	8%



Income Life Domain

	Entry	Present
Thriving >250% of poverty adjusted for family size. (10)	2%	8%
Safe Between 200%-250% of poverty adjusted for family size. (8)	4%	18%
Stable Between 150%-200% of poverty adjusted for family size. (6)	12%	24%
Vulnerable Between 100%-150% of poverty adjusted for family size. (4)	20%	29%
In Crisis Between 50%-100% of poverty adjusted for family size. (2) Between 0%-49% of poverty adjusted for family size. (0)	61%	20%



QUESTIONS?



A.1 AB 1111 Grant Opportunity

COMMITTEE:	Career Services Committee	MEETING DATE:	September 25, 2019
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

The California Workforce Development Board (CWDB) has announced the availability of approximately \$11,000,000 in state general funds to coordinate and align services provided by community-based organizations (CBOs) with Local Workforce Development Boards for individuals who face the greatest barriers to employment in California. Applications were due August 26, 2019.

In October 2017, the California Legislature approved Assembly Bill (AB) 1111, Removing Barriers to Employment Act (Statutes 2017, chapter 824), which established the Breaking Barriers to Employment Initiative to be administered by the CWDB. In July 2018, the California Legislature approved Senate Bill (SB) 856 (Budget and Fiscal Review, Stats. 2018, ch. 30), which appropriated \$15 million in state general funds to the Removing Barriers to Employment Act.

The CWDB is seeking to fund applications from eligible applicants to provide individuals with barriers to employment the services they need to enter, participate in, and complete broader workforce preparation, training and education programs.

Two Santa Cruz County Nonprofits have applied for this funding: Digital Nest and Homeless Garden Project. The CWDB is in the process of reviewing the applications and expects to announce the awarded projects in October of 2019.

The Request for Applications and required supporting forms are still available on the CWDB website here: <https://cwdb.ca.gov/initiatives/ab1111/>

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

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 Prison to Employment Grant

COMMITTEE:	Career Services Committee	MEETING DATE:	September 25, 2019
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

In July 2018, the California Legislature approved \$37 million in state general funds to resource the Prison to Employment Initiative.

The Coastal Region, consisting of Santa Cruz, Monterey, San Luis Obispo and Santa Barbara Counties has been awarded \$1,126,975 to provide employment services to 119 participants. The award was split between the counties, based on the total number of formerly incarcerated individuals that have historically returned to each county. Santa Cruz County is set to receive \$126,784 to serve 13 individuals. The grant period is expected to start in October of 2019 and run through June 30, 2021.

Working with the Santa Cruz County Probation Department, these funds will be used to supplement the Employment Services that are currently funded by AB 109 (Criminal Justice Alignment). Given the small number of participants to be served, the plan is to focus these limited resources on addressing the employment needs of women that are involved in the justice system.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

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: