



SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

**Workforce Development Board
Executive Committee**
1000 Emeline Ave., Santa Cruz
Wednesday, November 14, 2018, 8:30 a.m.

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

Agenda

- I. Call to Order/Welcome**
- II. Public Comment**
- III. Approval of Minutes from August 29, 2018 meeting.....2-5**
- IV. Consent Items**
 - C.1 Data Dashboard **6**
 - C.2 WIOA Financial Performance PY 2017-18 Quarter 4 **7-13**
 - C.3 Hallmarks of Excellence Action Plan Update **14-16**
 - C.4 Suenos Youth Services Annual Report PY 2017-18 **17**
 - C.5 WIOA Performance Negotiations for PYs 2018-19 and 2019-20.. **18-19**
- V. Administration**
 - A.1 Strategic Plan Report **20-21**
 - A.2 Approval of Local and Regional Plan Update **22**
 - A.3 WDB Member Recruitment Update **23**
 - A.4 WDB December 6, 2018, Meeting Planning **24**
- VI. Chairperson's Report**
- VII. 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

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

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

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

Barbara Mason,
Economic Development Coordinator
Santa Cruz County Economic Development

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

Andy Van Valer, Founder
SlingShotSV

Dustin Vereker, Chief Beer Ambassador
Discretion Brewing

DIRECTOR:
Andy Stone

Next Meeting: Workforce Development Board Meeting
Thursday, December 6, 2018 @ 8:30 a.m.
Seacliff Inn – Seacliff Room
7500 Old Dominion Court
Aptos, CA 95003

Executive Committee Meeting
March 6, 2019 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060

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**Workforce Development Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Wednesday, August 29, 2018, 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 8:51 a.m., and a quorum was established.

Committee Members in Attendance

Delk, Marshall
Destout, Elyse
Morse, Rob – Vice Chair
Siegel, Carol – Chair

Committee Members Absent

Hartmann, Andy
Slack, Ron

Staff in Attendance

Chevalier, Katy – CalWORKS Program Mgr.
Gazza, Laurel – WDB Administrative Aide
Gray, Lacie – WDB Sr. Analyst
Paz-Nethercutt, Sara – WDB Sr. Analyst
Stone, Andy – WDB Director

Guests

Yuko Duckworth – EDD
Ginaia Kelly – Goodwill Central Coast

Subject: Call to Order/Welcome

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

Subject: Public Comment

There was no public comment.

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
Todd Livingstone, Assistant Director
Career and Technical Education
Watsonville/Aptos Adult Education
Christina Cuevas, Program Director
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Maria Elena De La Garza,
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Photography by Elyse Destout
Yuko Duckworth,
Employment Program Manager
Employment Development Department
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Financial Secretary
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Sean Hebard
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Mark Hodges, Director,
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Barbara Mason,
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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
Shaz Roth, Executive Director & CEO
Pajaro Valley Chamber of Commerce
Andy Van Valer, Founder
SlingShotSV
Dustin Vereker, Chief Beer Ambassador
Discretion Brewing Company
DIRECTOR:
Andy Stone

Subject: Approval of May 1, 2018 Meeting Minutes

Discussion: Chair Carol Siegel called for the May 1, 2018 minutes to be approved.

Action: It was moved to approve the May 1, 2018 Meeting Minutes.

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

Subject: V. Consent Items:

C.1 – Data Dashboard
C.2 – Career Services Provider Report
C.3 – Employment Training Provider list (ETPL) Draft Monitoring Reports
C.4 – ETPL Annual Report
C.5 – Hallmarks of Excellence Strategic Plan
C.6 – Proposition 39 Update
C.7 MOU Phase II Affiliate Site Status Update

Action: It was moved to approved the Consent Agenda

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

Subject: VI. Administration Items:

A.1 – Strategic Plan Report

WDB Director Andy Stone stated that changes to the spreadsheet design had been made for the Strategic Plan Report since the last meeting, and briefly reviewed information in the item attachment. He also discussed a potential event for hospitality and tourism industry jobs in May 2019. Members discussed options to better connect with jobseekers, perhaps through the Workforce Santa Cruz County Job Blast.

Action: It was moved to adopt the WDB Directors' Operational Plan update for the PY 18-19 and recommended approval by the Workforce Development Board.

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

A.2 – WDB 2018-19 Meeting Calendar Update (Discussion only)

WDB Director Andy Stone reminded committee members that meeting dates for the September and December full board meetings had been changed due to scheduling conflicts at Seacliff Inn. The September meeting was changed from Wednesday, September 19, 2018 to Tuesday, September 11, 2018. The December meeting was changed from Wednesday, December 12, 2018 to Thursday, December 6, 2018.

A.3 – WDB Member Recruitment Update

WDB Director Andy Stone mentioned the pending application of prospective new Board member Candice Elliott, of Glass Jar. He and Chair Carol Siegel gave the committee members an overview of her background and qualifications. Committee members also discussed the need to have more representation from certain industries such as agriculture, tech, and healthcare.

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

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

A.4 – WDB Member Survey (Discussion only)

Director Andy Stone recapped the survey conducted by Public Consulting Group which was done to identify the interest/expertise of the Santa Cruz County Workforce Development Boards' (WDB) members. Chair Carol Siegel requested that a quick summary of the survey be sent out to board members and noted that they should re-visit the survey throughout the year.

A.5 – September 11, 2018 WDB Meeting Planning

Director Andy Stone and board members discussed and considered possible options for presentation items for the September 11, 2018 full board meeting, and stated that he is reaching out to organizations for success stories. It was also suggested that each meeting have up to 3 Board members showcase their business in a short presentation.

Action: It was moved to direct that the WDB staff include the discussed items for the September 11, 2018 WDB meeting agenda.

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

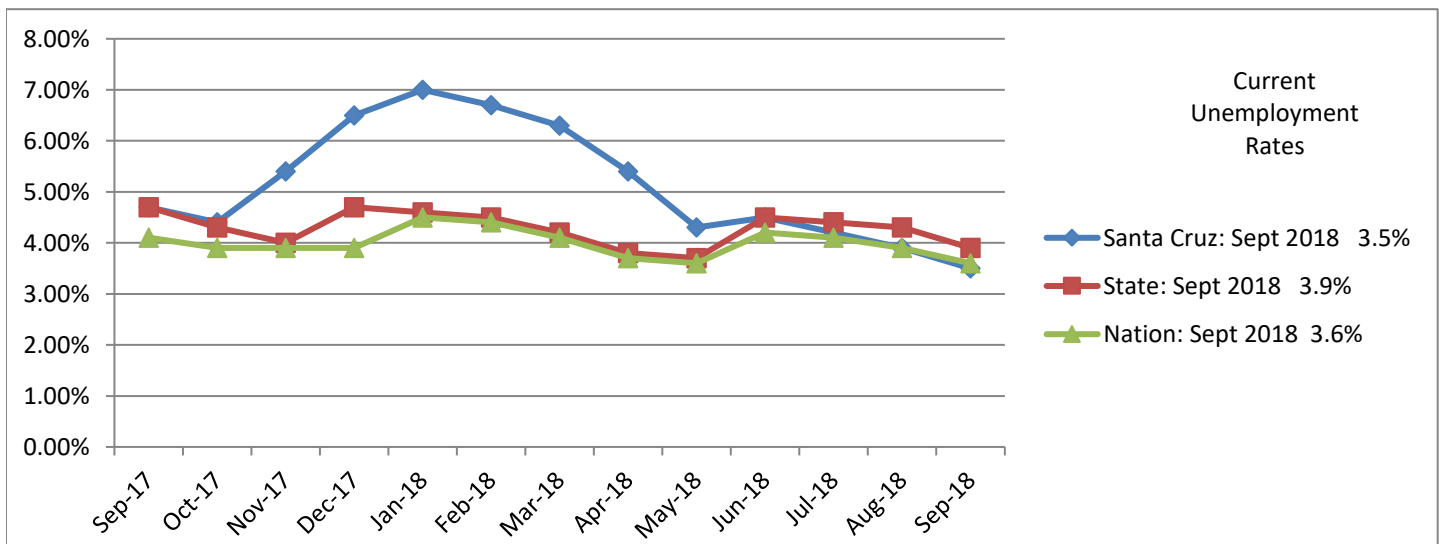
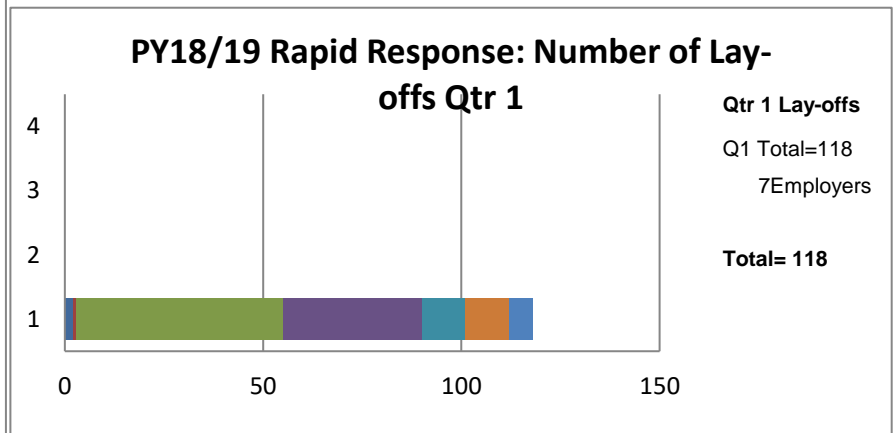
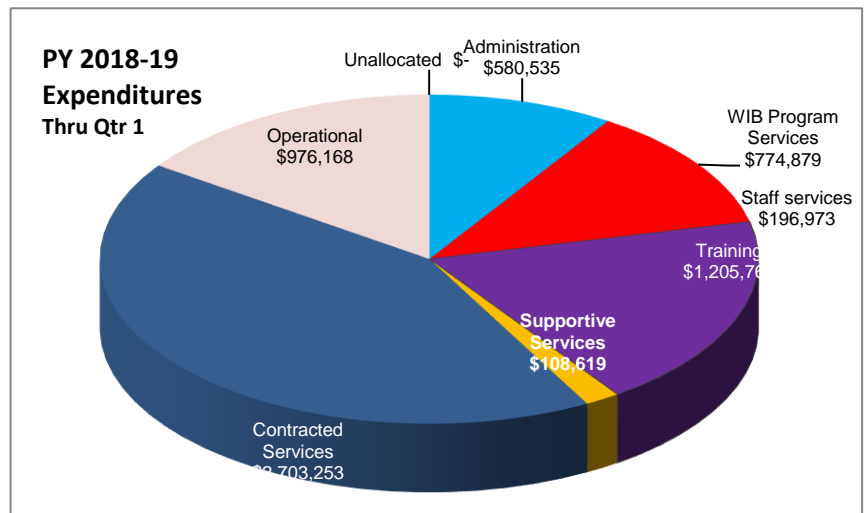
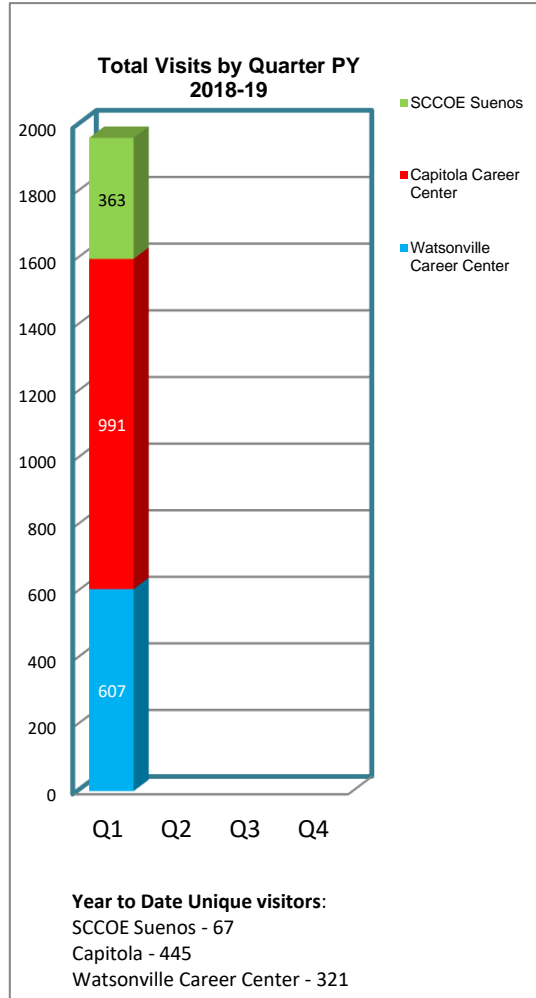
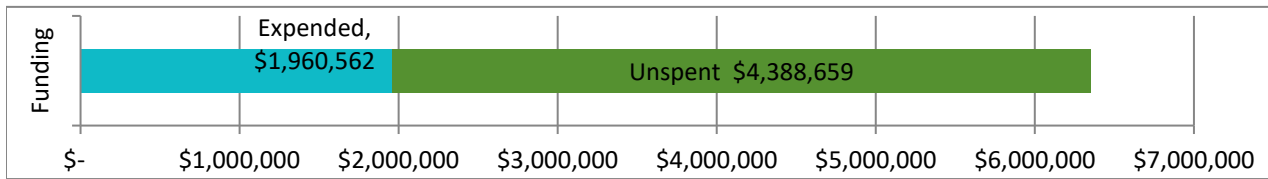
VII. Chairperson's Report

No report was given.

Meeting adjourned at 10:12 a.m.

Next Meeting: **Executive Committee Meeting**
 Wednesday, November 14, 2018 @ 8:30 am
 1000 Emeline Ave., Santa Cruz

Workforce Development Board Meeting
 Tuesday, September 11, 2018 @ 8:30 a.m.
 Best Western Seacliff Inn
 7500 Old Dominion Ct.
 Aptos, CA 95003





☒Action ☒Consent ☐Information ☐Discussion

C.2 Career Services Provider Report

COMMITTEE: Executive Committee	MEETING DATE: November 14, 2018
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

As a result of the merger of the Workforce Development Board staff with the Employment and Benefit Services Division (EBSD), all employment services related data is now provided to this board.

The WDB currently has career services contracts with Cabrillo College, Goodwill Central Coast, and Santa Cruz County Office of Education. Reports outlining each contractor's financial, federal (if applicable), and contract performance are attached.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the Contract Financial & Performance Data Report.

COMMITTEE DATE 09/26/18	COMMITTEE APPROVAL: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

C.2 Attachment 1

WIOA Youth - Financial and Performance Report for Program Year 2017-18

Youth - Budget v. Expenditures (Through 6/30/2018)

SCCOE - Sueños	In-School	Out-of-School	Total
Budget	\$212,500	\$637,500	\$850,000
Expenditures	\$221,747	\$594,522	\$816,269
Balance	(\$9,247)	\$42,978	\$33,731
Percent Expended	104%	93%	96%

Youth – Federal Performance Goals (Through 6/30/2018) – Preliminary

Measure	Target Performance Level	Performance through 4th Quarter	2nd QTR % of Target Achieved	Met 80% Target?
Entered Education or Employment Rate	70.5%	68.7%	97%	YES
Attained Degree or Certificate	64%	88.6%	138%	YES
Literacy & Numeracy Gains	72%	97.1%	134%	YES

Youth - Contract Performance Outcomes (Through 6/30/2018)

SCCOE – Sueños Contract Outcomes	Annual Plan	Actual	% Annual Plan
Cumulative Enrollments	150	132	88%
Placement in employment or post-secondary education	64	64	100%
Attain degree or certificate and participate in a paid or unpaid WEX	60	60	100%
Utilize e-CASAS and participate in workplace skills workshop	78	78	100%

C.2 Attachment 2

WIOA Adult/DW - Financial and Performance Report for Program Year 2017-18

Adult/Dislocated Worker - Budget v. Expenditures (Through 6/30/2018)

Goodwill Central Coast	WIOA Adult	WIOA DW	Rapid Response	Total
Budget	\$345,750	\$345,750	\$25,000	\$716,500
Expenditures	\$323,969	\$323,380	\$12,284	\$659,633
Balance	\$21,781	\$22,370	\$12,716	\$56,867
Percent Expended	93.7%	93.5%	49%	92%

Adult – Federal Performance Goals (Through 06/30/2018) – Preliminary

Adult Measures	Target Performance Level	Performance through 2 nd Quarter	4 th QTR % of Target Achieved	Met 80% Target?
Entered Employment Rate	68%	64.6%	95%	YES
Employment Retention Rate	65.5%	81.6%	124%	YES
Average Earnings	\$10,314	\$19,116.70	185%	YES

Dislocated Worker - Federal Performance Goals (Through 06/30/2018) – Preliminary

DW Measures	Target Performance Level	Performance through 2 nd Quarter	4 th QTR % of Target Achieved	Met 80% Target?
Entered Employment Rate	71%	71.6%	100%	YES
Employment Retention Rate	69.5%	86.8%	124%	YES
Average Earnings	\$15,046	\$21,350.40	141%	YES

Adult/Dislocated Worker - Contract Performance Outcomes (Through 6/30/2018)

Goodwill Central Coast Contract Outcomes	Annual Plan		Actual		% Annual Plan	
	Adult	DW	Adult	DW	Adult	DW
New Training Enrollments	32	27	32	27	100%	100%
Successful Training Completions	26	21	25	21	96%	84%
Entered Employment	26	21	26	21	100%	100%
Job Orders	15		31		206%	

C.2 Attachment 3

Cabrillo Student Resource and Support Network(SRSN) WIOA Financial and Performance Report for Program Year 2017-18

Cabrillo SRSN - Budget v. Expenditures (Through 6/30/2018)

Cabrillo SRSN	WIOA Adult	WIOA DW	Total
Budget	\$37,500	\$37,500	\$75,000
Expenditures	\$37,306	\$36,713	\$74,019
Balance	\$ 194	\$ 787	\$ 981
Percent Expended	99%	98%	99%

Cabrillo SRSN - Contract Performance Outcomes (Through 6/30/2018)

Cabrillo SRSN Contract Outcomes	Annual Plan		Actual		% Annual Plan	
	Adult	DW	Adult	DW	Adult	DW
New Training Enrollments	15	15	15	15	100%	100%
Successful Training Completions	10	10	10	8	100%	80%

C2. Attachment 4

Welfare To Work (WTW) Expanded Subsidized Employment (ESE) Financial and Performance Report for Program Year 2017-18

ESE - Budget v. Expenditures (Through 6/30/2018)

	Goodwill (STEP & TEMP)	Community Action Board (SmartHire)	Cabrillo (SRSN)	Total
Budget	\$661,315	\$649,966	\$109,189	\$1,420,470
Expenditures	\$512,093	\$478,716	\$101,256	\$1,092,165
Balance	\$149,222	\$171,250	\$7933	\$328,305
Percent Expended	85%	74%	93%	77%

ESE – Performance Goals (Through 6/30/18)

Measure	Target Performance Level	Performance through 4th Quarter	Met Target?
STEP participants will successfully complete a 3-month subsidized placement	55%	51%	No
STEP participants who successfully complete 3-month placement will start a SmartHire placement or enter into employment within 3 months of completion	70%	64%	No
TEMP participants will successfully complete a 1-month subsidized placement	75%	69%	No
SmartHire participants will successfully complete a subsidized employment placement	75%	83%	Yes
SmartHire participants who complete a placement will enter into unsubsidized employment	100%	100%	Yes
SmartHire participants will remain employed in unsubsidized placement for 6 months	75%	100%	Yes
SRSN student retention rate is within 5% of retention rate of entire student body	100%	100%	Yes

C2. Attachment 4

Welfare To Work (WTW) Expanded Subsidized Employment (ESE) Financial and Performance Report for Program Year 2017-18

ESE - Contract Performance Outcomes (Through 6/30/2018)

Contract Outcomes	Annual Plan	Actual	% Annual Plan
New or Returning Enrollments (Goodwill - STEP)	90	95	105%
New or returning Enrollments (Goodwill - TEMP)	60	70	117%
Cumulative Enrollments (CAB) - placements in subsidized jobs	60	30	50%
New employer contacts (CAB)	60	81	147%
New employer contracts (CAB)	25% of those contacted	8%	32%
New or Returning Enrollments (Cabrillo) SRSN Work Study Positions*	35	45	120%

**33% of CalWORKs students participated in the Work Study Program*

C.2 Attachment 5

WTW - Cabrillo Student Resource & Support Network (SRSN) Financial and Performance Report for Program Year 2017-18

Cabrillo SRSN - Budget v. Expenditures (Through 6/30/2018)

Cabrillo SRSN	Services for CalWORKs clients	Total
Budget	\$77,465	\$77,465
Expenditures	\$77,215	\$77,215
Balance	\$250	\$250
Percent Expended	99.6%	99.6%

Cabrillo SRSN – Performance Goals (Through 6/30/18)

Measure	Target Performance Level	Performance through 4th Quarter	Met Target?
SRSN students will attain a certificate or degree	11%	16%	Yes
SRSN student retention rate is within 5% of retention rate of entire student body	100%	100%	Yes

Cabrillo SRSN - Contract Performance Outcomes (Through 6/30/2018)

Contract Outcomes	Annual Plan	Actual	% Annual Plan
Enrollments	140	133	95%



C.3 Hallmarks of Excellence Plan Update

COMMITTEE:	Executive Committee	MEETING DATE:	November 14, 2018
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

On September 11, 2018, the WDB approved the Hallmarks of Excellence AJCC Certification Action Plan. As a reminder, the certification areas and comprehensive AJCC rankings are listed below:

1. Physical location: 4
2. Universal access: 2
3. Partnerships: 3
4. Customer-centered services: 2
5. Targeted regional sectors and pathways: 3
6. Business services: 4
7. Cross-trained staff: 3
8. Data driven continuous improvements: 3

Currently, our local area has not attained the Hallmarks of Excellence certification and a recommendation was approved to have the local area focus on the areas underlined above to improve and attain a satisfactory ranking. There are no updates to report on plan progress since previously presented to this committee on August 29, 2018. However, the attached action plan represents the updated PY 2018-19 progress for your committee review.

AJCC Hallmarks of Excellence Report accessible as follows:

<http://bit.do/epmYd>

☒ 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:

**Comprehensive AJCC
Hallmarks of Excellence Action Plan**

C.3 Attachment



Hallmark of Excellence	Continuous Improvement Goals and Recommendations	Ranking	PY 18/19 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"> Develop better building signage, including coming into compliance with requirements for AJCC branding. 	
			<ul style="list-style-type: none"> Develop a plan for additional outreach and advertising. 	
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. 	Discussions planned for next Career Center Operators meeting
			<ul style="list-style-type: none"> Develop a plan to enhance programmatic accessibility. 	Discussions planned for next Career Center Operators meeting
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"> Complete the Integrated Service Guide. 	Completed and disseminated the guide.
			<ul style="list-style-type: none"> Develop a capacity building/training plan. 	Discussions planned for next Career Center Operators meeting
			<ul style="list-style-type: none"> Develop a plan for staff to meet across organizations. 	
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, 	2	<ul style="list-style-type: none"> Complete the Integrated Service Guide. 	Completed and disseminated the guide.
			<ul style="list-style-type: none"> Develop a capacity building/training plan. 	Discussions planned for next Career Center Operators meeting

Comprehensive AJCC Hallmarks of Excellence Action Plan

C.3 Attachment

	possibly through the Roundtables that were mentioned or through a One Stop Steering Committee. • Complete the Integrated Service Guide.		• Develop a plan for staff to meet across organizations.	Discussions planned for next Career Center Operators meeting
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, 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. 	3	• Develop a capacity building/training plan.	Discussions planned for next Career Center Operators meeting
			• Develop strategy for disseminating LMI to staff and the public.	
			• Train staff on how to access LMI and incorporate in their career coaching advising.	
6. The AJCC actively engages industry and labor and supports regional sector strategies through an integrated business service strategy that focuses on quality jobs.	• Examine the points at which business customer feedback is solicited and determine how this can be strengthened.	4	• Develop a plan for the utilization of customer feedback surveys.	
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	• Complete the Integrated Service Guide.	Completed and disseminated the guide
			• Develop a capacity building/training plan.	Discussions planned for next Career Center Operators meeting
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	• Install a comment box in the Resource Room.	Installed comment box in Resource Room
			• Develop a plan for the utilization of customer feedback surveys.	

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.

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



C.4 Youth Services Annual Report 2017-18

COMMITTEE:	Executive Committee	MEETING DATE:	November 14, 2018
STAFF NAME: Andy Stone, WDB Director; Nohemi Macias, Sueños Project Coordinator			

SUMMARY:

Annually the WIOA Youth Services contractor, Santa Cruz County Office of Education (COE) Sueños Program, provides a report (link below) on the final results for Program Year (PY) 2017-18.

With a goal to serve 150 WIOA eligible youth by June 30th, 2018, the program was able to meet eighty-eight (88%) of the projected enrollments.

Fifty-five percent (55%) of participants were out-of-school youth (OSY), with an average age of 18 years. Eighty-four percent (84%) of OSY participants were recent High School/GED graduates, and sixteen percent (16%) were drop-outs.

A total of sixty-five (65) youth were placed in paid work experience at 32 different worksites during 2017-18. 43 Out of School Youth and 22 In School Youth. The four top Work Experience placements were in Public Services (11) and Education and Child Development (5).

You can find the 17/18 Youth Services Annual Report at the following link: <http://shorturl.at/IHIW6>

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the WIOA Youth Services Annual Report for PY 2017-18.

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

C.5 WIOA Performance Negotiations

COMMITTEE:	Executive Committee	MEETING DATE:	November 14, 2018
STAFF NAME: Andy Stone, WDB Director; Lacie Gray, Sr. Analyst			

SUMMARY:

As you know, WIOA programs are subject to State imposed performance goals. The following table shows the final local (and regional) area performance goals for the Adult, Dislocated Worker, and Youth Programs for program years (PY) WIOA Performance Negotiations for PYs 2018-19 and 2019-20. Monterey, San Luis Obispo, Santa Barbara, and Santa Cruz Counties negotiated with the state together and all agreed upon the same performance goals.

Please see attached chart.

☒ 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:

C.5 WIOA Performance Negotiations

Attachment

11/14/18 Santa Cruz County WDB Executive Committee Meeting

Local Workforce Development Area: Santa Cruz County		
Performance Indicators	Final Negotiated Goals	
	PY18	PY19
Adult		
Employment 2nd Q post exit (7/1/16 - 6/30/17)	64.0%	66.0%
Employment 4th Q post exit (7/1/16 - 12/31/16)	60.5%	62.5%
Median Earnings (7/1/16 - 6/30/17)	\$5,200	\$5,600
Credential Attainment Rate (7/1/16 - 12/31/16)	53.0%	54.0%
Measureable Skill Gain (7/1/17 - 6/30/18)	baseline	baseline
Dislocated Worker		
Employment 2nd Q post exit (7/1/16 - 6/30/17)	68.0%	69.5%
Employment 4th Q post exit (7/1/16 - 12/31/16)	65.0%	66.5%
Median Earnings (7/1/16 - 6/30/17)	\$7,700	\$8,000
Credential Attainment Rate (7/1/16 - 12/31/16)	57.0%	58.0%
Measureable Skill Gain (7/1/17 - 6/30/18)	baseline	baseline
Youth		
In Ed,Trng or Employment 2nd Q post exit (7/1/16 - 6/30/17)	65.4%	66.9%
In Ed,Trng or Employment 4th Q post exit (7/1/16 - 12/31/16)	62.0%	64.0%
Median Earnings (7/1/16 - 6/30/17)	baseline	baseline
Credential Attainment Rate (7/1/16 - 12/31/16)	53.0%	54.0%
Measureable Skill Gain (7/1/17 - 6/30/18)	baseline	baseline



☒ Action
 ☒ Consent
 ☐ Information
 ☐ Discussion

A.1 Strategic Plan Report

COMMITTEE:	Executive Committee	MEETING DATE:	November 14, 2018
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

On September 11, 2018 the WDB approved the WDB Director's Program Year (PY) 2018-19 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 2018-19 outcomes for the approved goals and action steps.

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

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 accept the WDB Director's Operational Plan update for PY 18-19.

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

**A.1 Attachment - Workforce Development Board of Santa Cruz County
STRATEGIC PLAN STATUS REPORT Program Year (PY) 2018-2019**

	<i>Status</i>	<i>2018-19 Target</i>	<i>2018-19 Operational Goals to meet Target</i>	<i>YTD</i>
<u>Goal 1</u> Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs		Deliver three WDB approved projects	<ul style="list-style-type: none"> • Deliver First Community Health Worker Training @ Cabrillo (Slingshot) • Provide A New Cohort of Apprenticeship Readiness Training • Develop a Marketing Campaign to Promote Regional Health Care Careers (Slingshot) 	<p>Slingshot: Coordinating CHW training development with Cabrillo College. Set to launch late 2018 or early 2019</p> <p>Apprenticeship Readiness: New class started 9/04/18</p> <p>Slingshot: Working with regional partners to develop marketing plan</p> <p>Added Projects: CalWORKs/WIOA dual enrollments, Lean Initiative, and Prison to Employment Initiative</p>
<u>Goal 2</u> Align workforce development strategies to support local economic development		Partner with economic development to help employers attract and retain talent	<ul style="list-style-type: none"> • Launch Pilot Incumbent Worker Training Program • Partner with Economic Development to Convene Hospitality/Tourism Sector and Develop Impact Report 	<p>Incumbent Worker Training: Working with regional partners to develop policy</p> <p>Hospitality/Tourism Project: Moving forward with procurement</p>
<u>Goal 3</u> Develop strategic relationships with educators, employers and community partners to: <ul style="list-style-type: none"> • Increase the skill levels of youth and adult job seekers, and • Create opportunities for employment, career mobility, and self-sufficiency 		Identify In-Demand Career Pathways	<ul style="list-style-type: none"> • Develop New Career Pathways Report and Align Scholarship Opportunities 	<p>Career Pathways: Seeking vendor to help develop report</p>
<u>Goal 4</u> Increase Board (WDB) Effectiveness		Establish the WDB as Workforce Development Experts	<ul style="list-style-type: none"> • Provide Development Opportunities for Every WDB Member • Identify and Track New WDB Priority Metrics 	<p>Development Opportunities: Securing vendors to provide training</p> <p>New Metrics: Discussions planned for WDB meeting in March, 2019</p>

 on track to meet planned target for the year

 not on track to meet planned target for the year



☒Action ☐Consent ☐Information ☒Discussion

A.2 Approval of Local and Regional Plan

COMMITTEE:	Executive Committee	MEETING DATE:	November 14, 2018
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

On February 27, 2017, the Workforce Development Board approved the 2017-2020 WIOA local (Santa Cruz County) and regional (Coastal) plans. Under WIOA, a biennial update of regional and local plans is required in order to ensure plans remain current and account for "changes in labor market and economic conditions or in other factors affecting the implementation of the local plan" (29 U.S. Code § 3123). The required modifications to the Workforce Development Board's (WDB) local and regional plans are due to the state by March 15, 2019.

Given the public engagement and comment process required for the plans, it will not be possible to bring the plans for approval at the December 6, 2018 WDB meeting. The next available full WDB meeting is not until March 27, 2019; after the state's March 15 deadline.

At this stage, the Executive Committee has two viable options:

1. Reschedule the full WDB meeting from March 27, 2019 to a date prior to March 15. This would allow the full board to approve the plans prior to submission to the state; or
2. Request that the WDB delegate approval authority to the Executive Committee for consideration at its March 6, 2019 meeting and for an update to be provided to the full WDB on March 27.

Due to the challenges of rescheduling a full WDB meeting and the meeting venue's limited availability, Staff recommends option two.

It is anticipated that the Executive Committee's recommendation will be considered for approval by the full WDB at its December 6, 2018 meeting.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to recommend that the Workforce Development Board delegate its authority to approve the WIOA local and regional plan updates to the Executive Committee, with an update to be provided to the full board on March 27, 2019.

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.3 WDB Member Recruitment Update

COMMITTEE:	Executive Committee	MEETING DATE:	November 14, 2018
STAFF NAME: Andy Stone, WDB Director			

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. The current percentage of Local Business representation is 45.5%.

Actions since the last regular Executive Committee Meeting (August 29, 2018):

- Candice Elliott, of Glass Jar Company, was appointed by the Santa Cruz County Board of Supervisors.
- Jorge Suarez, of S. Martinelli & Company, has submitted an application for appointment by the Board of Supervisors.

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

☐Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the WDB Member Recruitment Update.

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



☒ Action ☐ Consent ☐ Information ☒ Discussion

A.4 December 6, 2018 Meeting Planning

COMMITTEE: Executive Committee	MEETING DATE: November 14, 2018
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

The next Workforce Development Board (full board) meeting is scheduled for December 6, 2018. WDB staff request that your committee discuss and develop the agenda outline for that meeting. Your committee should consider the following possible items for presentation and break out discussions at the December 6, 2018 full board meeting:

Status and Actions on WDB Strategic Plan

Board Presentation

Potential Break out session

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to direct that the WDB staff include the following items in the December 6, 2018 WDB meeting agenda:

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