



**Workforce Development Board  
Executive Committee  
Sesnon House – Cabrillo College  
6500 Soquel Drive, Aptos, CA 95003  
Wednesday, August 28, 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. Consent Items
  - C.1 Approval of Minutes: May 8, 2019; July 23, 2019 meetings ... **2-9**
  - C.2 AJCC Hallmarks of Excellence Assessments/Action Plans **10-11**
  - C.3 Business Services Redesign..... **12**
  - C.4 Data Dashboard..... **13**
  - C.5 WIOA Local Area Memorandum of Understanding ..... **14**
  - C.6 Eligible Training Provider List (ETPL) draft monitoring Report **15**
  - C.7 ETPL Annual Report..... **16-19**
  - C.8 Contractor Activity Reports ..... **20-25**
  - C.9 Incumbent Worker Training Policy ..... **26**
  - C.10 CEDS Plan Update ..... **27-28**
- IV. Administration
  - A.1 WIOA Career Center Operator PY 19/20 ..... **29**
  - A.2 WDB Meeting Planning ..... **30**
  - A.3 Strategic Plan Report Update..... **31-32**
  - A.4 WDB Member Recruitment Update ..... **33**
- V. Chairperson's Report
- VI. 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  
November 13, 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

**Chris Miller, President**  
ScratchSpace, Inc.

**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

*Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs to 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

|  |                                      |
|--|--------------------------------------|
| <b>COMMITTEE:</b> Executive Committee  | <b>MEETING DATE:</b> August 28, 2019 |
| <b>STAFF NAME:</b> Andy Stone, WDB Director; Laurel Gazza, Administrative Aide |                                      |

### SUMMARY:

Requesting Consent approval of the May 8, 2019 and July 23, 2019 Executive Committee meeting minutes.

☒Attachment(s)

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

I move to approve the May 8, 2019 and July 23, 2019 Executive Committee meeting minutes.

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



**Workforce Development Board  
Executive Committee  
1000 Emeline Ave., Santa Cruz  
Wednesday, May 8, 2019, 8:30 a.m.**

C.1 Attachment 1

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

**The Chair called the meeting to order at 8:30 a.m., and a quorum was established. Members, staff and guests introduced themselves.**

**Committee Members in Attendance**

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

**Committee Members Absent**

Slack, Ron

**Staff in Attendance**

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

**Guests**

Winter, Amanda – Eckerd Connects

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**Subject: Public Comment**

There was no public comment.

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**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  
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, Principal Consultant  
Fortress and Flourish

Carmen Herrera-Mansir  
Director, El Pajaro CDC

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

Katie Borges, Human Resources Director  
Palo Alto Medical Foundation

Barbara Mason,  
Economic Development Coordinator  
Santa Cruz County Economic Development

Francisco Rodriguez, President  
PVFT Union, Local 1936

Glen Schaller, Political Coordinator  
Monterey Bay Central Labor Council, AFL-CIO

Ron Slack, Owner  
Fine Print Graphic Design

Shaz Roth, Executive Director & CEO  
Pajaro Valley Chamber of Commerce

Dustin Vereker, Chief Beer Ambassador  
Discretion Brewing Company

**DIRECTOR:**  
Andy Stone

**Subject: Approval of March 6, 2019 Meeting Minutes**

**Action:** It was moved to approve the March 9, 2019 Meeting Minutes.

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

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**Subject: IV. Consent Items:**

- C.1 – Strategic Plan Report Update**
- C.2 – AJCC Hallmarks of Excellence Action Plan Update**
- C.3 – Proposed PY 19/20 Budget, Re-Contracting Updates/Changes**
- C.4 – Local Monitoring Reports**
- C.5 – Affiliate AJCC Certification**
- C.6 – Proposed PY 2019/20 WDB Meeting Calendar**

Brief discussions regarding highlights of the monitoring reports and progress on monitoring findings were held. Committee requested staff to conduct mid-year monitoring review of GCC Contractor and report findings.

**Action:** It was moved to approve the Consent Agenda.

**Status:** Motion to Approve: Rob Morse  
Motion Seconded: Andy Hartmann  
Abstentions: None  
Committee Action: All in favor, motion passed.

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**Subject: V. Administration Items:**

**A.1 – Committee Dashboard Metrics Review**

WDB Director Andy Stone discussed current dashboard metrics and asked the committee what they would like to see changed/displayed in future dashboards. The committee members expressed interest in having employers that had layoffs named on dashboard graph, and to make it easier to see how money is spent regarding WIOA goals.

**Action:** It was moved to accept the changes to the Executive Committee dashboard, for future use.

**Status:** Motion to Approve: Andy Hartmann  
Motion Seconded: Elyse Destout

Abstentions: None  
 Committee Action: All in favor, motion passed.

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## **A.2– WDB WIOA Policies**

WDB Director Andy Stone summarized the changes and updates to current WIOA policies, with the most major changes in relation to Youth Policies. Youth now expands to eligibility for Out-of-School Youth (OSY) to the entire Santa Cruz County, not just Watsonville.

**Action:** It was moved to approve the WIOA Operations Policies, as drafted by WDB Staff.

**Status:** Motion to Approve: Rob Morse  
 Motion Seconded: Andy Hartmann  
 Abstentions: None  
 Committee Action: All in favor, motion passed.

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## **A.3– NAWB 2019 Conference Update (informational item only, no vote)**

Board member Elyse Destout reported on her experiences at her first NAWB Conference, and Rob Morse mentioned visiting with LinkedIn representatives at the conference and proposed that WDB members do a tour of the LinkedIn campus in Sunnyvale.

WDB Director Andy Stone also discussed the potential re-design of the Business Services model.

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## **A.4 – WDB Officer Nominations PY 2019/20**

WDB Director Andy Stone stated that the slate of candidates for PY 2019/20 would be virtually the same as PY 2018/19, with the only change being departing board member Andy Hartmann being replaced as Vice-Chair of the Career Services Committee by Denise Moss.

**Action:** It was moved to approve the Nominating Committees request to provide its recommendations for the proposed slate of Officers directly to the full Workforce Development Board at its May 29, 2019 meeting.

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

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### **A.5 – WDB Member Recruitment Update**

Director Andy Stone noted that Carmen Herrera-Mansir, Director of El Pajaro Community Development Corp., had been confirmed as a new WDB member on April 26, 2019. He and Chair Carol Siegel also discussed the need to focus on agricultural and tech industry members. It was noted that there were currently three (3) business sector vacancies on the Board.

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

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

### **A.6 – May 29, 2019 Full Board meeting planning**

Director Andy Stone went over what has already been lined up for the May 29, 2019 board meeting, including the confirmation that Chris Thornberg, of Beacon Economics would be a presenter. He also mentioned that certificates of appreciation would be presented to Andy Hartmann and Teresa Thomae.

**Action:** It was moved to direct that the WDB staff include the items discussed above in the May 29, 2019 WDB meeting agenda.

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

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### **A.7 – Watsonville Career Center Update (information only, no vote)**

Director Andy Stone stated that the state Employment Development Department (EDD) was asking the County to make significant ADA requirement adjustments to the 18 W. Beach Street building in order to continue to have their staff co-located there. He also stated that there was a real possibility that the Capitola Career Center could become the main America's Job Center of California<sup>SM</sup> (AJCC) for Santa Cruz County, but more negotiations were to be scheduled, and details to be worked out.

## **VI. Chairperson's Report**

No report was given.

**Meeting adjourned at 9:51 a.m.**

**Next Meeting:      Executive Committee Meeting  
                                 TBD**

**Workforce Development Board Meeting  
TBD**

DRAFT



**Workforce Development Board  
SPECIAL Executive Committee  
Community Foundation, Aptos, CA  
Tuesday, July 23, 2019, 8:30 a.m.**

**C.1 Attachment 2**

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

**The Chair called this special meeting to order at 8:30 a.m., and a quorum was established. Chair Carol Siegel had committee members and staff introduce themselves, including new member Denise Moss.**

**Committee Members in Attendance**

Delk, Marshall  
Destout, Elyse  
Morse, Rob – Vice Chair  
Moss, Denise  
Siegel, Carol – Chair  
Slack, Ron

**Committee Members Absent**

None

**Staff in Attendance**

Barr, Belinda – WDB Business Services Manager  
Chevalier, Katy – WTW Program Manager  
Gazza, Laurel – WDB Administrative Aide  
Gray, Lacie – WDB Sr. Analyst  
Paz-Nethercutt, Sara – WDB Sr. Analyst  
Stone, Andy – WDB Director

**Guests**

None

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**Subject: Public Comment**

There was no public comment.

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**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  
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, Principal Consultant  
Fortress and Flourish  
Sean Hebard  
Carpenters Local 505  
Herrera-Mansir, Carmen, Director  
El Pajaro CDC  
Mark Hodges, Director,  
Regional Occupational Program  
Santa Cruz County Office of Education  
Katie Borges, Human Resources Director  
Palo Alto Medical Foundation  
Barbara Mason,  
Economic Development Coordinator  
Santa Cruz County Economic Development  
Orona, Elisa – Director  
SC Health Improvement Partnership  
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  
Dustin Vereker, Chief Beer Ambassador  
Discretion Brewing Company  
**DIRECTOR:**  
Andy Stone



**Subject: V. Administration Item:**

**A.1 – WDB Board Meeting Planning for PY 2019/20**

WDB Director Andy Stone engaged the committee in interactive discussion about possible topics/speaker presentations for the upcoming 2019/20 full board meeting schedule. Agenda item A.1, attachment1 provided a list of possible topics that WDB staff had contributed, for consideration. After committee members discussed and chose the topics they wanted to see presented, a list of the following were voted on as the best four moving forward:

- Finding/Developing Workers with the right skills
- Future of Agriculture in Pajaro Valley
- Future of Career Training and Education
- Engaging Hard to Serve Youth

**Action:** It was moved to direct the WDB staff to include the four above listed topics in future WDB meeting agendas for the PY 19-20.

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

**VI. Chairperson's Report**

No report was given, but Chair Carol Siegel thanked everyone for attending.

**Meeting adjourned at 10:06 a.m.**

**Next Meeting:** Executive Committee Meeting  
Wednesday, August 28, 2019 @ 8:30 am  
Sesnon House, Cabrillo College, Aptos CA.

Workforce Development Board Meeting  
Wednesday, September 11, 2019 @ 8:30 a.m.  
Best Western Seacliff Inn  
7500 Old Dominion Ct.  
Aptos, CA 95003



☒Action ☒Consent ☐Information ☐Discussion

## C.2 Hallmarks of Excellence Plans

|   |                     |                      |                 |
|---|---------------------|----------------------|-----------------|
| <b>COMMITTEE:</b>   | Executive Committee | <b>MEETING DATE:</b> | August 28, 2019 |
| <b>STAFF NAME:</b> Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst |                     |                      |                 |

### SUMMARY:

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. Comprehensive AJCC rankings are listed in the attached chart.

Currently, our local area has not attained the Hallmarks of Excellence Comprehensive AJCC certification and a recommendation was approved to have the local area focus on the areas underlined above to improve and attain a satisfactory ranking. The action plans (provided in the link here: <https://bit.ly/2Y3Hvww>) represent the completed PY 2018-19 plan and the new PY 19/20 plan for your committee review.

With State Directive WSD18-11, dated March 14, 2019, local areas were required to conduct the certification process and assessment of the affiliate and specialized AJCC sites. The complete Hallmarks Assessments and an action plan for each site are attached. Also included in the chart are the the complete ranking list for each site.

This certification process was submitted by the deadline of June 30, 2019 and will only be in effect for two (2) years in order to align with the comprehensive AJCC certification due in 2021.

☒Attachment(s)

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

I move to approve the AJCC Hallmarks of Excellence Assessments and direct staff to work on the respective action plans.

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

## C.2 Attachment 1

### Comprehensive AJCC Rankings

|   | Comp<br>AJCC @<br>18WB | Affiliate<br>@Capitola | Specialized<br>@Suenos |
|---|------------------------|------------------------|------------------------|
| 1. Physical Location  | 4                      | 3                      | 4                      |
| 2. Universal Access   | 2                      | 4                      | 4                      |
| 3. Partnerships   | 3                      | 3                      | 5                      |
| 4. Customer-centered services                                 | 2                      | 3                      | 4                      |
| 5. Targeted regional sectors & pathways/<br>skill development | 2                      | 3                      | 4                      |
| 6. Business services/Industry and Labor                       | 4                      | 3                      | 5                      |
| 7. Cross-trained staff  | 3                      | 3                      | 4                      |
| 8. Data driven continuous improvements                        | 3                      | 3                      | 5                      |



☒Action ☐Consent ☐Information ☒Discussion

## C.3 Business Services Redesign

|  |                     |                      |                 |
|--|---------------------|----------------------|-----------------|
| <b>COMMITTEE:</b>  | Executive Committee | <b>MEETING DATE:</b> | August 28, 2019 |
| <b>STAFF NAME:</b> Belinda Barr, WDB Business Services Manager |                     |                      |                 |

### SUMMARY:

In light of Eckerd's decision to not renew their contract in PY 19/20, the Business Services role has an opportunity to reevaluate the function and bring in best practices proven in other workforce areas across the country.

Partners recognize an opportunity in Santa Cruz County to improve business outreach to better serve industry. Staff propose the establishment of a Business Resource Network (BRN). Involving the workforce system, economic development organizations, community based organizations, and education, the BRN connects multiple systems to create a seamless service delivery system providing more effective and efficient business services.

With the Workforce Development Board offering to serve as the administrative partner, the BRN will bring together partners who can provide solutions and present options for businesses. An example of a proven BRN process begins with a comprehensive and confidential interview and results in a customized proposal that offers the business an array of services designed to meet its needs. The BRN representative will maintain the business relationship to coordinate future services and provide support. From the interview to providing a customized solution package, the process should take about two weeks. The BRN model provides a single point of contact for services from multiple agencies and organizations, delivering experts to help the business grow - all at no charge to the business. The BRN collaborates with the county's various agencies and programs to determine which funding streams would be best suited to the employer's current and future needs to grow, improve or expand.

The BRN is about strengthening our community by building stronger businesses. By providing a dedicated BRN representative, with access to our community's combined resources, businesses will find it easier to receive the support they need to thrive and grow in Santa Cruz County.

On August 7, 2019, the CEDS Committee approved directing the staff to proceed with the development of the Business Resource Network and seek volunteers to assist with implementation.

At this meeting, the Executive Committee will provide feedback on implementing the BRN in Santa Cruz County and consider the appointment of an implementation team.

☐Attachment(s)

### SUGGESTED MOTION: (if applicable)

I move to direct staff to proceed with the development of a Business Resource Network and seek volunteers to assist with implementation.

|                       |          |                            |   |
|-----------------------|----------|----------------------------|---|
| <b>COMMITTEE DATE</b> | 08/28/19 | <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: |

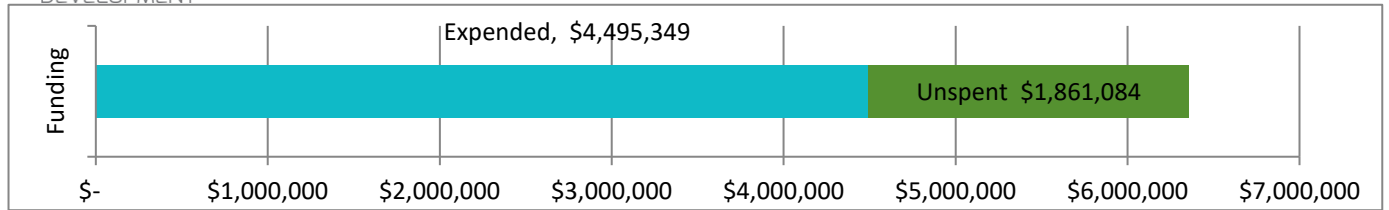
## C.4 Data Dashboard

July 1, 2018 to June 30, 2019

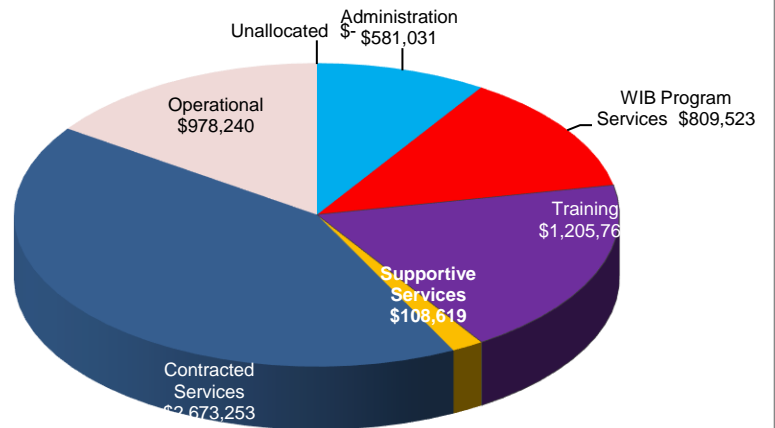
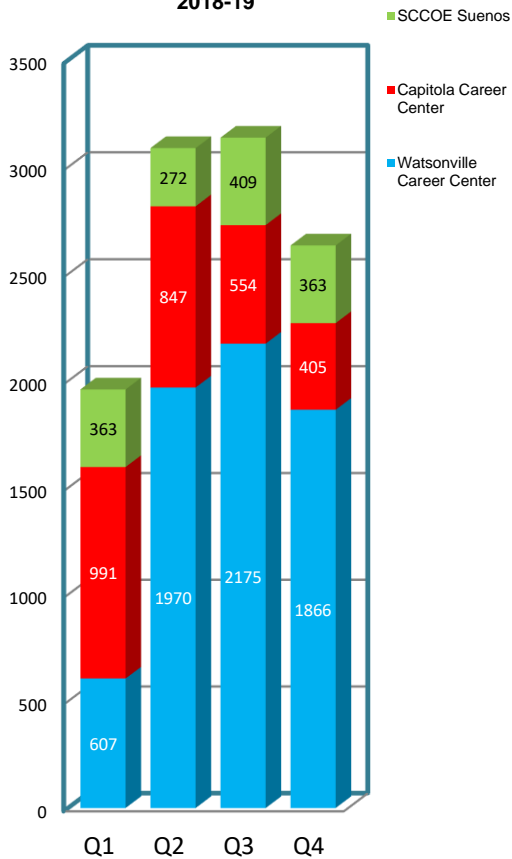


SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

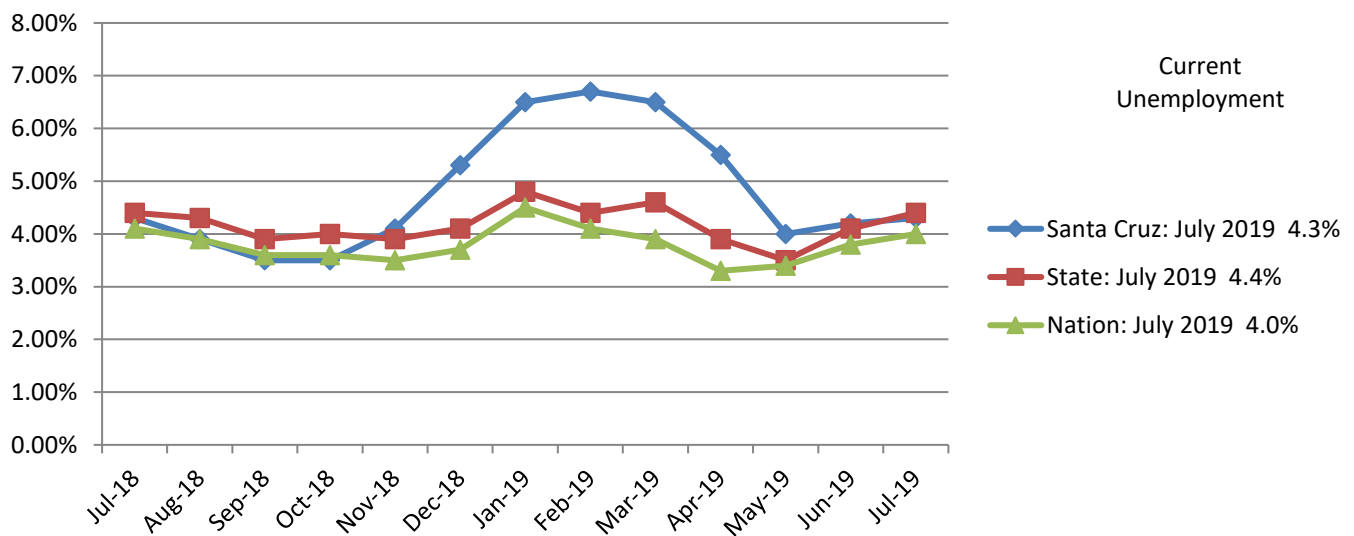
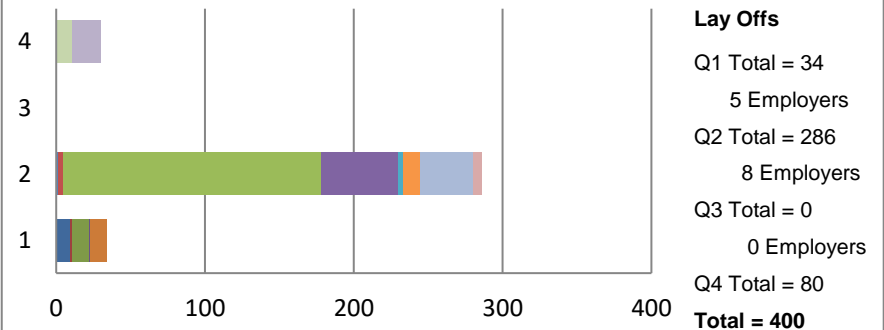
Program Year (PY) 2018-19 Budget: \$6,356,433



**Total Visits by Quarter PY 2018-19**



**PY18/19 Rapid Response:  
Number of Lay-offs through Qtr 4**





☒Action ☒Consent ☐Information ☐Discussion

## C.5 WIOA Partner MOU

|   |                     |                      |                 |
|---|---------------------|----------------------|-----------------|
| <b>COMMITTEE:</b>   | Executive Committee | <b>MEETING DATE:</b> | August 28, 2019 |
| <b>STAFF NAME:</b> Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst |                     |                      |                 |

### SUMMARY:

#### Background

As you may recall, under the Workforce Innovation and Opportunity Act (WIOA), local boards with the agreement of the chief elected official, are required to develop and enter into a Memorandum of Understanding (MOU) between the local board and one-stop core required partners. At its June 8, 2016 meeting, the Workforce Development Board granted the chair permission to sign the MOU as required under the Act. In September 2017, the mandated partners added a cost sharing agreement to that MOU. Under EDD guidance Directive WSD, 16-22, June 14, 2017, this same methodology was applied to the affiliate AJCC site at the Capitola Employment Development Department (EDD).

#### Update:

On April 30, 2019, EDD Workforce Services issued a directive (WSD18-12) requiring all the MOUs now be consolidated. The initial MOU needs to be updated every three (3) years and WDB staff have, with mandated partner collaboration, completed a review and attached the consolidated MOU for this committee.

WDB staff have submitted a draft version to the state as required by the directive deadline of June 30, 2019. Final signed version will be submitted no later than September 30, 2019. County Counsel and Risk Management as well as mandated partners have signed the document. WDB staff request the committee authorize the WDB chair to sign the MOU on behalf of the board so that it can be submitted to the Board of Supervisors at a meeting in September 2019 for final authorization.

Washoe Tribal Temporary Assistance to Needy Families (TANF) program is listed as refusing to sign citing California Department of Social Services (CDSS) All-County letter 16-51 for their exemption to the WIOA MOU. The guidance in the letter indicates Tribal TANF programs are not mandatory partners with AJCCs. Per EDD guidance, the Washoe Tribal TANF program is listed in the MOU for the purposes of demonstrating their local presence in the affiliate AJCC site in Capitola.

The consolidated MOU can be found here: <https://bit.ly/2ZcZWEM>

☒Attachment(s)

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

I move to authorize the WDB Chair to sign the MOU on behalf of the Board.

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



☒Action ☒Consent ☐Information ☐Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## C.6 ETPL Draft Program Monitoring PY 2018-19

|  |                     |                      |                 |
|--|---------------------|----------------------|-----------------|
| <b>COMMITTEE:</b>  | Executive Committee | <b>MEETING DATE:</b> | August 28, 2019 |
| <b>STAFF NAME:</b> Andy Stone, WDB Director; Lacie Gray, Sr. Analyst |                     |                      |                 |

### SUMMARY:

Workforce Development Board (WDB) staff monitored the Employment Training Provider List (ETPL) training vendors that met the criteria this year for monitoring in May and June 2019 for the 2018-2019 program year:

- +headquartered locally and to which we sent a customer for training or
- +headquartered in another area not monitored by that area's WDB and to which we sent a customer for training.

The Eligible Training Provider List (ETPL) program monitoring process includes:

- 1) Overview of the monitoring process and objectives, services provided, and program performance.
- 2) Completion and discussion with the Monitor of Training Vendor Monitoring Guide and participant list.
- 3) Completion of the Non-Discrimination and Equal Opportunity Monitoring Guide.
- 4) An on-site walk through of the facility and classrooms.
- 5) Interviews with key staff providing services funded by the Workforce Innovation and Opportunity Act (WIOA).
- 6) Interviews with participants receiving WIOA funded services
- 7) Review of school materials that may include: personnel policies and procedures, proof of insurance, marketing materials, school catalog, registration forms, curricula related to participant training, job prep, English as a Second Language, documents related to and in support of services provided to participants receiving WIOA funded services, including student files, or other participant activities.

For the six (6) vendors monitored, there were no findings. All six (6) complete reports are attached via this link: <https://bit.ly/2HlHv5N>. Final letters were sent in July to providers.

+

☒ Attachment(s)

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

I move to approve the ETPL monitoring reports as drafted by WDB staff.

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



☐ Action
 ☒ Consent
 ☒ Information
 ☐ Discussion

## C.7 ETPL Annual Report PY 2018-19

|  |                     |                      |                 |
|--|---------------------|----------------------|-----------------|
| <b>COMMITTEE:</b>  | Executive Committee | <b>MEETING DATE:</b> | August 28, 2019 |
| <b>STAFF NAME:</b> Andy Stone, WDB Director; Lacie Gray, Sr. Analyst |                     |                      |                 |

### SUMMARY:

The Workforce Development Board (WDB) staff has reviewed the training placements from Program Year (PY) 2018-19 in order to gauge the performance of each Eligible Training Provider List (ETPL) vendor (Attachment 1). Although the WDB has 18 schools eligible to provide training, the attached chart (Attachment 2) lists the expenditures for only those schools that were attended during the 2018-19 Program Year. Additionally, the charts (Attachment 3) indicate the top five schools in terms of enrollments, and the top five schools' Individual Training Account expenditures for PY 2018-19.

☒ Attachment(s)

### SUGGESTED MOTION: (if applicable)

I move to accept the annual ETPL Report for PY 2018-19.

|                       |          |                            |  |
|-----------------------|----------|----------------------------|--|
| <b>COMMITTEE DATE</b> | 08/29/18 | <b>COMMITTEE APPROVAL:</b> | <input checked="" 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:            |



| PY 2018-2019 ETPL Performance by Training Vendors of WDB Santa Cruz County             |                     |   |    |       |       |                        |                     |                    |                  |              |
|--|---------------------|---|----|-------|-------|------------------------|---------------------|--------------------|------------------|--------------|
| School   | Percentage of Total | Provider Activity Participation 2018-19 |    |       |       | Completions 2018-19    |                     |                    |                  |              |
|  |                     | Adult                                   | DW | Other | Total | Successful Completions | Credential Attained | Entered Employment | Training Related | Average Wage |
| Advanced (aka Alliance) Computer Training School                                       | 3.8%                | 5                                       | 3  | 0     | 8     | 6                      | 0                   | 3                  | 2                | \$21.27      |
| Amfasoft   | 1.4%                | 0                                       | 3  | 0     | 3     | 1                      | 0                   | 0                  | 0                | N/A          |
| Cabrillo College   | 41.3%               | 55                                      | 33 | 0     | 88    | 26                     | 3                   | 5                  | 2                | \$19.91      |
| Central Coast College  | 0.5%                | 1                                       | 0  | 0     | 1     | 0                      | 0                   | 0                  | 0                | N/A          |
| Division of Apprenticeship Standards   | 0.5%                | 1                                       | 0  | 0     | 1     | 0                      | 0                   | 0                  | 0                | N/A          |
| Goodwill Central Coast   | 0.5%                | 1                                       | 0  | 0     | 1     | 0                      | 0                   | 0                  | 0                | N/A          |
| MTS Training Academy   | 4.7%                | 8                                       | 2  | 0     | 10    | 6                      | 3                   | 5                  | 5                | \$19.00      |
| Dharma Management (aka OSC Computer Training)  | 3.3%                | 1                                       | 6  | 0     | 7     | 6                      | 1                   | 4                  | 4                | \$15.19      |
| Santa Cruz County Office of Education (ROP-now Career Technical Education Partnership) | 9.9%                | 18                                      | 3  | 0     | 21    | 17                     | 0                   | 10                 | 9                | \$17.50      |
| The Cosmo Factory Cosmetology Academy  | 0.0%                | 0                                       | 0  | 0     | 0     | 0                      | 0                   | 0                  | 0                | N/A          |
| Truck Driver Institute   | 21.6%               | 34                                      | 12 | 0     | 46    | 25                     | 1                   | 23                 | 22               | \$22.12      |
| UCSC Extension Silicon Valley  | 7.0%                | 2                                       | 13 | 0     | 15    | 7                      | 0                   | 3                  | 3                | \$51.97      |
| Watsonville Institute of Cosmetology   | 2.3%                | 5                                       | 0  | 0     | 5     | 3                      | 0                   | 1                  | 1                | \$18.00      |
| Watsonville/Aptos/Santa Cruz Adult Education   | 3.3%                | 6                                       | 1  | 0     | 7     | 7                      | 0                   | 2                  | 2                | \$15.56      |
| Totals   | 100.0%              | 137                                     | 76 | 0     | 213   | 104                    | 8                   | 56                 | 50               | \$22.28      |

The top five schools in terms of Individual Training Account (ITA) expenditures for PY 2018-19 were:

| School/Provider Name   | Participants | ITA Expenditures | % of ITA Expenditures | Average cost of training* per participant | Average Wage |
|--|--------------|------------------|-----------------------|---|--------------|
| TRUCK DRIVER INSTITUTE   | 46           | \$159,125        | 29%                   | \$ 3,459.24                               | \$22.12      |
| SANTA CRUZ COUNTY OFFICE OF EDUCATION (ROP-now Career Technical Education Partnership) | 21           | \$77,032         | 14%                   | \$ 3,668.19                               | \$17.50      |
| CABRILLO COMMUNITY COLLEGE DISTRICT  | 88           | \$58,417         | 11%                   | \$ 663.83                                 | \$19.91      |
| GOODWILL CENTRAL COAST   | 1            | \$43,573         | 8%                    | \$ 43,572.55                              | N/A          |
| REGENTS OF THE UNIVERSITY OF CA SANTA CRUZ   | 15           | \$40,488         | 7%                    | \$ 2,699.17                               | \$51.97      |

\*Cost to vendors only, does not include supportive services amounts

#### WIA Adult and DW Training Expenditure Status

| PROVIDER  | FY 18/19         | % OF TOTAL    |
|---|------------------|---------------|
| ADVANCED COMPUTER TRAINING SCHOOLS, INC.          | \$37,875         | 6.9%          |
| AMFASOFT CORPORATION                              | \$8,033          | 1.5%          |
| CABRILLO COMMUNITY COLLEGE DISTRICT               | \$58,417         | 10.6%         |
| CALIFORNIA COAST UNIFORMS                         | \$5,609          | 1.0%          |
| CENTRAL COAST COLLEGE OF BUSINESS DATA PROCESSING | \$5,000          | 0.9%          |
| DHARMA MGMT. INC                                  | \$29,547         | 5.3%          |
| GOODWILL CENTRAL COAST                            | \$43,573         | 7.9%          |
| MTS TRAINING ACADEMY                              | \$36,637         | 6.6%          |
| REGENTS OF THE UNIVERSITY OF CA SANTA CRUZ        | \$40,488         | 7.3%          |
| SANTA CRUZ COUNTY OFFICE OF EDUCATION             | \$77,032         | 13.9%         |
| TRUCK DRIVER INSTITUTE                            | \$159,125        | 28.8%         |
| WATSONVILLE INSTITUTE OF COSMETOLOGY              | \$24,000         | 4.3%          |
| WATSONVILLE/APTOS ADULT SCHOOL - PVUSD            | \$27,088         | 4.9%          |
| <b>Total Training Providers</b>                   | <b>\$552,422</b> | <b>100.0%</b> |

The top five schools in terms of enrollments for PY 2018-19 were:

| School Name  | # of Enrollments | Enrollments |
|--|------------------|-------------|
| Cabrillo College                                     | 88               | 41%         |
| Truck Driver Institute                               | 46               | 22%         |
| Santa Cruz County Office of Education (ROP now CTEP) | 21               | 10%         |
| UCSC Extension Silicon Valley                        | 15               | 7%          |
| MTS Training Academy                                 | 10               | 5%          |

| PROVIDER   | TOTAL      | % OF TOTAL    |
|--|------------|---------------|
| <b>Cabrillo College</b>                          | <b>88</b>  | <b>41.3%</b>  |
| <b>Truck Driver Institute</b>                    | <b>46</b>  | <b>21.6%</b>  |
| <b>Santa Cruz County ROP</b>                     | <b>21</b>  | <b>9.9%</b>   |
| <b>UCSC Extension Silicon Valley</b>             | <b>15</b>  | <b>7.0%</b>   |
| <b>MTS Training Academy</b>                      | <b>10</b>  | <b>4.7%</b>   |
| Advanced (aka Alliance) Computer Training School | 8          | 3.8%          |
| Dharma Management (aka OSC Computer Training)    | 7          | 3.3%          |
| Watsonville/Aptos/Santa Cruz Adult Education     | 7          | 3.3%          |
| Watsonville Institute of Cosmetology             | 5          | 2.3%          |
| Amfasoft   | 3          | 1.4%          |
| Central Coast College                            | 1          | 0.5%          |
| Division of Apprenticeship Standards             | 1          | 0.5%          |
| Goodwill Central Coast                           | 1          | 0.5%          |
| The Cosmo Factory Cosmetology Academy            | 0          | 0.0%          |
| <b>TOTAL</b>                                     | <b>213</b> | <b>100.0%</b> |



☐ Action ☒ Consent ☒ Information ☐ Discussion

## C.8 Contractor Activity Reports

|   |                                      |
|---|--------------------------------------|
| <b>COMMITTEE:</b> Executive Committee   | <b>MEETING DATE:</b> August 28, 2019 |
| <b>STAFF NAME:</b> Andy Stone, WDB Director; WDB and CalWorks Employment Services Staff |                                      |

### SUMMARY:

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

☒ Attachment(s)

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**SUGGESTED MOTION: (if applicable)**

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

## C.8 Attachment 1

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

#### Youth - Budget v. Expenditures (Through 3/30/2019)

| <b>SCCOE - Sueños</b>  | <b>In-School</b>   | <b>Out-of-School</b> | <b>Total</b>        |
|------------------------|--------------------|----------------------|---------------------|
| <b>Budget</b>          | <b>\$193,750</b>   | <b>\$581,250</b>     | <b>\$775,000</b>    |
| <b>Invoiced Amount</b> | \$143,134.76       | \$349,702.73         | \$492,837.49        |
| Balance                | <b>\$50,615.24</b> | <b>\$231,547.27</b>  | <b>\$282,162.51</b> |
| Percent Invoiced       | <b>73.8%</b>       | <b>60.1%</b>         | <b>63.5%</b>        |

| <b>Work Experience-Direct to Youth</b> | <b>In-School</b>   | <b>Out-of-School</b> | <b>Total</b>        |
|--|--------------------|----------------------|---------------------|
| <b>Budget</b>                          | <b>\$33,831.12</b> | <b>101,493.36</b>    | <b>\$135,324.48</b> |
| <b>Invoiced Amount</b>                 | <b>\$20,633.21</b> | <b>\$23,418.61</b>   | <b>\$44,051.82</b>  |
| Balance                                | <b>\$13,197.91</b> | <b>\$78,074.75</b>   | <b>\$91,272.66</b>  |
| Percent Invoiced                       | <b>60.9%</b>       | <b>23%</b>           | <b>32.5%</b>        |

#### Youth – Federal Performance Goals (Through 3/30/2019)

| <b>Measure</b>   | <b>Target Performance Level</b> | <b>Performance through 3<sup>rd</sup> Quarter</b> | <b>3<sup>rd</sup> QTR % of Target Achieved</b> | <b>Met 80% Target?</b> |
|--|---------------------------------|---|--|------------------------|
| <b>Education ,Training or Employment 2nd Qtr post exit</b> | 65.4%                           | 100%  | 152%   | YES                    |
| <b>Education ,Training or Employment 4th Qtr post exit</b> | 62.0%                           | 81.3%   | 131%   | YES                    |
| <b>Credential Rate</b>                                     | 53%                             | 90.4%   | 170%   | YES                    |

#### Youth - Contract Objectives (Through 3/30/2019)

| <b>SCCOE – Sueños Contract Objectives</b>                        | <b>Annual Plan</b> | <b>Q3 Target</b> | <b>Q3 Actual</b> | <b>% Annual Plan</b> |
|--|--------------------|------------------|------------------|----------------------|
| Cumulative Enrollments   | 150                | 96               | 67               | 45%                  |
| Youth Secondary diploma or equivalent                            | 11                 | 3                | 16               | 145%                 |
| Placement in unsubsidized employment or post-secondary education | 60                 | 40               | 58               | 97%                  |
| Credential Attainment (excludes secondary diploma or equivalent) | 50                 | 35               | 13               | 26%                  |
| Youth Retention in Employment, Education or Training             | 49                 | 32               | 42               | 86%                  |

## C.8 Attachment 2

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

#### Adult/Dislocated Worker - Budget v. Expenditures (Through 3/30/2019)

| Goodwill Central Coast | WIOA Adult          | WIOA DW             | Total               |
|------------------------|---------------------|---------------------|---------------------|
| <b>Budget</b>          | <b>\$300,000</b>    | <b>\$300,000</b>    | <b>\$600,000</b>    |
| <b>Invoiced Amount</b> | \$190,431.72        | \$186,615.31        | \$377,047.03        |
| Balance                | <b>\$109,568.28</b> | <b>\$113,384.69</b> | <b>\$222,952.97</b> |
| Percent Invoiced       | <b>63.4%</b>        | <b>62.2%</b>        | <b>62.8%</b>        |

#### Adult – Federal Performance Goals (Through 3/30/2019)

| Adult Measures             | Target Performance Level | Performance through 3 <sup>rd</sup> Quarter | 3 <sup>rd</sup> QTR % of Target Achieved | Met 80% Target? |
|----------------------------|--------------------------|---|--|-----------------|
| Employment 2nd Q post exit | 64%                      | 88.6%                                       | 138%                                     | YES             |
| Employment 4th Q post exit | 60.5%                    | 82.5%                                       | 136%                                     | YES             |
| Median Earnings            | \$5,200                  | \$9292                                      | 120%                                     | YES             |
| Credential Attainment Rate | 53%                      | 84.4%                                       | 159%                                     | YES             |

#### Dislocated Worker - Federal Performance Goals (Through 3/30/2019)

| DW Measures                | Target Performance Level | Performance through 3 <sup>rd</sup> Quarter | 3 <sup>rd</sup> QTR % of Target Achieved | Met 80% Target? |
|----------------------------|--------------------------|---|--|-----------------|
| Employment 2nd Q post exit | 68%                      | 82.2%                                       | 120%                                     | YES             |
| Employment 4th Q post exit | 65%                      | 76.7%                                       | 118%                                     | YES             |
| Median Earnings            | \$7,700                  | \$11,928                                    | 154%                                     | YES             |
| Credential Attainment Rate | 57%                      | 81.5%                                       | 142%                                     | YES             |

#### Adult/Dislocated Worker - Contract Performance Outcomes (Through 3/30/2019)

| Goodwill Central Coast Contract Objectives | Annual Plan |    | Actual |    | % Annual Plan |     |
|--|-------------|----|--------|----|---------------|-----|
|  | Adult       | DW | Adult  | DW | Adult         | DW  |
| New Training Enrollments                   | 98          | 65 | 109    | 36 | 111%          | 55% |
| Successful Training Completions            | 54          | 51 | 43     | 23 | 79%           | 45% |
| Entered Employment                         | 52          | 47 | 51     | 16 | 98%           | 34% |

### C.8 Attachment 3

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

##### Cabrillo SRSN - Budget v. Expenditures Q3 (Through 3/30/2019)

| Cabrillo SRSN          | WIOA Adult         | WIOA DW            | Total              |
|------------------------|--------------------|--------------------|--------------------|
| <b>Budget</b>          | <b>\$37,500</b>    | <b>\$37,500</b>    | <b>\$75,000</b>    |
| <b>Invoiced Amount</b> | \$27,474.11        | \$27,205.90        | \$54,680.01        |
| Balance                | <b>\$10,025.89</b> | <b>\$10,294.10</b> | <b>\$20,319.99</b> |
| Percent Invoiced       | <b>73.2%</b>       | <b>72.5%</b>       | <b>72.9%</b>       |

##### Cabrillo SRSN - Contract Performance Objectives Q3 (Through 3/30/2019)

| Cabrillo SRSN<br>Contract Outcomes | Annual Plan |    | Actual |    | % Annual Plan |       |
|------------------------------------|-------------|----|--------|----|---------------|-------|
|                                    | Adult       | DW | Adult  | DW | Adult         | DW    |
| New Training Enrollments           | 21          | 16 | 34     | 16 | 161%          | 100%  |
| Successful Training Completions    | 9           | 9  | 6      | 5  | 66.7%         | 55.5% |

**Workforce Services for Business  
WIOA Financial and Performance Report for Program Year 2018-19**

Eckerd Business Services - Budget v. Expenditures (Through 6/30/2019)

| <b>Eckerd Modality 2</b> | <b>WIOA Adult</b> | <b>WIOA DW</b>  | <b>WIOA Youth</b> | <b>Rapid Response</b> | <b>Total</b>     |
|--------------------------|-------------------|-----------------|-------------------|-----------------------|------------------|
| <b>Budget</b>            | <b>\$25,000</b>   | <b>\$25,000</b> | <b>\$25,000</b>   | <b>\$25,000</b>       | <b>\$100,000</b> |
| <b>Invoiced Amount</b>   | \$24,482          | \$23,714        | \$24,561          | \$23,181              | \$95,939         |
| Percent Invoiced         | 97.9%             | 94.9%           | 98.2%             | 92.7%                 | 95.9%            |
| Remaining Budget         | \$518             | \$1,286         | \$439             | \$1,819               | \$4,061          |

Underspend primarily due to Eckerd staffing delays in 2018.

Eckerd Business Services - Contract Performance Objectives (Through 6/30/2019)

| <b>Eckerd Modality 2 Contract Outcomes</b>     | <b>Actual</b> | <b>Annual Goal</b> | <b>% Achieved</b> |
|--|---------------|--------------------|-------------------|
| Businesses Utilizing Incumbent Worker Training | 0             | 2                  | 0.0%              |
| Businesses Utilizing Workforce Services        | 148           | 158                | 93.7%             |
| Work Experience Worksites                      | 24            | 45                 | 53.3%             |
| On-the-Job-Training Enrollments                | 5             | 24                 | 20.8%             |

Incumbent Worker Training (IWT) Policy was approved by Workforce Development Board on May 29, 2019 and Eckerd did not focus on IWT in June.

Eckerd secured about half of target Work Experience Worksites in second-half of program year due to increasing staff by 0.5 FTE, expanding worksite targets to non-profits, and improving worksite agreement processing.

Eckerd identified 23 OJT positions with employers over the program year. Unfortunately, only 5 OJT participant enrollments were successful.



**Workforce Services for Business**  
**WIOA Financial and Performance Report for Program Year 2018-19**

Small Business Development Center (SBDC) Layoff Aversion - Budget v. Expenditures  
(Through 6/30/2019)

| <b>SBDC Layoff Aversion</b> | <b>Actual</b>   |
|-----------------------------|-----------------|
| <b>Budget</b>               | <b>\$44,000</b> |
| <b>Invoiced Amount</b>      | \$43,998        |
| Percent Invoiced            | <b>100.0%</b>   |
| Remaining Budget            | <b>\$2</b>      |

SBDC - Contract Performance Objectives (Through 6/30/2019)

| <b>SBDC Layoff Aversion Contract Outcomes</b>     | <b>Actual</b> | <b>Annual Goal</b> | <b>% Achieved</b> |
|---|---------------|--------------------|-------------------|
| Number of new at-risk businesses to be served     | 40            | 40                 | 100.0%            |
| Number of actual jobs retained or layoffs averted | 61            | 60                 | 101.7%            |



## C.9 Incumbent Worker Training Policy Update

|  |                     |                      |                 |
|--|---------------------|----------------------|-----------------|
| <b>COMMITTEE:</b>  | Executive Committee | <b>MEETING DATE:</b> | August 28, 2019 |
| <b>STAFF NAME:</b> Belinda Barr, WDB Business Services Manager |                     |                      |                 |

### SUMMARY:

Incumbent worker training (IWT) provides both employers and workers with the opportunity to build and maintain a quality workforce. The program is designed to meet the needs of an employer or group of employers to retain a skilled workforce or avert layoffs. The Workforce Innovation and Opportunity Act (WIOA) sets criteria to determine which workers, or groups of workers, are eligible for IWT services and the cost sharing required for IWT projects and employers.

The Employment Development Department released an Incumbent Worker Training Final Directive on July 2, 2019. Material differences to the IWT Policy last approved by the Workforce Development Board on May 29, 2019 are primarily:

- (1) less restrictions on employer eligibility and
- (2) more detail on performance and reporting requirements.

The link to Incumbent Worker Training Policy is found here: <https://bit.ly/2Zd1TRf>

It is updated for the Executive Committee's review. The CEDS Committee approved the updated policy on August 7, 2019.

☒ Attachment(s)

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

I move to approve the updated Incumbent Worker Training Policy, as presented.

|                       |          |                            |                              |                             |        |
|-----------------------|----------|----------------------------|------------------------------|-----------------------------|--------|
| <b>COMMITTEE DATE</b> | 08/28/19 | <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: |



☒Action ☐Consent ☐Information ☒Discussion

## C.10 CEDS Plan Update

|  |                     |                      |                 |
|--|---------------------|----------------------|-----------------|
| <b>COMMITTEE:</b>  | Executive Committee | <b>MEETING DATE:</b> | August 28, 2019 |
| <b>STAFF NAME:</b> Andy Stone, WDB Director; Belinda Barr, WDB Business Services Manager |                     |                      |                 |

### SUMMARY:

The next CEDS Five-Year Plan is due to the Economic Development Administration (EDA) in May 2020. Regions are required to update their CEDS at least every five years to qualify for EDA grants. The most recent CEDS plan can be found at: <http://bit.do/eta98>. An EDA developed summary of the CEDS can be found at: <https://www.eda.gov/ceds/>.

On August 8, 2018 the BS/CEDS Committee approved \$35,000 to contract to develop the next CEDS Five-Year Plan and \$5,000 for WDB staffing. The staff funds are composed of \$2,500 for meetings management and \$2,500 for contract and CEDS Plan oversight. The budget is attached for reference. Ratios were apportioned to specific jurisdictions based on relative population size (according to the 2010 United States Census).

The CEDS Committee approved the following CEDS budget report on August 7, 2019.

☒Attachment(s)

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

I move to accept the 2019-2020 CEDS budget report.

|                       |          |                            |                              |                             |        |
|-----------------------|----------|----------------------------|------------------------------|-----------------------------|--------|
| <b>COMMITTEE DATE</b> | 08/28/19 | <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: |

**Program Year 2019-20 CEDS Budget**  
(July 1, 2019 - June 30, 2020)

| <b>Jurisdiction</b>   | <b>Population<br/>(Census 2010)</b> | <b>% of County<br/>Population-<br/>(Based on 2000<br/>Census<br/>population data)</b> | <b>19/20 Approved<br/>Contributions<br/>(Based on 2000<br/>Census<br/>population data)</b> |
|-----------------------|-------------------------------------|---|--|
| City of Capitola      | 9,918                               | 3.78%   | \$1,511.99   |
| County of Santa Cruz  | 129,739                             | 49.45%  | \$19,778.64  |
| City of Santa Cruz    | 59,946                              | 22.85%  | \$9,138.74   |
| City of Scotts Valley | 11,580                              | 4.41%   | \$1,765.37   |
| City of Watsonville   | 51,199                              | 19.51%  | \$7,805.26   |
| <b>Total</b>          | <b>262,382</b>                      | <b>100.0%</b>   | <b>\$40,000</b>  |

| <b>2019-20 CEDS Operations Budget</b> |                  |
|---------------------------------------|------------------|
| County Staff Services                 | 5,000.00         |
| CEDS Plan Development (contract)      | 35,000.00        |
| <b>Total Budgeted Expenditures</b>    | <b>40,000.00</b> |



☒Action ☐Consent ☐Information ☒Discussion

## A.1 One-Stop Operator Procurement PY 2019-20

|  |                     |                      |                 |
|--|---------------------|----------------------|-----------------|
| <b>COMMITTEE:</b>  | Executive Committee | <b>MEETING DATE:</b> | August 28, 2019 |
| <b>STAFF NAME:</b> Andy Stone, WDB Director; Lacie Gray, Sr. Analyst |                     |                      |                 |

### SUMMARY:

Eckerd Connects, the vendor selected through a competitive process to provide One-Stop Operator services for 2018-19, determined that continuing to provide services for 2019-20 was not feasible. In order to have a new One-Stop Operator in place by July 1, 2019, as required in keeping with the Employment Development Department Directive WSD16-14, the Workforce Development Board (WDB) staff implemented a procurement process outlined below. The Workforce Development Board approved this process as its May 29, 2019, meeting.

Due to the timing of the announcement from Eckerd Connects and the beginning of the fiscal year (July 1, 2019), this item was submitted for approval directly to the WDB before going to any committee. WDB staff asked for permission from the WDB, and was granted, to contract with the competitively selected provider, put the purchase order contract in place for services to be ready on July 1, 2019, and to bring the item back for formal approval of the selected provided at the WDB's September 25, 2019, meeting.

The procurement for \$75,000 was released May 15, 2019, and responses/bids were due May 31, 2019. One response was received from Winter Works LLC. The bid was considered responsive and an agreement was negotiated. The purchase order was executed, and services began, on July 1, 2019. No gap in service was experienced.

The procurement will return for final approval to the WDB at its September 25, 2019, meeting. the Career Center Committee was set to act upon this item at its July 24, 2019, meeting but it was cancelled due to the lack of a quorum. As such, this item is being directly forwarded to the Executive Committee for approval before being sent to the full WDB.

+

☐Attachment(s)

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

Approve the procurement and selection of the One Stop Operator retroactively as the timeline to have the service in place did not allow for this information to come before the Career Center Committee and Executive Committee prior to the beginning of services. Forward the Executive Committee approval to the WDB at its next meeting.

|                            |  |
|----------------------------|--|
| <b>COMMITTEE DATE</b>      | <b>COMMITTEE APPROVAL:</b><br><input type="checkbox"/> Yes <input type="checkbox"/> No Other:        |
| <b>BOARD DATE</b> 05/29/19 | <b>BOARD APPROVAL:</b><br><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other: |



☒Action ☐Consent ☐Information ☒Discussion

## A.2 WDB Meeting Planning

|   |                                      |
|---|--------------------------------------|
| <b>COMMITTEE:</b> Executive Committee       | <b>MEETING DATE:</b> August 28, 2019 |
| <b>STAFF NAME:</b> Andy Stone, WDB Director |                                      |

### SUMMARY:

At a special meeting of the Executive Committee on July 23, 2019, the Committee identified four topics to be presented at full Workforce Development Board (WDB) Meetings in Program Year 2019-2020. The identified topics are:

- Finding/Developing Workers with the right skills;
- Future of Agriculture in the Pajaro Valley;
- Future of Career Training and Education; and
- Engaging Hard to Serve Youth

The next Workforce Development Board (full board) meeting is scheduled for September 11, 2019. Staff has secured Dr. Parminder K. Jassal with Innovate + Educate to provide the WDB with a presentation on the future of career training and education.

At this meeting, the Executive Committee will consider if it would like to add any additional agenda items to the September 11, 2019 full board meeting agenda.

☐ Attachment(s)

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

I move to direct that the WDB staff include the following items in the September 11, 2019 WDB meeting agenda:

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



☒ Action
 ☐ Consent
 ☐ Information
 ☒ Discussion

## A.3 Strategic Plan Update

|   |                     |                      |                 |
|---|---------------------|----------------------|-----------------|
| <b>COMMITTEE:</b>                           | Executive Committee | <b>MEETING DATE:</b> | August 28, 2019 |
| <b>STAFF NAME:</b> 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 2019-20 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

☒ Attachment(s)

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


I move to adopt the WDB Director's Operational Plan update for PY 19-20 and recommend approval by the Workforce Development Board.

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

**A.3 Attachment - Workforce Development Board of Santa Cruz County  
STRATEGIC PLAN STATUS REPORT Program Year (PY) 2019-2020**

|   | <i>Status</i> | <i>2019-20 Target</i>  | <i>2019-20 Operational Goals to meet Target</i>   | <i>YTD</i> |
|---|---------------|--|---|------------|
| <u><b>Goal 1</b></u><br><br><b>Increase effectiveness of local and regional workforce development system</b>        |               | <b>Deliver three WDB approved projects</b>   | <ul style="list-style-type: none"> <li>• Identify future Career Training and Education trends</li> <li>• Provide a training for WDB and staff on engaging at-risk youth</li> <li>• Provide a local presentation outlining the business case for local employers to upskill their own employees</li> </ul>                                 |            |
| <u><b>Goal 2</b></u><br><br><b>Align workforce development strategies to support local economic development</b>     |               | <b>Partner with economic development to help employers attract and retain talent</b> | <ul style="list-style-type: none"> <li>• Begin first Incumbent Worker Training contract</li> <li>• Partner with Economic Development to Convene Agriculture Sector and develop future trends report</li> <li>• Convene local economic development/business development partners to explore potential Business Resource Network</li> </ul> |            |
| <u><b>Goal 3</b></u><br><br><b>Develop strategic relationships with educators, employers and community partners</b> |               | <b>Build partnerships with Cabrillo College and County Probation</b>                 | <ul style="list-style-type: none"> <li>• Partner with Cabrillo College to hold an on-campus job fair</li> <li>• Launch Prison 2 Employment Initiative with County Probation</li> </ul>  |            |

 on track to meet planned target for the year

 not on track to meet planned target for the year





☒Action ☐Consent ☐Information ☒Discussion

## A.4 WDB Member Recruitment Update

|   |                     |                      |                 |
|---|---------------------|----------------------|-----------------|
| <b>COMMITTEE:</b>                           | Executive Committee | <b>MEETING DATE:</b> | August 28, 2019 |
| <b>STAFF NAME:</b> 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 is currently one (1) business vacancy.

According to the Department of Labor's Training and Employment Guidance Letter WIOA 27-14, a majority of members must be business representatives who are owners, chief executive or operating officers, or other business executives, or employers with optimum policy making or hiring authority. They are to be representatives of businesses, including small businesses, or organizations representing businesses, that provide employment opportunities in the local area in in-demand industry sectors or occupations (as defined in WIOA section 3(23)). These representatives are uniquely suited to communicate the emerging workforce needs of employers in high-growth, in-demand sectors to the Local Board.

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)

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

I move to accept the WDB Member Recruitment Update.

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