



**Workforce Development Board  
Executive Committee  
1000 Emeline Ave., Santa Cruz  
Wednesday, March 6, 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. Approval of Minutes from November 14, 2018 meeting .....2-5**
- IV. Consent Items**
  - C.1 Data Dashboard ..... **6**
  - C.2 WIOA Financial, Performance PY 2018-19 Q2 ..... **7-10**
  - C.3 AJCC Hallmarks of Excellence Action Plan Update ..... **11-13**
  - C.4 Proposed PY 19/20 Budget, Re-contracting..... **14-15**
  - C.5 Annual Report to Board of Supervisors ..... **16-17**
- V. Administration**
  - A.1 Strategic Plan Report ..... **18-19**
  - A.2 WDB Officer Nomination Committee PY 19/20..... **20-23**
  - A.3 WDB Local Plan Update Approval..... **24**
  - A.4 WDB Regional Plan Update Approval ..... **25**
  - A.5 WDB Member Recruitment Update ..... **26**
  - A.6 WDB March 27, 2019 Meeting Planning..... **27**
- 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

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

**DIRECTOR:**  
Andy Stone

**Next Meeting: Workforce Development Board Meeting  
Wednesday, March 27, 2019 @ 8:30 a.m.  
Seacliff Inn – Seacliff Room  
7500 Old Dominion Court  
Aptos, CA 95003**

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

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Wednesday, November 14, 2018, 8:30 a.m.**

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

**Committee Members in Attendance**

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

**Committee Members Absent**

None

**Staff in Attendance**

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

**Guests**

Mason, Shelby – Goodwill Central Coast  
Petersen, Kimberly – EBSD Director  
Reyes, Karen – Cabrillo College  
Eileen Rohlfing – EDD  
Ullestad, Sharolynn – WFSCC Eckerd

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**Subject: Call to Order/Welcome**

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

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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  
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Watsonville/Aptos Adult Education  
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Elyse Destout, Owner  
Photography by Elyse Destout  
Yuko Duckworth,  
Employment Program Manager  
Employment Development Department  
Candice Elliott, HR Manager  
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  
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  
Andy Van Valer, Founder  
SlingShotSV  
Dustin Vereker, Chief Beer Ambassador  
Discretion Brewing Company  
DIRECTOR:  
Andy Stone

**Subject: Approval of August 29, 2018 Meeting Minutes**

**Discussion:** Chair Carol Siegel called for the August 29, 2018 minutes to be approved.

**Action:** It was moved to approve the August 29, 2018 Meeting Minutes.

**Status:** Motion to Approve: Marshall Delk  
Motion Seconded: Rob Morse  
Abstentions: Ron Slack  
Committee Action: All in favor, minus abstention, motion passed.

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**Subject: IV. Consent Items:**

**C.1 – Data Dashboard**  
**C.2 – WIOA Financial Performance PY 2017-18 Quarter 4**  
**C.3 – Hallmarks of Excellence Action Plan Update**  
**C.4 – Sueños Youth Services Annual Report PY 2017-18**  
**C.5 – WIOA Performance Negotiations for PYs 2018—19 and 2019-20**  
**C.6 – Proposition 39 Update**  
**C.7 MOU Phase II Affiliate Site Status Update**

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

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

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**Subject: V. Administration Items:**

**A.1 – Strategic Plan Report**

WDB Director Andy Stone covered highlights of the Strategic Plan and stated that they were moving forward with the initiatives, including the Lean initiative. Sara Paz-Nethercutt mentioned that the WDB was looking into bringing in an organization called Point B, known for their expertise in Lean.

**Action:** It was moved to accept the WDB Directors' Operational Plan update for the PY 18-19.

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

## **A.2 – Approval of Local and Regional Plan Updates**

WDB Director Andy Stone recapped the WIOA Local and Regional Plan and stated that the plan was not quite ready for the December 6<sup>th</sup> full Board meeting, however he said it would be ready for the March 27, 2019 meeting.

**Action:** It was moved to recommend that the WDB delegate it's 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.

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

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## **A.3 – WDB Member Recruitment Update**

WDB Director Andy Stone mentioned the pending application of prospective new Board member Jorge Suarez, of S. Martinelli and Company, which was submitted to the BOS for December 4, 2018 appointment confirmation. He stated that with that appointment, WDB Board membership in the Business Sector would stand at 13 members, with only 2 remaining vacancies. Board members expressed desire for the item to be included on future Business Services/CEDS agendas, and include more younger generation representation, if possible.

**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.

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## **A.4 – December 6, 2018 Full Board meeting planning**

Director Andy Stone proposed possibilities to continue to have select Board members talk about their businesses and to have a session at end of each Executive Committee meeting to plan full Board meeting for all of the next year. It was also stated that Sunny Grosso, of Delivering Happiness, was booked to speak at the December 6, 2018 meeting. Director Stone also mentioned that at the May 29, 2019 full Board meeting there would be more State of the Workforce discussion, and presentation. Marshall Delk suggested having more "Value added" ideas.

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

**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 9:20 a.m.**

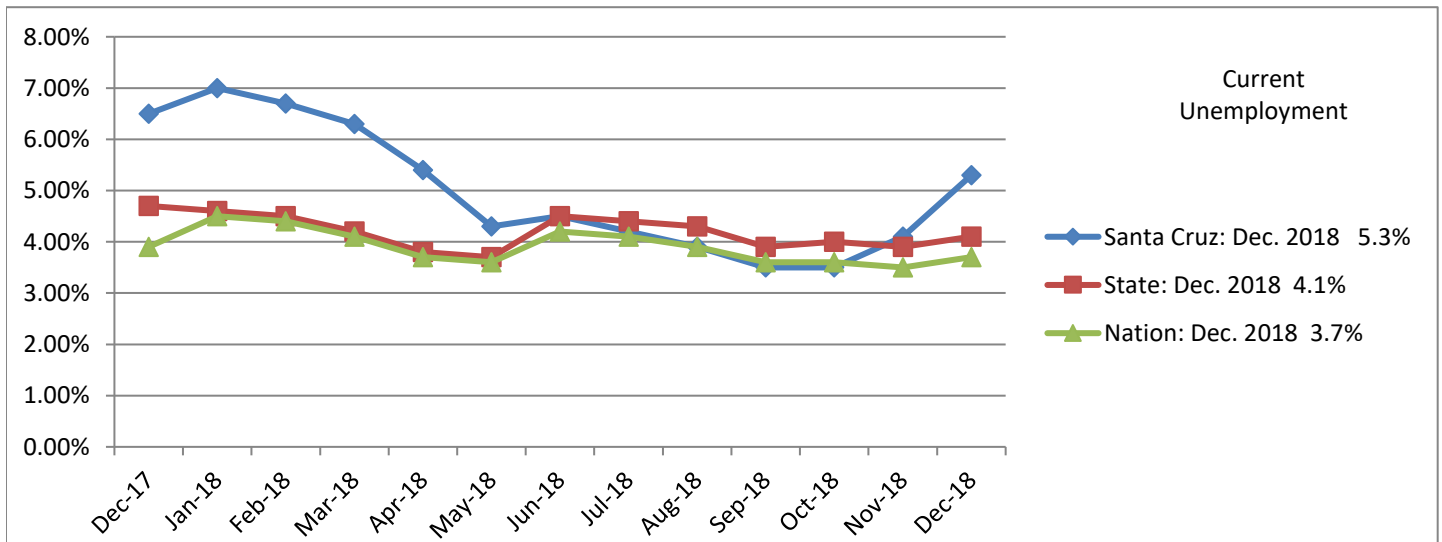
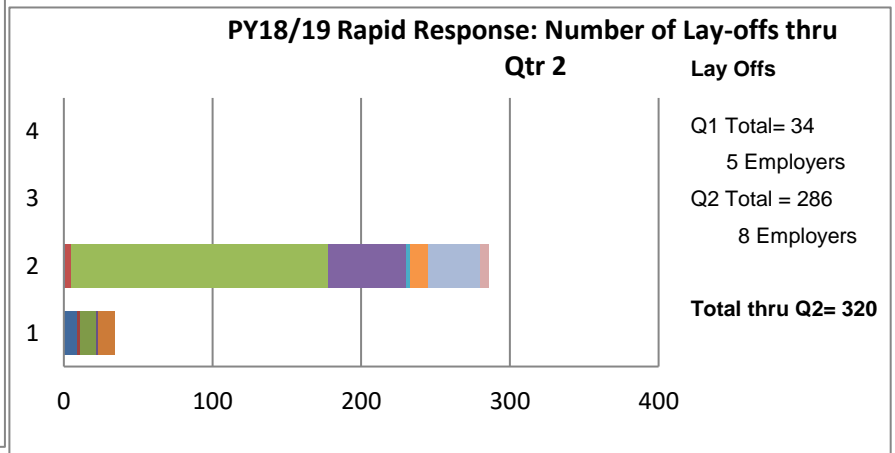
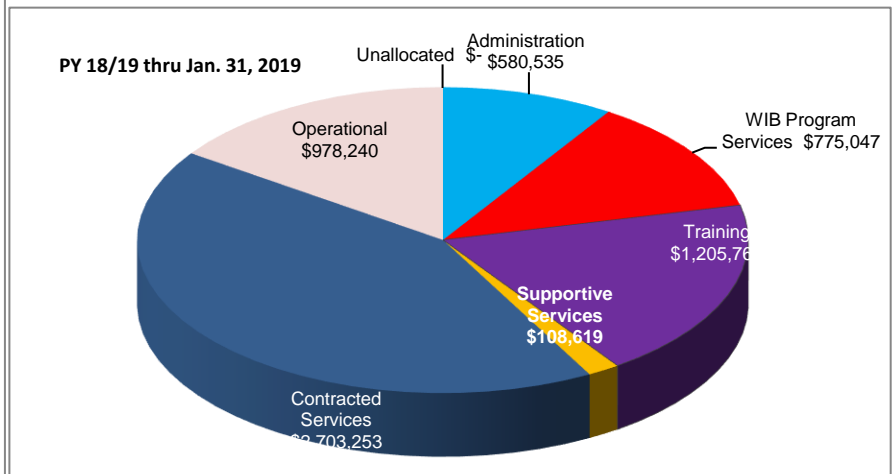
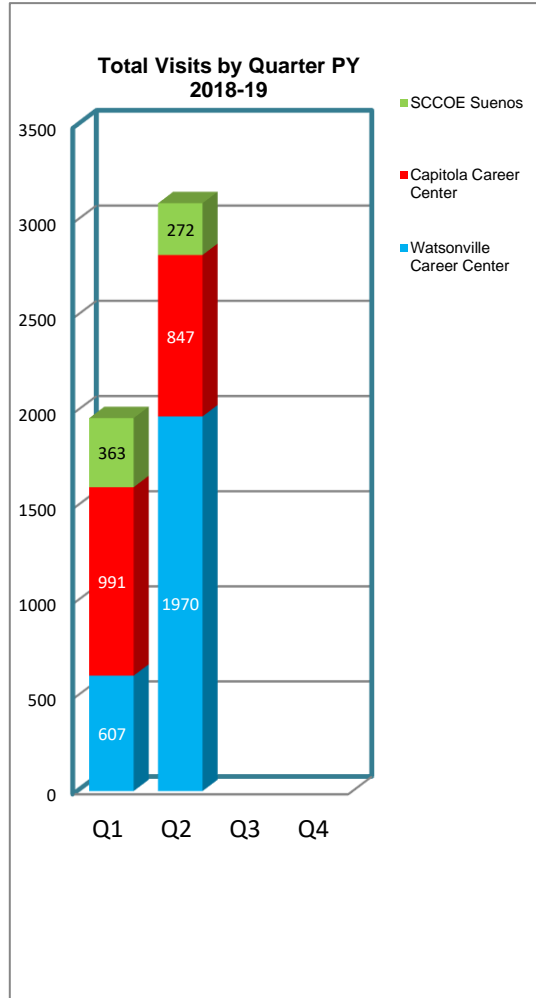
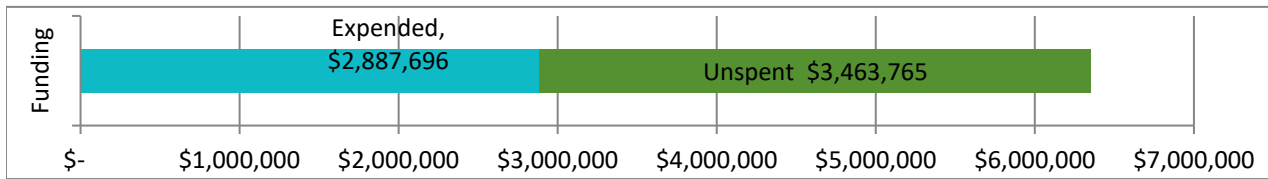
**Next Meeting:**      **Executive Committee Meeting**  
                         **Wednesday, March 6, 2019 @ 8:30 am**  
                         **1000 Emeline Ave., Santa Cruz**

**Workforce Development Board Meeting**  
                         **Thursday, December 6, 2018 @ 8:30 a.m.**  
                         **Best Western Seacliff Inn**  
                         **7500 Old Dominion Ct.**  
                         **Aptos, CA 95003**

## C.1 Data Dashboard

July 1, 2018 to December 31, 2018 - thru Qtr 2

Program Year (PY) 2018-19 Budget: \$6,351,461





☐ Action ☒ Consent ☒ Information ☐ Discussion

## C.2 Workforce Services Provider Report

<b>COMMITTEE:</b>	Executive Committee	<b>MEETING DATE:</b>	March 6, 2019
<b>STAFF NAME:</b> Andy Stone, WDB Director; Katy Chevalier, ES Program Manager; Sara Paz-Nethercutt, Sr. Analyst			

### SUMMARY:

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

☒ Attachment(s)

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**SUGGESTED MOTION: (if applicable)**

<b>COMMITTEE DATE</b>	01/16/19	<b>COMMITTEE APPROVAL:</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No Other: Information Only
<b>BOARD DATE</b>		<b>BOARD APPROVAL:</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No Other:

Youth - Budget v. Expenditures (Through 12/30/2018)

<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>	\$103,677.32	\$219,748.24	\$323,425.56
Balance	<b>\$90,072.68</b>	<b>\$361,501.76</b>	<b>\$451,574.44</b>
Percent Invoiced	<b>53.5%</b>	<b>37.8%</b>	<b>41.7%</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>\$12,148.75</b>	<b>\$15,060.20</b>	<b>\$27,208.95</b>
Balance	<b>\$21,682.37</b>	<b>\$86,433.16</b>	<b>\$108,115.53</b>
Percent Invoiced	<b>35.9%</b>	<b>14.8%</b>	<b>20%</b>

Youth – Federal Performance Goals (Through 12/30/2018)

<b>Measure</b>	<b>Target Performance Level</b>	<b>Performance through 2<sup>nd</sup> Quarter</b>	<b>2<sup>nd</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%	80.4%	129.6%	YES
<b>Credential Rate</b>	53%	92.7%	174.9%	YES

Youth - Contract Objectives (Through 12/30/2018)

<b>SCCOE – Sueños Contract Objectives</b>	<b>Annual Plan</b>	<b>Q2 Target</b>	<b>Q2 Actual</b>	<b>% Annual Plan</b>
Cumulative Enrollments	150	83	78	93.9%
Youth Secondary diploma or equivalent	11	3	12	400%
Placement in unsubsidized employment or post-secondary education	60	24	44	183%
Credential Attainment (excludes secondary diploma or equivalent)	50	20	13	65%
Youth Retention in Employment, Education or Training	49	19	29	152%



Adult/Dislocated Worker - Budget v. Expenditures (Through 12/30/2018)

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>	\$128,226.04	\$123,636.37	\$251,862.41
Balance	<b>\$171,773.96</b>	<b>\$176,363.63</b>	<b>\$348,137.59</b>
Percent Invoiced	<b>42.7%</b>	<b>41.2%</b>	<b>41.9%</b>

Adult – Federal Performance Goals (Through 12/30/2018)

Adult Measures	Target Performance Level	Performance through 2 <sup>nd</sup> Quarter	2 <sup>nd</sup> QTR % of Target Achieved	Met 80% Target?
<b>Employment 2nd Q post exit</b>	64%	90.9%	142%	YES
<b>Employment 4th Q post exit</b>	60.5%	82.9%	137%	YES
<b>Median Earnings</b>	\$5,200	\$9,004.16	173%	YES
<b>Credential Attainment Rate</b>	53%	84%	158%	YES

Dislocated Worker - Federal Performance Goals (Through 12/30/2018)

DW Measures	Target Performance Level	Performance through 2 <sup>nd</sup> Quarter	2 <sup>nd</sup> QTR % of Target Achieved	Met 80% Target?
<b>Employment 2nd Q post exit</b>	68%	88.4%	130%	YES
<b>Employment 4th Q post exit</b>	65%	69.6%	107%	YES
<b>Median Earnings</b>	\$7,700	\$11,928.22	154%	YES
<b>Credential Attainment Rate</b>	57%	82.1%	144%	YES

Adult/Dislocated Worker - Contract Performance Outcomes (Through 12/30/2018)

Goodwill Central Coast Contract Objectives	Annual Plan		Actual		% Annual Plan	
	Adult	DW	Adult	DW	Adult	DW
New Training Enrollments	98	65	64	21	65%	32%
Successful Training Completions	54	51	35	16	64.8%	31%
Entered Employment	52	47	32	9	61.5%	19%

Cabrillo SRSN - Budget v. Expenditures Q2 (Through 12/30/2018)

<b>Cabrillo SRSN</b>	<b>WIOA Adult</b>	<b>WIOA DW</b>	<b>Total</b>
<b>Budget</b>	<b>\$37,500</b>	<b>\$37,500</b>	<b>\$75,000</b>
<b>Invoiced Amount</b>	\$16,027.60	\$16,027.64	\$32,055.24
<b>Balance</b>	<b>\$21,472.40</b>	<b>\$21,472.36</b>	<b>\$42,944.76</b>
<b>Percent Invoiced</b>	<b>42.7%</b>	<b>42.7%</b>	<b>42.7%</b>

Cabrillo SRSN - Contract Performance Objectives Q2 (Through 12/30/2018)

<b>Cabrillo SRSN Contract Outcomes</b>	<b>Annual Plan</b>		<b>Actual</b>		<b>% Annual Plan</b>	
	<b>Adult</b>	<b>DW</b>	<b>Adult</b>	<b>DW</b>	<b>Adult</b>	<b>DW</b>
New Training Enrollments	21	16	18	8	85.7%	50%
Successful Training Completions	9	9	6	5	66.6%	55.5%



## C.3 Hallmarks of Excellence Plan Update

<b>COMMITTEE:</b>	Executive Committee	<b>MEETING DATE:</b>	March 6, 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 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: 2
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. The attached action plan represents the updated PY 2018-19 progress for your committee review.

☒ Attachment(s)

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### SUGGESTED MOTION: (if applicable)

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

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"> <li>Develop better signage, including coming into compliance with requirements for AJCC branding.</li> <li>Develop a plan for additional outreach and advertising measures, including for workshops and recruiting events.</li> <li>Ensure that the calendar of events is available online.</li> </ul>	4	<ul style="list-style-type: none"> <li>Develop better building signage, including coming into compliance with requirements for AJCC branding.</li> <li>Develop a plan for additional outreach and advertising.</li> </ul>	<input checked="" type="checkbox"/> Researching AJCC signage
2. The AJCC ensures universal access, with an emphasis on individuals with barriers to employment	<ul style="list-style-type: none"> <li>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.</li> <li>Ensure that staff receive each of the above training components on a regular cycle (frequency TBD, but at a minimum annually).</li> <li>Develop a plan to enhance programmatic accessibility, including leveraging the use of technology (to offer virtual services) and assistive devices/alternate mediums.</li> </ul>	2	<ul style="list-style-type: none"> <li>Develop a capacity building/training plan.</li> <li>Develop a plan to enhance programmatic accessibility.</li> </ul>	<input checked="" type="checkbox"/> Discussed at 2/5/19 Career Center Operators meeting: Staff researching training opportunities available through CWA CTI for working with individuals with barriers to employment
3. The AJCC actively supports the One-Stop system through effective partnerships	<ul style="list-style-type: none"> <li>Develop and execute a training plan for line staff (including partners) on each partner's programs, services, and eligibility requirements.</li> <li>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.</li> <li>Complete the Integrated Service Guide.</li> </ul>	3	<ul style="list-style-type: none"> <li>Complete the Integrated Service Guide.</li> <li>Develop a capacity building/training plan.</li> <li>Develop a plan for staff to meet across organizations.</li> </ul>	<p><b>Completed and disseminated the guide.</b></p> <input checked="" type="checkbox"/> Monthly Roundtable Meetings planned for PY 18/19
4. The AJCC provides integrated, customer-centered services	<ul style="list-style-type: none"> <li>Develop and execute a training plan for line staff (including partners) on each partner's programs, services, and eligibility requirements.</li> <li>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.</li> <li>Complete the Integrated Service Guide.</li> </ul>	2	<ul style="list-style-type: none"> <li>Complete the Integrated Service Guide.</li> <li>Develop a capacity building/training plan.</li> <li>Develop a plan for staff to meet across organizations.</li> </ul>	<p><b>Completed and disseminated the guide.</b></p> <input checked="" type="checkbox"/> Monthly Roundtable Meetings planned for PY 18/19
5. The AJCC is an on-ramp for skill development and the attainment of industry-recognized credentials which	<ul style="list-style-type: none"> <li>Provide staff training on labor market information, targeted sectors and career pathways – and how to use this information in working with customers.</li> </ul>		<ul style="list-style-type: none"> <li>Develop a capacity building/training plan.</li> </ul>	<input checked="" type="checkbox"/> Discussed at 2/5/19 Career Center Operators meeting: Staff researching training

meet the needs of targeted regional sectors and pathways.	<ul style="list-style-type: none"> <li>Ensure this training is on going and regular.</li> <li>Organize job center information/displays to include priority sectors and related information.</li> </ul>	2		opportunities available through CWA CTI for LMI
			<ul style="list-style-type: none"> <li>Develop strategy for disseminating LMI to staff and the public.</li> </ul>	
			<ul style="list-style-type: none"> <li>Train staff on how to access LMI and incorporate in their career coaching advising.</li> </ul>	
6. The AJCC actively engages industry and labor and supports regional sector strategies through an integrated business service strategy that focuses on quality jobs.	<ul style="list-style-type: none"> <li>Examine the points at which business customer feedback is solicited and determine how this can be strengthened.</li> </ul>	4	<ul style="list-style-type: none"> <li>Develop a plan for the utilization of customer feedback surveys.</li> </ul>	☑Customer Survey in development
7. The AJCC has high-quality, well-informed, and cross-trained staffing	<ul style="list-style-type: none"> <li>Develop a comprehensive capacity building/training plan for staff and partners.</li> <li>Complete the Integrated Service Guide</li> </ul>	3	Complete the Integrated Service Guide.	<b>Completed and disseminated the guide</b>
			Develop a capacity building/training plan.	☑Monthly Roundtable Meetings planned for PY 18/19
8. The AJCC achieves business results through data-driven continuous improvement	<ul style="list-style-type: none"> <li>Provide customer feedback forms in English and Spanish in the AJCC, as well as a box for returning completed forms.</li> <li>Explore other points at which customer feedback may be solicited; for example after workshops or for business customers, after recruiting events.</li> </ul>	3	Install a comment box in the Resource Room.	<b>Installed comment box in Resource Room</b>
			Develop a plan for the utilization of customer feedback surveys.	☑Customer Survey in development

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.



☒Action ☒Consent ☐Information ☐Discussion

## C.4 Recontracting PY 19/20 WIOA Services

<b>COMMITTEE:</b>	Executive Committee	<b>MEETING DATE:</b>	March 6, 2019
<b>STAFF NAME:</b> Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst, Katy Chevalier, Program Manager			

### SUMMARY:

As you may recall, the WIOA contracts are currently completing year one (1) of a potential four (4) year contract cycle from the last procurement award process. It is recommended that WIOA/Welfare to Work contract services continue with the current service providers as follows:

1. Cabrillo Student Resources and Support Network for WIOA/WTW participant support services and WTW work study. A proposal for an increase in the WIOA contracted services for \$120,000 would include servicing all participants who chose Cabrillo, as their training provider, in the WIOA program rather than setting annual service goals.
2. Goodwill Central Coast for WIOA Adult/Dislocated Worker program services and WTW job search workshops and subsidized employment programs.
3. Eckerd Youth Alternatives for the Career Center Operator.
4. Santa Cruz County Office of Education (SCCOE) for WIOA Youth program services, otherwise referred to as Suenos.

Although the Employment Development Department (EDD) has not yet released the Workforce Innovation and Opportunity Act (WIOA) Allocations for Program Year 2019-20 for the Adult, Dislocated Worker (DW), Rapid Response and Youth funding sources, final contractor allocations will be based upon overall state funding levels. It is recommended that this Committee of the Board have final authority over allocation amounts.

Negotiations on the scope of work with the service goals and the budgets will be completed with services continuing as of July 1, 2019, according to the County's continuing contract agreements process.

☒Attachment(s)

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

I move to accept the PY 19/20 re-contracting recommendations, submit to the Executive Committee for final allocation approval and direct staff to move forward with contract negotiations upon receipt of approvals.

<b>COMMITTEE DATE</b>	01/16/19	<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:

<b>CONTRACTOR</b>	<b>Funding Source/ Services</b>	<b>Actual PY 18/19 Allocation</b>	<b>Recommended PY19/20 Allocation</b>
Eckerd, Career Center Operator	Adult, Dislocated Worker, Youth	\$75,000	\$75,000
Goodwill Central Coast	Adult, Dislocated Worker	\$600,000	+/- 10% *
	WTW JSW	\$110,812	\$110,812
	WTW STEP/ TEMP	\$649,715	\$649,715
Cabrillo Student Resource and Support Network	Adult, Dislocated Worker	\$75,000	\$120,000*
	WTW	\$77,465	\$77,465
	WTW, work study	\$109,189	\$109,189
SCCOE, Sueños	Youth	\$775,000	+/- 10% *

\* Final contractor funding allocation is based upon final funding levels from the State.

WTW: Welfare to Work

JSW: Job Search Workshops

STEP/TEMP: Subsidized Transitional Employment Program (STEP)/Temporary Employment to Meet Participation (TEMP) program

NOTE: Contracts for all Workforce Services for Business allocations, ie. rapid response, layoff aversion, will be presented at the Business Services Committee meeting for re-contracting approval.



☒ Action
 ☒ Consent
 ☐ Information
 ☐ Discussion

## C.5 Board of Supervisors Annual Report

<b>COMMITTEE:</b>	Executive	<b>MEETING DATE:</b>	March 6, 2019
<b>STAFF NAME:</b> Andy Stone, WDB Director; Lacie Gray, Sr. Analyst			

### SUMMARY:

Pursuant to County Ordinance, the Workforce Development Board (WDB) must submit a report to the Board of Supervisors every two years highlighting its activities, goals and accomplishments from the preceding two calendar years. This report was submitted last year for 2016 and 2017.

In the year between a full report submission, the WDB must submit a WDB member attendance report to the Board of Supervisors. It was due and submitted by January 31, 2019.

It is attached for your information.

☒ Attachment(s)

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### SUGGESTED MOTION: (if applicable)

N/A

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



## C.5 Attachment

### 2018 WDB Full Board Attendance Report

Board Members	Meeting Dates				
	February 1, 2018 *Special Meeting*	February 28, 2018	May 30, 2018	Sept. 11, 2018	December 6, 2018
Alia Ayyad	•	•	•	AB	•
Diane Berry-Wahrer	AB	•	AB	•	•
Katie Borges	•	•	•	•	•
Christina Cuevas	•	AB	•		•
MariaElena De La Garza	•	AB	AB	AB	•
Marshall Delk	•	•	•	•	•
Elyse Destout	•	•	•	•	•
Yuko Duckworth	•	•	•	•	•
Candice Elliott					• Appointed 10/2/18
Andy Hartmann	•	•	•	•	•
Sean Hebard	•	AB	•	•	•
Mark Hodges	•	AB	AB	•	•
Dave Hood	AB	AB	Removed from Board April 2018		
Todd Livingstone	AB	•	•	•	•
Barbara Mason	•	•	•		•
Bill Miller	AB	AB – resigned 2/28/17			
Rob Morse	•	AB	•	•	•
Francisco Rodriguez	AB	AB	AB	•	•
Bryce Root			• Appointed May 2018	•	AB
Shaz Roth	•	•	•	AB	•
Glen Schaller	•	AB	•	•	•
Carol Siegel - Chair	•	•	•	•	•
Ron Slack – Vice Chair	AB	•	• Retired from Board	•	
Jorge Suarez					AB Appointed 12/4/18
Andy Van Valer	•	AB	•	AB	AB
Dustin Vereker			• Appointed March 2018	•	•



☒ Action ☐ Consent ☐ Information ☐ Discussion

## A.1 Strategic Plan Report

<b>COMMITTEE:</b>	Executive Committee	<b>MEETING DATE:</b>	March 6, 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 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)

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

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

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

**A.1 Attachment - 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>
<b><u>Goal 1</u></b>  <b>Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs</b>	✓	<b>Deliver three WDB approved projects</b>	<ul style="list-style-type: none"> <li>• Deliver First Community Health Worker Training @ Cabrillo (Slingshot)</li> <li>• Provide A New Cohort of Apprenticeship Readiness Training</li> <li>• Develop a Marketing Campaign to Promote Regional Health Care Careers (Slingshot)</li> </ul>	<p>Slingshot: Cabrillo College launched CHW training in January 2019</p> <p>Apprenticeship Readiness: Ten students graduated January, 8 2019</p> <p>Slingshot: Developed health career brochures for career centers</p> <p>Additional Projects: CalWORKs/WIOA dual enrollments, Lean Initiative, and Prison to Employment Initiative</p>
<b><u>Goal 2</u></b>  <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>• Launch Pilot Incumbent Worker Training Program</li> <li>• Partner with Economic Development to Convene Hospitality/Tourism Sector and Develop Impact Report</li> </ul>	<p>Incumbent Worker Training: New policy being developed. New program set to launch July 1, 2019</p> <p>Hospitality/Tourism Project: BW Research was selected. Scheduling kickoff meeting with Visit Santa Cruz County</p>
<b><u>Goal 3</u></b>  <b>Develop strategic relationships with educators, employers and community partners to:</b> <ul style="list-style-type: none"> <li>• Increase the skill levels of youth and adult job seekers, and</li> <li>• Create opportunities for employment, career mobility, and self-sufficiency</li> </ul>	✓	<b>Identify In-Demand Career Pathways</b>	<ul style="list-style-type: none"> <li>• Develop New Career Pathways Report and Align Scholarship Opportunities</li> </ul>	<p>Career Pathways: Seeking vendor to help develop tech career pathways</p>
<b><u>Goal 4</u></b>  <b>Increase Board (WDB) Effectiveness</b>	✓	<b>Establish the WDB as Workforce Development Experts</b>	<ul style="list-style-type: none"> <li>• Provide Development Opportunities for Every WDB Member</li> <li>• Identify and Track New WDB Priority Metrics</li> </ul>	<p>Development Opportunities: Secured speakers for WDB meetings. Resources available for workforce related training/webinars</p> <p>New Metrics: Plan to review committee metrics before May WDB meeting</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 WDB Officer Nominations PY 2019-20

<b>COMMITTEE:</b>	Executive Committee	<b>MEETING DATE:</b>	March 6, 2019
<b>STAFF NAME:</b> Andy Stone - WDB Director			

### SUMMARY:

The WDB has a Nominating Committee process which calls for the members of the Slate of Officers Nominating Committee to be appointed by the Executive Committee. Listed below is the composition of the Nominating Committee:

Membership of the Nominating Committee shall include and shall follow these principles:

- The immediate past Chair, and one member from the Executive Committee.
- Two at-large members from the WDB membership.
- One member from the prior year's committee membership.
- The number of Nominating Committee members shall be five total members.
- All discretionary members to be appointed by the Executive Committee. The Nominating Committee shall appoint one member from its committee to be a member of the next committee.

Your committee will want to discuss the Nominating Committee process and decide how to proceed.

Past Nominating Committee members have been: Alia Ayyad, Christina Cuevas, Elyse Destout, and Ron Slack. Ron Slack served as Chair of the most recent Nominating Committee.

The Nominating Committee should return to your committee's May 8, 2019 meeting with a slate of candidates. Then, from the written Nominating Process:

*"Executive Committee presents recommended slate of Officers to the Board plus all other nominations before the WDB at the June Board meeting and recommends that nominations be closed. The WDB then votes on a closed written ballot for any contested positions. For positions that are uncontested, a voice vote may be taken. If there are no contested positions the slate may be voted upon in its entirety as a single vote".*

☒Attachment(s)

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

I move to develop a WDB Officer Nominating Committee and develop a Slate of Candidates for Election at the WDB's May 29, 2019 meeting.

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

## **A.2 Attachment 1**

### **NOMINATING COMMITTEE PROCESS FOR THE WORKFORCE DEVELOPMENT BOARD**

**1. Purpose.**

The purpose of this is to define a process for the nomination of WDB officers that is inclusive and effective in identifying candidates who are willing and capable of assuming leadership roles on the WDB.

**2. Committee Membership.**

Membership of the Nominating Committee shall include:

- a. The immediate past chair, and one member from the executive committee;
- b. Two at large members from the WDB membership.
- c. One member from the prior year's committee membership.
- d. The number of Nominating Committee members shall be five total members.
- e. All discretionary members to be appointed by the Executive Committee. The Nominating Committee shall appoint one member from its Committee to be a member of the next Committee.

**3. Committee Duties**

The Nominating Committee shall recommend for approval to the Executive Committee a slate of WDB officers, to be voted on by the entire Board, for: a) Board Chair and Vice Chair; b) Chair and Vice Chair of Business Services Committee; c) Chair and Vice Chair of Youth Council.

**4. Schedule.**

- a. WDB elections shall open at the January Meeting of every year.
- b. Board wide nominations close on March 31.
- c. Nominating Committee presents recommended slate in time for May Executive Committee meeting plus all other nominations received.
- d. Executive Committee presents recommended slate of Officers to the Board plus all other nominations before the WDB, at the June Board meeting and recommends that nominations be closed. The WDB then votes on a closed written ballot for any contested positions. For positions that are uncontested a voice vote may be taken. If there are no contested positions the slate may be voted upon in its entirety as a single vote.

**5. Mid-Term Resignations**

- a. Board Chair accepts resignation and determines whether there is enough time left in the term to seek a new officer. If so, Board Chair informs the Chair of the nominating committee.
- b. Chair of the nominating committee informs the other members of the committee and places on the next agenda an open request for nominations.
- c. Open nominations are closed at the end of 30 days.
- d. Nominating Committee forwards to the Board Chair in time for the Executive Committee meeting before the next Board meeting the Committee's recommended slate plus all other nominations.
- e. The Executive Committee places on the next board agenda, the recommended slate and all other nominations. The election is then conducted as described under item 4.d.

6. Procedures/Definitions and other Considerations.
- a. Board and Committee officer assignments are one-year terms. Each term to begin at the first WDB meeting following the regular June meeting of each calendar year and continue through the regular June meeting of next calendar year.
  - b. To be valid, a nomination requires any one voting member of the Board to place a name into nomination, including self-nominations, and for the individual nominated to accept the nominations. If the Board Member nominated is not at the meeting in which the nomination occurs, the nominating committee shall contact that Member to determine whether the nomination is accepted.
  - c. A majority vote of a quorum of the Board is sufficient to elect the nominee to the position. If there are more than two nominations for any one open position and no individual receives a majority of a quorum vote then the top two vote getters are submitted to the Board for a final run-off election.
  - d. For uncontested seats, a motion to adopt the slate and a voice vote from the floor would be appropriate.
  - e. For any contested seats: a motion to adopt the uncontested positions and a voice vote on the uncontested positions would be appropriate. Confidential paper ballots shall be used for votes on all contested seats.

**A.2 Attachment 2  
WDB Current Officers Slate**

**WDB Officers for 2018-2019**

<b>WDB Governing Body</b>	<b>Position</b>	<b>Member</b>
<b><i>Full Board / Executive Committee</i></b>	<b>Chair</b>	Carol Siegel
	<b>Vice-Chair</b>	Rob Morse
	<b>Immediate Past Chair / At Large Member</b>	Ron Slack
<b><i>Business Services</i></b>	<b>Chair</b>	Marshall Delk
	<b>Vice-Chair</b>	Elyse Destout
<b><i>Youth Council</i></b>	<b>Chair</b>	Elyse Destout
	<b>Vice-Chair</b>	Andy Hartman



☒Action ☐Consent ☐Information ☒Discussion

SANTA CRUZ COUNTY  
WORKFORCE  
DEVELOPMENT

## A.3 Approval of WIOA Local Plan Update

<b>COMMITTEE:</b>	Executive Committee	<b>MEETING DATE:</b>	March 6, 2019
<b>STAFF NAME:</b> 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 was not 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. The WDB, at its December 6, 2018, meeting delegated 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.

The Public Comment period for the Local Plan Update opened on February 1, 2019, and will close today upon your Committee's review of the item at today's meeting, including any final public comment(s).

As noted above, the Plan must be submitted to the state by March 15, 2019. The State Board will approve, or conditionally approve, all Plans. The final (and corrected, if needed) Plans must be submitted to the State with the Local Elected Official (Board of Supervisors) signature by August 1, 2019. The WDB plans to take this item to the Board of Supervisors in April or May for consideration.

The Local Plan Update draft can be reviewed here:

<https://www.santacruzhumanservices.org/Portals/0/wib/wioa-plans/Santa%20Cruz%20Co%20Local%20Plan%20FINAL%20for%20comment%20LG%20comments%201-24-19.pdf>



☐ Attachment(s)

### SUGGESTED MOTION: (if applicable)

I move to integrate all public comments, including those received today, into the WIOA Local Plan Update and that the Plan be sent to the State and Santa Cruz County Board of Supervisors in accordance with the applicable requirements.

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





☒Action ☐Consent ☐Information ☒Discussion

## A.4 Approval of Regional Plan Update

<b>COMMITTEE:</b>	Executive Committee	<b>MEETING DATE:</b>	March 6, 2019
<b>STAFF NAME:</b> Andy Stone, WDB Director/Lacie Gray, Senior Analyst			

### 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 was not 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. The WDB, at its December 6, 2018, meeting delegated 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.

The Public Comment period for the Coastal Regional Plan Update opened on January 29, 2019, and closed on March 1. Today's Executive Committee meeting is a venue for stakeholder engagement as noted in Appendix A of the draft Coastal Regional Plan. A full list of stakeholder engagement venues is listed in Appendix A.

As noted above, the Coastal Regional Plan must be submitted to the state by March 15, 2019. The State Board will approve, or conditionally approve, all Plans. The final (and corrected, if needed) Plans must be submitted to the State with the Local Elected Official (Board of Supervisors) signature by August 1, 2019. The WDB plans to take this item to the Board of Supervisors in April or May for consideration.

The Coastal Regional Plan Update draft can be reviewed here:

<https://www.santacruzhumanservices.org/Portals/0/wib/wioa-plans/Coastal%20Region%20-%20Regional%20Plan%20Mod.pdf>



☐ Attachment(s)

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

I move to open the floor to the public regarding the Coastal Regional Plan, to send a summary of any discussion about the Plan received today to the Monterey County WDB to be integrated into the Plan as appropriate, and I move that the Plan be sent to the State and Santa Cruz County Board of Supervisors in accordance with the applicable requirements.

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



☒Action ☐Consent ☐Information ☒Discussion

## A.5 WDB Member Recruitment Update

<b>COMMITTEE:</b>	Executive Committee	<b>MEETING DATE:</b>	March 6, 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 are currently four (4) business vacancies

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> <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

## A.6 WDB March 27, 2019 Meeting Planning

<b>COMMITTEE:</b> Executive Committee	<b>MEETING DATE:</b> March 6, 2019
<b>STAFF NAME:</b> Andy Stone, WDB Director	

### SUMMARY:

The next Workforce Development Board (full board) meeting is scheduled for March 27, 2019. WDB staff request that your committee discuss and develop the agenda outline for that meeting. Your committee should consider possible items for presentation and break out discussions at the March 27, 2019 full board meeting.

☐ Attachment(s)

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

I move to direct that the WDB staff include the following items in the March 27, 2019 WDB meeting agenda:

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