



Workforce Development Board
Santa Cruz Best Western Seacliff Inn
7500 Old Dominion Ct., Aptos
May 29, 2019, 8:30 a.m.

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

Agenda

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
Principal Consultant, Fortress and Flourish

Andy Hartmann, Business Manager/Financial Secretary
IBEW Union, Local 234

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

Francisco Rodriguez, President
PVFT Union, Local 1936

Bryce Root, Founder
The Root Group

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 Company

DIRECTOR:
Andy Stone

- I. Call to Order/Welcome**
- II. Public Comment**
- III. Approval of Minutes from March 27, 2019 meeting2-6**
- IV. Introductions**
- V. Consent Items**
 - C.1 Data Dashboard **7**
 - C.2 AJCC Hallmarks of Excellence Action Plan Update **8-10**
 - C.3 Proposed PY 19/20 Budget, Re-Contracting **11-12**
 - C.4 Local Monitoring Reports **13**
 - C.5 Affiliate AJCC Certification **14-15**
 - C.6 Proposed PY 2019/20 WDB Meeting Calendar **16-17**
 - C.7 WIOA Policies Update **18**
 - C.8 Career Center Update **19**
 - C.9 Career Center/ One-Stop Operator Procurement..... **20**
- VI. Presentation**
 - P.1 State of the Workforce, Christopher Thornberg, Beacon Economics **21**
- VII. Administration**
 - A.1 Strategic Plan Report **22-23**
 - A.2 Officer Nomination PY2019-20 **24-25**
 - A.3 WDB Member Recruitment Update **26**
- VIII. Committee Reports**
- IX. Chairperson's Report**
- X. Adjournment**

Next Meeting: TBD

Mission: 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.



**Workforce Development Board
Full Board Meeting
Best Western Seacliff Inn
7500 Old Dominican Ct., Aptos
Thursday, March 27, 2019 8:30 a.m.**

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

Chair Carol Siegel called the meeting to order at 8:32 a.m., and a quorum was established. Members, staff and guests present introduced themselves.

Board Members in Attendance

Berry-Wahrer, Diane
Borges, Katie
Cuevas, Christina
Delk, Marshall
Destout, Elyse
Duckworth, Yuko
Elliott, Candice
Hartmann, Andy
Hebard, Sean
Hodges, Mark
Livingstone, Todd
Mason, Barbara
Morse, Rob
Rodriguez, Francisco
Roth, Shaz
Schaller, Glen
Siegel, Carol
Vereker, Dustin

Board Members Absent

Ayyad, Alia
De La Garza, MariaElena
Rodriguez, Francisco
Root, Bryce

Staff in Attendance

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

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
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Christina Cuevas, Program Director
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Photography by Elyse Destout
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Sean Hebard
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Mark Hodges, Director,
Regional Occupational Program
Santa Cruz County Office of Education
Todd Livingstone, Assistant Director
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Barbara Mason,
Economic Development Coordinator
Santa Cruz County Economic Development
Francisco Rodriguez, President
PVFT Union, Local 1936
Bryce Root, Founder
The Root Group
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 Co.

DIRECTOR:
Andy Stone

Guests

Brady, Gerlinde – Cabrillo College
Brunetti, Bethany – DOR
Diaz, Brenda – Goodwill Central Coast
Guthrie, Burr – Wats/SC Adult Ed.
Macias, Nohemi – SCCOE, Suenos
Rubio, Sandra – CAB
Rodriguez, Annabelle - GOAL, Cabrillo College
Ullestad, Sharolynn – Eckerd Connects
Winter, Amanda – Eckerd Connects

Subject: II. Public Comment

Discussion: Board member Andy Hartmann announced that he would be resigning from the Board, and his position at IBEW at the end of May.

Subject: III. Approval of December 6, 2018 Meeting Minutes

Discussion: Chair Carol Siegel called for the December 6, 2018 minutes to be approved.

Action: It was moved to approve the December 6, 2018 Meeting Minutes

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

IV. New WDB Board Member Introductions:

Done following call to order.

Subject: V. Consent Items:

- C.1 – Data Dashboard**
- C.2 – Employment Svcs. Financial Performance PY 18/19 Q2**
- C.3 – AJCC Hallmarks of Excellence Action Plan Update**
- C.4 – Proposed PY 19/20 Budget, Re-Contracting**
- C.5 – Annual Report to the Board of Supervisors**
- C.6 - WDB Local and Regional Plan Update**

Action: It was moved to approve the Consent Agenda

Status: Motion to Approve: Christina Cuevas
Motion Seconded: Sean Hebard
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: VI. Presentations – WDB Director Andy Stone, (in for original presenter Andy Constable) gave a current status update of the Santa Cruz County Operational Plan. Rhiannon Surrenda, of The Leadership Edge, gave a presentation on the different generational groups in today's workforce, with emphasis on how to effectively work and communicate with each one.

Subject: VII. Administration items:

A.1 – Strategic Plan Report

Discussion: Director Andy Stone went over the current progress with the Strategic plan and stated that the Hospitality Tourism Study had been kicked off and there would be a public presentation on it near the end of June.

Action: It was moved to accept the WDB Director's Strategic Operational Plan Update for PY 18-19

Status: Motion to Approve: Glen Schaller
Motion Seconded: Andy Hartmann
Abstentions: None
Committee Action: All in favor, motion passed

A.2 – WDB Member Recruitment Update

Discussion: WDB Director Andy Stone gave a current status report on recruitment for the Board, which currently stands at 21 members, with 4 vacant business sector positions. He also noted that there will be a labor sector opening with Andy Hartmann resigning in May. Carmen Herrera-Mansir, a prospective new member, has been nominated, through the Board of Supervisors, and is expected to be confirmed in April.

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

Status: Motion to Approve: Shaz Roth
Motion Seconded: Diane Berry-Wahrer
Abstentions: None
Committee Action: All in favor, motion passed

VIII. Committee Reports:

Marshall Delk, Chair of the Business Services/CEDS Committee recapped the Project Equity presentation from the February 13, 2019 Bus/CEDS meeting.

Elyse Destout, Chair of the Career Services Committee, gave a summary of her first experience at the National Association of Workforce Boards (NAWB) Conference.

During this time, WDB Director Andy Stone also mentioned the NAWB Conference, and noted that representatives from LinkedIn had invited a contingent of WDB members to visit their Sunnyvale campus. He also recapped the meeting at Rep. Jimmy Panetta's office where they were assured WIOA funding would remain at fully authorized levels.

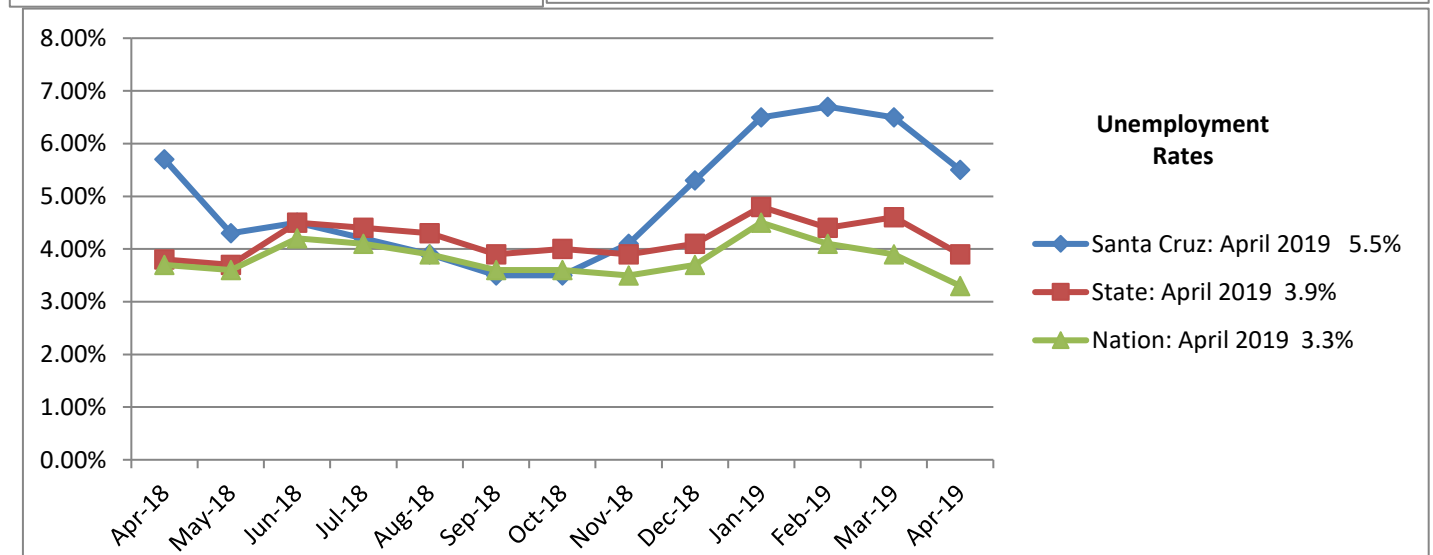
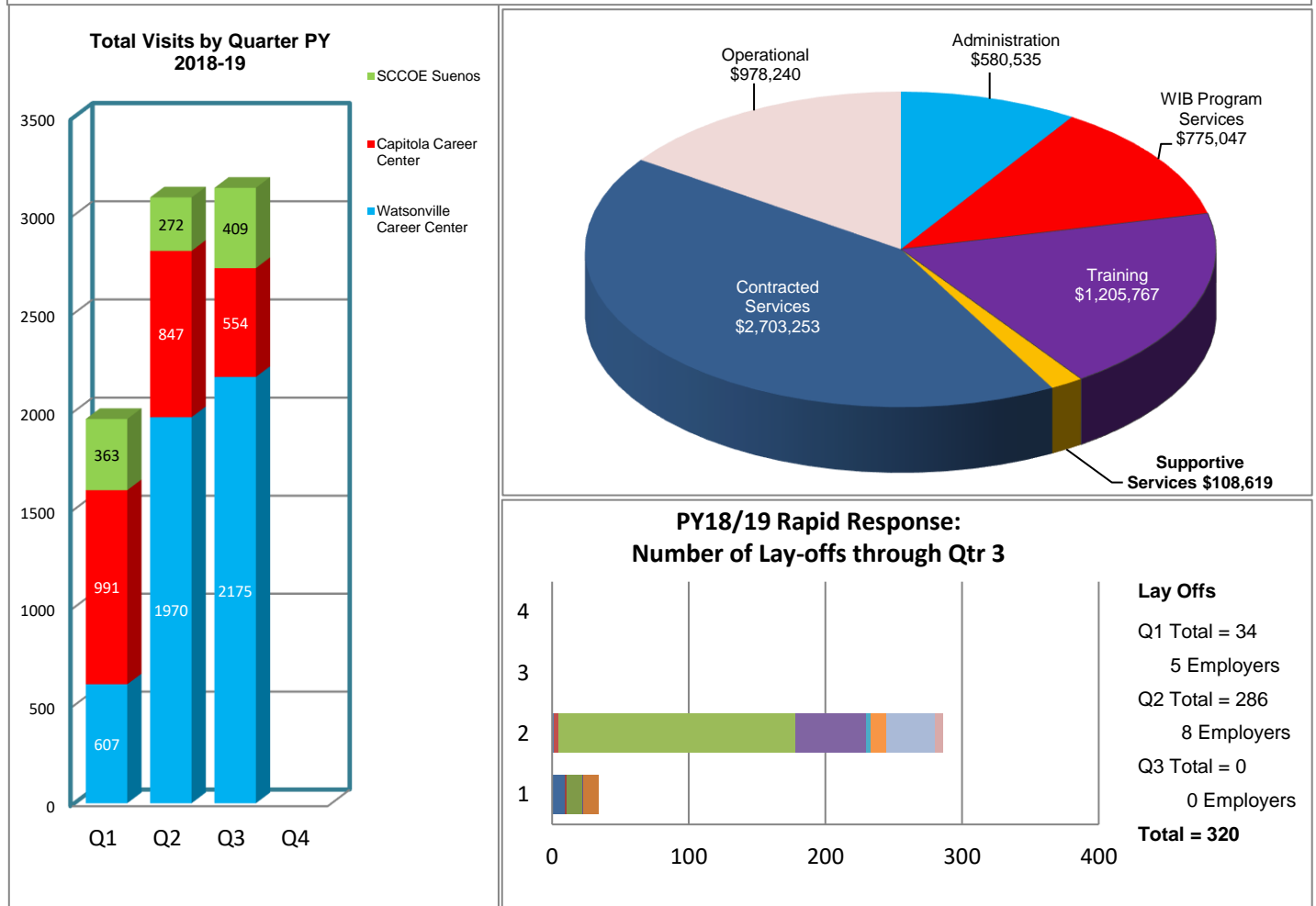
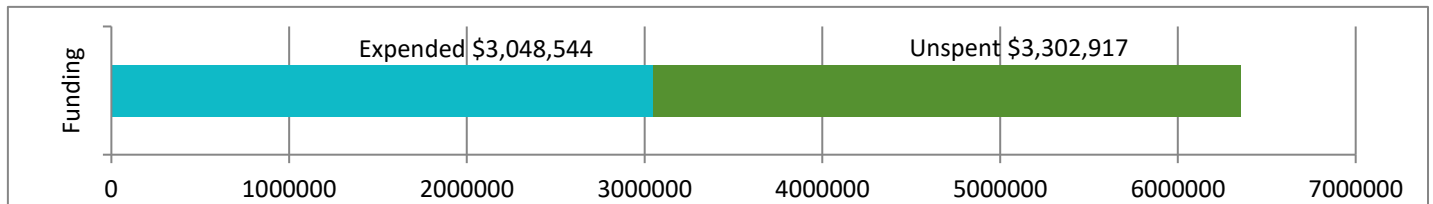
Subject: IX. Chairperson's Report

Chair Carol Siegel called attention to the WDB website section that explains what the Board does and the orientation section. She encouraged Board members to go out and recruit new members.

Meeting adjourned at 10:23 a.m.

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

**Workforce Development Board
Wednesday, May 29, 2019 @ 8:30 a.m.
Best Western Seacliff Inn
7500 Old Dominican Ct.
Aptos, CA 95003**





☐ Action ☒ Consent ☒ Information ☐ Discussion

C.2 Hallmarks of Excellence Plan Update

COMMITTEE:	Workforce Development Board	MEETING DATE:	May 29, 2019
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

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

1. Physical location: 4
2. Universal access: 2
3. Partnerships: 3
4. Customer-centered services: 2
5. Targeted regional sectors and pathways: 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)

SUGGESTED MOTION: (if applicable)

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

**Comprehensive AJCC
Hallmarks of Excellence Action Plan**

C.2 Attachment

Hallmark of Excellence	Continuous Improvement Goals and Recommendations	Ranking	PY 18/19 Target Action	YTD Progress
1. The AJCC physical location and facility enhances the customer experience	<ul style="list-style-type: none"> Develop better signage, including coming into compliance with requirements for AJCC branding. Develop a plan for additional outreach and advertising measures, including for workshops and recruiting events. Ensure that the calendar of events is available online. 	4	<ul style="list-style-type: none"> Develop better building signage, including coming into compliance with requirements for AJCC branding. Develop a plan for additional outreach and advertising. 	<input checked="" type="checkbox"/> AJCC signage purchase order in development and decals from EDD
2. The AJCC ensures universal access, with an emphasis on individuals with barriers to employment	<ul style="list-style-type: none"> Develop a staff training plan which includes how to serve individuals with barriers to employment, such as veterans, people with disabilities, and those who are basic skills deficient. Include staff and partner input as to where they would benefit from training. Ensure that staff receive each of the above training components on a regular cycle (frequency TBD, but at a minimum annually). Develop a plan to enhance programmatic accessibility, including leveraging the use of technology (to offer virtual services) and assistive devices/alternate mediums. 	2	<ul style="list-style-type: none"> Develop a capacity building/training plan. Develop a plan to enhance programmatic accessibility. 	<input checked="" type="checkbox"/> Discussed at 2/5/19 Career Center Operators meeting: Training opportunity through CWA CTI for working with individuals with barriers to employment using Social Policy Research Assoc. (SPRA) scheduled for 5/30/2019
3. The AJCC actively supports the One-Stop system through effective partnerships	<ul style="list-style-type: none"> Develop and execute a training plan for line staff (including partners) on each partner's programs, services, and eligibility requirements. Develop a plan for line staff to have regular opportunities to meet across organizations, possibly through the Roundtables that were mentioned or through a One Stop Steering Committee. Complete the Integrated Service Guide. 	3	<ul style="list-style-type: none"> Complete the Integrated Service Guide. Develop a capacity building/training plan. Develop a plan for staff to meet across organizations. 	Completed and disseminated the guide. <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"> Develop and execute a training plan for line staff (including partners) on each partner's programs, services, and eligibility requirements. Develop a plan for line staff to have regular opportunities to meet across organizations, possibly through the Roundtables that were mentioned or through a One Stop Steering Committee. Complete the Integrated Service Guide. 	2	<ul style="list-style-type: none"> Complete the Integrated Service Guide. Develop a capacity building/training plan. Develop a plan for staff to meet across organizations. 	Completed and disseminated the guide. <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"> Provide staff training on labor market information (LMI), targeted sectors and career pathways – and how to use this information in working with 		<ul style="list-style-type: none"> Develop a capacity building/training plan. 	<input checked="" type="checkbox"/> Discussed at 2/5/19 Career Center Operators meeting:

Comprehensive AJCC Hallmarks of Excellence Action Plan

C.2 Attachment

meet the needs of targeted regional sectors and pathways.	<p>customers.</p> <ul style="list-style-type: none"> Ensure this training is on going and regular. Organize job center information/displays to include priority sectors and related information. 	2		Training opportunity through CWA CTI for LMI using Economic Modeling-Emsi scheduled for 6/5/2019
			<ul style="list-style-type: none"> Develop strategy for disseminating LMI to staff and the public. 	
			<ul style="list-style-type: none"> Train staff on how to access LMI and incorporate in their career coaching advising. 	
6. The AJCC actively engages industry and labor and supports regional sector strategies through an integrated business service strategy that focuses on quality jobs.	<ul style="list-style-type: none"> Examine the points at which business customer feedback is solicited and determine how this can be strengthened. 	4	<ul style="list-style-type: none"> Develop a plan for the utilization of customer feedback surveys. 	<input checked="" type="checkbox"/> Customer Survey in development
7. The AJCC has high-quality, well-informed, and cross-trained staffing	<ul style="list-style-type: none"> Develop a comprehensive capacity building/training plan for staff and partners. Complete the Integrated Service Guide 	3	<ul style="list-style-type: none"> Complete the Integrated Service Guide. 	Completed and disseminated the guide
			<ul style="list-style-type: none"> Develop a capacity building/training plan. 	<input checked="" type="checkbox"/> 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"> Provide customer feedback forms in English and Spanish in the AJCC, as well as a box for returning completed forms. Explore other points at which customer feedback may be solicited; for example after workshops or for business customers, after recruiting events. 	3	<ul style="list-style-type: none"> Install a comment box in the Resource Room. 	Installed comment box in Resource Room
			<ul style="list-style-type: none"> Develop a plan for the utilization of customer feedback surveys. 	<input checked="" type="checkbox"/> 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	
<input checked="" type="checkbox"/>	on track to meet planned target for the year
<input checked="" type="checkbox"/>	in danger of not meeting target for the year.



C.3 Recontracting PY 19/20 WIOA Services

COMMITTEE:	Workforce Development Board	MEETING DATE:	May 29, 2019
STAFF NAME: Andy Stone, WDB Director; Belinda Barr, Business Services Manager			

SUMMARY:

The Workforce Innovation and Opportunity Act (WIOA) Business Services contract with Eckerd is currently in year one (1) of a potential four (4) year contract cycle from the last procurement award process. However, on April 3, 2019, Eckerd notified the WDB Director that it has elected not to renew its WIOA Business Services contract after June 30, 2019. As a result of Eckerd's decision, WDB staff recommend the following contract changes:

1. An additional \$25,000 allocated to Goodwill Central Coast (for a \$625,000 total contract) to provide Rapid Response services;
2. An additional \$25,000 allocated to County Office of Education (for a \$800,000 total contract) to provide Youth Work Experience services.

The Small Business Development Center's (SBDC) Layoff Aversion contract is scheduled to terminate on June 30, 2019. WDB staff recommended that the WIOA Layoff Aversion contract be renewed with SBDC.

On April 24, 2019, the Employment Development Department (EDD) released the Workforce Innovation and Opportunity Act (WIOA) Allocations for Program Year 2019-20 for the Adult, Dislocated Worker (DW), and Youth funding sources. It is anticipated that Santa Cruz County's overall allocation will be reduced by \$337,396, based on Program Year 2018-19 levels. The total amount of Eckerd's Program Year 18/19 contract was \$100,000 and the proposed changes will result in an anticipated cost savings of \$50,000. While this does not account for the entire reduction, WDB staff believe that there is still adequate funding to support the proposed contract 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)

SUGGESTED MOTION: (if applicable)

I move to approve the proposed PY 19/20 contract renewal changes and direct staff to move forward with contract negotiations.

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

C.3 Attachment 1
Re-Contracting PY 19/20
Workforce Service Providers

CONTRACTOR (PY 18/19)	Funding Source/ Services	Actual PY 18/19 Allocation	Recommended PY19/20 Allocation
Eckerd	Adult, Dislocated Worker, Rapid Response & Youth	\$100,000	\$25,000 – Goodwill (Rapid Response)
			\$25,000 – County Office of Education (Youth)
Small Business Development Center	Layoff Aversion	\$44,000	\$44,000 - SBDC



C.4 WIOA Program Monitoring PY 2018-19

COMMITTEE:	Workforce Development Board	MEETING DATE:	May 29, 2019
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

WDB Staff monitored the following contracted services in December 2018 and January 2019:

1. Goodwill Central Coast (GCC)
2. Cabrillo Student Resource & Support Network (SRSN)
3. Cabrillo Small Business Development Center (SBDC)
4. Santa Cruz County Office of Education (SCCOE)
5. Eckerd Youth Alternatives, Inc. (Eckerd Connects)

The monitoring includes the following:

- **Contract Questionnaire:** covers work environment, program and site accessibility, administrative requirements, staffing requirements, grievance, and program operations.
- **Financial Questionnaire:** covers fiscal management, program income, cost allocation, facilities and property, and audit.
- **Program Operations:** covers contractor specific operations, assessment, service delivery, and specific services.
- **Case File Review:** covers required WIOA service documentation of a sample percentage of randomly chosen participant files.
- **Participant Questionnaire:** asks about services and recommendations from the randomly chosen participants, services important to the customer, and overall satisfaction with services on a 1-10 scale.
- **Business/Employer Questionnaire:** asks about services, recommendations and overall satisfaction with services on a 1-10 scale.
- **Financial Sampling:** A fiscal sampling review was conducted by Edwin Ogu, HSD Accountant for all programs. This is an annual review of program fiscal records.

WDB staff next steps include the following:

- Implement the Corrective Action Plan as outlined (GCC, SBDC, SCCOE, SRSN, Eckerd)
- Apply the internal protocols as developed. (GCC, SBDC, SCCOE, SRSN, Eckerd)
- Review during contract negotiations for PY 19/20 (GCC, SBDC, SCCOE, SRSN, Eckerd)
- Review at the next annual monitoring visit. (GCC, SBDC, SCCOE, SRSN)

All five (5) complete drafted reports may be found here: <https://bit.ly/2wbn8Ch>

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

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

COMMITTEE DATE	05/08/19	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other:



☒Action ☒Consent ☐Information ☐Discussion

C.5 Affiliate AJCC Certification Process

COMMITTEE:	Workforce Development Board	MEETING DATE:	May 29, 2019
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

As previously presented to the Workforce Development Board at its November 8, 2017 meeting, Workforce Innovation and Opportunity Act (WIOA) mandates America's Job Center of California (AJCC) sites must be objectively assessed for effectiveness, physical and programmatic accessibility at least once every three (3) years by the local Workforce Development Boards, in consultation with the state and chief elected officials. The certification process for the comprehensive AJCC located in Watsonville was completed by the state June 30, 2018 deadline. Beginning PY 2018-19, Local Boards are required to certify their affiliate (Capitola Career Center) and specialized (Suenos, WIOA youth site) AJCCs and guidance was provided in EDD Directive, WSD 19-11, dated March 14, 2019 with a May 1, 2019 deadline. There are five (5) components to the certification for each AJCC site:

1. Memorandum of Understanding (MOU) must be signed and implemented;
2. Equal Opportunity compliance;
3. Local Board Certification Process (timeline) outlined for state;
4. Hallmark of Excellence Assessment;
5. AJCC Certification form

The local timeline (process) attached includes a corrective action plan. WDB staff is currently still working with AJCC affiliate staff (Capitola Career Center) on the partner MOU to avoid the EDD stand-alone status prohibition under WIOA. Due to the tight turnaround time from directive issuance and changes to the partner configuration at the affiliate site with WIOA Title I staff co-located as of March 4, 2019, the May 1, 2019 deadline will not be met. WDB staff plans to have an affiliate AJCC MOU in place by September 30, 2019. The Suenos site is not required to have an MOU as they are the only partner at their site.

As a reminder the Hallmarks of Excellence is intended to encourage continuous improvement by identifying eight (8) areas where an AJCC may be exceeding quality expectations, as well as areas where improvement is needed. The eight areas include: physical location; universal access; partnerships; customer-centered services; targeted regional sectors and pathways; business services; cross-trained staff; and data driven continuous improvements. Each criteria is ranked on a scale of 1 to 5 and unlike the comprehensive AJCC certification, affiliate/specialized AJCCs are not required to meet a minimum score (ranking of at least 3) to receive certification. An action plan will be created from the Assessment and provided to this committee to show progress on all Hallmark rankings.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the AJCC certification timeline (process) as outlined by WDB staff and to authorize the WDB chair to sign the MOU and AJCC Certification form on behalf of the board.

COMMITTEE DATE	05/08/19	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other:

Workforce Innovation and Opportunity Act (WIOA)
Santa Cruz County Workforce Development Board
Certification: Affiliate & Specialized AJCCs Timeline &
Corrective Action Plan

	Process	Date Of Activity
1.	Review Directive, WSD 18-11, March 14, 2019 Certification Process for Affiliate and Specialized AJCCs	March 2019
2.	Compile/Review list of five (5) Requirements for Certification Create Certification timeline	March 2019
3.	Capitola Career Center; Sueños conducts self-assessment: Hallmark of Excellence Certification: Affiliate & Specialized AJCCs	March 2019
4.	Requirement 1 Develop & Finalize Affiliate AJCC MOU Specialized AJCC (Sueños): N/A	ongoing – September 2019
5.	Requirement 2: Affiliate/Specialized AJCC meets Equal Opportunity requirements—self attestation	March 2019
6.	Requirement 3: Outline for Certification Process for Affiliate and Specialized AJCCs submitted to Regional Advisor (state)	March 2019
7.	Review Hallmark of Excellence Certification Process: Affiliate & Specialized AJCCs @ Career Center Operators Meeting	April 18, 2019
8.	Develop and submit to WDB Career Services Committee: (Board) Certification: Affiliate & Specialized AJCCs process (matrix) & timeline;	April 24, 2019
9.	<ul style="list-style-type: none"> - Requirement 4: Conduct the Hallmarks of Excellence Assessment using the required matrix and provide written evaluation - Conduct site visits: <ul style="list-style-type: none"> o SPECIALIZED site visit(s): <u>Date(s)</u> 4/22/2019 o AFFILIATE site visit(s): <u>Date(s)</u> 4/23/2019 - Determine final scores for Hallmark of Excellence Assessment: <ul style="list-style-type: none"> o Affiliate AJCC o Specialized AJCC 	<p>April 2019</p> <p>DUE: 4/2019</p>
10.	Create Corrective Action Plan (CAP) for Certification Process for Affiliate AJCC: deemed “not yet able to certify” for not having a signed MOU	May 1, 2019
11.	<ul style="list-style-type: none"> - Develop continuous improvement plans: <ul style="list-style-type: none"> o SPECIALIZED AJCC o AFFILIATE AJCC - Provide written action plan: <u>Date:</u> 5/30/2019 	<p>May 2019</p> <p>DUE: 5/2019</p>
12.	Requirement 5: Affiliate/Specialized AJCC Certification Form for each Review and submit to WDB Executive Committee: Obtain WDB Chair signature Hallmark of Excellence AJCC Certification matrix and recommendations	May 8, 2019
13.	Submit to Workforce Development Board: AJCC Certification matrix and recommendations Hallmark of Excellence Assessment for Affiliate and Specialized AJCC	May 30, 2018
14.	Submit Complete AJCC Certification for SPECIALIZED AJCC to State & Regional Adviser, State Hallmarks of Excellence Certification: Specialized AJCC and Continuous Improvement Plan	June 30, 2019
15.	CAP: ensure Affiliate AJCC (Capitola Career Center) is not a stand-alone center; added WIOA Title I presence on March 2019; develop MOU with co-located WIOA Title I partner	September 30, 2019
16.	Submit Complete AJCC Certification for AFFILIATE AJCC to State & Regional Adviser, State Hallmarks of Excellence Certification: Affiliate AJCC and Continuous Improvement Plan	September 30, 2019



☒Action ☒Consent ☐Information ☐Discussion

C.6 WDB and Committee Meeting Calendar



COMMITTEE:	WDB Full Board	MEETING DATE:	May 29, 2019
STAFF NAME: Andy Stone, WDB Director; Laurel Gazza, WDB Administrative Aide			

SUMMARY:

Presenting the proposed 2019-20 Workforce Development Board and Committees Meeting Calendar, for approval.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

Move to approve the 2019-20 Workforce Development Board and Committees meeting calendar.

COMMITTEE DATE	05/08/19	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Other:

2019/2020 FY – WDB Meeting Dates (tentative)

July 24, 2019 – Career Services Committee

August 7, 2019 – Business Services/CEDS

August 28th, 2019 – Executive Committee

September 11, 2019 – WDB Full Board

September 25, 2019 – Career Services Committee

October 9, 2019 – Business Services/CEDS

November 13, 2019 – Executive Committee

December 5, 2019 – WDB Full Board (this one is on a Thursday)

January 15, 2020 – Career Services Committee

February 12, 2020 – Business Services/CEDS

March 4, 2020 – Executive Committee

April 2, 2020 – WDB Full Board (this one is on a Thursday)

April 8, 2020 – Business Services/CEDS

April 22, 2020 – Career Services Committee

May 6, 2020 – Executive Committee

May 27, 2020 – WDB Full Board

All dates are Wednesdays, except where noted.



C.7 WDB WIOA Policies

COMMITTEE:	Workforce Development Board	MEETING DATE:	May 29, 2019
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst; Belinda Barr, Business Services Manager			

SUMMARY:

From time to time, policy updates are necessary. With the implementation of the Workforce Innovation and Opportunity Act (WIOA), Employment Development Department Workforce Services has issued directives that local areas must apply.

Employment and Training Guidance Letter WIOA, No.21-16, entitled WIOA Title I Youth Formula Program Guidance, dated March 2, 2017; Employment Development Department (EDD) Workforce Services Directive WSD 16-18, entitled Selective Service dated April 10, 2017; EDD Workforce Services Directive WSD 17-01, entitled Nondiscrimination and Equal Opportunity Procedures, dated August 1, 2017; EDD Workforce Services Directive WSD 17-07, entitled WIOA Youth Program Requirements, January 16, 2018; EDD Workforce Services Directive WSD 18-03, entitled Pathway to Services, Referral, and Enrollment dated August 29, 2018; Code of Federal Regulation (CFR) 680.780-680.820, Incumbent Worker requirements.

The following policies are before this committee for review and approval:

1. WIOA Youth Eligibility Policy

This is a new policy which includes federal, state and local eligibility guidelines.

2. WIOA Youth Supportive Services Policy

This policy incorporates WIOA language into the previous approved WIA policy and uses the new WDB policy format.

3. WIOA Youth Incentive Policy

This policy incorporates WIOA language into the previous approved WIA policy and uses the new WDB policy format.

4. WIOA Youth program Work Experience (WEX) policy

This policy incorporates EDD Directives and uses the new WDB policy format.

5. Incumbent Worker Training policy

This policy incorporates the WIOA CFR requirement for the local area to establish a local policy.

The draft policies can be found here: <https://bit.ly/2LX8o4G>



☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the WIOA Operations Policies as drafted by WDB staff.

COMMITTEE DATE	05/08/19	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other:



☐ Action ☒ Consent ☒ Information ☐ Discussion

C.8 Watsonville Career Center Update

COMMITTEE:	Workforce Development Board	MEETING DATE:	May 29, 2019
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

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

Santa Cruz County intends to continue to work with EDD and the owners of the building and parking lot to arrive at a mutually agreeable solution. In the meantime, the Workforce Development Board staff will seek alternatives that will allow Watsonville residents to access EDD services through technology or other means.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE	05/08/19	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Other:



☒Action ☒Consent ☐Information ☐Discussion

C.9 One-Stop Operator Procurement PY 2018-20

COMMITTEE:	Workforce Development Board	MEETING DATE:	May 29, 2019
STAFF NAME: 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, has determined that continuing to provide services for 2019-20 is 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 has implemented a procurement process.

Due to the timing of the announcement from Eckerd Connects and the beginning of the fiscal year (July 1, 2019), the Executive Committee has not yet seen this item. WDB staff is asking for permission 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 provider at your Board's September, 2019 meeting.

The procurement for \$75,000 was released May 15, 2019, and responses/bids are due May 31, 2019.

WDB will bring the results of the procurement to your Board for final approval at its next meeting.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to allow the WDB staff to implement a procurement for 2019-20 One-Stop Operator services, execute a purchase order so that services are in place on July 1, 2019, and to bring the procurement results back to the WDB at its next meeting for final approval.

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



SANTA CRUZ COUNTY

WORKFORCE
DEVELOPMENT

**Workforce Development Board
Guest Presenter
May 29, 2019**

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

P.1 State of the Workforce



Adam J. Fowler

Director of Research
Beacon Economics



☒ Action
 ☐ Consent
 ☐ Information
 ☒ Discussion

A.1 Strategic Plan Report

COMMITTEE:	Workforce Development Board	MEETING DATE:	May 29, 2019
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

On September 11, 2018 the WDB approved the WDB Director's Program Year (PY) 2018-19 Operational Plan which lays out the specific actions for the program year designed to ensure that the Strategic Plan's goals are met. The attached scorecard represents the updated PY 2018-19 outcomes for the approved goals and action steps.

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

Strategic Goals for Workforce Santa Cruz County

Goal 1: Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs

Goal 2: Align workforce development strategies to support local economic development

Goal 3: Develop strategic relationships with educators, employers and community partners to:

- Increase the skill levels of youth and adult job seekers, and
- Create opportunities for employment, career mobility, and self-sufficiency

Goal 4: Increase Board (WDB) Effectiveness





☒ Attachment(s)


SUGGESTED MOTION: (if applicable)


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

COMMITTEE DATE	05/08/19	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Other:

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

	<i>Status</i>	<i>2018-19 Target</i>	<i>2018-19 Operational Goals to meet Target</i>	<i>YTD</i>
<u>Goal 1</u> Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs		Deliver three WDB approved projects	<ul style="list-style-type: none"> • Deliver First Community Health Worker Training @ Cabrillo (Slingshot) • Provide A New Cohort of Apprenticeship Readiness Training • Develop a Marketing Campaign to Promote Regional Health Care Careers (Slingshot) 	<p>Slingshot: 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>
<u>Goal 2</u> Align workforce development strategies to support local economic development		Partner with economic development to help employers attract and retain talent	<ul style="list-style-type: none"> • Launch Pilot Incumbent Worker Training Program • Partner with Economic Development to Convene Hospitality/Tourism Sector and Develop Impact Report 	<p>Incumbent Worker Training: New policy approved by Business Services/CEDS Committee. New program set to launch July 1, 2019</p> <p>Hospitality/Tourism Project: BW Research was selected. Presentation scheduled for June 27</p>
<u>Goal 3</u> Develop strategic relationships with educators, employers and community partners to: <ul style="list-style-type: none"> • Increase the skill levels of youth and adult job seekers, and • Create opportunities for employment, career mobility, and self-sufficiency 		Identify In-Demand Career Pathways	<ul style="list-style-type: none"> • Develop New Career Pathways Report and Align Scholarship Opportunities 	<p>Career Pathways: CAEL selected for Tech & Child Care Worker Career Pathways. Due 6/30.</p>
<u>Goal 4</u> Increase Board (WDB) Effectiveness		Establish the WDB as Workforce Development Experts	<ul style="list-style-type: none"> • Provide Development Opportunities for Every WDB Member • Identify and Track New WDB Priority Metrics 	<p>Development Opportunities: Secured speakers for WDB meetings. Developed new board member orientation.</p> <p>New Metrics: Metrics reviewed with each committee.</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

COMMITTEE: Workforce Development Board	MEETING DATE: May 29, 2019
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

The Executive Committee, at its May 8, 2019, meeting, moved to approve the Nominating Committee Committee's request to provide its recommendations for the proposed slate of Officers directly to the your Board at today's meeting. Accordingly, the slate of candidates is attached.

Changes and additional nominations may be made from the floor at the Executive Committee and WDB meetings.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the 2019-20 slate of candidates for officer of the Workforce Development Board as attached.

COMMITTEE DATE 05/08/19	COMMITTEE APPROVAL: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

A.2 Attachment

**Slate of Candidates
WDB Officers for 2019-20**

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

Changes and additional nominations may be made from the floor at the Executive Committee and WDB meetings.



☒Action ☐Consent ☐Information ☒Discussion

A.3 WDB Member Recruitment Update

COMMITTEE:	WDB Full Board	MEETING DATE:	May 29, 2019
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

The Workforce Innovation and Opportunity Act (WIOA) requires that the WDB have a Local Business representation majority of 51%. Our current Board representation requirement is thirteen (13) business members and there are currently three (3) business vacancies.

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 WDB will discuss potential strategies and actions to ensure that the WDB meets the membership requirements of WIOA.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the WDB Member Recruitment Update.

COMMITTEE DATE	05/08/19	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other: