



Workforce Development Board
Santa Cruz Best Western Seacliff Inn
7500 Old Dominion Ct., Aptos
Tuesday, September 11, 2018, 8:30 a.m.

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

Agenda

- I. Call to Order/Welcome**
- II. Public Comment**
- III. Approval of Minutes from May 30, 2018 meeting3-6**
- IV. Consent Items**
 - C.1 Data Dashboard **7**
 - C.2 Career Services Provider Report **8-11**
 - C.3 Employment Training Provider List (ETPL) Draft Monitoring Reports **12**
 - C.4 ETPL Annual Report **13-16**
 - C.5 Hallmarks of Excellence Strategic Plan **17-19**
 - C.6 Proposition 39 Update **20-21**
 - C.7 MOU Phase II Affiliate Site Status Update **22**
- V. Presentation**
 - P.1 Sueños Success Story
 - P.2 Tech Apprenticeship Program
 - P.3 Board Member Presentations
- VI. Administration**
 - A.1 Strategic Plan Report **23-24**
 - A.2 WDB 2018-19 Meeting Calendar Update..... **25**
 - A.3 WDB Member Survey **26-31**
- VII. Committee Reports**
- VIII. Chairperson's Report**
- IX. 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

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

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

Ron Slack, Owner
 Fine Print Graphic Design

Andy Van Valer, Founder
 SlingShotSV

Dustin Vereker, Chief Beer Ambassador
 Discretion Brewing Company

DIRECTOR:
 Andy Stone

Next Meeting: Executive Committee Meeting
Wednesday, November 14, 2018 @ 8:30 am
1000 Emeline Ave, Exec. Conference Room
Santa Cruz, CA 95060

Workforce Development Board Meeting
Thursday, December 6, 2018 @ 8:30 am
Seacliff Inn
7500 Old Dominion Court
Aptos, CA 95003

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**Workforce Development Board
Full Board Meeting
Best Western Seacliff Inn
7500 Old Dominican Ct., Aptos
Wednesday, May 30, 2018 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 8:37 a.m., and a quorum was established. Members and staff present introduced themselves.

Board Members in Attendance

Ayyad, Alia
Borges, Katie
Cuevas, Christina
Delk, Marshall
Destout, Elyse
Duckworth, Yuko
Hartmann, Andy
Hebard, Sean
Livingstone, Todd
Mason, Barbara
Morse, Rob
Root, Bryce
Roth, Shaz
Schaller, Glen
Siegel, Carol
Slack, Ron
Van Valer, Andy
Vereker, Dustin

Board Members Absent

Berry-Wahrer, Diane
De La Garza, MariaElena
Hodges, Mark
Rodriguez, Francisco

Staff in Attendance

Beardsley, David – Human Services Dept, Sr. Analyst
Chevalier, Katy – EBSD Program Manager
Gazza, Laurel – WDB Administrative Aide
Paz-Nethercutt, Sara - WDB Sr. Human Services 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
Palo Alto Medical Foundation
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
MariaElena 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
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
Dave Hood, President
First Alarm
Todd Livingstone, Assistant Director
Career and Technical Education
Watsonville/Aptos Adult Education
Barbara Mason,
Economic Development Coordinator
Santa Cruz County Economic Development
Bill Miller, Director of Human Resources
Graniterock
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
Ron Slack, Owner
Fine Print Graphic Design
Andy Van Valer, Founder
SlingShotSV

DIRECTOR:
Andy Stone

Guests

Brady, Gerlinde – Cabrillo College
Detlefs, Peter – Santa Cruz County Economic Coordinator
Montegna, Lenore – WASC ADED
Moss, Denise - Cabrillo College
Paynter, Michael – SCCOE Suenos
Rohlfing, Eileen - EDD
Thomae, Teresa – SBDC, Cabrillo College
Williams, Josh – BW Research

Subject: **II. Public Comment**

Discussion: None

Subject: **III. Approval of February 28, 2018 Meeting Minutes**

Discussion: Chair Carol Siegel called for the February 28, 2018 minutes to be approved.

Action: **Approval of Minutes**

Status: Motion to Approve: Glen Schaller
 Motion Seconded: Todd Livingstone
 Abstentions: Christina Cuevas
 Bryce Root (new member)
 Ron Slack
 Dustin Vereker (new member)

Committee Action: All in favor, minus abstentions, Motion passed.

Subject: **IV. Consent Items:**

- C.1 – Data Dashboard**
- C.2 – Common Measure Performance PY 2017-18 Q2**
- C.3 – Draft Monitoring Reports**
- C.4 – Strategic Plan Report**
- C.5 – AJCC Certification/Hallmarks of Excellence**

Discussion: None

Status: Motion to Approve: Elyse Destout
 Motion Seconded: Ron Slack
 Abstentions: Bryce Root, Dustin Vereker

Committee Action: All in favor, minus abstentions, Motion passed.

Subject: VI. Administration items: (items considered and voted on immediately Following Consent Agenda action)

A.1 – WDB and Committee Meeting Calendar approval

Discussion: Director Andy Stone presented the proposed 2018-19 FY WDB Board and Committee Meeting Calendar, for approval:

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

A.2 – WDB Officer Nominations PY 2018-19 approval

Discussion: Nominating Committee Chair Ron Slack presented the proposed slate of Officers for the Workforce Development Board, for PY 2018-19, for approval:

Status: Motion to Approve: Christina Cuevas
Motion Seconded: Barbara Mason
Abstentions: Andy Hartmann
Committee Action: All in favor, minus abstention, motion passed.

Subject: V. Presentation - Josh Williams, of BW Research, gave a presentation on the current State of the Workforce, which included current trends. (At Chair and WDB Director's direction, this item was presented after Administration items were completed)

Subject: VII. Committee Reports

Discussion: Marshall Delk, Chair of the Business Services Committee (BSC) gave a report on the latest developments of the committee, and recapped the mission of the BSC, and how they advocate for employers.

Subject: VIII. Chairperson's Report

Discussion: WDB Chair Carol Siegel welcomed the newly confirmed members of the WDB, Bryce Root, Founder of The Root Group; and Dustin Vereker, Chief Beer Ambassador of Discretion Brewing, LLC.

Andy Stone then presented retiring Board member Ron Slack with a Proclamation from the Board of Supervisors, commemorating his over 13 years with the WDB. Ron thanked Board members and staff, and spoke of his tenure with the WDB, and gave special recognition to Carol Siegel, Andy Stone, and Sara Paz-Nethercutt. He also invited Board members to attend future non-profit events to support the community.

Meeting adjourned at 10:03 a.m.

Next Meeting: Executive Committee Meeting
Wednesday, August 29, 2018 @ 8:30 a.m.
1000 Emeline Street – Executive Conference Room
Santa Cruz, CA 95060

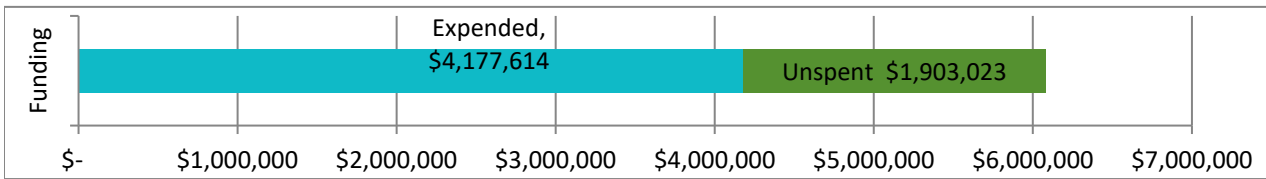
Workforce Development Board
Wednesday, September 19, 2018 @ 8:30 a.m.
Best Western Seacliff Inn
7500 Old Dominican Ct.
Aptos, CA 95003

C.1 Data Dashboard

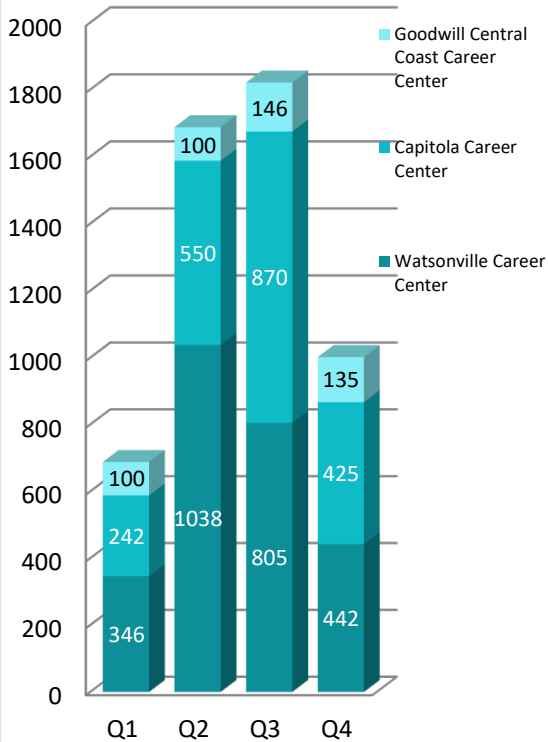
July 1, 2017 to June 30, 2018



Program Year (PY) 2017-18 Budget: \$6,080,637



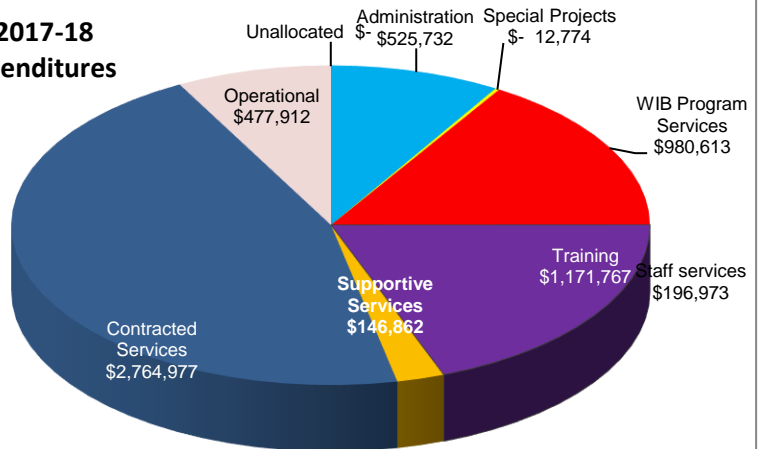
**PY 2017-18 Jobseeker Visits
Total Visits by Quarter**



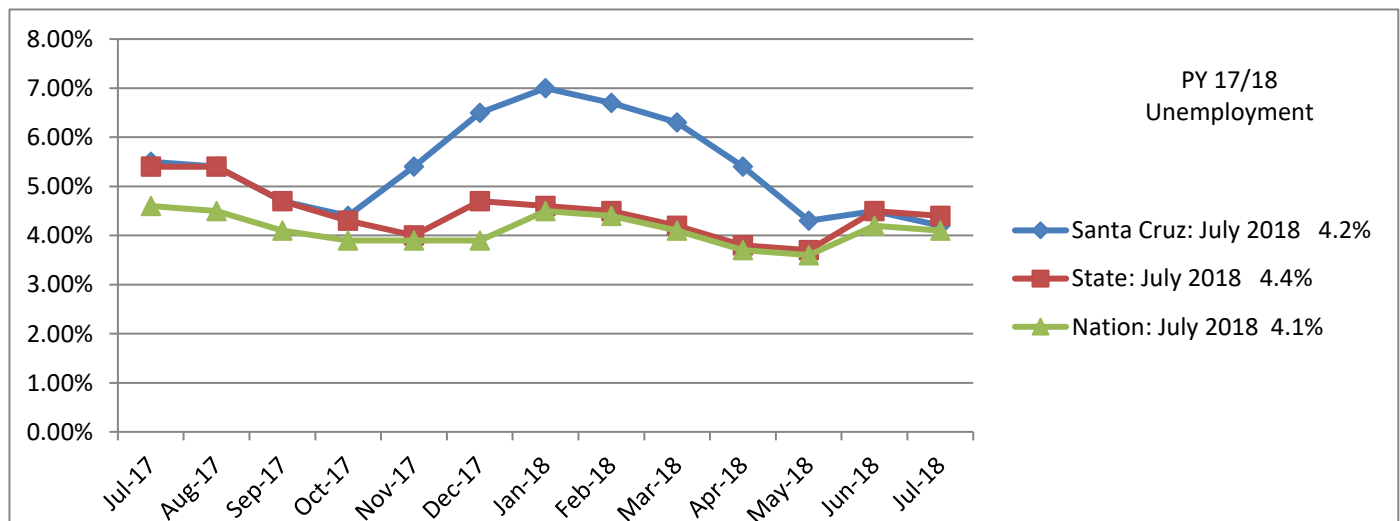
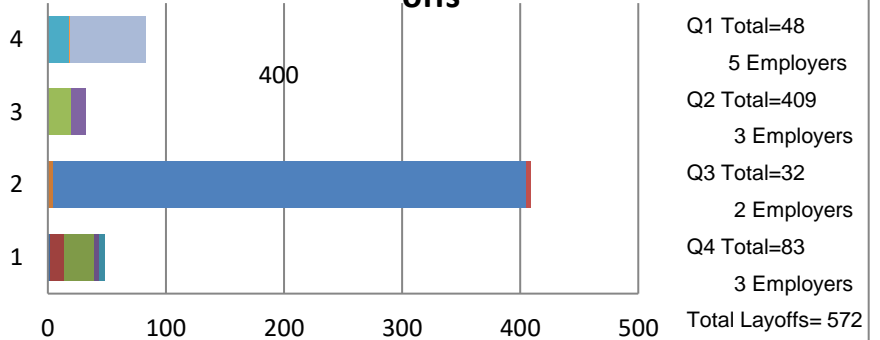
Year to Date Unique Visitors:

Watsonville: 2631
Capitola: 2087
Goodwill: 481
TOTAL: 5199

**PY 2017-18
Expenditures**



PY17/18 Rapid Response: Number of Lay-offs





☒Action ☒Consent ☐Information ☐Discussion

C.2 Career Services Provider Report

COMMITTEE: Workforce Development Board	MEETING DATE: September 11, 2018
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

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

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

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

COMMITTEE DATE 08/29/18	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.2 Attachment 1

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

Youth - Budget v. Expenditures (Through 5/31/2018)

SCCOE - Sueños	In-School	Out-of-School	Total
Budget	\$212,500	\$637,500	\$850,000
Expenditures	\$190,571	\$534,300	\$724,871
Balance	\$21,929	\$103,200	\$125,129
Percent Expended	90%	84%	85%

Youth – Federal Performance Goals (Through 12/31/2017)

Measure	Target Performance Level	Performance through 2nd Quarter	2nd QTR % of Target Achieved	Met 80% Target?
Entered Education or Employment Rate	70.5%	96%	136.17%	YES
Attained Degree or Certificate	64%	95.65%	149.45%	YES
Literacy & Numeracy Gains	72%	100%	138.88%	YES

Youth - Contract Performance Outcomes (Through 5/31/2018)

SCCOE – Sueños Contract Outcomes	Annual Plan	Actual	% Annual Plan
Cumulative Enrollments	150	117	78%
Placement in employment or post-secondary education	64	64	100%
Attain degree or certificate and participate in a paid or unpaid WEX	60	60	100%
Utilize e-CASAS and participate in workplace skills workshop	78	67	85%

C.2 Attachment 2

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

Adult/Dislocated Worker - Budget v. Expenditures (Through 5/31/2018)

Goodwill Central Coast	WIOA Adult	WIOA DW	Rapid Response	Total
Budget	\$345,750	\$345,750	\$25,000	\$716,500
Expenditures	\$252,526	\$250,900	\$9,432	\$512,858
Balance	\$93,224	\$94,850	\$15,568	\$203,642
Percent Expended	73%	73%	38%	72%

Adult – Federal Performance Goals (Through 12/31/2017)

Adult Measures	Target Performance Level	Performance through 2 nd Quarter	2 nd QTR % of Target Achieved	Met 80% Target?
Entered Employment Rate	68%	72%	105.88%	YES
Employment Retention Rate	65.5%	86.6%	132.21%	YES
Average Earnings	\$10,314	\$17,660.13	171.22%	YES

Dislocated Worker - Federal Performance Goals (Through 12/31/2017)

DW Measures	Target Performance Level	Performance through 2 nd Quarter	2 nd QTR % of Target Achieved	Met 80% Target?
Entered Employment Rate	71%	76.6%	107.89%	YES
Employment Retention Rate	69.5%	77.2%	111.08%	YES
Average Earnings	\$15,046	\$18,207.34	121.01%	YES

Adult/Dislocated Worker - Contract Performance Outcomes (Through 5/31/2018)

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

C.2 Attachment 3

Cabrillo SRSN Financial and Performance Report for Program Year 2017-18

Cabrillo SRSN - Budget v. Expenditures (Through 3/31/2018)

Cabrillo SRSN	WIOA Adult	WIOA DW	Total
Budget	\$37,500	\$37,500	\$75,000
Expenditures	\$25,219	\$22,425	\$47,644
Balance	\$12,281	\$15,075	\$27,356
Percent Expended	67%	60%	64%

Cabrillo SRSN - Contract Performance Outcomes (Through 3/31/2018)

Cabrillo SRSN Contract Outcomes	Annual Plan		Actual		% Annual Plan	
	Adult	DW	Adult	DW	Adult	DW
New Training Enrollments	15	15	12	13	80%	86%
Successful Training Completions	10	10	8	5	80%	50%



☒Action ☒Consent ☐Information ☐Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

C.3 ETPL Draft Program Monitoring PY 2017-18

COMMITTEE:	Workforce Development Board	MEETING DATE:	September 11, 2018
STAFF NAME: Andy Stone, WDB Director; Lacie Gray, Sr. Analyst			

SUMMARY:

Workforce Development Board (WDB) Staff monitored the Employment Training Provider List (ETPL) training vendors in May and June 2018 for the 2016-2017 and 2017-2018 program years.

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

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

Of the 15 vendors monitored, Bay Area Video Coalition had one (1) finding. Santa Cruz County Career Technical Education Partnership (Regional Occupational Programs) Cabrillo SRSN had one (1) issue. Both schools have responded to the finding/issue and the finding and issue were resolved. All 15 complete drafted reports are attached via this link: <http://shorturl.at/uDIOT>

+

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

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

COMMITTEE DATE	08/29/18	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Other:



☐ Action ☒ Consent ☒ Information ☐ Discussion

C.4 ETPL Annual Report PY 2017-18

COMMITTEE: Workforce Development Board	MEETING DATE: September 11, 2018
STAFF NAME: Andy Stone, WDB Director; Lacie Gray, Sr. Analyst	

SUMMARY:

The Workforce Development Board (WDB) staff has reviewed the training placements from Program Year (PY) 2017-18 in order to gauge the performance of each Eligible Training Provider List (ETPL) vendor (Attachment 1). Although the WDB has 20 schools approved to provide training, the attached chart (Attachment 2) lists the expenditures for only those schools that were attended during the 2017-18 Program Year. Additionally, the charts (Attachment 3) indicate the top five schools in terms of enrollments, and the top five schools' Individual Training Account expenditures for PY 2017-18.

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the annual ETPL Report for PY 2016-17.

COMMITTEE DATE 08/29/18	COMMITTEE APPROVAL: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

PY 2017-2018 ETPL Performance by Training Vendors of WDB Santa Cruz County

School	Percentage of Total	Provider Activity Participation 2017-18				Completions 2017-18				
		Adult	DW	Other	Total	Successful Completions	Credential Attained	Entered Employment	Training Related	Average Wage
Advanced (aka Alliance) Computer Training School	2.2%	1	3	0	4	4	0	3	3	\$19.67
Amfasoft	1.1%	0	2	0	2	2	0	2	2	\$29.23
Bay Area Video Coalition	0.6%	0	1	0	1	1	0	1	1	\$70.00
Cabrillo College	35.8%	33	31	0	64	26	0	11	10	\$29.32
Center for Employment Training -Main Campus	0.6%	0	1	0	1	0	0	1	1	\$22.50
Central Coast College	0.6%	0	1	0	1	1	0	1	1	\$16.00
Goodwill Central Coast	0.0%	0	0	0	0	0	0	0	0	N/A
MTS Training Academy	1.7%	2	1	0	3	1	0	0	0	N/A
Dharma Management (aka OSC Computer Training)	5.6%	4	6	0	10	3	0	3	2	\$22.50
Santa Cruz County ROP	16.8%	27	3	0	30	21	0	15	15	\$16.41
The Cosmo Factory Cosmetology Academy	0.6%	1	0	0	1	1	0	0	0	N/A
Truck Driver Institute	19.6%	21	14	0	35	24	0	18	17	\$20.51
UCSC Extension Silicon Valley	9.5%	0	17	0	17	6	0	5	4	\$46.00
Watsonville Institute of Cosmetology	1.1%	2	0	0	2	0	0	0	0	N/A
Watsonville/Aptos/Santa Cruz Adult Education	4.5%	6	2	0	8	6	0	4	2	\$14.36
Totals	100.0%	97	82	0	179	96	0	64	58	\$27.86

C.4 Attachment 1

C.4 Attachment 2

The top five schools in terms of Individual Training Account (ITA) expenditures for PY 2017-18 were:

School Name	Participants	ITA Expenditures	% of ITA Expenditures	Average cost of training* per participant	Average Wage
Santa Cruz County Office of Education (ROP)	30	\$144,192	33%	\$4,806.40	\$16.41
Truck Driver Institute	35	\$131,705	30%	\$3,763.00	\$20.51
UCSC: Regents Univ Cal Santa Cruz	17	\$45,898	10%	\$2,699.88	\$46.00
Dharma Management (aka OSC Computer Training)	10	\$45,017	10%	\$4,501.70	\$22.50
Advanced (aka Alliance) Computer Training School	4	\$21,960	5%	\$5,490.00	\$19.67

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

WIA Adult and DW Training Expenditure Status

PROVIDER	FY 17/18	% OF TOTAL
Santa Cruz County Office of Education (ROP)	\$144,192	32.6%
Truck Driver Institute	\$131,705	29.7%
UCSC: Regents Univ Cal Santa Cruz	\$45,898	10.4%
Dharma Management (aka OSC Computer Training)	\$45,017	10.2%
Advanced (aka Alliance) Computer Training School	\$21,960	5.0%
Watsonville Institute of Cosmetology	\$20,000	4.5%
Cabrillo College	\$13,594	3.1%
Amfasoft Corporation	\$7,955	1.8%
Cosmo Factory Cosmetology Academy	\$4,810	1.1%
Bay Area Video Coalition, Inc.	\$4,675	1.1%
Central Coast College of Business	\$2,602	0.6%
California Coast Uniform	\$551	0.1%
Total Training Providers	\$442,959	100.0%

C.4 Attachment 3

The top five schools in terms of enrollments for PY 2017-18 were:

School Name	# of Enrollments	Enrollments
Cabrillo College	64	36%
Truck Driver Institute	35	20%
Santa Cruz County ROP	30	17%
UCSC Extension Silicon Valley	17	9%
Dharma Management (aka OSC Computer Training)	10	6%

PROVIDER	TOTAL	% OF TOTAL
Cabrillo College	64	35.8%
Truck Driver Institute	35	19.6%
Santa Cruz County ROP	30	16.8%
UCSC Extension Silicon Valley	17	9.5%
Dharma Management (aka OSC Computer Training)	10	5.6%
Watsonville/Aptos/Santa Cruz Adult Education	8	4.5%
Advanced (aka Alliance) Computer Training School	4	2.2%
MTS Training Academy	3	1.7%
Amfasoft	2	1.1%
Watsonville Institute of Cosmetology	2	1.1%
Bay Area Video Coalition	1	0.6%
Center for Employment Training -Main Campus	1	0.6%
Central Coast College	1	0.6%
The Cosmo Factory Cosmetology Academy	1	0.6%
Goodwill Central Coast	0	0.0%
TOTAL	179	100.0%



☐ Action ☒ Consent ☐ Information ☐ Discussion

C.5 AJCC Cert.-Hallmarks of Excellence

COMMITTEE:	Workforce Development Board	MEETING DATE:	September 11, 2018
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

Under WIOA, local boards are responsible for maintaining a network of high-quality, effective AJCCs. AJCCs are to follow the criteria and procedures established by the State Board once every three years when certifying the AJCCs. To this end, this board at its May 30, 2018 meeting approved the AJCC Hallmarks of Excellence independent review conducted by Racy Ming and was submitted to the State Workforce Board as required under WIOA.

To recap, the AJCC Hallmarks of Excellence certification is intended to ensure that every comprehensive AJCC is in compliance with key WIOA statutory and regulatory requirements. In order to receive a Hallmarks of Excellence AJCC Certification, an AJCC must meet the Baseline AJCC Certification and receive a ranking of at least three (3) in each of the certification areas. The certification areas and comprehensive AJCC rankings are as listed below:

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

The AJCC Hallmarks of Excellence Report accessible as indicated below includes continuous improvement goals and recommendations. Currently, our local area has not attained the Hallmarks of Excellence certification and an action plan is attached for this committee review. It is recommended that the local area focus on the areas underlined above to improve and attain a satisfactory ranking. The Hallmarks of Excellence Strategic Plan attached was reviewed and approved at the Career Services Committee meeting on July 25, 2018 and the Executive Committee on August 29, 2018.

AJCC Hallmarks of Excellence Report accessible as follows:

<http://bit.do/epmYd>

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to adopt the strategic plan as approved by the Career Services Committee and the Executive Committee.

COMMITTEE DATE	07/25/18	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other: Executive Committee
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other:

**Comprehensive AJCC
Hallmarks of Excellence Action Plan**

C.5 Attachment

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

**Comprehensive AJCC
Hallmarks of Excellence Action Plan**

C.5 Attachment

	<ul style="list-style-type: none"> Complete the Integrated Service Guide. 			
5. The AJCC is an on-ramp for skill development and the attainment of industry-recognized credentials which meet the needs of targeted regional sectors and pathways.	<ul style="list-style-type: none"> Provide staff training on labor market information, targeted sectors and career pathways – and how to use this information in working with customers. Ensure this training is on going and regular. Organize job center information/displays to include priority sectors and related information. 	3	<ul style="list-style-type: none"> Develop a capacity building/training plan. 	
			<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. 	
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. 	
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. 	

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



C.6 Apprenticeship Preparation Program

COMMITTEE:	Career Services Committee	MEETING DATE:	September 11, 2018
STAFF NAME: Katy Chevalier, Program Manager			

SUMMARY:

The Tri-County Apprenticeship Preparation Program (Proposition 39) serves Santa Cruz, San Benito, and Monterey counties, and is designed to help prepare applicants to enter and succeed in a registered apprenticeship program in the construction industry. Pre-apprenticeship or apprenticeship preparation programs, utilizing the Building Trades Multi-Craft Core Curriculum (MC3), are workforce training programs that prepare participants to apply for, enter, and successfully complete a Building Trades apprenticeship program. Funding for this program is provided through a grant from the CA Workforce Development Board.

Participants will learn the following skills:

- Introduction to the construction industry, how to interview effectively, blueprint reading, green construction techniques and standards, OSHA 10-hour safety certification, CPR & First Aid certification, and more.

Who is eligible?

- Must be interested in a career in construction
- Must be 18 years old or older
- Must possess a High School diploma/GED or completed higher education
- Must possess a valid Driver's License
- Must be able to work legally in the US
- Must be able to pass a drug screening
- Disadvantaged and disconnected job seekers; specifically returning veterans, women, and young adults (ages 18-25) preferred

Please share this information with interested parties - there are still spots available in the classes.

Orientation occurred on Thursday, August 23rd at Central Coast Energy Services in Watsonville.

The first class is scheduled to start 9/4/18. To date, there are 14 people enrolled. Participants can continue to enroll and be accepted into the class after the first class starts.

More information can be found at <https://www.apprenticeprep.org>

☒ 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:

want to learn the BUILDING TRADES?

The fastest path to a well-paid position
is through a competitive building trades
apprenticeship program.

**APPLY
NOW!**

Get ahead of the competition by applying for one
of our FREE 2018 apprenticeship preparation programs*.

April in Monterey | July in San Benito | September in Santa Cruz

In three months' time you will learn:

- Basics of the construction industry
- Applied skills, techniques and standards
- History & heritage of the American worker
- How to interview effectively for an apprenticeship
- Health & Safety; OSHA, CPR & First Aid certs + much more

**144 hrs
Over 3
Months**

**90%
Graduation
Rate**

*Must be interested in a career in construction, 18 years old or older,
possess a High School diploma/GED or completed higher education, possess
a valid Driver's License, able to work legally in the US, and be able to pass a drug screening.

Learn More & Apply
ApprenticePrep.org

**Construction Apprenticeship
Preparation Program 2018**
3 Sessions - April/July/Sept  ApprenticePrep.org

**Construction Apprenticeship
Preparation Program 2018**
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☐ Action
 ☐ Consent
 ☒ Information
 ☐ Discussion

C.7 WIOA AJCC Affiliate Site MOU

COMMITTEE:	Workforce Development Board	MEETING DATE:	September 11, 2018
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

Background

As you may recall, under the Workforce Innovation and Opportunity Act (WIOA), local boards with the agreement of the chief elected official, are required to develop and enter into a Memorandum of Understanding (MOU) to outline the delivery of services and a cost-sharing agreement between the local board and one-stop core required partners. This board has reviewed and approved the MOU for the comprehensive AJCC site, as required under the Act.

On June 14, 2017, Employment Development Department (EDD) Workforce Services issued a directive (WSD16-22) requiring the same cost-sharing requirements be applied to affiliate and specialized America's Job Centers of California (AJCC, known locally as career centers). Affiliate AJCCs are defined as sites where one or more AJCC partners make programs, services, and activities available. Specialized AJCCs are defined as sites that address specific needs, ie. Youth.

The Capitola Employment Development Department (EDD) is known as an affiliate AJCC site and currently has the Washoe Tribal TANF as a co-located partner. However, Washoe Tribe asserts they are exempt from signing the MOU, citing California Department of Social Services (CDSS) All-County letter 16-51. WDB staff is currently in discussions with EDD about establishing some WIOA Title I presence at the Capitola EDD site to avoid their designation as a Wagner-Peyser Employment Services stand-alone office. WDB staff will report back to this committee as appropriate.

The WIOA Youth service provider known locally as Suenos, is a specialized AJCC site and only has one MOU partner within their site, so not required to negotiate a cost sharing agreement with any other partner.

☐ 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:



☒ Action ☐ Consent ☐ Information ☒ Discussion

A.1 Strategic Plan Report

COMMITTEE:	Workforce Development Board	MEETING DATE:	September 11, 2018
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

On November 8, 2017 the WDB approved the WDB Director's Program Year (PY) 2017-18 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 adopt the WDB Director's Operational Plan update for PY 18-19.

COMMITTEE DATE	08/29/18	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other:

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

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

✓ on track to meet planned target for the year

✗ not on track to meet planned target for the year



☐ Action ☐ Consent ☒ Information ☒ Discussion

A.2 WDB 2018-19 Meeting Calendar Update

COMMITTEE: Workforce Development Board	MEETING DATE: September 11, 2018
STAFF NAME: Andy Stone, WDB Director; Laurel Gazza, WDB Administrative Aide	

SUMMARY:

Due to room unavailability at Seacliff Inn for the originally scheduled WDB Board meeting dates of Wednesday, September 19th, 2018 and Wednesday, December 12th, 2018 - these meeting dates have now been changed to Tuesday, September 11, 2018; and Thursday, December 6, 2018, respectively. Please mark your calendars accordingly.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

COMMITTEE DATE 08/29/18	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



A.3 WDB Member Survey

COMMITTEE:	Workforce Development Board	MEETING DATE:	September 11, 2018
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

In May of 2018, Public Consulting Group conducted a survey to identify the interest/expertise of the Santa Cruz County Workforce Development Board's (WDB) members and to gauge how well aligned these are with the interests, expertise, and priorities of the WDB.

Based on your feedback, a few of the survey's recommendations include:

- Increased board trainings to ensure Board members know all WDB programs, who the clients are, and how Board programs impact business;
- Focused marketing and self-promotion; and
- Adding a Business Leader to the WDB with funding/budget expertise.

At this meeting, the WDB will discuss the survey's findings and identify potential next steps.

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE	08/29/18	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 WDB

WDB Member Survey Summary

Summer 2018

Executive Summary

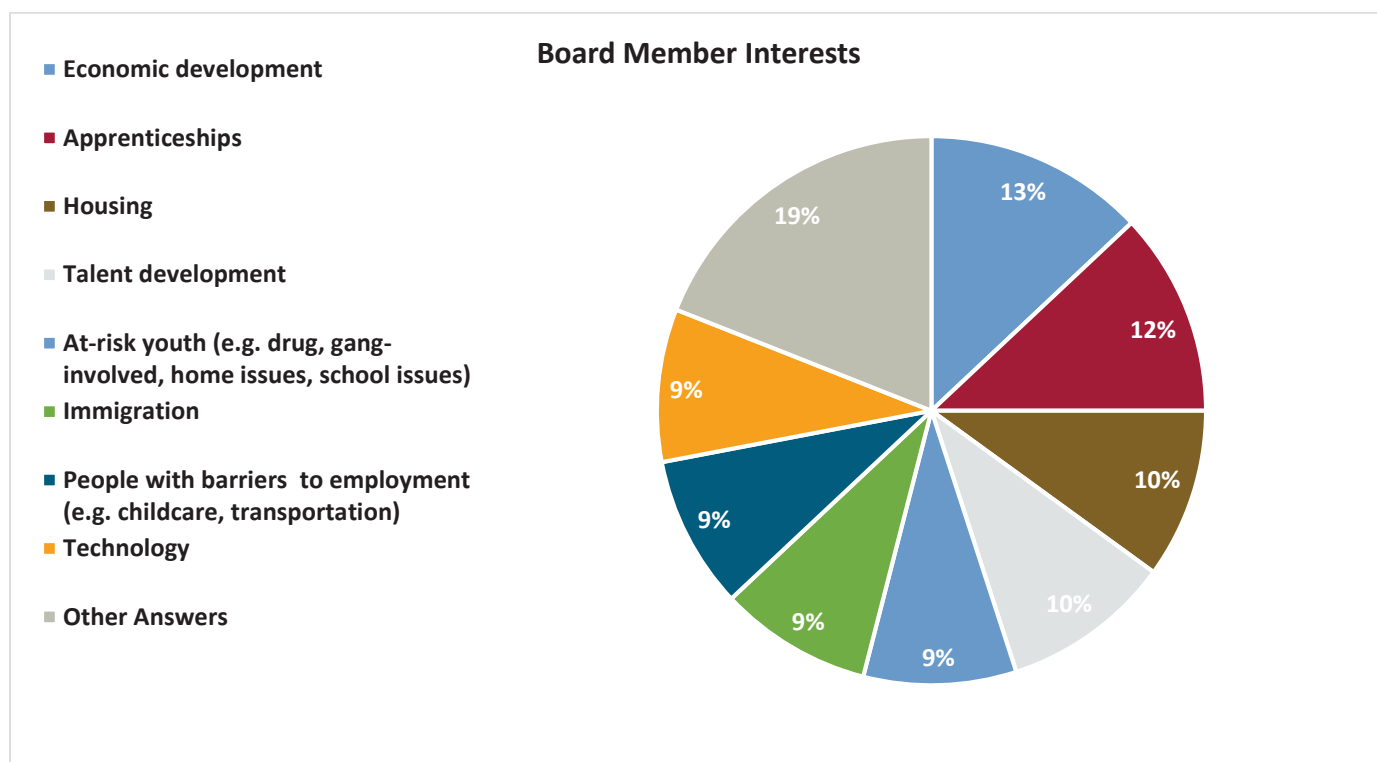
The focus and purpose of the Santa Cruz County Workforce Development (WDB) survey was to identify the interests/expertise of the responding WDB members and gauge how well aligned these are with the interests, expertise, and priorities of the WDB. The survey was also used to determine what actions/activities could make WDB member involvement more meaningful, what main challenges regarding strategy and advocacy the WDB faces, and to gather recommendations or solutions focused on addressing these challenges.

Highlight of Survey Results

Expertise and Board Alignment

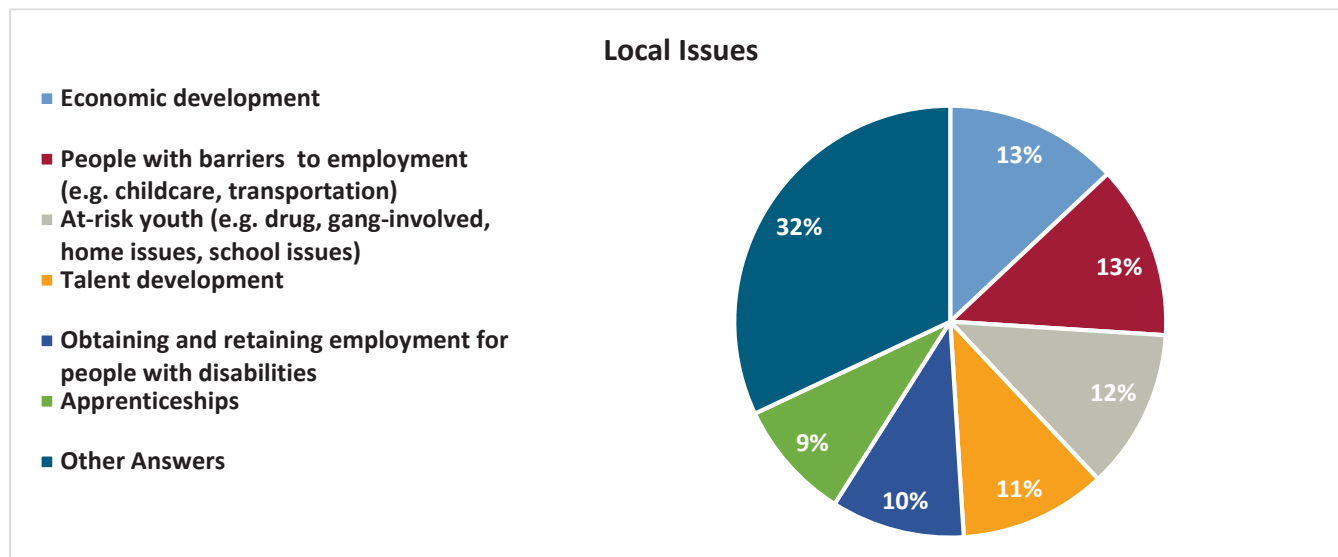
WDB members identified themselves as having a wide variety of expertise including nonprofit/education sector expertise and more specified public-sector workforce program expertise such as industry specific apprenticeships and training programs knowledge. Regarding whether Board members feel they can successfully align their expertise and interests with Board activities, 50% responded Yes and 50% responded Somewhat, with 0% responding No. One item which was mentioned as limiting alignment is WDB members aren't always aligned with similar causes and may have different priorities for WDB activities.

Interests



Other Answers: Ex-offenders, Homelessness, Obtaining and retaining employment for people with disabilities, Veterans, Gig economy worker.

Local Issues



Other Answers: Technology, Ex-offenders, Homelessness, Obtaining and retaining employment for people with disabilities, Veterans, Gig economy worker, Gig economy workers/entrepreneurs.

Challenges to the Board

Common workforce development challenges were identified through the survey such as being inclusive of all populations found within the County whether low or high income and a continuous need for affordable housing as displaced workers are immediately in crisis without it. Other themes, more specific to the WDB were a clear understanding of WDB strategies across all members as well as better marketing/advertising campaigns to showcase the services/programs and expertise the WDB can provide for Santa Cruz County and the Workforce Development system.

Recommendations

Board Member Recommendations from Survey

- Clarity around structure, goals, focus and strategy of the Board.
- Legislative advocacy.
- Career training, alternative housing solutions, and access to education at all levels.
- Create systems that allow the flow to be documented and used by the community.
- Focused marketing and self-promotion.
- Increased board trainings to ensure Board members know all WDB programs, who the clients are, and how Board programs impact business.
- Ongoing and continual education.
- Business Leader with funding/budget expertise.

Technical Assistance

- Provide regular WDB member trainings/information sessions to ensure uniform level of understanding around crucial WDB information such as structure, goals, and focus/strategy of the Board, programs/services offered, who the clients are, and how the WDB offering of programs/services impact business.

- Establish strategy committees in alignment with identified WDB member interests (i.e. Economic Development, Apprenticeships, Housing, Talent Development) which address the biggest current local issues identified via the survey (i.e. Economic Development, People with barriers to employment, At-risk youth, Talent Development).
- Hold WDB knowledge sharing sessions to identify other WDB member expertise/interests so that specific strategy committees can be created ad hoc to address local issues that may arise and are not addressed by the committees developed in the recommendation above.
- Establish sub-committee focused on housing (third highest category of WDB interests) to address the two largest identified local issues, People with barriers to employment and Economic Development. A strategic focus on Housing would also have a positive effect on other high priority local issues such as high at-risk youth population and lack of talent development support.

Communication

- Develop clear communication strategy which showcases the services/programs offered by the WDB utilizing nationally recognized public relations strategies to better showcase what the Board can do.
- Ensure that front line staff are knowledgeable about all services/programs offered by the WDB to create a quasi “No Wrong Door” to either serve SCC workers or refer them to the appropriate services/programs.
- Facilitate regular meetings open to the public to help identify gaps in the system and showcase the WDB's commitment to SCC and its workforce system.
- Align the board meeting agendas with the issues/strategies that are the board is actively engaged in. Too many times, boards meetings are focused on the reporting back of performance numbers, system success/failures, and committee reports, failing to leave time for meaningful conversations around the issues and strategies that are driving the system's activities.

Alignment

- Host employer focus groups to gain insight into employer needs.
 - If employer needs align with the highest categories of WDB member interests identified via the survey (i.e. Economic Development, Apprenticeships, Housing, Talent Development) then explore apprenticeship/certifications/training options with SCC employers.
- Host SCC worker focus groups to identify local issues from their perspective and crosswalk these with the local issues identified by the WDB members via the survey.
 - If there are significant differences between WDB member local issues and SCC worker local issues hold meetings bringing the two parties together for better alignment of local issue identification.



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