



Workforce Development Board
Santa Cruz Best Western Seacliff Inn
7500 Old Dominion Ct., Aptos
December 6, 2018, 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
Founder, Fortress and Flourish

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

Jorge Suarez
Director of HR, S. Martinelli & Co.

Andy Van Valer, Founder
SlingShotSV

Dustin Vereker, Chief Beer Ambassador
Discretion Brewing Company

DIRECTOR:
Andy Stone

- I. Call to Order/Welcome**
- II. Public Comment**
- III. Approval of Minutes from September 11, 2018 meeting3-7**
- IV. New WDB Board Member and Staff Introductions**
- V. Consent Items**
 - C.1 Data Dashboard **8**
 - C.2 Workforce Services Provider Report **9-15**
 - C.3 Hallmarks of Excellence Action Plan Update..... **16-18**
 - C.4 Sueños Youth Services Annual Report PY 2017-18 **19**
 - C.5 WIOA Performance Negotiations **20-21**
- VI. Presentation**
 - P.1 Sunny Grosso from Delivering Happiness: How Company Culture can affect attraction and retention of talent **22**
- VII. Administration**
 - A.1 Strategic Plan Report **23-24**
 - A.2 Approval of Local and Regional Plan Update **25**
 - A.3 WDB Member Recruitment Update **26**
- VIII. Committee Reports**
- IX. Chairperson's Report**
- X. Adjournment**

Next Meeting: Executive Committee Meeting

**March 6, 2019 @ 8:30 am
1000 Emeline Ave, Exec. Conference Room
Santa Cruz, CA 95060**

**Workforce Development Board Meeting
March 27, 2019 @ 8:30 am
Seacliff Inn
7500 Old Dominion Court
Aptos, CA 95003**

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
Tuesday, September 11, 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 8:35 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
Hartmann, Andy
Hebard, Sean
Hodges, Mark
Livingstone, Todd
Mason, Barbara
Morse, Rob
Rodriguez, Francisco
Root, Bryce
Siegel, Carol
Vereker, Dustin

Board Members Absent

Ayyad, Alia
De La Garza, MariaElena
Roth, Shaz
Schaller, Glen
Van Valer, Andy

Staff in Attendance

Chevalier, Katy – EBSD Program Manager
Gazza, Laurel – WDB Administrative Aide
Gray, Lacie – WDB Sr. Human Services Analyst
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
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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
Elliott, Candice – The Glass Jar Co.
Kelly, Ginaia – Goodwill Central Coast
Macias, Nohemi – SCCOE Suenos
Moss, Denise - Cabrillo College
Oropeza, Terry – Cabrillo College
Paynter, Michael – SCCOE Suenos
Ullestad, Sharolynn – Eckerd Connects
Weis, Matthew – Cabrillo College

Subject: II. Public Comment

Discussion: Sharolynn Ullestad of Eckerd Connects mentioned the flyer for the upcoming Access to Employment Job Fair. Elyse Destout highlighted the Youth Day coming up, and continuing efforts to find volunteers for the Diamond Tech Mentorship Program.

Subject: III. Approval of May 30, 2018 Meeting Minutes

Discussion: Chair Carol Siegel called for the May 30, 2018 minutes to be approved.

Action: Approval of Minutes

Status: Motion to Approve: Marshall Delk
Motion Seconded: Sean Hebard
Abstentions: Diane Berry-Wahrer
Committee Action: All in favor, minus abstention, motion passed.

Subject: IV. Consent Items:

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

Discussion: In regards to the C3 and C4 items, members discussed ways to obtain more information about training program effectiveness.

Status: Motion to Approve: Rob Morse
Motion Seconded: Christina Cuevas

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

Subject: V. Presentations – SCCOE Suenos Program Manager Nohemi Macias brought along student Ashley who presented her story of the success that she experienced in the program. Cabrillo College partner program representatives Denise Moss, Matthew Weis, and Terry Oropeza presented the goals and challenges and enrollment status of the Tech Apprenticeship Program, and lastly, Board members Katie Borges, HR Director of Sutter Health/PAMF; Dustin Vereker, Chief Beer Ambassador of Discretion Brewing Co.; and Bryce Root, Founder of The Root Group all gave brief presentations on their business' background, current business model, and challenges each face in hiring qualified people, or helping businesses.

Subject: VI. Administration items:

A.1 – Strategic Plan Report

Discussion: Director Andy Stone outlined the WDB Program Year (PY) 2017-18 Operational Plan, and it's goals and targets, designed to ensure that the Strategic Plan's goals are met.

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

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

Discussion: WDB Director Andy Stone updated the Board on the changed dates of the September 2018 (to Sept. 11, 2018) and December 2018 (to December 6, 2018) meetings. The dates were changed to room unavailability at Seacliff Inn on the original dates.

A.3 – WDB Member Survey (discussion only)

Discussion: WDB Chair Carol Siegel thanked members for participating in the survey, which was conducted by Public Consulting Group (PCG). Based on Board review, 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.
-

Subject: VII. Committee Reports

Discussion: Each committee chair gave a brief update on the current status of recruiting efforts and what each committees' focus is.

Subject: VIII. Chairperson's Report

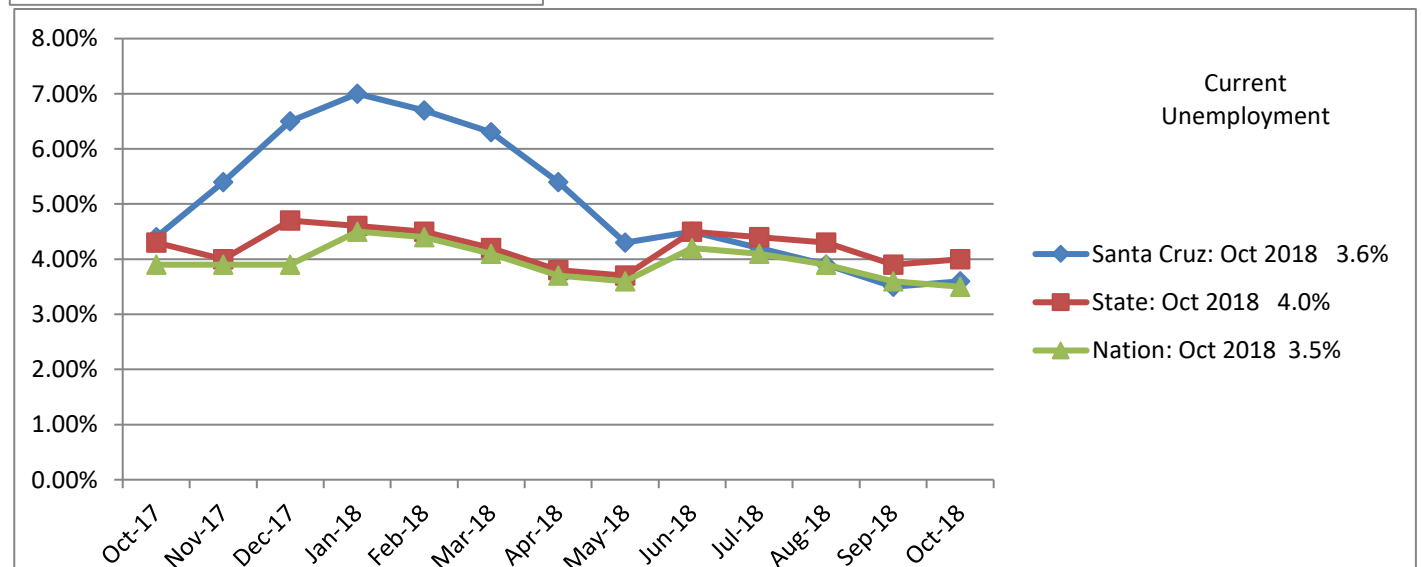
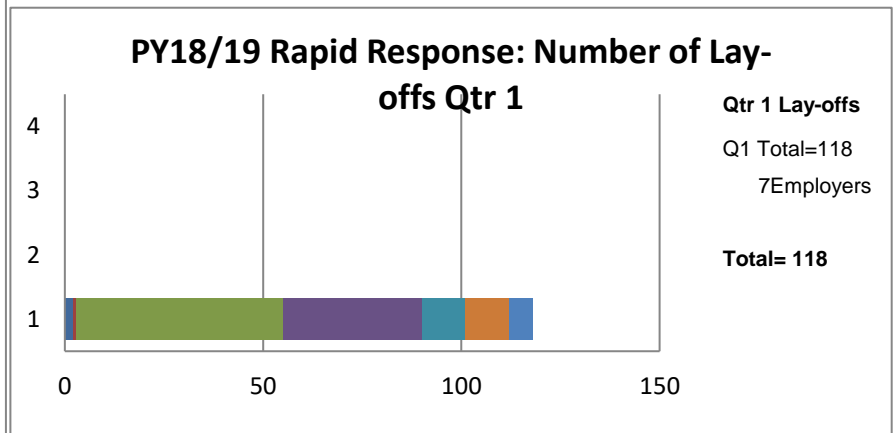
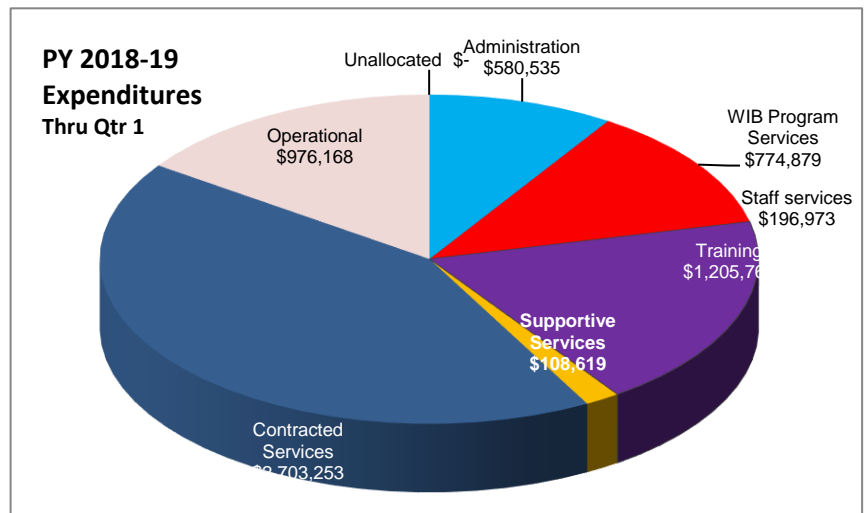
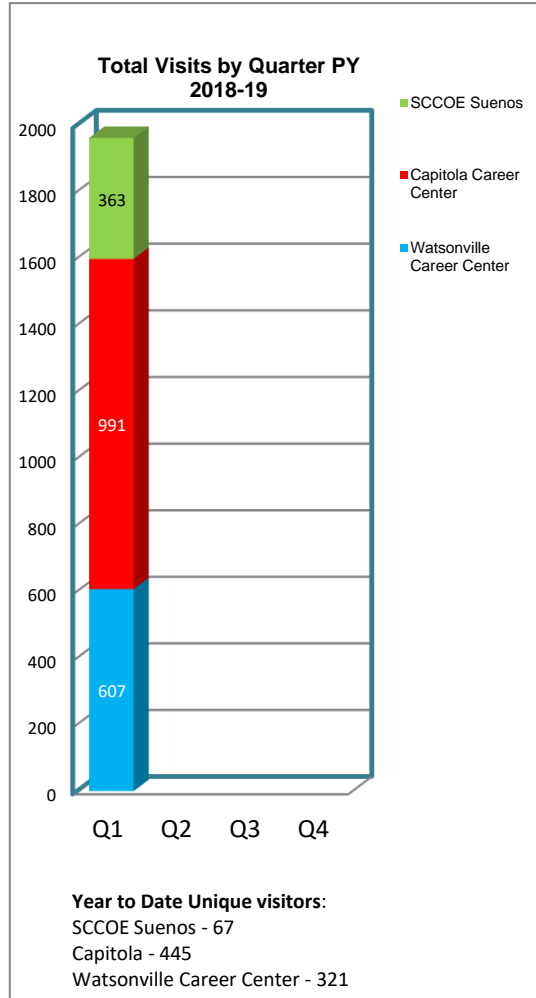
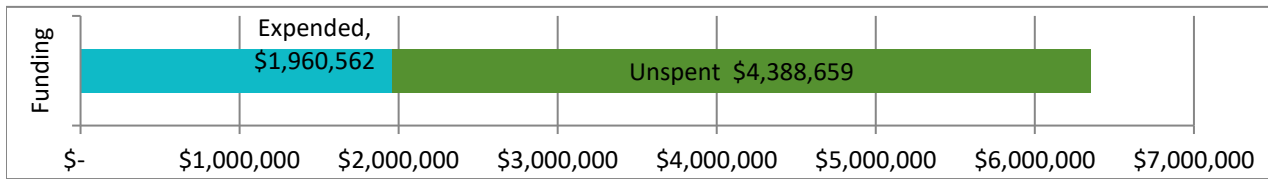
Discussion: WDB Chair Carol Siegel thanked everyone for coming and again welcomed new board members and mentioned upcoming new member Candice Elliott, of the Glass Jar Company, who is set for early October confirmation from the Board of Supervisors as a new WDB Board member.

Meeting adjourned at 10:22 a.m.

**Next Meeting: Executive Committee Meeting
Wednesday, November 14, 2018 @ 8:30 a.m.
1000 Emeline Street – Executive Conference Room
Santa Cruz, CA 95060**

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

DRAFT





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C.2 Workforce Services Provider Report

COMMITTEE:	Workforce Development Board	MEETING DATE:	December 6, 2018
STAFF NAME: 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)

SUGGESTED MOTION: (if applicable)

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

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.2 Attachment 1

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

Youth - Budget v. Expenditures (Through 9/30/2018)

SCCOE - Sueños	In-School	Out-of-School	Total
Budget	\$193,750	\$581,250	\$775,000
Invoiced Amount	\$54,349.12	\$113,621.28	\$167,980.40
Balance	\$139,400.88	\$467,628.72	\$607,029.60
Percent Invoiced	28%	19.5%	21.6%

Work Experience-Direct to Youth	In-School	Out-of-School	Total
Budget	\$33,831.12	101,493.36	\$135,324.48
Invoiced Amount	\$8,982.83	\$4,666.58	13,649.41
Balance	\$24,848.29	\$96,826.78	121,675.07
Percent Invoiced	26.5%	4.5%	10%

Youth – Federal Performance Goals (Through 9/30/2018)

Measure	Target Performance Level	Performance through 1st Quarter	1st QTR % of Target Achieved	Met 80% Target?
Education ,Training or Employment 2nd Qtr post exit	65.4%	100%	152%	YES
Education ,Training or Employment 4th Qtr post exit	62.0%	71.4%	115%	YES
Credential Rate	53%	94.4%	178%	YES

Youth - Contract Objectives (Through 9/30/2018)

SCCOE – Sueños Contract Objectives	Annual Plan	Q1 Target	Q1 Actual	% Annual Plan
Cumulative Enrollments	150	72	74	49%
Youth Secondary diploma or equivalent	15	5	6	40%
Placement in unsubsidized employment or post-secondary education	65	20	20	30.7%
Credential Attainment (excludes secondary diploma or equivalent)	60	15	13	21.6%
Youth Retention in Employment, Education or Training	58	18	18	31%

C.2 Attachment 2

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

Adult/Dislocated Worker - Budget v. Expenditures (Through 9/30/2018)

Goodwill Central Coast	WIOA Adult	WIOA DW	Total
Budget	\$300,000	\$300,000	\$600,000
Invoiced Amount	\$57,201.96	\$53,913.70	\$111,115.66
Balance	\$242,798.04	\$236,086.30	\$488,884.34
Percent Invoiced	19%	22.8%	18.5%

Adult – Federal Performance Goals (Through 09/30/2018)

Adult Measures	Target Performance Level	Performance through 1 st Quarter	1 st QTR % of Target Achieved	Met 80% Target?
Employment 2nd Q post exit	64%	80%	125%	YES
Employment 4th Q post exit	60.5%	73.9%	122%	YES
Median Earnings	\$5,200	\$8,536.92	164%	YES
Credential Attainment Rate	53%	80%	150%	YES

Dislocated Worker - Federal Performance Goals (Through 09/30/2018)

DW Measures	Target Performance Level	Performance through 1 st Quarter	1 st QTR % of Target Achieved	Met 80% Target?
Employment 2nd Q post exit	68%	90%	132%	YES
Employment 4th Q post exit	65%	72.2%	111%	YES
Median Earnings	\$7,700	\$13,615.97	176%	YES
Credential Attainment Rate	57%	84.6%	148%	YES

Adult/Dislocated Worker - Contract Performance Outcomes (Through 9/30/2018)

Goodwill Central Coast Contract Objectives	Annual Plan		Actual		% Annual Plan	
	Adult	DW	Adult	DW	Adult	DW
New Training Enrollments	98	65	43	17	43.8%	26%
Successful Training Completions	54	51	13	5	24%	9.8%
Entered Employment	52	47	17	4	32.6%	8.5%

C.2 Attachment 3

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

Cabrillo SRSN - Budget v. Expenditures Q1 (Through 9/30/2018)

Cabrillo SRSN	WIOA Adult	WIOA DW	Total
Budget	\$37,500	\$37,500	\$75,000
Invoiced Amount	\$7836.18	\$7836.21	\$15672.39
Balance	\$29,663.82	\$29,663.79	\$59,327.61
Percent Invoiced	20.8%	20.8%	20.8%

Cabrillo SRSN - Contract Performance Objectives Q1 (Through 9/30/2018)

Cabrillo SRSN Contract Outcomes	Annual Plan		Actual		% Annual Plan	
	Adult	DW	Adult	DW	Adult	DW
New Training Enrollments	21	16	18	7	85.7%	43.7%
Successful Training Completions	9	9	0	0	0%	0%

C.2 Attachment 4

WTW Expanded Subsidized Employment - Financial and Performance Report for Fiscal Year 2018-19

ESE - Budget v. Expenditures (7/1/2018 through 9/30/2018)

	Goodwill (STEP & TEMP)	Community Action Board (SmartHire)	Cabrillo (SRSN)	Total
Budget	\$649,715	\$649,966	\$109,189	\$1,420,470
Expenditures	\$110,479.72	\$116,459.39	\$22,584.26	\$249,523.37
Balance	\$539,235.28	\$533,506.61	\$86,604.74	\$1,159,346.63
Percent Expended	17%	17.9%	20.7%	18.5%

ESE – Performance Goals (Through 9/30/18)

Measure	Target Performance Level	Performance in 1st Quarter	Met Target?
STEP participants will successfully complete a 3-month subsidized placement	55%	68%	Yes
STEP participants who successfully complete 3-month placement will start a SmartHire placement or enter into employment within 3 months of completion	70%	54%	No
TEMP participants will successfully complete a 1-month subsidized placement	75%	55%	No
SmartHire participants will successfully complete a subsidized employment placement	85%	10%	No
SmartHire participants who complete a placement will enter into unsubsidized employment	100%	100%	Yes
SmartHire participants will remain employed in unsubsidized placement for 6 months	75%	100%	Yes
SRSN student retention rate is within 5% of retention rate of entire student body	100%	100%	Yes

ESE - Contract Performance Outcomes (Through 9/30/2018)

C.2 Attachment 4

WTW Expanded Subsidized Employment - Financial and Performance Report for Fiscal Year 2018-19

Contract Outcomes	Annual Plan	Actual	% Annual Plan
New or Returning Enrollments (Goodwill - STEP)	90	31	34%
New or returning Enrollments (Goodwill - TEMP)	60	11	18%
Cumulative Enrollments (CAB) - placements in subsidized jobs	42	4	10%
New employer contacts (CAB)	48	24	50%
New employer contracts (CAB)	50% of those contacted	2	8%
New or Returning Enrollments (Cabrillo) SRSN Work Study Positions*	35	23	65.7%

C.2 Attachment 5

WTW – Job Search Workshop (JSW) Financial and Performance Report for Program Year 2018-19

Goodwill JSW - Budget v. Expenditures (Through 9/30/2018)

Goodwill JSW	Services for CalWORKs clients
Budget	\$110,812
Expenditures	\$27,459
Balance	\$83,353
Percent Expended	25%

Goodwill JSW – Performance Goals (Through 9/30/18)

Measure	Target Performance Level	Performance through 1 st Quarter	Met Target?
Participants will complete a 4-week Job Search Workshop	65%	80%	Yes

Goodwill JSW - Contract Performance Outcomes (Through 9/30/18)

Contract Outcomes	Annual Plan	Actual
JSW Completers will be employed within 6 weeks of completion	65%	71%
JSW completers will increase job search knowledge and skills, as measured by pre- and post-participation survey	100%	100%



C.3 Hallmarks of Excellence Plan Update

COMMITTEE:	Workforce Development Board	MEETING DATE:	December 6, 2018
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

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

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

Currently, our local area has not attained the Hallmarks of Excellence certification and a recommendation was approved to have the local area focus on the areas underlined above to improve and attain a satisfactory ranking. There are no updates to report on plan progress since previously presented to this board on September 11, 2018. However, the attached action plan represents the updated PY 2018-19 progress for your committee review.

AJCC Hallmarks of Excellence Report accessible as follows:

<http://bit.do/epmYd>

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

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

**Comprehensive AJCC
Hallmarks of Excellence Action Plan**

C.3 Attachment



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

**Comprehensive AJCC
Hallmarks of Excellence Action Plan**

C.3 Attachment

	possibly through the Roundtables that were mentioned or through a One Stop Steering Committee. • Complete the Integrated Service Guide.		• Develop a plan for staff to meet across organizations.	Discussions planned for next Career Center Operators meeting
5. The AJCC is an on-ramp for skill development and the attainment of industry-recognized credentials which meet the needs of targeted regional sectors and pathways.	<ul style="list-style-type: none"> Provide staff training on labor market information, targeted sectors and career pathways – and how to use this information in working with customers. Ensure this training is on going and regular. Organize job center information/displays to include priority sectors and related information. 	3	• Develop a capacity building/training plan.	Discussions planned for next Career Center Operators meeting
			• Develop strategy for disseminating LMI to staff and the public.	
			• Train staff on how to access LMI and incorporate in their career coaching advising.	
6. The AJCC actively engages industry and labor and supports regional sector strategies through an integrated business service strategy that focuses on quality jobs.	• Examine the points at which business customer feedback is solicited and determine how this can be strengthened.	4	• Develop a plan for the utilization of customer feedback surveys.	
7. The AJCC has high-quality, well-informed, and cross-trained staffing	<ul style="list-style-type: none"> Develop a comprehensive capacity building/training plan for staff and partners. Complete the Integrated Service Guide 	3	• Complete the Integrated Service Guide.	Completed and disseminated the guide
			• Develop a capacity building/training plan.	Discussions planned for next Career Center Operators meeting
8. The AJCC achieves business results through data-driven continuous improvement	<ul style="list-style-type: none"> Provide customer feedback forms in English and Spanish in the AJCC, as well as a box for returning completed forms. Explore other points at which customer feedback may be solicited; for example after workshops or for business customers, after recruiting events. 	3	• Install a comment box in the Resource Room.	Installed comment box in Resource Room
			• Develop a plan for the utilization of customer feedback surveys.	

Note: In order to receive a Hallmarks of Excellence AJCC Certification, an AJCC must receive a ranking of at least 3 in each of the eight Hallmarks.

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



SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

☒Action ☒Consent ☐Information ☐Discussion

C.4 Youth Services Annual Report 2017-18

COMMITTEE:	Workforce Development Board	MEETING DATE:	December 6, 2018
STAFF NAME: Andy Stone, WDB Director; Nohemi Macias, Sueños Project Coordinator			

SUMMARY:

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

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

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

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

You can find the 17/18 Youth Services Annual Report at the following link:<http://shorturl.at/abNU6>

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

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

COMMITTEE DATE	11/14/18	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.5 WIOA Performance Negotiations

COMMITTEE:	Workforce Development Board	MEETING DATE:	December 6, 2018
STAFF NAME: Andy Stone, WDB Director; Lacie Gray, Sr. Analyst			

SUMMARY:

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

Please see attached chart.

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

COMMITTEE DATE	11/14/18	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.5 WIOA Performance Negotiations
Attachment
12/6/18 Santa Cruz County WDB Meeting

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



**Workforce Development Board
Guest Presenter
December 6, 2018**

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



Sunny Grosso
Culture Chief
Delivering Happiness



☒ Action ☐ Consent ☐ Information ☒ Discussion

A.1 Strategic Plan Report

COMMITTEE:	Workforce Development Board	MEETING DATE:	December 6, 2018
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

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

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

Strategic Goals for Workforce Santa Cruz County

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

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

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

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

Goal 4: Increase Board (WDB) Effectiveness

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

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

COMMITTEE DATE	11/14/18	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 started 9/04/18</p> <p>Slingshot: Working with regional partners to develop marketing plan</p> <p>Added Projects: CalWORKs/WIOA dual enrollments, Lean Initiative, and Prison to Employment Initiative</p>
<u>Goal 2</u> Align workforce development strategies to support local economic development	✓	Partner with economic development to help employers attract and retain talent	<ul style="list-style-type: none"> • Launch Pilot Incumbent Worker Training Program • Partner with Economic Development to Convene Hospitality/Tourism Sector and Develop Impact Report 	<p>Incumbent Worker Training: Working with regional partners to develop policy</p> <p>Hospitality/Tourism Project: Moving forward with procurement</p>
<u>Goal 3</u> Develop strategic relationships with educators, employers and community partners to: <ul style="list-style-type: none"> • Increase the skill levels of youth and adult job seekers, and • Create opportunities for employment, career mobility, and self-sufficiency 	✓	Identify In-Demand Career Pathways	<ul style="list-style-type: none"> • Develop New Career Pathways Report and Align Scholarship Opportunities 	<p>Career Pathways: Seeking vendor to help develop report</p>
<u>Goal 4</u> Increase Board (WDB) Effectiveness	✓	Establish the WDB as Workforce Development Experts	<ul style="list-style-type: none"> • Provide Development Opportunities for Every WDB Member • Identify and Track New WDB Priority Metrics 	<p>Development Opportunities: Securing vendors to provide training</p> <p>New Metrics: Discussions planned for WDB meeting in March, 2019</p>

✓ on track to meet planned target for the year

✗ not on track to meet planned target for the year



☒Action ☐Consent ☐Information ☒Discussion

A.2 Approval of Local and Regional Plan

COMMITTEE:	Workforce Development Board	MEETING DATE:	December 6, 2018
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

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

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

At this stage, the Workforce Development Board has two viable options:

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

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

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

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

COMMITTEE DATE	11/14/18	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

A.3 WDB Member Recruitment Update

COMMITTEE:	Workforce Development Board	MEETING DATE:	December 6, 2018
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

The Workforce Innovation and Opportunity Act (WIOA) requires that the WDB have a Local Business representation majority of 51%. Our current Board representation requirement is thirteen (13) business members and there are currently two(2) business vacancies. The current percentage of Local Business representation is 47.8%.

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

- Candice Elliott, of Glass Jar Company, was appointed by the Santa Cruz County Board of Supervisors on 10/2/18.
- Jorge Suarez, of S. Martinelli & Company, was appointed by the Board of Supervisors, on 12/4/18.

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

☐Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the WDB Member Recruitment Update.

COMMITTEE DATE	11/14/18	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: