



Workforce Development Board
Santa Cruz Best Western Seacliff Inn
7500 Old Dominion Ct., Aptos
March 27, 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

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 December 6, 2018 meeting.....3-7**
- IV. Introductions**
- V. Consent Items**
 - C.1 Data Dashboard **8**
 - C.2 Employment Svcs. Financial Performance PY 18/19 Q2 **9-13**
 - C.3 AJCC Hallmarks of Excellence Action Plan Update **14-16**
 - C.4 Proposed PY 19/20 Budget, Re-Contracting **17-18**
 - C.5 Annual Report to the Board of Supervisors **19-20**
 - C.6 WDB Local and Regional Plan Update..... **21**
- VI. Presentation**
 - P.1 Santa Cruz County Operational Plan Update – Andy Constable,
 Economic Development Manager
 - P.2 “Generations in the Workforce”...Rhiannon Surrenda,
 The Leadership Edge **22**
- VII. Administration**
 - A.1 Strategic Plan Report **23-24**
 - A.2 WDB Member Recruitment Update **25**
- VIII. Committee Reports**
- IX. Chairperson’s Report**
- X. Adjournment**

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.

Next Meeting: Executive Committee Meeting

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

**Workforce Development Board Meeting
May 29, 2019 @ 8:30 am
Seacliff Inn
7500 Old Dominion Court
Aptos, CA 95003**

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, December 6, 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 8:34 a.m., and a quorum was established. Members, staff and guests present introduced themselves.

Board Members in Attendance

Ayyad, Alia
Berry-Wahrer, Diane
Borges, Katie
Cuevas, Christina
De La Garza, MariaElena
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

Root, Bryce
Suarez, Jose
Van Valer, Andy

Staff in Attendance

Barr, Belinda – WDB Business Services Manager
Chevalier, Katy – EBSD Program Manager
Gazza, Laurel – WDB Administrative Aide

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
Candice Elliott, Principal Consultant
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 and Company
Andy Van Valer, Founder
SlingShotSV
Dustin Vereker, Chief Beer Ambassador
Discretion Brewing Co.

DIRECTOR:
Andy Stone

Gray, Lacie – WDB Sr. Human Services Analyst
Peterson, Kimberly – EBSD Director
Stone, Andy - WDB Director

Guests

Grosso, Sunny – Delivering Happiness
Macias, Nohemi – SCCOE Suenos
Mason, Shelby – Goodwill Central Coast
Moskalyk, Andriy - EDD
Moss, Denise - Cabrillo College
Rubio, Sandra – CAB
Annabelle P. GOAL - Cabrillo
Susan R. – CAB
Winter, Amanda – Eckerd Connects
Ullestad, Sharolynn – Eckerd Connects

Subject: II. Public Comment

Discussion: MariaElena De La Garza mentioned that Susan R. from CAB is retiring and introduced Sandra R who would be taking her place.

Subject: III. Approval of September 11, 2018 Meeting Minutes

Discussion: Chair Carol Siegel called for the September 11, 2018 minutes to be approved.

Action: It was moved to approve the September 11, 2018 Meeting Minutes

Status: Motion to Approve: Marshall Delk
Motion Seconded: Rob Morse
Abstentions: MariaElena De La Garza, Glen Schaller
Committee Action: All in favor, minus abstentions, motion passed.

IV. New WDB Board Member Introductions:

Newly appointed Board member Candice Elliott, Principal Consultant of Fortress and Flourish introduced herself and gave a brief background of her business.

Subject: V. Consent Items:

- C.1 – Data Dashboard**
- C.2 – Workforce Services Provider Report**
- C.3 – Hallmarks of Excellence Plan Update**
- C.4 – Youth Services Annual Report 2017-18**
- C.5 – WIOA Performance Negotiations**

Action: It was moved to approve the Consent Agenda

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

Subject: VI. Presentation – Sunny Grosso, of Delivering Happiness gave a talk and slide presentation which showcased ways to promote positive workplace culture and better employee attraction and retention.

Subject: VII. Administration items:

A.1 – Strategic Plan Report

Discussion: Director Andy Stone went over the current progress with the Strategic plan and highlighted added projects such as the Action Plan Workgroup progress and the LEAN Initiative.

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

Status: Motion to Approve: MariaElena De La Garza
Motion Seconded: Sean Hebard
Abstentions: None
Committee Action: All in favor, motion passed

A.2 – Approval of WIOA Local and Regional Plan Update

Discussion: WDB Director Andy Stone recapped progress of the Local and Regional Plan update, and gave options to accommodate approval deadline, such as moving the next full Board meeting date up or delegating the authority to approve the plan to the Executive committee.

Action: It was moved that the WDB delegate its authority to approve the WIOA Local and Regional Plan updates to the Executive Committee at its March 6, 2019 meeting, with an update to be provided at the March 27, 2019 full Board meeting.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All in favor, motion passed

A.3 – WDB Member Recruitment Update

Discussion: WDB Director Andy Stone stated that two new WDB Board members had recently been appointed by the Board of Supervisors, Candice Elliott, of Fortress and Flourish; and Jorge Suarez, of S. Martinelli and Company. He also mentioned that only two more Board members were needed to be recruited to bring membership up to full requirement, from business sector.

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

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

Subject: VIII. Committee Reports

No reports given

Subject: IX. Chairperson's Report

No report given

Meeting adjourned at 10:18 a.m.

**Next Meeting: Executive Committee Meeting
Wednesday, March 6, 2019 @ 8:30 a.m.
1000 Emeline Street – Executive Conference Room
Santa Cruz, CA 95060**

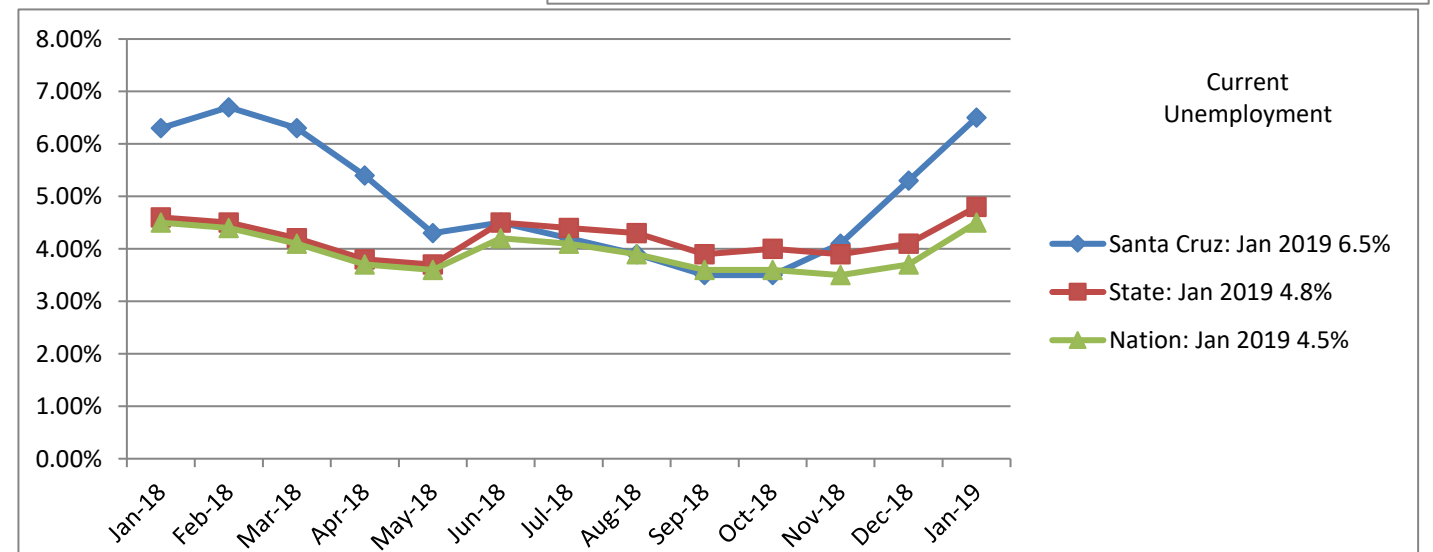
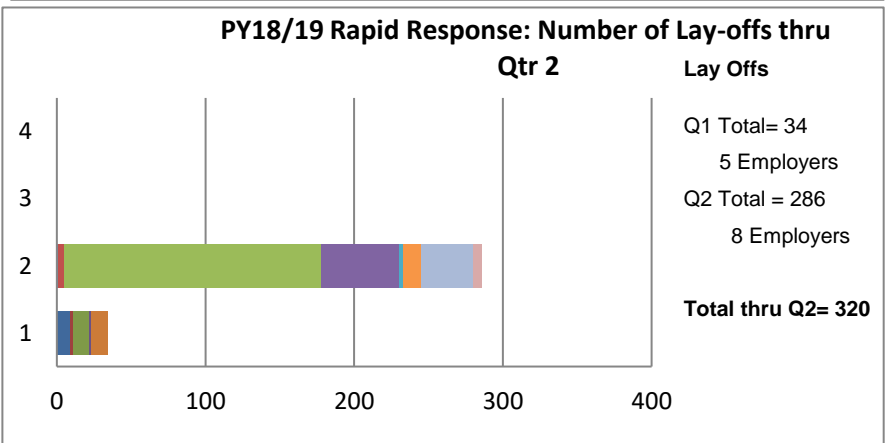
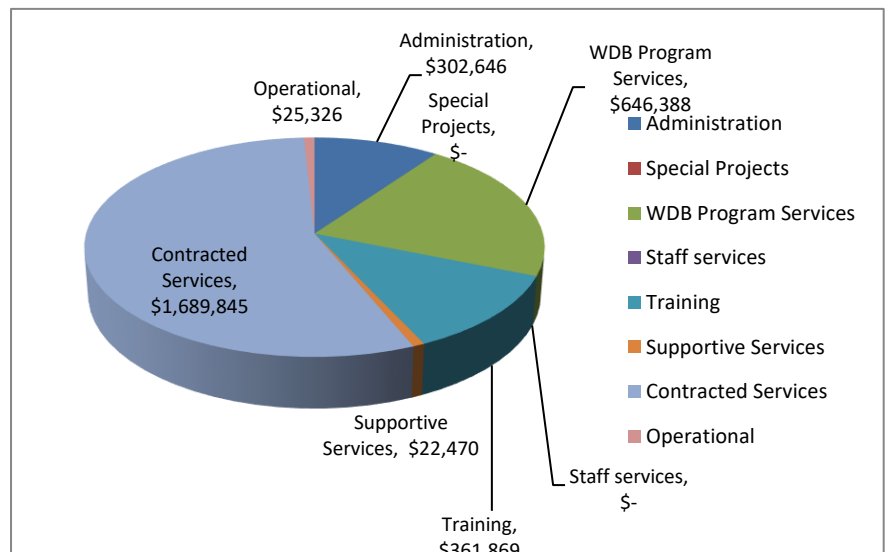
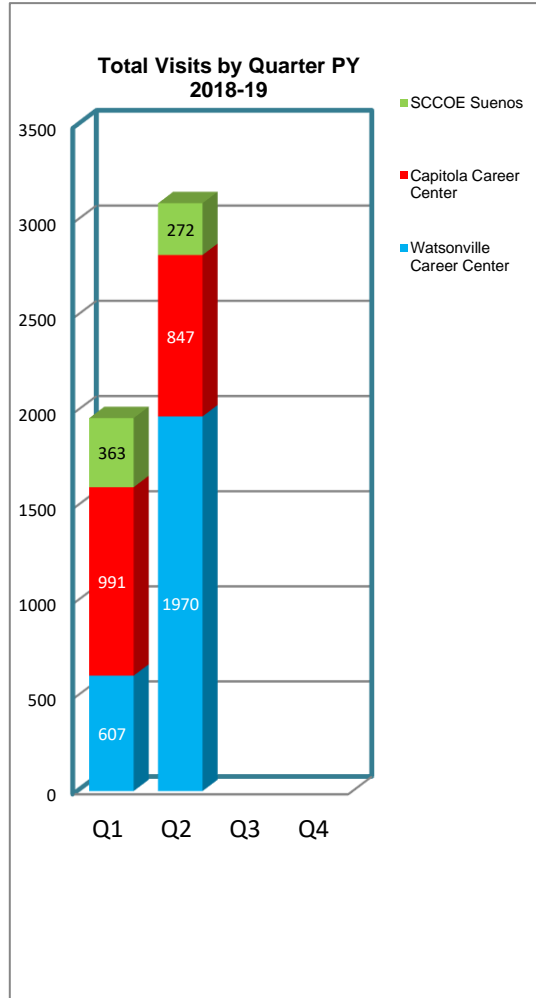
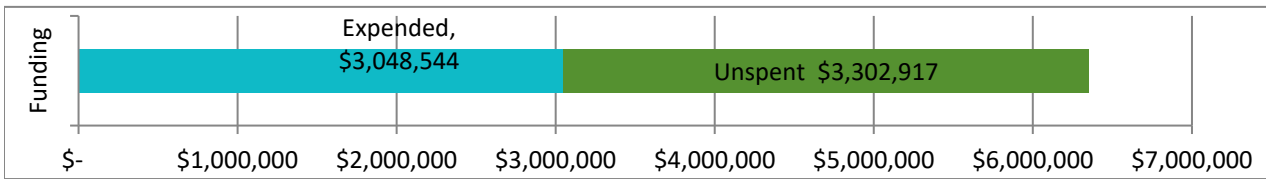
**Workforce Development Board
Wednesday, March 27, 2019 @ 8:30 a.m.
Best Western Seacliff Inn
7500 Old Dominican Ct.
Aptos, CA 95003**

C.1 Data Dashboard

July 1, 2018 to February 28, 2019



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





☐ Action ☒ Consent ☒ Information ☐ Discussion

C.2 Workforce Services Provider Report

COMMITTEE:	Workforce Development Board	MEETING DATE:	March 27, 2019
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)

COMMITTEE DATE	03/06/19	COMMITTEE APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other: Information Only
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 12/30/2018)

SCCOE - Sueños	In-School	Out-of-School	Total
Budget	\$193,750	\$581,250	\$775,000
Invoiced Amount	\$103,677.32	\$219,748.24	\$323,425.56
Balance	\$90,072.68	\$361,501.76	\$451,574.44
Percent Invoiced	53.5%	37.8%	41.7%

Work Experience-Direct to Youth	In-School	Out-of-School	Total
Budget	\$33,831.12	101,493.36	\$135,324.48
Invoiced Amount	\$12,148.75	\$15,060.20	\$27,208.95
Balance	\$21,682.37	\$86,433.16	\$108,115.53
Percent Invoiced	35.9%	14.8%	20%

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

Measure	Target Performance Level	Performance through 2nd Quarter	2nd 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%	80.4%	129.6%	YES
Credential Rate	53%	92.7%	174.9%	YES

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

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

C.2 Attachment 2

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

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

Goodwill Central Coast	WIOA Adult	WIOA DW	Total
Budget	\$300,000	\$300,000	\$600,000
Invoiced Amount	\$128,226.04	\$123,636.37	\$251,862.41
Balance	\$171,773.96	\$176,363.63	\$348,137.59
Percent Invoiced	42.7%	41.2%	41.9%

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

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

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

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

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

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

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 Q2 (Through 12/30/2018)

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

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

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

C.2 Attachment 4

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

Eckerd Business Services - Budget v. Expenditures Q2 (Through 12/31/2018)

Eckerd Modality 2	WIOA Adult	WIOA DW	WIOA Youth	Rapid Response	Total
Budget	\$12,500	\$12,500	\$12,500	\$12,500	\$50,000
Invoiced Amount	\$9,698	\$9,578	\$6,775	\$6,874	\$32,925
Balance	\$2,802	\$2,922	\$5,725	\$5,626	\$17,075
Percent Invoiced	77.6%	76.6%	54.2%	55.0%	65.9%
Remaining Budget	\$15,302	\$15,422	\$18,225	\$18,126	\$67,075

Eckerd Business Services - Contract Performance Objectives Q2 (Through 12/31/2018)

Eckerd Modality 2 Contract Outcomes	PYTD Actual	Plan	% Achieved
Businesses Utilizing Incumbent Worker Training	0	0	100.0%
Businesses Utilizing Workforce Services	76	74	102.7%
Work Experience Sites	0	18	0.0%
On-the-Job Training Enrollments	3	10	30.0%

Small Business Development Center (SBDC) Layoff Aversion - Budget v. Expenditures Q2 (Through 12/31/2018)

SBDC Layoff Aversion	PYTD Actual
Budget	\$22,000
Invoiced Amount	\$28,563
Balance	(\$6,563)
Percent Invoiced	129.8%
Remaining Budget	\$15,437

SBDC - Contract Performance Objectives Q2 (Through 12/31/2018)

SBDC Layoff Aversion Contract Outcomes	PYTD Actual	Plan	% Achieved
Number of new at-risk businesses to be served	8	20	40.0%
Number of actual jobs retained or layoffs averted	18	25	72.0%



C.3 Hallmarks of Excellence Plan Update

COMMITTEE:	Workforce Development Board	MEETING DATE:	March 27, 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 board to review.

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE	03/06/19	COMMITTEE APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other: Information only
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. Develop a plan for additional outreach and advertising. 	<input checked="" type="checkbox"/> Researching AJCC signage
2. The AJCC ensures universal access, with an emphasis on individuals with barriers to employment	<ul style="list-style-type: none"> 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: Staff researching training opportunities available through CWA CTI for working with individuals with barriers to employment
3. The AJCC actively supports the One-Stop system through effective partnerships	<ul style="list-style-type: none"> 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. 	<p>Completed and disseminated the guide.</p> <input checked="" type="checkbox"/> Monthly Roundtable Meetings planned for PY 18/19
4. The AJCC provides integrated, customer-centered services	<ul style="list-style-type: none"> 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. 	<p>Completed and disseminated the guide.</p> <input checked="" type="checkbox"/> Monthly Roundtable Meetings planned for PY 18/19
5. The AJCC is an on-ramp for skill development and the attainment of industry-recognized credentials which	<ul style="list-style-type: none"> Provide staff training on labor market information, targeted sectors and career pathways – and how to use this information in working with customers. 		<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: Staff researching training

**Comprehensive AJCC
Hallmarks of Excellence Action Plan**

C.3 Attachment

meet the needs of targeted regional sectors and pathways.	<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		opportunities available through CWA CTI for LMI
			<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. 	☑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. 	☑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. 	☑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.



☒Action ☒Consent ☐Information ☐Discussion

C.4 Recontracting PY 19/20

COMMITTEE:	Workforce Development Board	MEETING DATE:	March 27, 2019
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst, Katy Chevalier, Program Manager			

SUMMARY:

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

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

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

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

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

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

COMMITTEE DATE	03/06/19	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:

C.4 Attachment
Recontracting PY 19/20
Workforce Service Providers

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

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

WTW: Welfare to Work

JSW: Job Search Workshops

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

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



☐ Action ☒ Consent ☐ Information ☒ Discussion

C.5 Board of Supervisors Annual Report

COMMITTEE:	WDB Full Board	MEETING DATE:	March 27, 2019
STAFF NAME: Andy Stone, WDB Director; Lacie Gray, Sr. Analyst			

SUMMARY:

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

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

It is attached for your information.

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

COMMITTEE DATE	03/06/19	COMMITTEE APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other: Executive Committee
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes <input type="checkbox"/> No Other:

C.5 Attachment

2018 WDB Full Board Attendance Report

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



☒Action ☐Consent ☐Information ☒Discussion

C.6 WIOA Local & Regional Plans Updates

COMMITTEE:	Executive Committee	MEETING DATE:	March 27, 2019
STAFF NAME: Andy Stone, WDB Director/Lacie Gray, Sr. Analyst			

SUMMARY:

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

Given the public engagement and comment process required for the plans, it was not possible to bring the plans for approval at the December 6, 2018 WDB meeting. The next available full WDB meeting is today (March 27, 2019); after the state's March 15 deadline. The WDB, at its December 6, 2018, meeting delegated approval authority to the Executive Committee for consideration at its March 6, 2019 meeting and for an update to be provided to the full WDB on March 27.

The Public Comment period for the Local Plan Update opened on February 1, 2019, and closed at the Executive Committee's March 6, 2019 meeting, including any final public comment(s). There were no comments. The Public Comment period for the Coastal Regional Plan Update opened on January 29, 2019, and closed on March 1. The March 6, 2019, Executive Committee meeting was a venue for stakeholder engagement as noted in Appendix A of the draft Coastal Regional Plan. A full list of stakeholder engagement venues is listed in Appendix A.

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

The Local Plan Update draft can be reviewed here:

<https://santacruzhumanservices.org/WorkforceSCC/SantaCruzWDB/Publications> (scroll down to Local Plan and attachments)

The Coastal Regional Plan Update draft can be reviewed here:

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



☐Attachment(s)

SUGGESTED MOTION: (if applicable)

I accept the Executive Committee actions on March 6, 2019 regarding the WIOA Local and Regional Plans Updates, including that the Plans be sent to the State and Santa Cruz County Board of Supervisors in accordance with the applicable requirements.

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:

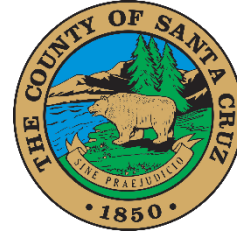
Workforce Development Board Guest Presenters March 27, 2019

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

P.1 Santa Cruz County Operational Plan Update



Andy Constable
Economic Development Manager
County of Santa Cruz



P.2 Generations in the Workforce



Rhiannon Surrenda
Consultant
The Leadership Edge



☒Action ☐Consent ☐Information ☐Discussion

A.1 Strategic Plan Report

COMMITTEE:	Workforce Development Board	MEETING DATE:	March 27, 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	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.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 being developed. New program set to launch July 1, 2019</p> <p>Hospitality/Tourism Project: BW Research was selected. Scheduling kickoff meeting with Visit Santa Cruz County</p>
<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 tech career pathways</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. Resources available for workforce related training/webinars</p> <p>New Metrics: Plan to review committee metrics before May WDB meeting</p>

✓ on track to meet planned target for the year

✗ not on track to meet planned target for the year



☒Action ☐Consent ☐Information ☒Discussion

A.2 WDB Member Recruitment Update

COMMITTEE:	WDB Full Board	MEETING DATE:	March 27, 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 four (4) business vacancies

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

At this meeting, the Workforce Development Board 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	03/06/19	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: