



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.

Workforce Development Board-Career Services Committee

Wednesday, April 19, 2023 @ 3:00 p.m.

In-Person Meeting

Workforce Santa Cruz County Career Center

Training Rooms 2 & 3

18 W. Beach Street

Watsonville, CA 95076

Call to Order/Welcome

Non-agenda public comment

Chairperson's Report

Action Items (vote required)

1. Approval of minutes: January 11, 2023.....2-5
2. WIOA PY22/23 Contractor Local Program Monitoring 6

Report Items (no vote required):

3. WDB Staff Updates 7
4. Contracted Service Provider Activity Reports8-15
 - Career Center Operator
 - Goodwill Central Coast
 - Santa Cruz County Office of Education
 - Cabrillo College, Student Resource and Support Network
 - Community Action Board (CAB), SmarHIRE Program

Information Items (no vote required):

5. Local Priority of Service & Wait List Policy Revision 16
6. AJCC Certification Continuous Improvement Plan PY 22/23 Q3 Update..... 17

Committee Member Announcements

Adjournment

**Next Meeting: Workforce Development Board-Career Services Committee
TBD**

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.

Action Item 1: Approval of January 11, 2023 Meeting Minutes

(Action required)

Recommendation

Request approval of the January 11, 2023 Career Services Committee meeting minutes as attached.

Suggested motion

I move to approve the January 11, 2023 Career Services Committee meeting minutes.

**Workforce Development Board
Career Services Committee
Wednesday, January 11, 2023 3:00 p.m.**

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

NOTE: Due to the COVID-19 pandemic, and the directive of Governor Gavin Newsom in adjusting the Brown Act rules, public meetings will be allowed to be attended virtually until further notice.

**Career Services Committee
MEMBERS:**

Elyse Destout, Chair
Photography by Elyse Destout

Alia Ayyad
Center for Employment Training

Yvette Brooks, Vice Chair
Your Future is Our Business

Christina Cuevas
Cabrillo College

Fernando Giraldo
Santa Cruz County Probation Department

LeNae Liebetrau,
Department of Rehabilitation

Annabelle Rodriguez
GOAL/Cabrillo College

DIRECTOR:
Andy Stone

The Chair called the meeting to order at 3:01 p.m., and a quorum was established. All participants attended virtually.

Committee Members in Attendance

Ayyad, Alia
Brooks, Yvette – Vice Chair
Destout, Elyse – Chair
Giraldo, Fernando

Committee Members Absent

Cuevas, Christina
Liebetrau, LeNae
Rodriguez, Annabelle

Staff in Attendance

Gutierrez, Elizabeth – WDB Admin Aide
Paz-Nethercutt, Sara – WDB Sr. Analyst
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Office Support

Guests

Chance, Eli
Cortes, Claudia
Marquez, Irma
Munoz, Beatriz
Rodriguez, Maria
Staley-Raatior, Desha
True, Christina
Winter, Amanda

Subject: Public Comment

None

Subject: Chairperson's Report

None

Subject: Action Items:

Item 1 – Findings Authorizing Teleconference Meetings

Action: It was moved to adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic State of Emergency and Health Officer recommendation for social distancing.

Status:	Motion to Approve:	Fernando Giraldo
	Motion Seconded:	Alia Ayyad
	Abstentions:	None
Committee Action		All in favor, motion passed

Item 2 – Approval of the September 21, 2022 Meeting Minutes

Action: It was moved to approve the September 21, 2022 Career Services Committee meeting minutes.

Status:	Motion to Approve:	Fernando Giraldo
	Motion Seconded:	Alia Ayyad
	Abstentions:	None
Committee Action		All in favor, motion passed

Item 3 – Re-contracting PY 23/24 WIOA Services

The committee was presented with the re-contracting recommendation for PY 23/24 WIOA services for contractors to continue with current services: WinterWorks for Career Center Operator; Goodwill Central Coast for WIOA Adult/Dislocated Worker program services; Santa Cruz County Office of Education, Suenos, for WIOA Youth program services; and Cabrillo College Student Resources and Support Network for WIOA participant support services.

Action: It was moved to accept the PY 23/24 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.

Status:	Motion to Approve:	Alia Ayyad
	Motion Seconded:	Fernando Giraldo
	Abstentions:	None
Committee Action		All in favor, motion passed

Subject: Report Items:

Item 4 – WDB Staff Updates

WDB Director Andy Stone reported on the construction skills pre-apprenticeship programs with Watsonville/Aptos/Santa Cruz Adult Education (WASCAE) and Santa Cruz County Office of Education (SCCOE). WASCAE completed their first cohort in August 2022 and looking to launch second cohort in March 2023. SCCOE launched their first cohort at the Rountree Detention facility with ten participants enrolled. He also shared that the WDB will receive a second round of Prison to Employment 2.0 funding of approximately \$80,000.

Action: No action taken, informational item only.

Item 5 – WIOA Contracted Service Provider Activity Reports

Contractors shared year-to-date outcomes, challenges, and success stories. Contractors present were the Career Center Operator, Goodwill Central Coast, Santa Cruz County

Office of Education – Suenos program, Cabrillo College – Student Resource and Support Network (SRSN), Community Action Board (CAB).

Action: No action taken, informational item only.

Subject: Information Items:

Item 6 – AJCC Certification Continuous Improvement Plan PY 22/23 Update

The Continuous Improvement Plan was provided to the committee. The item shares progress on the Continuous Improvement Plan through Quarter 2.

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

None.

Meeting adjourned at 3:49 p.m.

**Next Meeting: Workforce Development Board – Career Services Committee
April 19, 2023 @ 3:00pm**

Action Item 2: WIOA PY 22/23 Contractor Local Program Monitoring

(Action required)

Recommendation

Accept the PY 22/23 local program monitoring reports as drafted by WDB staff.

Background

WDB Staff monitored the following contracted services for program year 2022/2023 and drafted reports. The link to view the drafted reports is found here: <https://bit.ly/43pl9HN>

1. Winter Works, LLC (Amanda Winter) Career Center Operator
2. Goodwill Central Coast (GCC)
3. Santa Cruz County Office of Education (SCCOE)
4. Cabrillo Student Resource & Support Network (SRSN)

The monitoring includes the following:

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

Next Steps

WDB staff next steps include the following:

- Implement the Corrective Action Plan as outlined (SCCOE, SRSN)
- Apply the internal protocols as developed. (CCOps, GCC, SCCOE, SRSN)
- Review during contract negotiations for PY 23/24 (CCOps, GCC, SCCOE, SRSN)
- Review at the next annual monitoring visit. (CCOps, GCC, SCCOE, SRSN)

Suggested motion

I move to accept the PY 22/23 local program monitoring reports as drafted by WDB staff.

Report Item 3: Workforce Development Board Staff Updates

(No vote required)

WIOA Career Services – Sara Paz-Nethercutt:

1. National Dislocated Worker Grant (NDWG): Severe Winter Storms Clean-up/Repair

Regional Projects/Grants Report - Lacie Gray:

1. American Rescue Plan Act (ARPA) funded Pre-apprenticeship programs:
 - a. Watsonville Aptos Santa Cruz Adult Education
 - b. Santa Cruz County Office of Education
2. Prison to Employment 2.0
3. Regional Equity and Recovery Partnerships (RERP)

WORKFORCE

INNOVATION &

OPPORTUNITY

ACT (WIOA)



Contracted
Employment
& Training
Services

Career Center Operator

Amanda Winter

Goodwill Central Coast

Career Center Services

SCCOE, Sueños

WIOA Youth

Cabrillo

Student Resource & Support Network

Community Action Board

SmartHIRE Subsidized Employment

CAREER CENTER OPERATOR

Amanda Winter
WIOA Career Center Operator
Amanda.winter@santacruzcounty.us
Cell: 209-642-5360

Completed:

- Continuous Improvement Plan Updates
- Joint RESEA workshops starting 4/12/23
- Developed Plan to introduce New Community Partners through outreach events
- Affiliate AJCC introduced a new Field Office Manager for EDD Workforce Services
- Established Co-Enrollment Partnership with Youth through DOR and Sueños
- Pending Approval: Updated WIOA Integrated Service Delivery Guide 2023

Working On:

- Streamlining surveys offered within different AJCCs; Customer Satisfaction & Comment Cards
- Finding trainer for Q3 training topic: Preapprenticeship/Apprenticeship programs
- Creating a visual roadmap for Career Pathways
- Establishing co-enrollment partnership with the DOR and WIOA Adult/Dislocated Workers

Goodwill Central Coast

PY 22/23 YTD Outcomes

Category	Enrollments	Completions	Employed
Adult	95	31	22
DW	24	9	13

WHAT'S NEW?

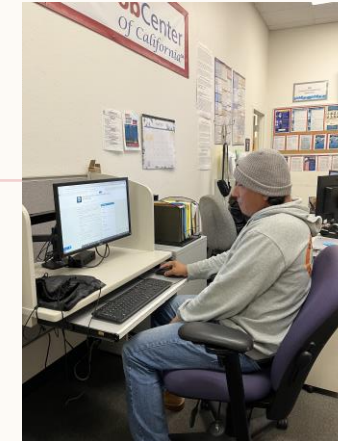
- Participated in *Job Series* for Homeless Garden Project
- WIOA presentation with Santa Cruz Office of Education-CTEP
- Finalized the presentation for RESEA workshops

CHALLENGES

- Low program enrollments in the Dislocated Worker Program
- Housing Resources for participants affected during the storms.

SUCCESS STORY

Horacio - WIOA



CONTACT INFORMATION

Website: workforcescc.com

Email: info@workforcescc.com

Phone: 831-763-8933

Contract Outcomes for CalWORKs Employment Services

Subsidized Transitional Employment Program (STEP)

- 7 Enrollments
- 2 Placements (Average Wage \$16.75, 40 hours per week)

Temporary Employment to Meet Participation Rate (TEMP)

- 4 Enrollments

Job Search Workshop (JSW)

- 8 Enrollments

What's New?

Goodwill actively conducting community outreach to provide participants with employment opportunities in sectors other than retail – hospitality, agriculture, and clerical.

Challenges

Goodwill is still hiring Training and Development Associates at the Watsonville and Santa Cruz retail location.



SUEÑOS ~ WIOA YOUTH

PY 22/23, YTD Outcomes

Enrollments	Goal	Actual
In-School Youth	40	40
Out-of-School Youth	85	57

Employed	In Education	Work Experience
26	51	25

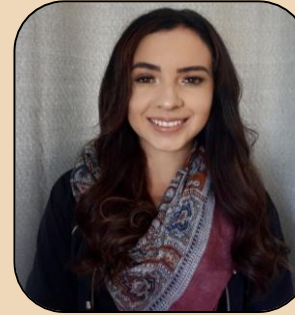
Challenges

- Low OSY Enrollments
- Youth follow-through

What's New



Claudia
Receptionist



Yesenia
Project Specialist

- New Sueños staff
- Opportunity to Work Program, City of Watsonville

Gerardo



Do you know any Out-of-School Youth?

If you know any youth who want job development, career exploration and paid work experience have them contact us:

- 229 Green Valley Rd., Freedom
- (831) 466-5672
- wioasuenos@santacruzcoe.org



STUDENT RESOURCE AND SUPPORT NETWORK

What's New?

- Vaccine mandate lifted, campus is now “Mask Friendly”
- Started case management meeting with WIOA ES to better support our students
- Starting “warm hand-off” meeting with Students and their ES to transition to main WIOA services and expectations

What We're Seeing

- Increased interest for in-class presentations
- Summer/Fall Allied Health programs are starting their orientations
- All potential students with worker's comp/SDJB vouchers can contact Valerie Abbot (831)477-5645

Our Enrollment

- Spring 2023 Graduates:
Adult: 15
Dislocated Worker: 9
- Total Enrollment
51 Enrolled
4 Onboarding

How Can Students Contact us?

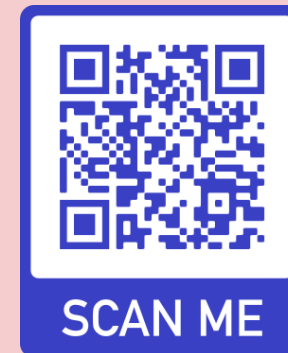
Visit our website:

<https://www.cabrillo.edu/student-resource-support-network/srsn-wioa/>

Contact Sara Castillo

(WIOA Program Specialist) directly at (831)477-5223 or sacastil@cabrillo.edu

Scan the QR Code for our interest form



CALWORKS AT CABRILLO

What's New?

- Our Program Specialist, Jenna Becker's last day with us was on Friday March 17 – we are working to recruit her replacement.
- CalWORKs Association Region 4 meetings have started to collaborate with local Community College CalWORKs programs.
- We hosted our Spring advisory meeting on March 23.
- We have 4 students that successfully petitioned to graduate - Graduation is on Friday May 26.

What We're Seeing

- Priority registration for Summer and Fall begins on April 26th – we are working to support all current students and new referrals to register at that time.
- A lot of interest in both CalWORKs program support and Work Study.

Our Enrollment

- 89 active students.
- 11 additional students in the referral process for Summer and/or Fall enrollment.
- 20 active Work Study students.
- 2 in off-campus placements.

How Can Students Contact us?

Visit our website:

<https://www.cabrillo.edu/student-resource-support-network/srsn-calworks/>

Contact:

CalWORKs

Eli Chance

(831) 477- 3503

elchance@cabrillo.edu

CalWORKs Work Study

Serena Federman

(831) 477- 3385

sefederm@cabrillo.edu

CAB-SMARTHIRE SUBSIDIZED EMPLOYMENT

CONTRACT OUTCOMES FOR CALWORKS EMPLOYMENT SERVICES



Subsidized Employment

- **Referrals:** 33 received
- **Intakes Completed:** 23
- **job placements:**
 - 13 Subsidized placements
 - 4 Unsubsidized placements
 - Earnings: \$15-25/hour
 - Produce stores, care giving
- **Completers:** 2 Completers

What's New!

- **Employer Outreach:** 9 employers
- **Job readiness workshops** 3
Professional portfolios
- **In person:** SmartHIRE Classroom
- **Basic needs:** (PPE)
- **Community Event:** None for this reporting period. Q1: NNO/ Q2: Trunk or Treat/ Gift Distribution
- **Staffing:** Job Developer exited the CAB organization 2/24/2023.

Barriers/Challenges

- Deferment/Covid-Exemption
- Childcare
- Transportation
- Family responsibilities
- Back to school/Increase of COVID exposures
- Unhoused clients
- Work ethics (attendance, employer)

Success Story

Client was referred to SmartHIRE in January 2023, the SmartHIRE team worked closely on job readiness preparation to get client ready for the workforce. A professional portfolio was created, and mock interviews were held, after her resume being considered by several employers, was able to successfully secure subsidized employment as Caregiver at Care from the Heart. Care for the Heart was not a job match for this client due to our client. SmartHIRE team convened, moved forward with other employment possibilities. Several weeks later C.G. was able to successful secure a new subsidized employment placement at Lifespan.

C.G. is enjoying her new job and is getting higher pay.



Information Item 5: Local Priority of Service & Wait List Policy Revision

(No Action required)

From time to time, Workforce Innovation and Opportunity Act (WIOA) local policies need to be updated. The following local policy, to be effective July 1, 2023, was approved by the Workforce Development Board at its' April 5, 2023 meeting: 16-01 Priority of Service Policy

This policy incorporates WIOA Adult low-income eligibility criteria. In 2018, the WBD approved a 250% poverty guideline criteria to be used for low-income status determination. That criteria is currently disallowing applicants in jobs earning over \$33,975 (\$16.33/hour) from qualifying for WIOA program services. The recommended increase to 300% of the poverty guideline would allow more applicants to qualify. The local policy revision will provide a higher income threshold for WIOA applicant eligibility.

The local Demand Occupation List from which training scholarships are linked as having the best job prospects with projected growth over the next 5 years will also be updated to reflect training opportunities for jobs earning at a minimum \$19.60 per hour.

The link to view the policy is found here: <https://bit.ly/41nBXyc>

Information Item 6: AJCC Certification Continuous Improvement Plan PY 22/23 Q3 Update

(No vote required)

Background

WDB Staff previously informed this committee of the EDD policy directive, WSD20-08, dated March 1, 2021 which provides policy and guidance for conducting the AJCC certification process. There are two (2) levels of AJCC Certification:

1. Baseline: intended to ensure that every AJCC site is in compliance with WIOA statutory and regulatory requirements; and
2. Certification Indicator Assessment: intended to measure continuous improvement in service delivery with seven (7) indicators.

An independent evaluation and assessment of each of the AJCCs was conducted by Racy Ming and Associates. The independent and objective assessment will be conducted every three (3) years and will be due again to the State in 2024 with the criteria and procedures established by the State board. Using the recommendations and evaluations from the assessments, the Continuous Improvement (CI) Plan was created. The purpose of the CI Plan is to ensure that AJCCs deliver a better experience and continuously improve services for job seekers, workers, and employers.

As you may recall, on December 8, 2021, the WDB approved the America's Job Center of California (AJCC) Certification Indicator Continuous Improvement Plan as written and authorized the WDB staff to submit to the Employment Development Department (EDD) Regional Advisor by the December 31, 2021 deadline.

Update

The Continuous Improvement Plan incorporates the actions for the program year for each AJCC site. PY 2022/23 Quarter 3 progress is available for your information.

The link to view the CI plan is found here: <https://bit.ly/3KxJ9kp>