



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
Wednesday, May 24, 2023 @ 8:30am

In-Person Meeting

Location: Seacliff Inn
7500 Old Dominion Ct., Aptos, CA 95003

Call to Order/Welcome

Non-agenda public comment

Chairperson's Report

Action Items (vote required) :

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Adjournment

Next Meeting: **Workforce Development Board**
 Tentative: September 20, 2023

Workforce Development Board-Executive Committee
Tentative: July 19, 2023 [Special Meeting]

Action Item 1: Approval of Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the April 5, 2023 WDB Full Board meeting minutes.

Suggested motion

I move to approve the April 5, 2023 WDB Full Board meeting minutes.



**Workforce Development Board
Full Board Meeting
Seacliff Inn Aptos
7500 Old Dominion Ct, Aptos
Wednesday, April 5, 2023 8:30 a.m.**

Item 1 Attachment

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

The Chair called the meeting to order at 8:58 a.m., and a quorum was established. All participants attended in person.

Committee Members in Attendance

Ayyad, Alia
Cuevas, Christina
Delk, Marshall
Destout, Elyse – Vice Chair
Herrera-Mansir, Carmen
Miller, Chris
Morse, Rob - Chair
Roth, Shaz
Siegel, Carol

Committee Members Absent

De La Garza, MariaElena
Dodge, Daniel
Hebard, Sean
Holmquist-Gomez, Laura
Liebetrau, LeNae
Nagamine, Janet
Setzler, Katie
Schaller, Glen
Vereker, Dustin

Staff in Attendance

Paz-Nethercutt, Sarah – WDB Sr. Human Services Analyst
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Clerical Support

Guests

Adolfo, Tracey
Burrafato, Alan – EDD
Dorsey, Denise – Department of Rehabilitation
Winter, Amanda – Career Center Operator

MEMBERS:

Rob Morse, Chair
Pacific Gas and Electric Company

Elyse Destout, Vice Chair
Photography by Elyse Destout

Alia Ayyad
Center for Employment Training

Christina Cuevas
Community Foundation of Santa Cruz County

MariaElena De La Garza
Community Action Board

Marshall Delk
Santa Cruz County Bank

Daniel Dodge
Monterey Bay Central Labor Council

Sean Hebard
Carpenters Local 505

Carmen Herrera-Mansir
El Pajaro Community Development Corp.

Laura Holmquist-Gomez
Five Star Catering

LeNae Liebetrau
Department of Rehabilitation

Chris Miller
ScratchSpace, LLC

Janet Nagimine
Hikari Farms

Shaz Roth
Pajaro Valley Chamber of Commerce
and Agriculture

Glen Schaller
Monterey Bay Central Labor Council, AFL-CIO

Katie Setzler
Palo Alto Medical Foundation

Carol Siegel
Santa Cruz Seaside Company

Dustin Vereker
Discretion Brewing

DIRECTOR:
Andy Stone

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.

Subject: Public Comment

There was no public comment.

Subject: Chairperson's Report

Chair Rob Morse asked WDB staff, members, and guests to introduce themselves.

Subject: Action Items:

Item 1 – Approval of Meeting Minutes

Action: It was moved to approve the December 7, 2022 WDB Full Board meeting minutes.

Status: Motion to Approve: Christina Cuevas
 Motion Seconded: Alia Ayyad
 Abstentions: Chris Miller

Committee Action

All in favor, minus abstention, motion passed

Item 2 – WIOA PY23/24 Recontracting

WDB Sr. Analyst Sara Paz-Nethercutt shared recontracting recommendations for PY 23/24 WIOA services which include keeping the current service providers as listed: WinterWorks, Amanda Winter, for Career Center Operator services; Goodwill Central Coast for WIOA Adult/Dislocated Worker program services; Santa Cruz County Office Education / Sueños 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, allow Executive Committee of this Board the final authority over allocation amounts and direct staff to move forward with contract negotiations.

Status: Motion to Approve: Elyse Destout
 Motion Seconded: Carol Siegel
 Abstentions: Alia Ayyad and Christina Cuevas

Committee Action

All in favor, minus abstentions, motion passed

Item 3 – Local Priority of Service & Wait List Policy Revision

WDB Sr. Analyst Sara Paz-Nethercutt requested approval of the policy revision to the WIOA local Priority of Service policy to increase the poverty guideline criteria from 250% up to 300% allowing individuals earning up to \$18/hr to become eligible for WIOA program services. WDB Director Andy Stone and Sara Paz-Nethercutt answered questions regarding the WIOA program from Board members.

Action: It was moved to approve the revised Local Priority of Service & Wait List Policy, incorporating the 300% poverty guidelines for WIOA eligibility to be effective July 1, 2023, as recommended by WDB staff.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Elyse Destout
 Abstentions: Alia Ayyad

Committee Action

All in favor, minus abstention, motion passed

Item 4 – WDB Officer Nominations PY 23/24

WDB Director Andy Stone shared that it is time to nominate officers for the following positions: WDB Chair; WDB Vice Chair; Chair of the Business Services/CEDS Committee; Vice Chair of the Business Services/CEDS Committee; Chair of the Career Services Committee; and Vice Chair of the Career Services Committee. Board member Carol Siegel will Chair the Nominating Committee. Board members that expressed interest were Marshall Delk, Christina Cuevas, Chris Miller, and Alia Ayyad. Board member Carmen Herrera-Mansir asked if a job description was available; Andy Stone informed the Board that the description would be sent out to everyone via email. Carol Siegel asked current Chairs and Vice Chairs to reach out to her no later than Monday, April 10, 2023 to let her know if they are still interested in holding their current seat.

Action: It was moved to form a Nominating Committee, appoint Carol Siegel as Chair, and direct the Committee to develop a Slate of Candidates to be presented to the Executive Committee on May 3, 2023, with final appointment at the WDB's May 24, 2023 meeting.

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Christina Cuevas
 Abstentions: None

Committee Action All in favor, motion passed

Item 5 – Prohousing Designation Letter

WDB Director Andy Stone presented the draft letter to the Board which is intended to raise awareness about the Prohousing Designation Program developed by the California Department of Housing and Community Development. If approved, the letter will be sent to local elected officials including City Council and County Board of Supervisors member.

Action: It was moved to approve the draft Prohousing Designation Letter and direct staff to send a copy to each local City Council and County Board of Supervisors member.

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Christina Cuevas
 Abstentions: None

Committee Action All in favor, motion passed.

Item 6 – Local Area Subsequent Designation and Local Board Recertification

WDB Director Andy Stone informed the Board that Local Area Subsequent Designation and Local Board Recertification is due to the state by June 30, 2023 in order for the WDB to continue to be eligible to receive WIOA funding to provide workforce development services. He shared that currently the Board has seven vacancies that need to be filled and mentioned the Board could use more members from South County.

Action: It was moved to authorize the WDB Executive Committee to review and approve the Local Board Subsequent Designation and Recertification (once completed) which will be effective July 1, 2023 through June 30, 2025; Authorize staff to forward the Plan to the state to meet the May 19, 2023, deadline; and Authorize staff to subsequently forward the Plan to the Board of Supervisors for final approval and signature.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Elyse Destout
 Abstentions: None

Committee Action All in favor, motion passed.

Subject: Report Items:

Item 7 – Operational Plan Update

WDB Director Andy Stone provided an update on the Operational Plan's progress. Some highlights included:

Goal 1: The first construction pre-apprenticeship class for justice-involved individuals was held at the Rountree Facility and had eight participants successfully complete the program

and mentioned the program is working on launching another class before the end of calendar year.

The WDB received approval by the Board at today's April 5, 2023 Full Board meeting to revise WIOA income eligibility levels to ensure they are appropriate with the current level of inflation.

Goal 2: In partnership with Watsonville/Aptos/Santa Cruz Adult Education, the WDB was able to provide a pre-apprenticeship training program, in the building and construction trades, to justice-involved individuals at the Rountree Facility and held a graduation ceremony on March 10, 2023.

Full Capacity Marketing currently working on developing a handout to provide to Board members to use to promote workforce services.

WDB staff looking into revising current policy to support eligible micro-business owners with \$500 supportive services payments.

Goal 3: The WDB held a roundtable at the December 7, 2022 Full Board meeting on the issue of affordable childcare and is assisting the Santa Cruz County Office of Education with childcare workforce report.

At the September 14, 2022 Full Board meeting the WDB held a roundtable to discuss the lack of affordable housing and has drafted a Pro-Housing letter for review and approval by the Board (approval received at today's April 5, 2023 Full Board meeting).

A County survey was conducted to examine the diversity of the WDB and a report will be provided at a future meeting. It was noted that some of the Board members did not recall seeing an email from the County asking to participate in the survey.

Action: No action taken, report item only.

Item 8 – WDB Staff Updates

WDB Sr. Analyst Sara Paz-Nethercutt shared that the WDB applied for the National Dislocated Worker Grant of \$300k to assist with clean-up from the January storms. There are ten positions available to fill and will be paying \$25/hr for Park Maintenance Workers. Participants will also receive \$1500 supportive services payments. Recruitment will be posted on social media and also through the State Parks department.

Action: No action taken, report item only.

Item 9 – WIOA Local/Regional Plan Update

WDB Director Andy Stone gave a brief overview on the WIOA Regional and Local Plan and a draft of the plan was provided to the Board.

Action: No action taken, report item only.

Item 10 – NAWB Forum Attendee Report

WDB Director Andy Stone, WDB Sr. Analyst Sara Paz-Nethercutt, Chair Rob Morse, and Vice Chair Elyse Destout attended the National Association of Workforce Boards Forum in Washington D.C. on March 26, 2023 and provided report outs from the event. Some highlights included the impact of starting youth mentorship as early as middle school, trends such as increasing remote access to in-person services and the positive effect on community relations by applying a dignity first approach.

Action: No action taken, report item only.

Subject: Information Items:

Item 11 – Update AJCC Certification Continuous Improvement Plan PY 22/23 Q2

WDB Sr. Analyst Sara Paz-Nethercutt stated that the CI plan provided to the Board is updated through Q2 and that the plan is valid for three years.

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

Board member Carmen Herrera-Mansir shared that FEMA support is available for those affected by the floods. Board member Carol Siegel mentioned that the Santa Cruz Beach Boardwalk is looking to hire a Commercial Property Manager.

Meeting adjourned at 10:24 a.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, May 24, 2023 @ 8:30 am**

Action Item 2: Sunset of WDB Committees

(Action required) – Andy Stone

Recommendation

Sunset the Business Services and Career Services Committees, effective June 30, 2023.

Background

With the transition from virtual to in-person meetings, the Workforce Development Board's (WDB) Business Services/CEDS and Career Services Committees have both struggled to attain a quorum. Committee members have cited logistical/scheduling issues and a lack of childcare as the reasons they were not able to attend the in-person meetings.

Traditionally the Brown Act's teleconferencing rules require a quorum to meet in person, with a member calling in from a remote location that is accessible to the public and posted on the agenda and meeting notice. AB 2449 provides some flexibility to allow members to attend meetings virtually, without the public access and posting requirements, but still requires an in-person quorum and is limited to a handful of qualifying reasons. Given the challenges currently preventing members from attending in-person meetings, this is a good time for the WDB to revisit its current structure and meeting frequency.

Staff propose sunsetting the Business Services and Career Services Committees, effective June 30, 2023, and moving their future action items to the Executive Committee. As a result of sunsetting the Business Services Committee, the Comprehensive Economic Development Strategy (CEDS) Committee will now become its own committee, consisting of the full Workforce Development Board, in conjunction with representatives from the County and Cities of Capitola, Santa Cruz, Scotts Valley and Watsonville. An annual CEDS Committee meeting will be scheduled immediately before or after a full WDB meeting.

The former Committee Chair and Committee Vice-Chair positions would remain on the Executive Committee, with new titles. The new Business and Workforce Event Chairs would each lead the planning and hosting of an event, informing the public on relevant economic and workforce development topics, while highlighting local partnerships and program success stories.

Suggested motion

I move to accept the recommendation to sunset the Business Services and Career Services committees, effective June 30, 2023.

Action Item 3: WDB Officer Nominations PY 23/24

(Action required) – Andy Stone

Recommendation

Approve the revised Slate of 2023-24 Officer Candidates as indicated below.

Background

Each year, the Workforce Development Board's (WDB) Nominating Committee recommends a slate of officers to fill the Workforce Development Board's six elected leadership positions for the upcoming program year. At the April 5th WDB meeting, the immediate past WDB Chair Carol Siegel, agreed to Chair this year's nominating committee.

The Nominating Committee, consisting of the following WDB members, Carol Siegel, Marshall Delk, Alia Ayyad, Christina Cuevas and Chris Miller developed the following slate of candidates listed for Program Year 2023-24 (July 1, 2023 through June 30, 2024), for election by the WDB:

<u>Workforce Development Board</u>	<u>Career Services Committee</u>	<u>Business Services/CEDS Committee</u>
Chair – Rob Morse Vice Chair – Elyse Destout	Chair – Elyse Destout Vice Chair – Tracy Adolfo	Chair – Marshall Delk Vice Chair – Dustin Vereker

If the Workforce Development Board has taken action at this meeting to sunset the Business Services and Career Services Committees, it will be necessary to revise the Nominating Committee's recommendation to reflect the new board structure. Here is the revised slate, as approved by the Executive Committee on May 3, 2023:

<u>Workforce Development Board</u>	<u>Executive Committee Members</u>
Chair – Rob Morse Vice Chair – Elyse Destout	Chair – Rob Morse Vice Chair & Workforce Event Chair – Elyse Destout Workforce Event Vice Chair – Tracy Adolfo Business Event Chair – Marshall Delk Business Event Vice-Chair - Dustin Vereker Prior WDB Chair – Carol Siegel

Next Steps

Changes and additional nominations may be made from the floor.

Suggested motion

I move to approve the Executive Committee's recommended Slate of 2023-24 Officer Candidates.

Action Item 4: WIOA Transfer of Dislocated Worker funds to Adult Grant

(Action required) – Lacie Gray

Recommendation

Recommend transfer of funds between WIOA Dislocated Worker (DW) to Adult Grant

The prepared transfer of funds requests can be found here: <https://bit.ly/3Vfedu9>

Background

Staff is requesting a budget transfer of \$137,000 from the WIOA Dislocated Worker program to the Adult program in order to better utilize the funds based on current customer need. Due to the low unemployment rate, the demand for adult services has outpaced the demand for dislocated worker services.

Transfers of up to 100% between Dislocated Workers and Adult grants (and vice versa) are allowable per the Workforce Innovation and Opportunity Act (Directive WSD22-09 dated January 30, 2023).

This is the second such transfer your Committee/Board has considered this fiscal year and, again, is to better utilize the funding where it is needed by community members.

Next Steps

If the recommendation is approved by your Board, staff will send a budget modification request to the state to move funds from WIOA DW to WIOA Adult to maximize our ability to serve customers.

Suggested motion

Authorize staff, including directing the WDB Director to sign, to send a budget modification request to the state to move WIOA DW funds to WIOA Adult services.

Action Item 5: Proposed WDB Meeting Calendar PY 23/24

(Action required) – Andy Stone

Recommendation

Approve the proposed WDB Meeting Calendar for PY 23/24

Suggested motion

I move to approve the proposed WDB Meeting Calendar for PY 23/24



2023-2024

WDB & Committee Meeting Calendar

All meetings are on Wednesdays, except where noted

Workforce Development Board

8:30 a.m.

September 20, 2023
 December 6, 2023
 March 20, 2024
 May 22, 2024

Executive Committee

8:30 a.m.

July 19, 2023 – ** Friday** **Special meeting** (to plan presentation topics/requests for Full Board mtgs)
 August 16, 2023
 November 1, 2023
 February 28, 2024
 May 1, 2024

Career Services Committee

TBD – Pending action on the WDB Committee sunset item

Business Services Committee/CEDS Committee

TBD - Pending action on the WDB Committee sunset item

Action Item 6: WIOA PY 22/23 Contractor Local Program Monitoring

(Action required) – Sara Paz-Nethercutt

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/3MfqpXD>

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 7: Operational Plan Update

(No vote required) – Andy Stone

Background

On September 14, 2022, the WDB approved the WDB Director's Program Year (PY) 2022-23 Operational Plan which lays out the specific actions for the program year designed to ensure that the board's priorities are met. The attached scorecard represents the adopted PY 2022-23 goals and action steps.

The WDB Director's Operational Plan incorporates the goals referenced below:

Operational Goals for Workforce Santa Cruz County

Goal 1: Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.

Goal 2: Santa Cruz County businesses have the talent needed to thrive now and into the future.

Goal 3: Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.




Next Steps

The WDB Director will report on the Operational Plan's progress at each Workforce Development Board meeting.


Links to Related Information

1. Roundtree Pre-Apprenticeship training graduation video: <https://bit.ly/42F594Q>
2. Business Services Flyer: <https://bit.ly/3o2Tb61>
3. Prohousing Designation – Elected Official Response: <https://bit.ly/3liEVwA>
4. WDB Member Demographic Survey: <https://bit.ly/41PDc90>

**Item 7 Attachment - Workforce Development Board of Santa Cruz County
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2022-2023**

	<i>Status</i>	<i>2022-23 Operational Targets</i>	<i>YTD</i>
<u>Goal 1</u> Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.		<ul style="list-style-type: none"> • Develop and deploy career services designed to meet the needs of justice-involved individuals. • Revisit income eligibility requirements to ensure they are appropriate with the current level of inflation 	<p>First Construction Pre-Apprenticeship class completed in Roundtree Facility</p> <p>WDB approved new income eligibility levels at 4/05/23 meeting.</p>
<u>Goal 2</u> Santa Cruz County businesses have the talent needed to thrive now and into the future.		<ul style="list-style-type: none"> • Develop additional pre-apprenticeship opportunities • Provide WDB members with tools to help promote workforce services to businesses • Identify strategies to support entrepreneurs with WIOA funding 	<p>Roundtree cohort graduation 3/10/23. Second adult ed cohort began 3/6/23.</p> <p>Contracted with Full Capacity Marketing to develop business services flyer at 5/16/23 WDB meeting.</p> <p>Staff exploring supportive services payments/trainings for entrepreneurs. Will extend into next program year.</p>
<u>Goal 3</u> Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.		<ul style="list-style-type: none"> • Identify strategies to help address the lack of affordable childcare • Connect WDB members with community partners to better understand and address the employment challenges for individuals experiencing housing insecurity • Examine the diversity of the WDB and develop strategies to ensure the board reflects the community it serves • Draft and release the 2023 State of the Workforce Report 	<p>WDB roundtable on affordable childcare at 12/7/22 WDB meeting. Assisting SCCOE with childcare workforce report.</p> <p>WDB housing roundtable at 9/14/22 meeting. Pro-housing letter approved by WDB on 4/05/23. Sent to elected officials.</p> <p>Demographic survey of WDB members conducted.</p> <p>State of the Workforce Report to be presented on 5/24/23 and completed by 6/30/23.</p>

 on track to meet planned target for the year

 not on track to meet planned target for the year

Report Item 8: Workforce Development Board Staff Updates

(No vote required)

Regional Projects/Grants - 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)

Business Services – Nathan Kieu

1. State of The Workforce - Status Update

Report Item 9: WIOA PY 21/22 Local Performance Scores

(No vote required) - Sara Paz-Nethercutt

The Employment Development Department (EDD) calculated the Program Year (PY) 2021 (July 1, 2021- June 30, 2022) performance scores for all Local Workforce Development Areas (Local Areas) for the Workforce Innovation and Opportunity Act (WIOA) and were released on April 4, 2023.

In alignment with Employment Development Department (EDD) Directive, WSD20-02, the state is only requiring Local Areas to achieve a score of 50% or higher for the following measures for PY 2021:

- Employment Rate 2nd Quarter After Exit
- Median Earnings

Department of Labor (DOL) will only require performance calculations in these same indicators for PY 2020/21 and PY 2021/22.

At the end of the PY, the actual performance numbers for the year are adjusted using the Statistical Adjustment Model (SAM) which factors in data on economic conditions of the local area and the populations served during the program year. This determines the adjusted levels of performance for the program year, against which the local areas' actual results are compared.

WIOA local performance scores for PY 21/22

Adult Measures	Local Area Negotiated Goal	Adjusted Level of Performance	Performance Score	Met State Target?
Employment 2nd Q post exit	67%	60%	135.5%	YES
Median Earnings	\$8,700	\$8,142	108.4%	YES
DW Measures	Local Area Negotiated Goal	Adjusted Level of Performance	Performance Score	Met State Target?
Employment 2nd Q post exit	71.9%	83.3%	93.3%	YES
Median Earnings	\$10,750	\$9,705	135.9%	YES
Youth Measures	Local Area Negotiated Goal	Adjusted Level of Performance	Performance Score	Met State Target?
Education ,Training or Employment 2nd Qtr post exit	74.6%	63.4%	140.2%	YES
Median Earnings	\$3,800	\$3,263	116.8%	YES

The local area performance outcome is essential in determining its continued designation (as a local area) and whether sanctions should be applied by the state for nonperformance.

Report Item 10: Behind Every Employer Campaign Update

(No vote required) – Nathan Kieu

Background

The Santa Cruz County Workforce Development Board (WDB) hired Full Capacity Marketing ([FCM](#)) to support Workforce Santa Cruz County's communications, marketing, and public relations initiatives, including the relaunch of the Behind Every Employer campaign.

Update

Social Media Ads Targeting Employers

FCM created ads targeting employers who could benefit from Workforce Santa Cruz County's programs and services. The ads direct business owners to a page where they can leave contact information and request further information. Leads generated from the ad buys are scheduled for the Business Services Manager to follow up. In the second week of the of the two-month campaign, the ads generated 124,000 impressions and 944 clicks. As a result, four meetings were set, to help connect businesses with the resources they need.

Behind Every Employer Flyer

FCM developed the attached flyer with a QR code leading to a [mobile site](#) where business owners can quickly access the services provided by Workforce Santa Cruz County. This provides business owners with an easy and efficient way to access essential services and resources from their phones. The flyer is also available for download here: <https://bit.ly/3o2Tb61>



Santa Cruz County

Your Business Resource Network

The Business Resource Network is a talented group of business experts that are well connected in the community and leverage public/private funding and resources to keep Santa Cruz companies competitive.

WAYS TO ENGAGE WITH US

Keeping Santa Cruz Companies Competitive



TALENT RECRUITMENT

In this challenging labor market, you want to partner with our workforce experts who have their pulse on the skills needed to keep your company successful. Tap into local workforce talent pools and let us help you make a match.



WORKFORCE TRAINING

Businesses cannot grow without employees whose skills keep pace with industry demands. Our training programs can ensure your employees have the skills needed for a thriving business while meeting the needs of employers to retain a skilled workforce or avert layoffs.



BUSINESS ADVISING

Are you having trouble meeting payroll? If you are looking at downsizing, do you need transitional support for your employees? Our local confidential program helps businesses keep their doors open and retain employees.



DOING BUSINESS IN SANTA CRUZ COUNTY

From insightful data on the county's workforce and economic landscape to developing a business plan and navigating the system of support for licensing and permits, our team can help. We focus on assisting businesses to get the resources and tools needed to thrive in Santa Cruz County.



FINANCING

We understand the need for companies to get the capital they need to start and grow. Whether you are looking for various funding sources or applying for a business loan, we can direct you to the right resource with the right strategy to succeed.

Contact us for a consultation:
behindeveryemployer.org/santa-cruz



POWERED BY:



Information Item 11: AJCC Certification Continuous Improvement Plan PY 22/23 Update

(No vote required) - Sara Paz-Nethercutt

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/3pPVdH9>

2023 State of the Workforce Report



Josh Williams is the founder and president of BW Research. He manages the firm's California office. Josh has worked in the applied research industry for over 20 years as an analyst, project manager, and research director, and founded BW Research in 2006. Josh remains committed to research and analyses that drives better policies and investment, improves programs and strategies, and expands economic opportunity for all. The firm was founded and remains grounded in the philosophy that robust evidence and reliable data should drive effective planning and decision making.

Josh's work at BW Research is focused on understanding and measuring how the world of work is changing and what it means for households, students, workers, and businesses. He has had numerous public speaking engagements communicating insights on recent research findings and their impact on employment, education, and the economy. His recent work has examined how employment and economic development could change as regional and statewide economies transition from the status quo to a low carbon future, how regions have been impacted by the COVID-19 pandemic and their best opportunities for recovery and rebuilding, and how educational and employment pathways are evolving as our communities respond to automation, artificial intelligence, and the emerging technologies of our generation.

At BW Research, Josh, often combines secondary data modeling with his expertise in primary research and survey design. He received his B.A. from George Washington University in International Economics, and his M. A. from California State University, Long Beach in Economics. When he is not actively involved in research, coaching rugby, or spending time with his family, he tries to spend more time in the ocean or the mountains.