



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, December 6, 2023 @ 8:30am

In-Person Meeting
Location: Seacliff Inn
7500 Old Dominion Ct., Aptos, CA 95003

Call to Order/Welcome

Moment of Silence – Remembering Glen Schaller

Non-agenda public comment

Chairperson’s Report

Action Items (vote required) :

1. Approval of Minutes: September 20, 2023.....2-8
2. WIOA Transfer of PY 23/24 funds: Dislocated Worker to Adult allocation 9
3. WIOA National Dislocated Worker Grant Program Local Policy 10

Report Items (no vote required):

4. WDB Director’s Operational Plan Update 11-12
5. WDB Staff Updates..... 13

Information Items (no vote required):

6. Update AJCC Certification Continuous Improvement Plan PY 23/24 Q1..... 14

Board Member Breakout session: Predictions for 2024 15

Adjournment

Next Meeting: **Workforce Development Board-Executive Committee**
February 28, 2024 @8:30 am

Workforce Development Board- In-Person Meeting
March 20, 2023 @8:30 am

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 Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the September 20, 2023 WDB Full Board meeting minutes.

Suggested motion

I move to approve the September 20, 2023 WDB Full Board meeting minutes.



**Workforce Development Board
Full Board Meeting
Seacliff Inn Aptos
7500 Old Dominion Ct, Aptos
Wednesday, September 20, 2023 8:30 a.m.**

Item 1 Attachment

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

MEMBERS:

Rob Morse, Chair
Pacific Gas and Electric Company

Elyse Destout, Vice Chair
Photography by Elyse Destout

Alia Ayyad
Center for Employment Training

Felix Cantu
Employment Development Department

Christina Cuevas
Community Foundation of Santa Cruz County

MariaElena De La Garza
Community Action Board

Marshall Delk
Santa Cruz County Bank

Peter Detlefs
County of Santa Cruz

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

Eric Saavedra
Watsonville/Aptos/Santa Cruz Adult Education

Glen Schaller
Monterey Bay Central Labor Council, AFL-CIO

Katie Setzler
Palo Alto Medical Foundation

Carol Siegel
Santa Cruz Seaside Company

Raymundo Sumano
Sumano's Bakery

Dustin Vereker
Discretion Brewing

DIRECTOR:
Andy Stone

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The Chair called the meeting to order at 8:38 a.m., and a quorum was established. All participants attended in person.

Committee Members in Attendance

Ayyad, Alia
Cantu, Felix
Cuevas, Christina
Delk, Marshall
DeLaGarza, MariaElena
Destout, Elyse – Vice Chair
Detlefs, Peter
Dodge, Daniel
Herrera-Mansir, Carmen
Liebetrau, LeNae
Morse, Rob – Chair
Roth, Shaz
Saavedra, Eric
Siegel, Carol
Sumano, Raymundo
Vereker, Dustin

Committee Members Absent

Hebard, Sean
Holmquist-Gomez, Laura Miller, Chris
Miller, Chris
Nagamine, Janet
Schaller, Glen
Setzler, Katie

Staff in Attendance

Gutierrez, Elizabeth – WDB Admin Aide
Paz-Nethercutt, Sara – WDB Sr. Analyst
Kieu, Nathan – WDB Business Services Manager
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Clerical Support

Guests

Becerra, Ivan
Cadenas, Maria
Sencion, Brando

Subject: Public Comment

Board member, Carmen Herrera-Mansir shared that the Latinx Women in Business & Leadership Conference will be held on September 23, 2023 at the Civic Plaza in Watsonville.

Board member, MariaElena De La Garza shared that the PV Leaders Group advocates for equity services in South County and mentioned that a job fair is needed in Watsonville to support non-profit

business. Some non-profits include Pajaro CDC, Sauld Para La Gente, Community Bridges, and Monarch Services.

Board member, Peter Detlefs shared information on the Access to Employment job fair being held on October 12, 2023 at the Cocoanut Grove in Santa Cruz.

Subject: Chairperson's Report

Chair Rob Morse asked Board members and guests to give brief introductions.

Subject: Action Items:

Item 1 – Approval of Meeting Minutes

Action: It was moved to approve the May 24, 2023 WDB Full Board meeting minutes.

Status:	Motion to Approve:	Marshall Delk
	Motion Seconded:	Christina Cuevas
	Abstentions:	Maria De La Garza, Shaz Roth

Committee Action	All in favor, minus abstentions, motion passed
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Item 2 – Operational Plan Update

WDB Director Andy Stone reviewed the three goals of the Operational Plan and shared updates on the progress of each. Some highlights included:

Goal 1: Develop and launch a new public engagement process to inform the WDB's annual planning by requesting feedback from WIOA clients.

Goal 2: Updates on goal 2 were provided during staff updates by WDB Business Services Manager Nathan Kieu.

Goal 3: Increase awareness of Workforce Santa Cruz County services by creating new videos highlighting client and business success stories – WDB Director Andy Stone mentioned that the Workforce Achievement Award will be shared at the March Full Board meeting.

Develop WDB member orientation process that connects new appointees with experienced board members – WDB Director Andy Stone announced that he is looking for members to volunteer to mentor new Board members.

The 2024 State of the Workforce Report will focus on the construction industry.

Action: It was moved to accept the WDB Director's Operational Plan update for PY 23-24.

Status:	Motion to Approve:	Carol Siegel
	Motion Seconded:	Dustin Vereker
	Abstentions:	None

Committee Action	All in favor, motion passed
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Item 3 – WIOA Fiscal Year 2023-24 Budget

WDB Director, Andy Stone gave an overview of the budget. Funding was cut by approximately \$500,00 from last year. Due to high demand, all adult training funds for the program year have been committed and there is currently a waiting list.

Non WIOA funding includes the National Dislocated Worker Grant (NDWG) – a program to employ individuals to work at State parks to clean up damage from storms. Program to start in the summer.

Regional Equity and Recovery Partnerships (RERP) - working with Cabrillo to supply short term training programs to assist individuals to obtain employment quickly.

Action: It was moved to accept the WIOA budget for PY 2023-24.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Peter Detlefs
 Abstentions: Alia Ayyad

Committee Action All in favor, minus abstention, motion passed

Item 4 – Eligible Training Provider List Draft Monitoring Report

WDB Director Andy Stone spoke on behalf of Lacie Gray. He stated that there were no findings; however, two ETPL vendors had client feedback that was addressed.

Action: It was moved to approve the ETPL monitoring reports as drafted by WDB staff.

Status: Motion to Approve: Christina Cuevas
 Motion Seconded: Dustin Vereker
 Abstentions: Alia Ayyad

Committee Action All in favor, minus abstention, motion passed

Item 5 – Revision to Local WIOA Youth Work Experience Policy

WDB Sr. Analyst Sara Paz-Nethercutt asked for acceptance to the Local WIOA Youth Work Experience Policy which increases the wage to \$18.50 for youth between the ages of 18-24.

Action: It was moved to accept the revision to the WIOA local youth WEX policy

Status: Motion to Approve: Carol Seigel
 Motion Seconded: Peter Detlefs
 Abstentions: None

Committee Action All in favor, motion passed.

Subject: Report Items:

Item 6 – Workforce Development Board Staff Updates

WDB Sr. Analyst, Sara Paz-Nethercutt shared that WIOA contractor Amanda Winter did not renew her contract to provide the Career Center Operator services. A procurement was put out but did not receive any bids.

This role includes overseeing the three One Stop Centers (Watsonville Career Center, Capitola Career Center, and Suenos), MOU with all partners (12-13 partners), Continuous Improvement Plan, partner training, and CalJOBS data. Position works 30-35 hours per week and is remote. Funding for this position \$70,000 (no benefits).

WDB Business Services Manager Nathan Kieu shared that the WDB will be sunsetting the Behind Every Employer platform. The platform generated a total of 11 leads and 4 appointments.

He shared information on the Economic Forecast and mentioned that the Santa Cruz Chamber of Commerce holds a similar event and has reached out to them about a possible sponsorship (\$15K to sponsor). Tentative date is February 15, 2023.

Action: No action taken, report item only.

Item 7 – Eligible Training Provider List (ETPL) 2022-23 Annual Report

WDB Director Andy Stone reviewed the ETPL annual reports with the Board. He stated that the programs which received the most funding were the Allied Health program at Cabrillo College and the Medical Assistant and Dental Assistant program at CTEP.

Board member MariaElena De La Garza asked if demographics and zip codes could be included in next report.

Action: No action taken, report item only.

Subject: Information Items:

Item 8 – Update AJCC Certification Continuous Improvement Plan PY 22/23

WDB Sr. Analyst Sara Paz-Nethercutt reviewed the CI Plan with the Board and stated the CI plan is a mandated AJCC certification process.

Action: No action taken, informational item only.

Subject: Presentation Items:

Futuro Worker Cooperatives

A presentation by Brando Sencion director for Futuro and Maria Cadenas Executive Director.

Action: No action taken, informational item only.

Subject: Break-out Session: To discuss challenges and opportunities in your business or organization.

Breakout sessions were held amongst Board members to engage in an interactive session and gather feedback by a facilitator chosen by the group.

Questions:

What is your business or organization challenges or opportunities?

How might the WDB go about affecting these challenges and opportunities?

Team 1 - Carol shared:

What is your business or organization challenges or opportunities?	<ul style="list-style-type: none"> Younger generation involved in the community – hard to get them engaged. Missing handshakes, high fives, personalize relationship.
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	<ul style="list-style-type: none"> Housing/wages/lack of financial aid/ 20% unhoused. Cost of living – attract talent Finding talent that have the skills needed. Education and Industry – better connections needed. Lack of paid internship Employee's tend to be short-sited Finding talent that can afford to live in Santa Cruz County
How might the WDB go about affecting these challenges and opportunities?	<ul style="list-style-type: none"> Upskilling Appeal to students What careers there are Business schools All business

Team 2 – LeNae shared:

What is your business or organization challenges or opportunities?	Multiple challenges /Red tape for funding
	Connections with partners and their requirements
	Recruitment for non-profit work/industry
	How many non-profit in Santa Cruz County
	Funding sources may not keep up with COLA
	Local wage index include non-profit
	Assessment of non-profit
	AI concerns for workers
	Living wage
	What are the opportunities for earning
	Finding teachers/employers
	Lack of teachers effects classes - credentialing
	Placement of job seekers
	Can we get the agriculture representative

Team 3 – Marshall shared:

What is your business or organization challenges?	Limited workforce
	Inflation – raw materials, benefits, cost of funds
	Cost of living/housing
	Lack of commercial space
	Focus on WDB \$ in high demand professions
Opportunities:	<ul style="list-style-type: none"> Expand market share Create employment

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

None.

Meeting adjourned at 11:01 a.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, December 6, 2023 @ 8:30 am**

DRAFT

Action Item 2: 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/3SdAWr2>

Background

Staff is requesting a budget transfer of \$90,422 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 first such transfer your Committee/Board has considered this fiscal year and 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

Direct the WDB Director to sign and send a budget modification request to the state to move WIOA DW funds to WIOA Adult services.

Action Item 3: WIOA National Dislocated Worker Program Local Policy

(Action required) – Sara Paz-Nethercutt

Recommendation

Accept the Workforce Innovation and Opportunity Act (WIOA) National Dislocated Worker Grant (NDWG) program local policy.

Background

Dislocated Worker grants are discretionary grants awarded to provide employment-related services for dislocated workers. NDWGs are supplemental, time limited funding assistance provided in response to major economic dislocations or other events that cause significant impact that exceed the capacity of existing WIOA formula funds.

As previously reported to this board, Santa Cruz local area received \$300,000 in NDWG to provide temporary jobs for clean-up and repair at ten (10) approved State Park worksites, targeting those impacted by the 2023 winter storms and other dislocated workers.

The local program entitled, STORM FORCE, Santa Cruz Storm Clean-up Project has not yet been launched as Workforce Development Board (WDB) staff and County Counsel are working with State Parks staff to finalize the memorandum of understanding for the program.

As per Employment Development Department (EDD) Workforce Services Directive, WSD23-01, dated July 12, 2023, provided guidance on the requirement for local areas who received NDWGrants for developing written program policies and procedures.

Next Steps

The policy take effect as soon as the program parameters are ready to launch and the link to view the policy is found here: <https://bit.ly/3uBIIcD>

Suggested motion

I move to accept the WIOA NDWG program local policy.

Report Item 4: Operational Plan Update

(No vote required) – Andy Stone

Background

On September 20, 2023 the WDB approved the WDB Director's Program Year (PY) 2023-24 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 PY 2023-24 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.

**Item 4 Attachment - Workforce Development Board of Santa Cruz County
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2023-2024**

	<i>Status</i>	<i>2023-24 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"> • Identify strategies to better connect current and former Foster Youth to Workforce Development Services • Add an entrepreneurship training option for WIOA eligible clients • Develop and launch a new public engagement process to inform the WDB's annual planning 	Putting together Foster Youth partner workgroup. Need to identify accredited programs. Hired an new Associate Analyst to coordinate this work.
<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"> • Conduct outreach to construction businesses and identify opportunities for new sector partnerships and workforce development programs • Host a county-wide economic forecast event 	Business Services Manager has started targeted outreach to construction businesses. Santa Cruz Chamber hosted a similar event last year. Seeking a partnership opportunity.
<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"> • Increase awareness of Workforce Santa Cruz County services by creating new videos highlighting client and business success stories • Develop a WDB member orientation process that connects new appointees with experienced board members • Draft and release the 2024 State of the Workforce Report 	Identified success stories for videos. To be completed by March 20 WDB meeting. Seeking volunteers from experienced WDB members. Project started in November.

✓ on track to meet planned target for the year

✗ not on track to meet planned target for the year

Report Item 5: Workforce Development Board Staff Updates

(No vote required)

WIOA Career Services – Sara Paz-Nethercutt:

1. Cabrillo College Student Resource & Support Network (SRSN) contract termination
2. Annual Local Program Monitoring of Contractors
3. New One-Stop Operator

Business Services- Nathan Kieu:

1. Economic Forecast Update
2. State of the Workforce Update
3. Rapid Response Update

Information Item 6: AJCC Certification Continuous Improvement Plan PY 23/24 Update

(No vote required) Sara Paz-Nethercutt

Background

WDB Staff previously informed this board 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 2023/24 Quarter 1 progress is available for your information.

The link to view the CI plan is found here: <https://bit.ly/40YUfXy>

Break-out Session: Predictions for 2024

(No vote required) – Rob Morse

Purpose: Board Members to engage in an interactive session, comprised of small groups participating in a focused discussion

Break-out Session format: Groups will be created based on the color of dot board members were given upon arriving at today's meeting. Each small group will decide on a facilitator to lead the focused discussion. Small group breakout sessions will continue for 15 minutes to examine and consider the focus group question(s) and gather the group feedback. The results of the group discussions will then be reported out by the group facilitator to the full board at the end of the breakout session period. This round robin discussion format is expected to encourage contributions from all Board members.

Focused Discussion Question(s):

- For your business or organization, what changes do you expect to encounter in the next year?
- What needs to be in place to ensure that your business/organization successfully navigates these changes?