



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, March 20, 2024 @ 8:30am

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

Call to Order/Welcome

Non-agenda public comment

Board Member Spotlight – Ray Sumano, Sumano’s Bakery (5 minutes)

Chairperson’s Report

Presentation: Workforce Achievement Awards.....2

Action Items (vote required) :

1. Approval of Minutes: November 1, 2023.....3-8
2. WIOA PY24/25 Recontracting 9
3. WIOA PY23/24 Contractor Local Program Monitoring 10
4. WDB Officer Nominating Committee PY 24/25 11

Report Items (no vote required):

5. WDB Director Plan Updates 12-13
6. WDB Staff Updates..... 14

Board Member Breakout session - Artificial Intelligence (15 minutes): 15

Adjournment

Next Meeting: Workforce Development Board-Executive Committee
May 1, 2024@ 8:30am

Workforce Development Board- In-Person Meeting
May 22, 2024 @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.

Presentation – Workforce Achievement Awards

(No vote required) – Rob Morse

Workforce Achievement Awards

The inaugural Workforce Achievement Awards by the Santa Cruz County Workforce Development Board. These awards recognize outstanding individuals and organizations for their resilience, determination, and support in our community. They highlight successes in our programs and the contributions of local employers.

Meet Our Award Recipients



Sueños Award Recipient: *Valerie Herrera*

Demonstrating unwavering determination and achieving success with the support of the WIOA program.



Adult Program Award Recipient: *Debbie Alvarez*

Completed the Career Technical Education Partnership (CTEP) program and secured employment as a Dental Assistant, showcasing resilience and determination.



Employer Award Recipient:

City of Watsonville - Opportunity to Work (OTW) Program

The OTW program provides transformative on-the-job training experiences, offers diverse placement opportunities, and empowers individuals to enter or re-enter the workforce.

Action Item 1: Approval of Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the December 6, 2023 WDB Full Board meeting minutes.

Suggested motion

I move to approve the December 6, 2023 WDB Full Board meeting minutes.



**Workforce Development Board
Full Board Meeting
Seacliff Inn Aptos
7500 Old Dominion Ct, Aptos
Wednesday, December 6, 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 8:40 a.m., and a quorum was established. All participants attended in person.

Committee Members in Attendance

Ayyad, Alia
Delk, Marshall
Destout, Elyse – Vice Chair
Detlefs, Peter
Dodge, Daniel
Hebard, Sean
Holmquist-Gomez, Laura
Liebetrau, LeNae
Morse, Rob – Chair
Reushel-DiVirgilio, Suzette
Saavedra, Eric
Setzler, Katie
Siegel, Carol

Committee Members Absent

Cuevas, Christina
DeLaGarza, MariaElena
Herrera-Mansir, Carmen
Miller, Chris
Nagamine, Janet
Roth, Shaz
Sumano, Raymundo
Vereker, Dustin

Staff in Attendance

Diaz-Rivas, Brenda – WDB Associate Human Services Analyst
Gray, Lacie – WDB Sr. Human Services Analyst
Gutierrez, Elizabeth – WDB Admin Aide
Kieu, Nathan – WDB Business Services Manager
Paz-Nethercutt, Sara – WDB Sr. Human Services Analyst
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Clerical Support

Guests

Ivan Becerra – Goodwill Central Coast
Beatriz Munoz – Suenos
Brenda Jauregui - Ventures

MEMBERS:

Rob Morse, Chair
Monterey Bay Epic Adventures

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

Peter Detlefs
County of Santa Cruz

Daniel Dodge
Cabrillo College Federation of Teachers

Sean Hebard
Carpenters Local 505

Carmen Herrera-Mansir
El Pajaro CDC

Laura Holmquist-Gomez
Five Star Catering

LeNae Liebetrau
Department of Rehabilitation

Chris Miller
ScratchSpace, LLC

Janet Nagamine
Hikari Farms

Suzette Reushel-DiVirgilio
Health Improvement Partnership of Santa Cruz County

Shaz Roth
Pajaro Valley Chamber of Commerce and Agriculture

Eric Saavedra
Watsonville/Aptos/Santa Cruz Adult Education

KatieSetzler
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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Subject: Moment of Silence

Chair Rob Morse called for a moment of silence to remember Board member Glen Schaller.

Subject: Public Comment

Brenda Jauregui, Program Coordinator with Futuro shared information on a grant to offer Worker Cooperative training courses.

Subject: Chairperson's Report

Chair Rob Morse welcomed new Board Member Suzette Reushel-DiVirgilio and new Associate Human Services Analyst Brenda Diaz-Rivas. Board members and WDB staff gave brief introductions.

Subject: Action Items:

Item 1 – Approval of Meeting Minutes

Action: It was moved to approve the September 20, 2023 WDB Full Board meeting minutes.

Status:	Motion to Approve:	Carol Siegel
	Motion Seconded:	Marshall Delk
	Abstentions:	Laura Holmquist-Gomez, Sean Hebard, Alia Ayyad

Committee Action	All in favor, minus abstentions, motion passed
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Item 2 – WIOA Transfer of PY 23/24 funds: Dislocated Worker to Adult Allocation

The WDB is requesting a transfer of \$90,422 from the WIOA Dislocated Worker program to the Adult program.

Ivan Becerra with Goodwill Central Coast shared that there is currently a waitlist of about 20-30 student waiting to be enrolled under the WIOA Adult program.

Action: It was moved to direct the WDB Director to sign and send a budget modification request to the state to move WIOA DW funds to WIOA Adult services.

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

Committee Action	All in favor, minus abstention, motion passed
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Item 3 – WIOA National Dislocated Worker Program Local Policy

WDB Sr. Human Services Analyst Sara Paz-Nethercutt shared that the WDB received the National Dislocated Worker grant to assist with storm clean-up. The policy was developed to fulfill requirement on how to utilize the grant source.

Action: It was moved to accept the WIOA NDWG program local policy.

Status:	Motion to Approve:	Elyse Destout
	Motion Seconded:	Sean Hebard
	Abstentions:	Alia Ayyad

Committee Action	All in favor, minus abstention, motion passed
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Subject: Report Items:

Item 4 – Operational Plan Update

WDB Director Andy Stone spoke on the operational objectives.

Goal 1 – Jobseekers:

- Currently in the process in putting together a foster youth workgroup
- Actively looking for an accredited program to add an entrepreneurship training program.
- Associate Analyst was hired to develop a new public engagement plan.

Goal 2 – Businesses:

- Business Services Manager, Nathan Kieu is currently conducting outreach to construction businesses. More information to be provided during WDB staff updates.
- Economic forecast event - More information to be provided during WDB staff updates.

Goal 3 – Support to Community:

- WIOA client success stories to be presented at the March Full Board Meeting.
- New Board member orientation process - Board member, Suzette Reushel-DiVirgilio shared her positive experience with the new orientation process. Stated she was provided with the history and understanding of the WDB.
- State of the Workforce Report - more information to be provided during WDB staff updates.

Action: No action taken, report item only.

Item 5 – Workforce Development Board Staff Updates

WDB Sr. Human Services Analyst, Sara Paz-Nethercutt provided updates on the following:

- Cabrillo College SRSN - Effective Nov 30th the contract with Cabrillo College SRSN will be terminated. Goodwill Central Coast to take over role of providing direct support services to WIOA clients. Cabrillo will maintain its status as an approved ETPL provider.
- Annual Local Program Monitoring
- New One-Stop Operator - Racy Ming has been hired as the new One-Stop Operator.

WDB Business Services Manager, Nathan Kieu provided updates on the following:

- Economic Forecast Event – partnering with the Santa Cruz Chamber of Commerce Forecasting Event which will be held on February 15th at the Paradox Hotel. Table available for WDB Board members.
- Construction Outreach - meeting with Unions to go over challenges they are facing within the industry.
- State of the Workforce Report - 10 interviews have been secured. Report to wrapped up by mid January.
- Rapid Response – Goodwill Central Coast and EDD participated in a Rapid Response for employees affected at Kitayama Brothers.

Action: No action taken, report item only.

Subject: Information Items:

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

WDB Sr. Human Services Analyst, Sara Paz-Nethercutt informed the Board that the report provides AJCC performance for Q1.

Action: No action taken, informational item only.

Subject: Break-out Session: To discuss predictions for 2024

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

Questions:

- 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?

Team Green - Carol shared:

Question 1: For your business or organization, what changes do you expect to encounter in the next year?	Question 2: What needs to be in place to ensure that your business/organization successfully navigates these changes?
CET -finding people who want to work/quality candidates. Sense that people want to work from home. Some clients have sense of entitlement	CET -Partnerships needed to work with challenging clients and coordinate
Labor standards for housing projects	Shifting workforce towards projects where needed. Sponsoring childcare (trying to get more women into the trade)
Growth - Need clinical and support staff	Partnering with training/educators to ensure adequate workforce
Growing banqueting, hospitality workers	Ensuring adequate pay to attract workers/benefits
Developing lodging and events	Quality staff
	Boost what we're good at
	Internal training/workforce planning
	Work more efficiently

Team Red – Suzette shared:

Question 1: For your business or organization, what changes do you expect to encounter in the next year?	Question 2: What needs to be in place to ensure that your business/organization successfully navigates these changes?
Decrease organization funding due to attendance	Increase partnerships and interdependent relationships and increase diversity in partnerships
Inadequate fixed COLA to keep up with actual cost of living and salary/benefits	Affordable health care for small businesses
Unable to fill current vacancies (education, healthcare, public health)	Supported and facilitated pipelines into industry
No health benefits in foo sector which deters applicants and cannot afford to pay living wage	Hometown pride/connection that may encourage retention
Continued burnout in the health sector	
Non profit wages cannot sustain workforce leading to turnover to out of county or out of state positions	

Team Yellow – Marshall shared:

Question 1: For your business or organization, what changes do you expect to encounter in the next year?	Question 2: What needs to be in place to ensure that your business/organization successfully navigates these changes?
Staffing shortages/unaffordable	None
High interest rates/inflation	None

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

Meeting adjourned at 10:09 a.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, March 20, 2024 @ 8:30 am**

Action Item 2: Re-contracting PY24/25 WIOA Services

(Action required) – Andy Stone

Recommendation

Accept re-contracting recommendation and authorize the Workforce Development Board (WDB) Staff to proceed with next steps in the contract execution. It is recommended WIOA contractors continue with the current service providers as follows:

- Goodwill Central Coast (GCC) for WIOA Adult/Dislocated Worker program services;
- Santa Cruz County Office of Education (SCCOE) for WIOA Youth program services, otherwise referred to as Sueños.

Background

As you may recall, the WIOA contracts listed above are currently completing year two (2) of a potential four (4) year contract cycle from the last procurement award process.

Contractor	PY 23/24 Allocation	Recommended PY24/25 Allocation
GCC	\$750,000	\$712,500 (5% decrease)
SCCOE	\$800,000	\$760,000 (5% decrease)
TOTAL		\$1,472,500

1. For program year 2024/2025, Contractor budgets will be re-structured to right-size their allocation based on three (3) years historical expenditures:

Contractor	PY 20/21 Allocation	PY20/21 Expenditures	PY 21/22 Allocation	PY21/22 Expenditures	PY 22/23 Allocation	PY22/23 Expenditures	PY 23/24 Allocation	PY 23/24 YTD (thru 12/2023) expenditures
GCC	\$691,460*	\$594,948 (86%)	\$726,460*	\$623,954 (86%)	\$750,000*	\$608,121 (81%)	\$750,000*	\$302,366 (40%)
SCCOE	\$800,000	\$636,476 (80%)	\$800,000	\$676,046 (85%)	\$800,000	\$642,710 (80%)	\$800,000	\$319,643 (40%)

*Includes career center services only; excluding the following grant allocations: Financial Literacy; FIRE; Storm; RERP; P2E

Contractor staff vacancies over the last three years have had a direct affect on their expenditure capacity. Despite the staffing vacancies, contractors have had exemplary program outcomes.

2. Although the Employment Development Department (EDD) has not yet released the Workforce Innovation and Opportunity Act (WIOA) Allocations for Program Year 2024-25 for the Adult, Dislocated Worker (DW), Rapid Response and Youth funding sources, *final contractor allocations will be based upon overall state funding levels*. The average PY 2023/2024 WIOA allocation reductions were 5.9% and contractor allocations were not affected. Once the state releases the allocations, should our local area not realize a decrease, WDB will consider contract amendments for program services.

It is recommended that the Executive Committee of this Board have delegated 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, 2024 according to the County's continuing contract agreements process.

Next Steps

WDB Staff will enter into contract negotiations with above referenced contractors for PY 24/25 for the recommended allocations upon receipt of approvals.

Suggested motion

I move to accept the PY 24/25 re-contracting recommendations, authorize Executive Committee of this Board to modify and approve the final allocation amounts and direct staff to move forward with contract negotiations.

Action Item 3: WIOA PY 23/24 Contractor Local Program Monitoring

(Action required) – Sara Paz-Nethercutt

Recommendation

Accept the PY 23/24 local program monitoring reports as drafted by WDB staff.

Background

WDB Staff monitored the following contracted services for program year 2023/2024 and drafted reports. The link to view the drafted reports is found here: <https://bit.ly/3vknGrv>

1. Goodwill Central Coast (GCC)
2. Santa Cruz County Office of Education (SCCOE)

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 Misha Maccoll, 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)
- Apply the internal protocols as developed. (GCC, SCCOE)
- Review during contract negotiations for PY 24/25 (GCC, SCCOE)
- Review at the next annual monitoring visit. (GCC, SCCOE)

Suggested motion

I move to accept the PY 23/24 local program monitoring reports as drafted by WDB staff.

Action Item 4: WDB Officer Nominating Committee PY 24/25

(Action required) – Andy Stone

Recommendation

Appoint a nominating committee to recommend a slate of WDB Officer Candidates for PY 2024/2025.

Background

Each year, the Workforce Development Board's (WDB) Nominating Committee recommends a slate of officers to fill the Board's elected leadership positions for the upcoming program year.

The Nominating Committee process calls for its members to be appointed by the Executive Committee and this Board. Listed below is the composition of the Nominating Committee:

Membership of the Nominating Committee may include:

- The immediate past Chair, and one member from the Executive Committee.
- Two at-large members from the WDB membership.
- At least one member from the prior year's Nominating Committee membership.

Last years' Nominating Committee consisted of the following WDB members, Carol Siegel, Marshall Delk, Alia Ayyad, Christina Cuevas and Chris Miller.

The Nominating Committee shall return to this Board's May 22, 2024 meeting with a slate of candidates. Then, from the written Nominating Process:

"Executive Committee presents recommended slate of Officers to the Board plus all other nominations before the WDB at the May Board meeting and recommends that nominations be closed. The WDB then votes on a closed written ballot for any contested positions. For positions that are uncontested, a voice vote may be taken. If there are no contested positions the slate may be voted upon in its entirety as a single vote".

The current officers for Program Year 2023-24 (July 1, 2023 through June 30, 2024) are: Chair – Rob Morse; Vice Chair – Elyse Destout; Tracey Adolfo; Marshall Delk; Carol Siegel; Dustin Vereker.

Next Steps

The designated nominating committee will recommend a proposed slate of WDB Officer Candidates for Year 2024-25 (July 1, 2024 through June 30, 2025) who will be presented for final appointment at the May 22, 2024 WDB meeting. Changes and additional nominations may be made from the floor.

Suggested motion

I move to form a WDB Officer Nominating Committee and recommend a Slate of Candidates for Election at the WDB's May 22, 2024 meeting.

Report Item 5: Plan Updates

(No vote required) – Andy Stone

Background

1. Director's Operational Plan Update:

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.

2. AJCC Continuous Improvement Plan Update: <https://bit.ly/48Wj5tq>

Next Steps

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

**Item 5 Attachment 1 - 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 	<p>Stakeholder group met in January. Providing informational meetings for service providers.</p> <p>Sharing Venture's Futuro program with WIOA participants. There remains a lack of local accredited programs.</p> <p>Hired an new Associate Analyst to coordinate this work.</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"> • Conduct outreach to construction businesses and identify opportunities for new sector partnerships and workforce development programs • Host a county-wide economic forecast event 	<p>Business Services Manager conducting targeted outreach to construction businesses.</p> <p>Partnered with Santa Cruz Chamber host event on 2/15/24.</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"> • 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 	<p>Created two videos. To be presented at March 20 WDB meeting.</p> <p>Suzette Reuschel-DiVirgilio has paired with Rob Morse for a trial run.</p> <p>Project started in November. To be presented at WDB meeting on May 22 and report to be completed by 6/30/24.</p>

✓ on track to meet planned target for the year

✗ not on track to meet planned target for the year

Report Item 6: Workforce Development Board Staff Updates

(No vote required)

WIOA Career Services – Sara Paz-Nethercutt:

1. Regional Equity and Recovery Partnership (RERP) - Cabrillo College partnership
2. Prison to Employment (P2E)

Community Engagement/Eligible Training Provider List (ETPL) – Brenda Diaz-Rivas:

1. Community Engagement Action Plan
2. ETPL monitoring underway

Business Services - Nathan Kieu:

1. Economic Forecast Event Recap
2. State of the Workforce Update
3. CEDS Update

Break-out Session: Artificial Intelligence

(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):

- How do you believe AI will impact your workforce? Are there skill gaps or areas where employees need additional training?
- How do you foresee AI disrupting your industry in the coming years? Are there opportunities for innovation and growth?