



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-Executive Committee
Wednesday, May 1, 2024 @ 8:30am

Location: 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: February 28, 2024 2-6
- 2. Eligible Training Provider Draft Monitoring Reports PY 23/24 7
- 3. Proposed WDB Meeting Calendar PY 24/25 8-9
- 4. Proposed Slate of WDB Officer Candidates PY 24/25 10
- 5. WDB May 22, 2024 Meeting Planning 11

Report Items (no vote required):

- 6. WDB Plan Updates 12-13
- 7. WDB Staff Updates 14
- 8. WIOA Final Performance PY 2022 15-16

Adjournment

Next Meeting: Workforce Development Board
May 22, 2024 @8:30 am

Workforce Development Board-Executive Committee
TBD

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Action Item 1: Approval of Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the February 28, 2024 Executive Committee meeting minutes

Suggested motion

I move to approve the February 28, 2024 Executive Committee meeting minutes.



**Workforce Development Board
Executive Committee**
Watsonville Career Center, Computer Lab 1
Wednesday, February 28, 2024 8:30 a.m.

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

The Vice-Chair called the meeting to order at 8:46 a.m., and a quorum was established. All participants attended in-person.

Committee Members in Attendance

Adolfo, Tracey
Delk, Marshall
Destout, Elyse – *Vice Chair*
Morse, Rob - *Chair*
Siegel, Carol

Committee Members Absent

Vereker, Dustin

Staff in Attendance

Diaz-Rivas, Brenda – Associate Human Services Analyst
Gutierrez, Elizabeth – WDB Administrative Aide
Kieu, Nathan – Business Services Manager
Paz-Nethercutt, Sara – WDB Sr. Human Services Analyst
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Office Assistant

Guests

Dodge, Daniel – WDB Board Member
Becerra, Ivan – Goodwill Central Coast

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

Subject: Public Comment

None.

Subject: Chairperson's Report

Chair Rob Morse thanked staff and committee members for their hard work.

Subject: Action Items:

Item 1 – Approval of the November 1, 2023 Meeting Minutes

Action: It was moved to approve the November 1, 2023 Executive Committee meeting minutes.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Marshall Delk
Abstentions: None

Committee Action: All in favor, motion passed

Item 2 – WIOA PY24/25 Recontracting

WDB Director Andy Stone requested approval to re-contract with current WIOA service providers, Goodwill Central Coast and Santa Cruz County Office of Education and shared the proposed allocations for PY 24/25 (five percent cut). He shared that contractor staff vacancies have affected their expenditure capacities but have not had a negative effect on their program outcomes.

Action: It was moved to accept the PY 24/25 re-contracting recommendations, and recommend approval by the full Workforce Development Board.

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Carol Siegel
 Abstentions: None

Committee Action All in favor, motion passed

Item 3 – WIOA PY23/24 Contractor Local Program Monitoring

WDB Sr. Human Services Analyst Sara Paz-Nethercutt gave a brief recap of the WIOA contractor monitoring results. Goodwill Central Coast did not have any findings but had date change requests. Santa Cruz County Office of Education had four findings pertaining to fiscal invoicing and a missing signature on an application.

Action: It was moved to accept the PY 23/24 local program monitoring reports as drafted by WDB staff.

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

Committee Action All in favor, motion passed

Item 4 – WDB Officer Nomination Committee PY 24/25

WDB Director Andy Stone requested that members appoint a nominating committee to recommend a slate of WDB officer candidates for PY 24/25. Carol Siegel agreed to lead the nominating committee.

Action: It was moved to form a WDB Officer Nominating Committee and recommend a Slate of Candidates for election at the WDB's May 22, 2024 meeting.

Status: Motion to Approve: Marshal Delk
 Motion Seconded: Carol Siegel
 Abstentions: None

Committee Action All in favor, motion passed

Item 5 – WDB March 20, 2024 Meeting Planning

WDB Director Andy Stone asked if members had any topics they would like added to the March 20, 2024 Full Board Meeting agenda. Committee member Carol Siegel expressed her

interest in selecting a Board member to give a five-minute presentation about their business/ organization and share some highlights. Chair Rob Morse suggested a breakout session for members to discuss topics such as: staffing needs, skillsets, layoff/turnover prevention.

Action: It was moved to direct that the WDB staff include the following items in the March 20, 2024 WDB meeting agenda: Board member spotlight and a Workforce Board member breakout session.

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

Committee Action All in favor, motion passed

Subject: Report Items:

Item 6 – Plan Updates

WDB Director Andy Stone informed the committee that the Operational Plan Update and the AJCC Continuous Improvement Plan Update will be combined into one agenda item titled, Plan Updates.

Operation Plan Updates:

WDB Director Andy Stone reviewed the progress of each operational target. Highlights included:

Goal 1

- Identify strategies to better connect current and former foster youth to Workforce Services: Associate Human Services Analyst Brenda Diaz-Rivas shared that she is working on developing an action plan and putting together a training for staff and will be meeting with the Transitional Age Youth (TAY) Program.
- Entrepreneurship: WDB Director Andy Stone shared that it has been a challenge to add an entrepreneurship training program for WIOA clients due to the vendor needing to have an accredited program. Referring WIOA participants to Venture’s Futuro program.

Goal 2

- Conduct outreach to construction businesses: Business Services Manager Nathan Kieu shared that arranging meetings with construction businesses has been a struggle due to time scheduling and finding meeting locations.

Goal 3

- Increase awareness of WFSCC services: Videos of WIOA success stories for participants and business currently in progress. The employer chosen is the City of Watsonville.
- Draft and release the 2024 State of the Workforce Report: Report is currently on its second revision. All interviews have been completed and should be ready by May.
- Develop a WDB member orientation process: Chair Rob Morse shared his positive experience working with newly appointed Board member Suzette Reuschel-DiVirgilio. Rob suggested that the experienced Board member being paired with then new appointee be included in the orientation.

AJCC Continuous Improvement Plan Update:

The plan was provided to the committee and WDB Sr. Human Services Analyst Sara Paz-Nethercutt provided a brief update.

No action, report item only.

Item 7 – WDB Staff Updates

WDB Sr. Human Services Analyst Sara Paz-Nethercutt provided information on the launch of the Regional Equity and Recovery Partnership (RERP) program, in collaboration with Cabrillo College CTE, the program offers certificates in the following courses: Phlebotomy, IT, Culinary Arts, Community Health Worker, Entry Level Construction and Basic Construction. Income eligibility requirements apply. The program is state funded (non-WIOA) and available to assist 32 individuals; currently 14 enrolled. Program runs through October 31, 2024 or once funds have been exhausted. Post program tracking of participants is managed through CalJOBS.

The Prison 2 Employment recently launched and will serve six justice involved individuals. The program is open to any individual that has experienced encounters with justice. Individuals will be enrolled in an OJT program and are able to earn up to \$9k in wages.

WDB Associate Human Services Analyst Brenda Diaz-Rivas informed the committee that ETPL monitoring is currently underway with six providers being monitored. Reports will be provided at the May Full Board meeting.

WDB Business Services Manager Nathan Kieu provided his updates in agenda item 6.

No action, report item only.

Subject: Committee Member Announcements:

None.

Meeting adjourned at 10:01 a.m.

**Next Meeting: WDB Executive Committee Meeting
Wednesday, May 1, 2024 @ 8:30am**

Action Item 2: Eligible Training Provider Draft Monitoring Report PY23/24

(Action required) – Brenda Diaz-Rivas

Recommendation

Accept the PY 23/24 local ETPL monitoring report as drafted by WDB staff.

Background

1. Workforce Development Board (WDB) Staff monitored the Eligible Training Provider List (ETPL) training vendors in February and March 2024 for the 2023-2024 program year.

The Eligible Training Provider List (ETPL) program monitoring process includes the following:

- Overview of the monitoring process and objectives, services provided, and program performance.
- Completion and discussion with the Monitor of Training Vendor Monitoring Guide and participant list.
- Completion of the Non-Discrimination and Equal Opportunity Monitoring Guide.
- An on-site walk through of the facility and classrooms.
- Interview with key staff providing services funded by the Workforce Innovation and Opportunity Act (WIOA).
- Interviews with participants receiving WIOA funded services.
- Review of school materials that may include: personnel policies and procedures, proof of insurance, marketing materials, school catalog, registration forms, curricula related to participant training, job prep, English as a Second Language, documents related to and in support of services provided to participants receiving WIOA funded services, including student files, or other participant activities.

Of the six (6) vendors monitored, Truck Driving Institute had one (1) finding and one (1) area of concern. Watsonville Aptos Santa Cruz Adult Education had one (1) area of concern. Both schools have responded to the finding/area of concern and have been resolved. All six (6) completed drafted reports area attached via this link: <https://bit.ly/3UxFKrT>

Suggested motion

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

Action Item 3: Proposed WDB Meeting Calendar PY 24/25

(Action required) – Andy Stone

Recommendation

Approve the proposed WDB Meeting Calendar for PY 24/25

Suggested motion

I move to approve the proposed WDB Meeting Calendar for PY 24/25

2024/2025 FY – WDB Meeting Calendar (Pending Board Approval)

All dates are Wednesdays, except where noted:

July 26, 2024 – Executive Committee (Friday – special meeting)

September 25, 2024 – Executive Committee

October 23, 2024 – WDB Full Board

December 4, 2024 – Executive Committee

January 15, 2025 – WDB Full Board

February 26, 2025 – Executive Committee

March 19, 2025 – WDB Full Board

May 7, 2025 – Executive Committee

May 28, 2025 – WDB Full Board

WDB Full Board meetings and Executive Committee meetings begin at 8:30 am.

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

Action Item 4: WDB Officer Nominations PY 24/25

(Action required) – Andy Stone

Recommendation

Approve the proposed Slate of 2024-25 Officer Candidates as indicated below for election at the May 22nd, 2024 Workforce Development Board (WDB) meeting.

Background

Each year, the WDB Nominating Committee recommends a slate of officers to fill the WDB’s elected leadership positions for the upcoming program year. At the Executive Committee meeting on February 28th, 2024, 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, Suzette Reuschel-DiVirgilio, Carmen Herrera-Mansir and Chris Miller developed the following slate of candidates listed for Program Year 2024-25 (July 1, 2024 through June 30, 2025), for election at the WDB meeting:

Next Steps

The proposed slate of WDB Officer Candidates, for PY 2024-25 is as follows with final appointment at the May 22nd, 2024 WDB meeting:

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

Changes and additional nominations may be made from the floor.

Suggested motion

I move to approve the proposed Slate of 2024-25 Officer Candidates.

Action Item 5: WDB May 22, 2024 Meeting Planning

(Action required) Andy Stone

Background

At this meeting, the Executive Committee will consider if it would like to add any agenda items to the May 22, 2024 WDB Full Board meeting agenda.

Suggested motion

I move to direct that the WDB staff include the following items in the May 22, 2024 WDB meeting agenda...

Report Item 6: 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/3UhbuQK>

Next Steps

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

**Item 6 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>
<p><u>Goal 1</u></p> <p>Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.</p>	✓	<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>
<p><u>Goal 2</u></p> <p>Santa Cruz County businesses have the talent needed to thrive now and into the future.</p>	✓	<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>
<p><u>Goal 3</u></p> <p>Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.</p>	✓	<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. 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 7: Workforce Development Board Staff Updates

(No vote required)

WIOA Career Services – Sara Paz-Nethercutt:

1. America’s Job Center of California (AJCC) Certification Process & Timeline
2. WIOA Youth Individual Training Account (ITAs) policy- coming soon PY24/25

Business Services- Nathan Kieu:

1. Business Services Survey Implementation
2. Dientes – Apprenticeship Update
3. Santa Cruz County Small Business Summit – May 3rd

Report Item 8: WIOA Final Local Performance PY 2022

(No vote required)

The Employment Development Department (EDD) calculated the Program Year (PY) 2022 (July 1, 2022- June 30, 2023) performance scores for all Local Workforce Development Areas (Local Areas) for the Workforce Innovation and Opportunity Act (WIOA) and were released on February 29, 2024.

In alignment with Employment Development Department (EDD) Directive, WSD20-02, *Calculating Local Area Performance and Nonperformance*, the state is requiring Local Areas to achieve a score of 50% or higher for each of the following individual measures for PY 2022:

- Employment Rate 2nd Quarter After Exit
- Employment Rate 4th Quarter After Exit
- Median Earnings
- Credential Attainment

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.

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.

Santa Cruz local area is currently meeting all WIOA federal performance measures. For the complete performance scores by program reference the following attachment:

*NOTE: The Performance Score for all performance indicators in the Adult, Dislocated Worker, Youth programs are included in the attachment. However, the Measurable Skill Gains (MSG) performance indicator is not being considered in performance success for PY 2022 . It is included in the table to provide context for the future when the MSG indicator will be reviewed for performance.

Item 8 Attachment 1

WIOA Final Local Performance Scores PY 2022

Adult Measures	Local Area Negotiated Goal	Actual Performance Level	Adjusted* Performance Score	Met State Target?
Employment 2nd Q post exit	75%	75.4%	80.9%	YES
Employment 4th Q post exit	71%	77.4%	93.1%	YES
Median Earnings	\$8,200	\$12,033	144.5%	YES
Credential Attainment	65.5%	68.5%	112.6%	YES
Measurable Skill Gains	60%	59.9%	80.5%	YES
DW Measures	Local Area Negotiated Goal	Actual Performance Level	Adjusted* Performance Score	Met State Target?
Employment 2nd Q post exit	70%	72.9%	94.6%	YES
Employment 4th Q post exit	70%	77.1%	102.3%	YES
Median Earnings	\$11,000	\$10,449	76.1%	YES
Credential Attainment	68.6%	68.3%	110.6%	YES
Measurable Skill Gains	65%	61.0%	134.6%	YES
Youth Measures	Local Area Negotiated Goal	Actual Performance Level	Adjusted* Performance Score	Met State Target?
Education ,Training or Employment 2nd Qtr post exit	79%	78.1%	91.3%	YES
Education ,Training or Employment 4th Q post exit	79%	86.3%	112.3%	YES
Median Earnings	\$3,900	\$4,487	101.1%	YES
Credential Attainment	77%	77.8%	102.6%	YES
Measurable Skill Gains	77%	61.0%	87.3%	YES

*Adjusted using Statistical Adjustment Model (SAM)