



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, December 4, 2024 @ 8:30am**

**Location: Workforce Santa Cruz County, Watsonville Career Center
500 Westridge Dr. – Career Center Classroom
Watsonville, CA 95076**

Call to Order/Welcome

Non-agenda public comment

Chairperson’s Report

Action Items (vote required):

- 1. Approval of Minutes: September 25, 2024 2-6
- 2. Planning for Future WDB Meetings..... 7

Report Items (no vote required):

- 3. WDB Plan and Updates (including the new CI Plan for 2025) 8-9
- 4. WDB Staff Updates..... 10
- 5. Labor Market Information Update 11-12
- 6. Local Area Negotiated WIOA Performance Goals PY 2024-2026 13-14

Adjournment

**Next Meeting: Workforce Development Board
January 15, 2025 @8:30 am
Location: Seacliff Inn
7500 Old Dominion Ct., Aptos, CA 95003**

**Workforce Development Board-Executive Committee
February 26, 2025 @8:30 am
Location: Workforce Santa Cruz County, Watsonville Career Center**

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 25, 2024 Executive Committee meeting minutes

Suggested motion

I move to approve the September 25, 2024 Executive Committee meeting minutes.



The Chair called the meeting to order at 8:36 a.m., and a quorum was established. All participants attended in-person.

Committee Members in Attendance

Delk, Marshall
Destout, Elyse – *Vice Chair*
Morse, Rob - *Chair*
Vereker, Dustin

Committee Members Absent

Adolfo, Tracey
Siegel, Carol

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

Guests

None

Subject: Public Comment

None

Subject: Chairperson’s Report

Chair Rob Morse, shared that August 28, 2024 Special Executive Committee meeting was a success to establish new goals for the year. He commented on the success of the past goals and how much has been done over the years.

Subject: Action Items:

Item 1 – Approval of the August 28, 2024, Meeting Minutes

Action: It was moved to approve the August 28, 2024 Executive Committee meeting minutes.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Elyse Destout
Abstentions: None

Committee Action All in favor, motion passed.

MEMBERS:

- Rob Morse, Chair
Monterey Bay Epic Adventures
 - Elyse Destout, Vice Chair
Photography by Elyse Destout
 - Alia Ayyad
Center for Employment Training
 - Annabelle Rodriguez
Cabrillo College
 - 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
 - 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

Item 2 – America’s Job Center of California (AJCC) Certification

WDB Sr. Analyst Sara Paz-Nethercutt spoke about the AJCC certification that is required by Employment Development Department (EDD) every three years. Santa Cruz County has 3 AJCC’s. The Capitola AJCC location received a state-waiver because they intend to re-located to the comprehensive site in the near future. The completed AJCC Certification documents will be submitted to the state. The drafted Continuous Improvement plan and action updates will be shared later with the Executive Committee.

Action: It was moved to approve the AJCC Certification Matrices and Indicate Assessments as written, authorize the WDB Chair to sign the AJCC Certification documents, and direct WDB staff to submit documents to the EDD Regional Advisor.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Elyse Destout
Abstentions: None

Committee Action All in favor, motion passed

Item 3 – Local Policy Revisions & New Program Services Polices

WDB Analysts Sara Paz-Nethercutt and Brenda Diaz-Rivas spoke about local policy revisions and new program services policies. Additional local policies may be presented for approval at the full board meeting scheduled for October 30, 2024.

Marshall Delk recommended the agenda item *action* be reworded to demonstrate the executive committee authority of recommending approval to the full board rather than approving the policies at this juncture.

Action: It was moved to recommend the revised and new local program polices for Full Board approval, as recommended by WDB staff.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Dustin Vereker
Abstentions: None

Committee Action All in favor, motion passed

Item 4 – Plan Updates

WDB Director Andy Stone reviewed the Operational Plan targets for PY 24-25 that were developed from the Executive Committee meeting in August.

No action, report item only.

Item 5 – WIOA Fiscal Year 2024-25 Budget

WDB Director Andy Stone reviewed the financial report and provided a breakdown on each of the expenditure categories. It was noted that the agenda item erroneously included Cabrillo Student Resources and Support Network (SRSN) as a current service provider for PY 24/25. Agenda item will be corrected to remove SRSN for the full board agenda packet.

Action: It was moved to accept the WIOA budget for PY 2024-25.

Status: Motion to Approve: Dustin Vereker
Motion Seconded: Elyse Destout
Abstentions: None

Committee Action All in favor, motion passed

Item 6 – WDB October 23, 2024, Meeting Planning

WDB Director Andy Stone announced the October 23, 2024 full board meeting date was changed at the request of the WDB chair to October 30, 2024. He asked if members had any topics they would like added to that Full Board Meeting agenda. Committee members expressed their interest in a panel to include Board Members to share their stories.

Action: It was moved to direct that WDB staff include the following items on the October 30, 2024 WDB meeting agenda: A panel featuring two (2) board members to be spotlighted.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Elyse Destout
Abstentions: None

Committee Action All in favor, motion passed

Item 7 – WDB Staff Updates

WDB Director Andy Stone provided information about the WDB receiving \$450K grant from the Irvine Foundation. The funding will be used for Human Center Design Training for the WDB staff and Contractors, Equity Training and coaching, and comprehensive review of polices and program services.

WDB Sr. Analyst Lacie Gray is going through a grant writing program for new ways to bring in funding.

WDB Sr. Analyst Sara Paz-Nethercutt gave update on the State approval of WIOA Youth Out-of School (OSY) PY 24/25 waiver.

Updates provided by Business Services Manager Nathan Kieu included:

1. Pajaro Valley Job Fair- There were 22 employers and 76 job seekers that attended
2. City of Santa Cruz Trades Day-There will be a Skill Job Fair on November 19, 2024
3. Achievement Awards Videos Update -Filming crew will be filming Adult and Youth recipients today.
4. Marketing – Woman in Business Sponsorship, and Health Improvement Partnership (HIP) Community Forum Sponsorship

No action, report item only.

Item 8 – Eligible Training Provider List (ETPL) 2023-24 Annual Report

Associate Human Services Analyst, Brenda Diaz-Rivas shared Summary PY 23-24 ETPL Performance data by Training Vendors, The top five schools of ITA expenditures for PY 23-24 , Enrollments, number of completions, and demographics data. Dustin Vereker commented on the significance of the data and helpful to visualize, would like to see it at a future full board meeting.

No action, report item only.

Subject: Committee Member Announcements:

None.

Meeting adjourned at 9:48 a.m.

**Next Meeting: WDB Executive Committee Meeting
Wednesday, December 4, 2024 @ 8:30am**

DRAFT

Action Item 2: WDB January 15, 2025 Meeting Planning

(Action required)

At this meeting, the Executive Committee will consider if it would like to add any agenda items to the January 15, 2025 or other future WDB Full Board meeting agendas.

Suggested motion

I move to direct staff to include the following items in the future WDB meeting agenda...

Report Item 3: Workforce Development Board Plan Updates

(No vote required) – Andy Stone

Background

1. Director's Operational Plan Update:

On October 30, 2024 the WDB approved the WDB Director's Program Year (PY) 2024-25 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 proposed PY 2024-25 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 2025 Update: <https://bit.ly/40Za8PO>

Next Steps

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

**Item 3 Attachment - Workforce Development Board of Santa Cruz County
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2024-2025**

	<i>Status</i>	<i>2024-25 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 and implement strategies to expand apprenticeship opportunities in Santa Cruz County • Provide youth with a forum to advise the board on youth workforce development issues. 	<p>Providing Dientes with On-the-Job training support for Dental Assistant Apprentices.</p> <p>Will conduct youth engagement sessions as part of the strategic planning process.</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"> • Identify opportunities and implement strategies for the WDB to support the emerging drone automation and robotics technology sector • Develop and publish career pathways in the healthcare and hospitality sectors • Identify career paths that lead to entrepreneurship opportunities 	<p>Applied for grant to provide young adults with work experience opportunities with Joby Aviation.</p> <p>Reports on healthcare and hospitality careers to be included in State of the Workforce report.</p> <p>Identifying career paths to entrepreneurship in State of the Workforce report.</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"> • Engage the board and the community to create a new Workforce Santa Cruz County strategic plan • Draft and release the 2025 State of the Workforce Report 	<p>Procured contractor to help with the strategic planning process.</p> <p>Project kicked off in November to be completed in May.</p>

✓ on track to meet planned target for the year

✗ not on track to meet planned target for the year

Report Item 4: Workforce Development Board Staff Updates

(No vote required)

Business Services- Nathan Kieu:

1. CEDS Update
2. State of the Workforce Update
3. Rapid Response Update: Monterey Mushrooms

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

1. James Irvine Foundation Workforce Capacity Fund
2. WDB Strategic Plan 2025-2030
3. Community Engagement

Report Item 5: LMI Update

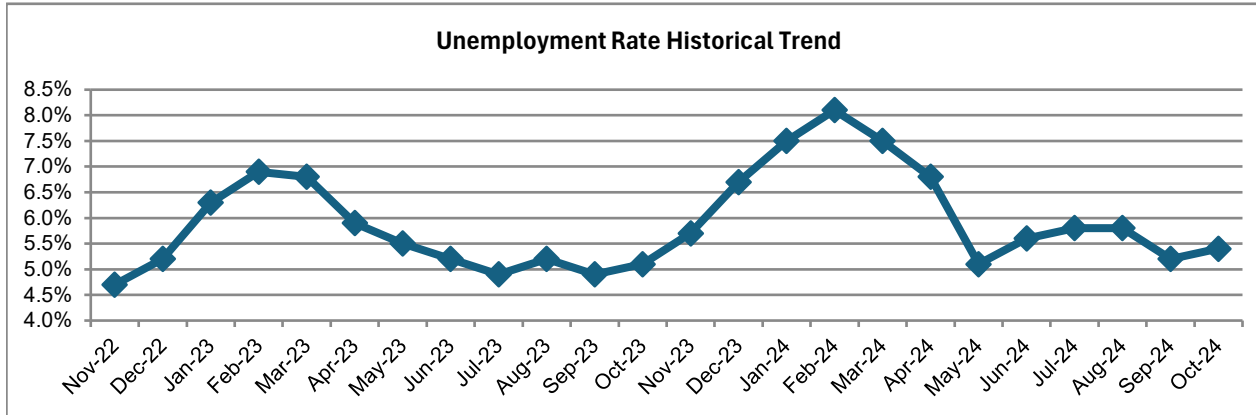
(No vote required) – Nathan Kieu

Background

The Workforce Development Board receives regular labor market reports from the Employment Development Department (EDD). At this meeting Nathan Kieu, Business Services Manager, will provide a brief overview of the latest report.

IMMEDIATE RELEASE
 SANTA CRUZ-WATSONVILLE METROPOLITAN STATISTICAL AREA (MSA)
 (Santa Cruz County)

The unemployment rate in Santa Cruz County was 5.4 percent in October 2024, up from a revised 5.2 percent in September 2024, and above the year-ago estimate of 5.1 percent. This compares with an unadjusted unemployment rate of 5.4 percent for California and 3.9 percent for the Nation during the same period.



Industry	Sep-2024	Oct-2024	Change		Oct-2023	Oct-2024	Change
	Revised	Prelim				Prelim	
Total, All Industries	110,800	110,400	(400)		109,200	110,400	1,200
Total Farm	9,500	8,600	(900)		8,700	8,600	(100)
Total Nonfarm	101,300	101,800	500		100,500	101,800	1,300
Mining, Logging and Construction	5,300	5,300	0		5,100	5,300	200
Manufacturing	7,800	7,800	0		7,800	7,800	0
Trade, Transportation, and Utilities	15,800	15,800	0		16,000	15,800	(200)
Information	600	600	0		600	600	0
Financial Activities	3,300	3,300	0		3,300	3,300	0
Professional and Business Services	9,700	9,700	0		9,800	9,700	(100)
Private Education and Health Services	19,500	19,700	200		18,800	19,700	900
Leisure and Hospitality	14,900	14,900	0		14,700	14,900	200
Other Services	4,700	4,800	100		4,800	4,800	0
Government	19,700	19,900	200		19,600	19,900	300

Notes: Data not adjusted for seasonality. Data may not add due to rounding
 Labor force data are revised month to month
 Additional data are available online at www.labormarketinfo.edd.ca.gov

Report Item 6: Local Area Negotiated WIOA Performance Goals PY 2024-2026

(No vote required) – Andy Stone

Background

Workforce Innovation and Opportunity Act (WIOA) requires the state to negotiate local level performance goals for Adult, Dislocated Worker and Youth programs. Agreement was reached on local goals that will be in effect for two (2) Program Years at a time: 2024/2025 and 2025/2026.

The attached chart demonstrates the goals for each of the performance measures for each program for the two-year period.

As per Employment Development Department (EDD) Workforce Services Directive (WSD20-02) dated September 18, 2020, the state will assess performance at the end of each program year using the Statistical Adjustment Model (SAM), derived by the Department of Labor, to determine if the negotiated performance goals were achieved. Actual performance numbers will be adjusted using the SAM which factors in data on the local economic conditions and populations served during the program year. The actual performance numbers will be compared to the SAM adjusted numbers against the negotiated performance goals to determine the ultimate level of performance success.

WDB Staff will report back to this committee and board on local performance achievements, including any SAM adjustments.

Item 6 Attachment - WIOA Performance Negotiations

Local Workforce Development Area: Santa Cruz County		
Performance Indicators	Final Negotiated Goals	
	PY24	PY25
Adult		
Employment Rate in 2nd Q post exit	79.0%	79.0%
Employment Rate in 4th Q post exit	78.0%	78.0%
Median Earnings	\$11,500	\$11,500
Credential Attainment Rate	66.8%	66.8%
Measurable Skill Gains	60.0%	60.0%
Dislocated Worker		
Employment Rate in 2nd Q post exit	75.0%	75.0%
Employment Rate in 4th Q post exit	73.0%	73.0%
Median Earnings	\$12,500	\$12,500
Credential Attainment Rate	65.0%	65.0%
Measurable Skill Gains	60.0%	60.0%
Youth		
Employment Rate in 2nd Q post exit	76.0%	76.0%
Employment Rate in 4th Q post exit	85.0%	85.0%
Median Earnings	\$4,427	\$4,427
Credential Attainment Rate	63.5%	63.5%
Measurable Skill Gains	76.0%	76.0%