



# Orientation



# WDB Mission

Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs that 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.

# Goals

1. Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.
2. Santa Cruz County businesses have the talent needed to thrive now and into the future.
3. Support community partners to positively impact the region's economic vitality.

# Impact

Program Year 2023 (July 1, 2023 – June 30, 2024)

## 12,649 Individuals Received Services

- 168 new enrollments into WIOA Programs, including 70 Youth

## 156 Training Scholarships Provided

- Average wage upon completion: \$38.79/hr.

## 34 Youth Received Paid Work Experience

- At 8 worksites.

# The Workforce Innovation & Opportunity Act (WIOA)

# WIOA – Our Primary Funding Source

The Workforce Innovation and Opportunity Act (WIOA) provides workforce investment activities through State and local workforce development systems, that...

1

Increase the earnings of participants

2

Increase attainment of recognized post-secondary credentials by participants

3

Improve the quality of the workforce, reduce welfare dependency, increase business engagement, and enhance the productivity and competitiveness of the nation

[Click Here to view the entire Workforce Innovation and Opportunity Act](#)

# General Law & Regulations to Remember

## Federal Regulations

- [US Department of Labor](#)
- [US Department of Education](#)
- [Joint Labor & Education Regulation](#)

## Regulation Guidance:

- [Understanding the Law & Regulations through Training and Employment Guidance Letters \(TEGL\)](#)

## State Regulations:

- The Governor
- The Legislature
- Various Departments in State government

# The Money...

## From Congress to Department of Labor & then...

- Secretary of Labor Retains funds for:
    - National emergency grants
    - Demonstrations & pilots
    - Research & evaluation
- 

## From Department of Labor to State & then...

- Governor retains 15% for their purpose and “state-wide” activities
- 85% by formula to local designated entities (grant recipient & boards)

[Click Here for the Current Budget](#)

# WIOA Performance Requirements

Performance Measure		How It's Measured
Adult and Dislocated Worker Measures	Entry into unsubsidized employment (Entered Employment)	Measured in Q2 after exit. (Additional 1 quarter lag in reporting)
	Retention in unsubsidized employment (Employment Retention)	Measured in Q4 after exit. (Additional 1 quarter lag in reporting)
	Earnings change after entry into unsubsidized employment (Average Earnings)	Measured as median earnings in Q2 after exit only. Median is defined as the numerical value that separates the higher half from the lower half of earnings.
	Credential rate	Percentage of participants who obtain a recognized post-secondary credential or diploma during participation or within 1 year after program exit.
	In Program Skills Gain	Percentage of participants in education leading to credential or employment during program year, achieving measurable gains. Measured in real time.
Employer Measure	Indicators of effectiveness in serving employers	One or more employer measures to be announced.

# WIOA Performance Requirements

Performance Measure		How It's Measured
Youth Measures	Placement in Employment, Education, or Training	Measured in Q2 after exit. (Additional 1 quarter lag in reporting)
	Retention in Employment, Education, or Training	Percentage of participants in education, training, or unsubsidized employment; measured in Q4 after exit.
	Earnings after entry into unsubsidized employment	Median earnings of participants in unsubsidized employment during Q2 after exit.
	Credential rate	Percentage of participants who obtain a recognized credential or secondary diploma during participation or within 1 year after program exit.
	In Program Skills Gain	Percentage of participants in education leading to credential or employment during program year, achieving measurable gains. Measured in real time.

[Click Here For Local WIOA Performance Targets](#)

# Role of Elected Officials (Santa Cruz County Board of Supervisors)

## Local Area Designation

- Do you want Santa Cruz County to be a local workforce area?
- Have you previously met performance & maintained fiscal integrity?

## Board Member Appointment

- Critical to the success of the Board and to the success of the workforce development “system”

## Fiscal Agent

- Names the fiscal agent (Selected the County of Santa Cruz, Human Services Department)

### In appointing the board, the Chief Local Elected Official:

#### Shall Include

- Business (51%)
- Workforce – Labor (20%)
- Adult Education and Literacy
- Higher Education
- Government & Economic Development
- Wagner-Peyser (EDD)
- Vocational Rehabilitation

#### Two Optional WDB Members

- At-large Member
- BOS Representative or Appointee

# The Workforce Development Board

## Our Local WDB is the ***Santa Cruz County Workforce Development Board*** and consists of the following committees:

- The **Workforce Development Board (WDB)**, or Full Board, provides oversight of Santa Cruz County's comprehensive workforce development system consisting of workforce education and training, workforce preparation services, and economic development.
- The **Executive Committee** analyzes information from standing and ad hoc committees and their work, sets agendas for WDB meetings, participates on ad hoc committees and work-groups as needed, and guides and directs the activities of committees established by the WDB.
- The **Comprehensive Economic Development Strategy (CEDS) Committee** develops Santa Cruz County's Comprehensive Economic Development Strategy, seeks to build local capacity and guide the economic prosperity and resiliency.

[Click Here for the WDB's Bylaws](#)

# Workforce Development Board Activities

**Local Unified Plan**

**Career Pathway  
Development**

**Negotiation of  
Local  
Performance**

**Accessibility for  
Individuals with  
Disabilities**

**Workforce  
Research / LMI  
Analysis**

**Proven &  
Promising  
Practices**

**Coordination with  
Education  
Providers**

**Staff Hiring &  
Qualifications**

**Convening /  
Brokering /  
Leveraging**

**Technology**

**Selection of  
Operators**

**Training**

**Employer  
Engagement**

**Program  
Oversight**

**Budget &  
Administration**

**Career Services**

**Compliance**

**Strategy**

**Operations**



# Local Workforce Services



## AJCCs=Career Centers

### **Watsonville Career Center**

- 500 Westridge Drive Watsonville, CA 95076 (831) 763-8933

### **Capitola Career Center – EDD**

- 2045 40th Avenue Capitola, CA 95010 (831) 464-6286

### **Sueños Youth Employment Services**

- 229 Green Valley Road Watsonville, CA 95076 (831) 466-5672

For information on services, go to [www.workforcescc.com](http://www.workforcescc.com)

# Career Services

(open to general public)

Internet based job search

Access to CalJOBS

Access to open job orders

Access to Labor Market  
Information and information  
on open job orders

Connection to  
Partner Resources

# Individualized & Training Services

(for enrolled WIOA clients)

Skill & Career Assessments

Scholarships for In-Demand Careers

Job Search Assistance

Earn & Learn Opportunities:  
Work Experience, OJTs, TJs

Support Services to  
Remove Barriers to Work



# Youth Services

Youth Ages 16-24

Focus on Out-of-School  
Youth

Tutoring, mentoring and  
Career Development

Resume development and  
job search assistance

Work Experience

Occupational skills training

Leadership development

Support Services

# Business Services

- **Job Retention & Creation:**

- Incumbent Worker Training: Upskill employees for promotions, avoid layoffs, and backfill positions.
- Sector Strategies: Industry meetings to address workforce needs.
- Entrepreneurship: Partner with SBDC for business coaching and resources.

- **Training & Development:**

- Customized Training: Special programs tailored to employer needs.
- On-the-Job Training: Provide necessary job skills training.

- **Youth Services (Ages 16-24):**

- Work Experience (WEX): Hands-on experience in high-demand fields.
- Internships: Training and work opportunities for youth.

- **Layoff Aversion & Rapid Response:**

- Layoff Aversion: Prevent layoffs with proactive planning.
- Rapid Response: Immediate assistance for employers and workers affected by layoffs.



When community members have the opportunity to influence a decision/process and affect an outcome

# Community Engagement



# WDB Acronyms

# Acronyms/Terms – WORKFORCE DEVELOPMENT SYSTEM

- **AJCC** America's Job Center of California
- **CEDS** Comprehensive Economic Development Strategy
- **CWA** California Workforce Association
- **CWDB** California Workforce Development Board
- **DOL** Federal Department of Labor
- **ETA** Federal Employment and Training Division
- **ETPL** Eligible Training Provider List (*approved training providers*)
- **LWDA** Local Workforce Development Area (*in our case: Santa Cruz County*)
- **NAWB** National Association of Workforce Boards
- **WFSCC** Workforce Santa Cruz County
- **WDB** Workforce Development Board
- **WIA** Workforce Investment Act
- **WIOA** Workforce Innovation and Opportunity Act

# Acronyms/Terms – PARTNERS

- **CAB** Community Action Board of Santa Cruz County
- **CET** Center for Employment Training
- **COE** Santa Cruz County Office of Education
- **DOR** Department of Rehabilitation
- **EBSD** Employment and Benefit Services Division
- **EDD** Employment Development Department
- **GCC** Goodwill Central Coast
- **HSD** Santa Cruz County Human Services Department
- **NCOA** National Council On Aging
- **WASC AE** Watsonville/Aptos/Santa Cruz Adult Education
- **YFIOB** Your Future Is Our Business

# Acronyms/Terms – PROGRAMS

- **DW/Dislocated Worker** WIOA Dislocated Worker Program
- **NDWG** National Dislocated Worker Grant
- **OJT** On-the-Job Training Program
- **RR** Rapid Response (*services for employer lay-offs*)
- **Sueños** WIOA Youth Program Contracted to County Office of Education
- **TAA** Trade Adjustment Act
- **TJ** Transitional Job Program
- **WARN** Worker Adjustment and Retraining Notification
- **WEX** Youth Work Experience Program
- **WIOA Adult** WIOA Adult Program