



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, January 15, 2025 @ 8:30am
Location: Seacliff Inn
7500 Old Dominion Ct., Aptos, CA 95003

Call to Order/Welcome

Non-agenda public comment

Chairperson’s Report

Board Member Spotlight – Education & Training

Consent Items (action required):

1. Approval of Minutes: October 30, 2024.....2-6

Report Items (no action required):

2. Workforce Development Board Plan & Updates (including the new CI Plan for 2025)7-8
3. Workforce Development Board Staff Updates 9
4. Local Area Negotiated WIOA Performance Goals PY 2024-2026) 10-11

Board Member Breakout Session - Predictions for 2025 (15 minutes) 12

Adjournment

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

Workforce Development Board
March 19, 2025 @8:30 am
Location: TBD

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 October 30, 2024 WDB Full Board meeting minutes.

Suggested motion

I move to approve the October 30, 2024 WDB Full Board meeting minutes.

**Workforce Development Board
Full Board Meeting
Seacliff Inn Aptos
7500 Old Dominion Ct, Aptos
Wednesday, October 30, 2024 8:30 a.m.**

500 Westridge Drive
Watsonville, CA 95076
(831) 763-8900

The Chair called the meeting to order at 8:41 a.m., and a quorum was established. All participants attended in-person.

Board Members in Attendance

Ayyad, Alia
DeLaGarza, MariaElena
Delk, Marshal
Destout, Elyse
Detlefs, Peter
Dodge, Daniel
Herrera-Mansir, Carmen
Holmquist-Gomez, Laura
Morse, Rob
Nagamine, Janet
Rodriguez, Annabelle
Roth, Shaz
Saavedra, Eric
Siegel, Carol
Vereker, Dustin

Board Members Absent

Liebetrau, LeNae
Miller, Chris
Reushel-DiVirgilio, Suzette
Setzler, Katie
Sumano, Raymundo

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

Becerra, Ivan
Becker, Caitlin
Estrada, Vivian
Felix, Marianela
Guerra-Sanson, Sony
Hernandez, Melissa
Lewis, Josh
Martinez, Debbie
Mitchell, Jennifer
Munoz, Beatriz
Ortiz, Jazper
Silva-Rojas, Jocelyne
Thompson, Valerie

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

Subject: Public Comment

Jennifer Mitchell, EDD, Employment Program Manager at Capitola AJCC introduced herself as new staff.

Subject: Chairperson's Report

Chair Rob Morse shared WDB summer school sessions will continue and onboarding orientations for new board members. Spoke about WDB applying for grants. Spoke about new and upcoming drone technology in our area.

Subject: Presentation Workforce Achievement Awards

Josh Lewis, employment specialist from Sueños introduced WIOA awardee, Jazper Ortiz.

Jocelyn Silva-Rojas, work experience specialist from Goodwill Central Coast and Debbie Martinez, instructor from Watsonville Adult Education, introduced WIOA awardee, Melissa Hernandez

Subject: Board Member Spotlight

Board member Shaz Roth with Pajaro Valley Chamber of Commerce shared her career journey and why she is a member of the board. Board member Maria Elena DeLaGarza with Community Action Board, spoke about the organization celebrating 60 years of service, and shared why she is a member of the board.

Subject: Consent Items:

Item 1 – Approval of Meeting Minutes

Item 2 – America's Job Center of California (AJCC) Certification: Comprehensive & Specialized Sites

Item 3 – WIOA Local Policy Revisions & New Program Services Polices

Action: It was moved to approve the consent items

Status: Motion to Approve: Carol Siegel
Motion Seconded: Elyse Destout
Abstentions: Alia Ayyad

Committee Action All in favor, minus abstention, motion passed.

Subject: Action Items:

Item 4 – Workforce Development Board Plan Approval Updates

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

The WDB Director's Operational Plan incorporates the goals:

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.

Action: It was moved to amend the motion to include entrepreneur programs in Goal 3 of the WDB Operational Plan for PY 24-25; amended motion was approved.

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

Committee Action All in favor, motion passed.

Item 5 – WIOA Fiscal Year 2024-25 Revised Budget

WDB Director Andy Stone gave an overview of the budget and provided a breakdown on each of the expenditure categories.

Current service providers for core services are:

- Goodwill Central Coast (Adult, DW and Business Services funding);
- Santa Cruz County Office of Education (Youth services);
- Cabrillo Small Business Development Center (Rapid Response/ job retention and layoff aversion services); and
- Racy Ming (One-Stop Operator services).

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

Status: Motion to Approve: Marshall Delk
Motion Seconded: Peter Detlefs
Abstentions: Alia Ayyad

Committee Action All in favor, minus abstention, motion passed.

Subject: Report Items:

Item 6- Workforce Development Board Staff Updates

WDB Director Andy Stone announced a 450K grant award from the Irvine Foundation. This is a two-year grant. 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 Director Andy Stone also provided information on a grant opportunity, entitled, Opportunity Young Adult Career Pathways Program for \$1.5 million -\$2 million to serve 18-24 with barriers to employment.

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

Business Services Manager Nathan Kieu provided updates on the following:

- Hiring Office Assistant III.
- Pajaro Valley Job Fair -There were approximately 80 attendees
- City of Santa Cruz and Watsonville Skilled Trades Day-There will be a Skill Job Fair on November 19, 2024 at the City of Watsonville Community Center.
- Rapid Responses: Monterey Mushrooms closing end of December, approximately 500 employees will be laid off. WDB collaborating with Monterey County WDB to help with offering services.
- Marketing – Women in Business Event Sponsorship; Health Improvement Partnership Community Forum Sponsorship

Action: No action taken, report item only.

Item 7 – 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.

Action: No action taken, report item only.

Item 8- Workforce Innovation & Opportunity Act Program Service Demographics

Associate Human Services Analyst, Brenda Diaz-Rivas provided a presentation on the demographics of participants in PY 23-24 for Adult and Dislocated Worker by WIOA program.

Action: No action taken, report item only

Meeting adjourned at 10:30 a.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, January 15, 2025 @ 8:30am**

DRAFT

Report Item 2: 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/4j4ZOMv>

Next Steps

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

**Item 2 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>Scheduling community engagements sessions and board retreat.</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 3: Workforce Development Board Staff Updates

(No vote required)

WIOA Career Services – Sara Paz-Nethercutt:

1. WIOA Adult, Dislocated Worker & Youth Program Services: Request for Proposal (RFP)- coming soon 2025

Business Services- Nathan Kieu:

1. CEDS Update
2. State of the Workforce Update
3. Rapid Response Update: Monterey Mushrooms
4. Wharf Updates
5. Website Update – Bio Request

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 4: 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 4 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%

Break-out Session: Predictions for 2025

(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?