



*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, May 28, 2025 @ 8:30am**

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

**Call to Order/Welcome**

**Non-agenda public comment**

**Chairperson's Report**

**Presentation: Workforce Achievement Awards**

**Consent Items** (action required):

1. Approval of Minutes: March 19, 2025 and April 16, 2025 .....2-13
2. Eligible Training Provider List (ETPL) Draft Monitoring Reports PY 24/25..... 14
3. WIOA Memorandum of Understanding Renewal..... 15

**Action Items** (vote required):

4. Proposed WIOA Budget PY 25/26 ..... 16-17
5. Proposed WDB Meeting Calendar PY25/26 ..... 18-19
6. Proposed Slate of WDB Officer Candidates PY 25/26..... 20

**Report Items** (no vote required):

7. WDB Plan and Updates .....21-22
8. WDB Staff Updates..... 23
9. WIOA Final Local Performance Scores PY 23/24.....24-25

**Presentation:** State of the Workforce Report, Josh Williams, BW Research Partnership ..... 26

**Adjournment**

**Next Meeting:**      **Workforce Development Board-Executive Committee**  
                                 **Date: TBD**  
                                 **Location: 500 Westridge Dr. – Career Center Classroom**  
                                 **Watsonville, CA 95076**

**Workforce Development Board**  
**Date: TBD**  
**Location: 500 Westridge Dr. – Community Room**  
**Watsonville, CA 95076**

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## Action Item 1: Approval of Meeting Minutes

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(Action required) – Andy Stone

### **Recommendation**

Approve the March 19, 2025 and April 16, 2025 WDB Full Board meeting minutes.

### **Suggested motion**

I move to approve the March 19, 2025 and April 16, 2025 WDB Full Board meeting minutes.

**Workforce Development Board  
Full Board Meeting  
Wednesday, March 19, 2025, 8:30 a.m.  
500 Westridge Dr., Watsonville, CA 95076**

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

**MEMBERS:**

**Rob Morse, Chair**  
Monterey Bay Epic Adventures

**Elyse Bartels, Vice Chair**  
Business Owner

**Alia Ayyad**  
Center for Employment Training

**MariaElena De La Garza**  
Community Action Board

**Marshall Delk**  
West Coast Community Bank

**Peter Detlefs**  
County of Santa Cruz

**Alma Diaz**  
Employment Development Department

**Daniel Dodge**  
Cabrillo College Federation of Teachers

**Felipe Hernandez**  
Fourth District Supervisor

**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

**Annabelle Rodriguez**  
Cabrillo College

**Francisco Rodriguez**  
Monterey Bay Labor Council

**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

**Bryan Shields**  
Carpenters Local 646

**Raymundo Sumano**  
Sumano's Bakery

**Casey Van Den Heuvel**  
Sheet Metal Workers Local 104

**Dustin Vereker**  
Discretion Brewing

**DIRECTOR:**  
**Andy Stone**

**The Chair called the meeting to order at 8:37 a.m., and a quorum was established. All participants attended in-person.**

**Board Members in Attendance**

Ayyad, Alia  
De La Garza, MariaElena  
Delk, Marshall  
Detlefs, Peter  
Diaz, Alma  
Dodge, Daniel  
Herrera-Mansir, Carmen  
Holmquist-Gomez, Laura  
Morse, Rob  
Rodriguez, Annabelle  
Rodriguez, Francisco  
Roth, Shaz  
Saavedra, Eric  
Shields, Bryan  
Siegel, Carol  
Sumano, Raymond  
Van Den Heuvel, Casey  
Vereker, Dustin

**Board Members Absent**

Bartels, Elyse  
Liebetrau, LeNae  
Miller, Chris  
Nagamine, Janet  
Setzler, Katie

**Staff in Attendance**

Diaz-Rivas, Brenda – WDB Associate Human Services Analyst  
Gutierrez, Elizabeth – WDB Administrative Aide  
Kieu, Nathan – WDB Business Services Manager  
Paz-Nethercutt, Sara – WDB Sr. Human Services Analyst  
Stone, Andy – WDB Director  
Vaiz, Mary Lou – WDB Clerical Support

**Guests**

Dorsey, Denise – Department of Rehabilitation  
Lewis, Josh – SC County Office of Education - Sueños  
Mitchell, Jennifer – Employment Development Department  
Reyes, Adriana – WIOA – Sueños  
Silva-Rojas, Jocelyne – WIOA - Goodwill Central Coast

**Subject: Public Comment**

None

**Subject: Chairperson's Report**

Roundtable introductions were made

**Non-agenda Public Comments:** None

Chair, Morse, noted strong community feedback regarding New Ways to Work. The five-year plan is coming in the next months. A delegation from the Workforce Development Board (WDB) is scheduled to attend the NAWB Forum to gather insights, explore opportunities, and draw inspiration from other boards.

**Subject: Workforce Achievement Awards**

Two awards were presented to the Cabrillo College Nursing Program recipients: Rosa Espinoza of the Adult and Dislocated Worker Program and Adrianna Reyes of the Sueños Youth Program. Videos showcasing the recipients were shared with the Board.

**Subject: Consent Items:**

**WDB Director, Andy Stone**, provided an explanation of how the block consent works. Items can be approved collectively or pulled out for separate discussion if needed.

**Item 1 – Block Consent: Approval of Items 1-8**

**Action:** It was moved to approve Items 1-8

- January 15, 2025 Full Board Meeting Minutes
- WIOA Regional Plan 2025 – 2028
- WIOA Local Plan 2025-2028
- Local Area Subsequent Designation and Local Board Recertification 2025-2027
- WIOA Local Policy Revisions and New Program Services Policies
- Re-contracting PY 2025/2026 WIOA Services
- WIOA PY 2024/2025 Contractor Local Program Monitoring
- WIOA Program Services Procurement

|                |                    |  |
|----------------|--------------------|--|
| <b>Status:</b> | Motion to Approve: | Casey Van Den Heuvel   |
|                | Motion Seconded:   | Bryan Shields  |
|                | Abstentions:       | Peter Detlefs for Item #1, Laura Holmquist-Gomez for Full Block of Consent Items |
|                | Opposed:           | None   |

**Committee Action:** All members voted in favor, excluding abstentions. The motion passed.

**Subject: Action Items:**

**Item 9 – WDB Nominating Committee PY 25/26**

WDB Director, Stone, announced it's time to form the Nominating Committee to recommend WDB Officer Candidates for PY 25/26. He explained the committee's composition and

confirmed that Board member Carol Siegel will serve as Chair for the Nominating Committee. Members were encouraged to contact Carol if they were interested in serving on the Executive Committee.

WDB board member MariaElena De La Garza volunteered to join the Nominating Committee.

Board member, Siegel, requested that incumbents confirm by the following week whether they wish to continue in their roles and encouraged new participants to come forward.

Chair, Morse and Board member Dustin Vereker provided an overview of the various committees and their functions.

**Action:** It was moved to form a WDB Officer Nominating Committee to propose a slate of candidates for election at the WDB's May 28, 2025 meeting.

|                                   |                      |
|-----------------------------------|----------------------|
| <b>Status:</b> Motion to Approve: | Marshall Delk        |
| Motion Seconded:                  | Casey Van Den Heuvel |
| Abstentions:                      | None                 |
| Opposed:                          | None                 |

**Committee Action:** All members voted in favor, excluding abstentions. The motion passed.

**Subject: Report Items:**

#### **Item 10 – Workforce Development Board Plan Updates**

Andy Stone, WDB Director, reviewed the Operational Plan Status Report for PY 2024-25, providing updates on the following goals:

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:** No action taken; this was a report item only.

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#### **Item 11 - Workforce Development Board Staff Updates**

Sara Paz-Nethercutt, WDB Sr. Human Services Analyst, provided an update on the WIOA Mandated Partner Memorandum of Understanding (MOU), which due for renewal this year. The MOU involves collaboration with 14 mandated partners and will soon be presented to the Board for review and signatures from the Chair.

Nathan Kieu, Business Services Manager, gave updates on several items:

1. **State of the Workforce Update:** A draft report is expected in April, with a final draft and accompanying video to follow in May.
2. **CEDs Update:** The Economic Development Strategy is progressing with all jurisdictions attending. A draft will be available in April.
3. **Central Coast Business Engagement Round Table (CCBERT):** A roundtable for Business Services Managers (BSMs) will be held at Westridge to discuss best practices and employer engagement strategies.
4. **Santa Cruz County Skilled Trades Day Event:** Kieu has been collaborating with City of Watsonville and City of Capitola to organize the event, which will feature 22 employers and vendors, with an estimated 300 attendees.

Brenda Diaz-Rivas, WDB Associate Human Services Analyst, provided an update on the Community Engagement and Eligible Training Provider List (ETPL). Key updates included:

1. **WDB Strategic Plan 2025-2030:** Community engagement forums were completed, with 14 forums held over four weeks. The consultant group is conducting stakeholder interviews for additional workforce insights. All WDB members have been invited to the Strategic Planning meeting on April 16, 2025.
2. **James Irvine Foundation Workforce Capacity Fund:** Four proposals are under review, covering Human-Centered Design Training & Coaching, Race Equity Training & Coaching, and Extended Policy Audit & Program Review. These proposals will be finalized by April 4, 2025.
3. **ETPL Annual Monitoring PY24-25:** Monitoring has progressed without findings, and a report will be available soon.

Stone, WDB Director, provided an update on Legislative/Policy.

1. **Federal Update:** the Department of Labor has withdrawn the executive order affecting Diversity, Equity, and Inclusion (DEI) initiatives, which had been set to end. It is a valued program with bi-partisan support which is renewed annually. While the future remains unknown, it is business as usual for now.

**Action:** No action was required; this was a report item only.

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**Subject:**           **Break-out Session:**

**Purpose:** The session aimed to explore strategies for recruiting and engaging new private-sector business representatives to serve on the Workforce Development Board (WDB) or its committees. Members discussed outreach tactics, barriers to participation, and methods to demonstrate the value of board membership to local business leaders.

**Format:** Participants were divided into small groups based on color-coded dots, each led by a facilitator. Small group discussions lasted for 15 minutes, followed by presentations to the full board.

**Questions:**

- **Recruitment Strategies:** What can the WDB members do to help recruit more private-sector business leaders?

- Value Proposition: What key benefits should be highlighted to encourage business leaders to join the board?
- Overcoming Barriers: What challenges prevent private-sector employers from participating, and how can the WDB address them?

**Green Team (Marshall Delk) - Bryan Shields presented:**

| <b>Question 1:</b><br>Recruitment Strategies: What can the WDB members do to help recruit more private - sector business leaders? | <b>Question 2:</b><br>Value Proposition: What key benefits should be highlighted to encourage business leaders to join the board? | <b>Question 3:</b><br>Overcoming Barriers: What challenges prevent private-sector employers from participating, and how can the WDB address them? |
|---|---|---|
| Members should be prepared with an elevator speech explaining the value of the board.   | Good hearted contribution   | Encourage businesses to contribute positively to the community, highlighting the opportunity to influence workforce policy.                       |
| Advocate as a voice in the industry to see what's next for our county   | Board membership offers advocacy for regulations and land use to attract businesses.  |   |

**Orange Team (Carol Siegel, Casey Van Den Huevel, Raymundo Sumano, Daniel Dodge) - Alma Diaz presented:**

| <b>Question 1:</b><br>Recruitment Strategies: What can the WDB members do to help recruit more private- sector business leaders? | <b>Question 2:</b><br>Value Proposition: What key benefits should be highlighted to encourage business leaders to join the board? | <b>Question 3:</b><br>Overcoming Barriers: What challenges prevent private-sector employers from participating, and how can the WDB address them? |
|--|---|---|
| Have each sector recruit for their area of expertise   | Advocate for workers & for future workers (construction)  | Time constraints  |
| Create a recruiting letter or brochure.  | Knowledge as an employer as to what programs are available, apprenticeship programs   | Lack of knowledge of WIOA offers- old school marketing  |
|  | Accountability for funds, having leverage on how it's spent   | Meetings in a more convenient location or at different businesses as the host.  |
|  | Tell how they can benefit as an employer with programs  |   |

**Blue Team (Francisco Rodriguez, Annabelle Rodriguez) – Alia Ayyad presented:**

| <b>Question 1:</b><br>Recruitment Strategies: What can the WDB members do to help recruit more private- sector business leaders? | <b>Question 2:</b><br>Value Proposition: What key benefits should be highlighted to encourage business leaders to join the board? | <b>Question 3:</b><br>Overcoming Barriers: What challenges prevent private-sector employers from participating, and how can the WDB address them? |
|--|---|---|
| Focus on growth industries and extend personal invitations.  | Keeping business local; add to their workforce via internships and information exchange when workforce gap exists                 | Offer flexible meeting schedules and communicate the benefits of board participation.   |
| Know our mission as members. Advocate through our mission in simple terms.   |   | We can highlight businesses at meetings “spotlight” them. Make them feel special.   |

**Red Team** (Carmen Herrera-Mansir, Peter Detlefs, Shaz Roth, Laura Holmquist-Gomez, MariaElena De La Garza) – Dustin Vereker presented:

| <b>Question 1:</b>   | <b>Question 2:</b>  | <b>Question 3:</b>  |
|--|---|---|
| Recruitment Strategies: What can the WDB members do to help recruit more private- sector business leaders? | Value Proposition: What key benefits should be highlighted to encourage business leaders to join the board? | Overcoming Barriers: What challenges prevent private-sector employers from participating, and how can the WDB address them? |
| Focus on targeting and inviting businesses directly.   | Input on where funds are spent  | Another meeting to attend   |
| Have orientation and buddies   | You have an impact on Workforce priorities with low commitment  | People don't have board experience  |
| Invite businesses to present at WDB meetings with focus on experience & growth                             | Networking -engagement with business partners   | Address time constraints associated with board participation  |
| What can we do to help slower, declining businesses get back to growth?                                    | Align my needs with the WDB   |   |

**Subject:** **Committee Member Announcements:**

None

**Meeting adjourned at 10:40 a.m.**

**Next Meeting:** **Workforce Development Board - Special Meeting**

**Wednesday, April 16, 2025 @ 8:30 – 11:30 a.m.**

**Location:** **Community Room - 500 Westridge Dr., Watsonville, CA 95076**

**Workforce Development Board – Executive Committee**

**May 7, 2025 @ 8:30 a.m.**

**Location:** **Workforce SCC - 500 Westridge Dr., Watsonville, CA 95076**



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

**Workforce Development Board  
Special Meeting  
Wednesday, April 16, 2025, 8:30 a.m.  
Location: Community Room  
500 Westridge Dr., Watsonville, CA 95076**

**The Chair called the meeting to order at 8:56 a.m., and a quorum was not established (no actions taken, presentation only). All participants attended in-person.**

**Board Members in Attendance**

Ayyad, Alia  
Bartels, Elyse  
De La Garza, MariaElena  
Detlefs, Peter  
Herrera-Mansir, Carmen  
Morse, Rob  
Rodriguez, Francisco  
Setzler, Katie  
Siegel, Carol  
Shields, Bryan  
Vereker, Dustin

**Board Members Absent**

Delk, Marshall  
Dodge, Daniel  
Hernandez, Felipe  
Holmquist-Gomez, Laura  
Liebetrau, LeNae  
Miller, Chris  
Nagamine, Janet  
Rodriguez, Annabelle  
Roth, Shaz  
Saavedra, Eric  
Sumano, Raymond  
Van Den Heuvel, Casey

**Staff in Attendance**

Diaz-Rivas, Brenda – WDB Associate Human Services Analyst  
Gutierrez, Elizabeth – WDB Administrative Aide  
Kieu, Nathan – WDB Business Services Manager  
Paz-Nethercutt, Sara – WDB Sr. Human Services Analyst  
Stone, Andy – WDB Director  
Vaiz, Mary Lou – WDB Clerical Support

**Guests**

Armstrong, Rosie – Cabrillo College  
Becerra, Ivan – WIOA  
Gomez, Ramon – BOS  
Mitchell, Jennifer – EDD  
Muñoz, Beatrice – Santa Cruz COE-Sueños  
Palone, Kriztina – Irvine Foundation  
Springer, Haden – Irvine Foundation

**MEMBERS:**

**Rob Morse, Chair**  
Monterey Bay Epic Adventures

**Elyse Bartels, Vice Chair**  
Business Owner

**Alia Ayyad**  
Center for Employment Training

**MariaElena De La Garza**  
Community Action Board

**Marshall Delk**  
West Coast Community Bank

**Peter Detlefs**  
County of Santa Cruz

**Alma Diaz**  
Employment Development Department

**Daniel Dodge**  
Cabrillo College Federation of Teachers

**Felipe Hernandez**  
Fourth District Supervisor

**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

**Annabelle Rodriguez**  
Cabrillo College

**Francisco Rodriguez**  
Monterey Bay Labor Council

**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

**Bryan Shields**  
Carpenters Local 646

**Raymundo Sumano**  
Sumano's Bakery

**Casey Van Den Heuvel**  
Sheet Metal Workers Local 104

**Dustin Vereker**  
Discretion Brewing

**DIRECTOR:**  
Andy Stone

**Subject: Public Comment**

There were no public comments.

**Subject: Chairperson's Report**

Roundtable introductions were conducted. Chair, Rob Morse, reviewed the WDB Mission Statement and noted that New Ways to Work (NWTW) would be presenting on the Strategic Planning process for 2025–2030. The purpose of the presentation is to inform the Workforce Development Board's direction over the next five years.

**Subject: Opening Remarks**

Robert Sainz, of NWTW, provided context regarding the importance of workforce development and its role in engaging various stakeholders, including educational institutions and community organizations.

**Subject: Strategic Plan**

Sainz stated that a strategic plan must be actionable. Over the previous three months, NWTW conducted interviews with youth groups, board members, elected officials, business owners, and community members to gather data.

**Objectives for the session:**

1. Identify the governance Board's role and key partners.
2. Define top priorities for the next five years.

The session included a review of nine priority themes and a one-hour breakout session to establish priorities. The outcomes will inform budgeting and alignment with the Board's goals.

**Subject: Key Findings**

Presenter, Ari Malka of NWTW, presented demographic and labor market data using various sources and methods. Key presentation areas included:

- Research Methodology
- Population Overview
- Santa Cruz County Snapshot
- Labor Market Snapshot

**Subject: Emerging Priority Areas**

NWTW identified the following nine emerging priority areas:

1. Job Quality & Economic Mobility
2. Workforce System Accessibility & Navigation
3. Skills Gaps & Training Alignment
4. Barriers to Employment for Underserved Populations
5. Youth & Young Adult Workforce Engagement
6. Employer Engagement & Industry Partnerships
7. Workforce Equity & Inclusive Economic Development
8. Digital Access & Technology Skills
9. Support for Small Businesses & Entrepreneurship

**Subject: Breakout Activity**

Participants were divided into two groups to discuss and prioritize the emerging themes.

**Question:** Which of the above emerging priorities are most important to address within the next 5 years?

**Group 1:** Alma Diaz, Andy Stone, Brenda Diaz-Rivas, Carmen Herrera-Mansir, Carol Siegel, Dustin Vereker, Elyse Bartels, Haden Springer, Jennifer Mitchell, MariaElena De La Garza, Ramon Gomez, and Rosie Armstrong

Presented by Dustin Vereker

| Priority Areas   | Goals   |
|--|---|
| 1 - Job Quality & Economic Mobility  | <ul style="list-style-type: none"> <li>Support apprenticeships</li> <li>Creation of high-quality jobs</li> </ul>  |
| 4 & 7 - Barriers to Employment for Underserved Populations   | <ul style="list-style-type: none"> <li>Promote equity</li> <li>Remove biases</li> <li>Support living wage employment.</li> </ul>  |
| 5 - Youth & Young Adult Workforce Engagement   | <ul style="list-style-type: none"> <li>Emphasize soft skills development in early employment experiences.</li> </ul>  |
| 3 - Skills Gaps & Training Alignment   | <ul style="list-style-type: none"> <li>Ensure skills are taught to fit &amp; build confidence in workers.</li> <li>Align training to employer needs.</li> </ul>   |
| 6 - Employer Engagement & Industry Partnerships<br>9 - Support for Small Businesses & Entrepreneurship   | <ul style="list-style-type: none"> <li>Create meaningful relationships with employers and industry partners.</li> <li>Educate employers on the benefits of WDB</li> <li>Develop industry partnerships and promote entrepreneurship using available funding sources.</li> <li>Create framework to encourage &amp; facilitate sector partnerships.</li> </ul> |
| Vereker's additional points included:<br>The importance of funding diversification and foundational skills training in entry-level jobs which promotes sales skills, conflict resolution, sales, and negotiations. |   |

**Group 2:** Alia Aayad, Beatrice Munoz, Bryan Shields, Elizabeth Gutierrez, Francisco Rodriguez, Katie Setzler, Kriztina Palone, Peter Detlefs, Rob Morse, and Sara Paz-Nethercutt

\*Presented by Bryan Shields

| Priority Areas                       | Goals   |
|--------------------------------------|---|
| 1 - Job Quality & Economic Mobility  | <ul style="list-style-type: none"> <li>Promote earn and learn models with apprenticeships.</li> <li>Partner with apprenticeships, entrepreneurs &amp; CTE programs, non-profits that create opportunities for living wages.</li> <li>Increase advocacy for economic development.</li> <li>Change infrastructure, zoning, fees &amp; taxes to attract businesses.</li> </ul> |
| 3 - Skills Gaps & Training Alignment | <ul style="list-style-type: none"> <li>Build educational and training capacity.</li> <li>Partner with providers in soft and essential skills development.</li> <li>No bad experience-work on soft skills.</li> </ul>  |

|  |  |
|--|--|
| 5 - Youth & Young Adult Workforce Engagement   | <ul style="list-style-type: none"> <li>• Convene with educators, schools, adult education, community colleges to knowledge share and to outreach.</li> <li>• Create incentive programs.</li> </ul> |
| 6 - Employer Engagement & Industry Partnerships<br>9 - Support for Small Businesses & Entrepreneurship   | <ul style="list-style-type: none"> <li>• Earn &amp; learn models</li> <li>• Leverage powerful nonprofit partnerships</li> <li>• Utilize WDB's convening power with learning communities</li> </ul> |
| <p>*Shields additional points included:</p> <p>Know what others offer to marry services to better serve population.</p> <p>Aim to bring back the 45% of community that commutes out of county.</p> |  |

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**Subject:        Synthesis & Debrief**

Sainz invited feedback from Board and interested parties. Comments were made regarding the high cost of doing business in Santa Cruz County and the challenges in attracting new businesses. Several members highlighted the importance of inter-agency collaboration and strategic convening.

Request was made for case studies demonstrating effective partnerships from NWTW.

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**Subject:        Next Steps & Implementation Timeline**

Next steps include finalizing the strategic plan by incorporating additional community input, including data on the migrant population. The final draft is targeted for completion by the May 28, 2025 WDB meeting.

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**Subject:        Closing Remarks**

Sainz emphasized the importance of identifying actionable strategies. A report summarizing breakout session findings will be prepared. Board members were encouraged to submit any additional data or insights.

Final identified top three priorities:

1.      Job Quality & Economic Mobility - #1
  2.      Skills Gaps & Training Alignment - #3
  3.      Employer Engagement & Industry Partnerships - #6
- 

**Subject:        Committee Member Announcements:**

Rosie Armstrong of Cabrillo College invited Board members to upcoming job fairs at Cabrillo College. Event information and a copy of the WDB Mission Statement will be shared via email.

**Subject:        Closing Remarks:**

Chair Morse expressed gratitude to all participants for their engagement, noting that this was a strong beginning. He acknowledged the valuable perspectives shared—first from the county, and now from the board—emphasizing how these insights will help guide efforts over the next five years. He commended Andy for his skill in maintaining focus and direction, recognizing that while it is not possible to do everything, it is crucial to concentrate on key priority areas. Chair Morse also highlighted the power of convening as a tool for collective progress and encouraged everyone to be familiar with the Mission Statement, underscoring the importance of understanding what the board is collectively working toward.

**Meeting adjourned at 11:40 a.m.**

**Next Meetings:**      **Workforce Development Board-Executive Committee**  
**May 7, 2025 @ 8:30 am**  
**Location: Workforce Santa Cruz County, Watsonville Career Center**  
**500 Westridge Dr., Watsonville, CA 95076**

**Workforce Development Board**  
**May 28, 2025 @ 8:30 am**  
**Location: Community Room**  
**500 Westridge Dr., Watsonville, CA 95076**

DRAFT

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## Action Item 2: Eligible Training Provider Draft Monitoring Report PY24/25

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(Action required) – Brenda Diaz-Rivas

### **Recommendation**

Accept the Program Year (PY) 2024-2025 local Eligible Training Provider List (ETPL) monitoring report as drafted by Workforce Development Board (WDB) staff.

### **Background**

Workforce Development Board (WDB) Staff monitored the Eligible Training Provider List (ETPL) training vendors in February and March 2025 for the 2024-2025 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.

Five (5) training providers were monitored during this cycle. One open finding from Program Year 2023-2024 at Truck Driving Institute was reviewed. During the PY 2024-2025 monitoring, the training provider was found to be in compliance with WDB Directive WSD21-03, specifically charging consistent tuition rates for both WIOA-funded and non-WIOA-funded students. This finding is now considered closed and resolved.

The draft monitoring reports for all five (5) training providers are available at the following link:

<https://bit.ly/4il1cUf>

### **Suggested motion**

I move to accept the PY 2024-2025 local ETPL monitoring report as drafted by WDB staff.

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## Action Item 3: WIOA Partner Memorandum of Understanding Renewal

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(Action required) - Sara Paz-Nethercutt

### **Recommendation**

Recommend that the Full Workforce Development Board (WDB) approve the Workforce Innovation and Opportunity Act (WIOA) Mandated Partner Memorandum of Understanding (MOU) renewal as drafted by WDB staff and partners, authorize the WDB Chair to sign the MOU on behalf of the Board, and direct WDB staff to submit the MOU to the Santa Cruz County Board of Supervisors for final approval.

### **Background**

Under WIOA, Local Workforce Development Boards are required to maintain a Memorandum of Understanding (MOU) with America's Job Center of California (AJCC) partners to establish cooperative agreements, define partner roles, and outline service delivery and infrastructure sharing responsibilities.

The MOU must be updated every three years. The initial two-phase MOU process began in 2016-2017 and was consolidated into a single document in 2019. The current MOU was last renewed by the WDB and the Board of Supervisors in 2022.

WDB staff, in collaboration with mandated partners, have completed the 2025 MOU renewal: <https://bit.ly/44JT0he>

The finalized MOU must be signed by the WDB Chair and the Board of Supervisors' authorized representative before submission to the Employment Development Department (EDD) Regional Advisor to meet the June 30, 2025 deadline. The Executive Committee reviewed and recommended approval of this item at its May 7, 2025 meeting.

### **Next Steps**

Upon WDB approval, the Chair will sign the MOU and staff will submit it for final approval by the Board of Supervisors, ensuring compliance with the June 30, 2025 submission deadline.

### **Suggested motion**

I move to:

1. Approve the WIOA Mandated Partner Memorandum of Understanding (MOU) renewal as drafted by WDB staff and partners;
2. Authorize the WDB Chair to sign the MOU on behalf of the Board; and
3. Direct WDB staff to submit the MOU to the Santa Cruz County Board of Supervisors for final approval.

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## Action Item 4: WIOA Program Year 2025-26 Budget

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(Action required) – Andy Stone

### **Recommendation**

Approve a provisional WIOA budget for Program Year (PY) 2025-26, based on PY 2024-25 funding levels.

### **Background**

Each year, the California Employment Development Department (EDD) issues Workforce Innovation and Opportunity Act (WIOA) formula allocations for Adult, Dislocated Worker (DW), and Youth programs, as well as Rapid Response and Layoff Aversion funding. These allocations are typically released in June; however, the County's budget process begins earlier, requiring planning assumptions.

Due to this timing gap, staff developed a provisional budget for PY 2025-26 based on the most recent available allocations. Based on financial reporting for PY 2024-25, total available WIOA funding was \$3,844,934, including:

- Adult: \$1,053,885
- Dislocated Worker (DW): \$1,001,953
- Youth: \$1,457,470
- Rapid Response: \$331,626

Of this amount, \$615,526 is budgeted for Adult and Dislocated Worker training services. Staff recommends that \$140,000 of this training allocation be dedicated specifically for On-the-Job Training (OJT) supporting apprenticeships, based on interest from employers such as Dientes Community Dental and Joby Aviation.

A copy of the financial reporting supporting these assumptions is attached for reference.

### **Staff Analysis**

Current WIOA-funded service providers include Goodwill Central Coast, Cabrillo Student Resources and Support Network, Santa Cruz County Office of Education, Cabrillo Small Business Development Center, and Racy Ming (One-Stop Operator services).

### **Next Steps**

Staff will update the Board upon receipt of official PY 2025-26 allocations.

### **Suggested Motion**

I move to approve the provisional WIOA budget for PY 2025-26, including a dedicated allocation of \$140,000 from the Adult and Dislocated Worker training services for On-the-Job Training (OJT) supporting apprenticeships.



# Workforce Development Board Financial Report

Item 4 Attachment

| Fiscal Year 25/26 Activities (Projected) |                            |                                      |                                    |
|--|----------------------------|--------------------------------------|------------------------------------|
|  | FY 25/26 Grant Allocations | Carried in from FY 24/25 Allocations | Total Funds Available for FY 25/26 |
| <b>ADULT</b>                             |                            |                                      |                                    |
| <b>Budget / Expenditure Categories</b>   |                            |                                      |                                    |
| Administration                           | 103,996                    | 435                                  | 104,431                            |
| Program Services                         | 193,723                    | 424                                  | 194,147                            |
| Contracts                                | 346,482                    | 1,264                                | 347,745                            |
| Operational                              | 59,075                     | 709                                  | 59,784                             |
| Training                                 | 316,190                    | 177                                  | 316,367                            |
| Supportive Services                      | 31,000                     | 411                                  | 31,411                             |
| <b>Subtotal</b>                          | <b>1,050,465</b>           | <b>3,420</b>                         | <b>1,053,885</b>                   |
| <b>DW</b>                                |                            |                                      |                                    |
| Administration                           | 89,940                     | 3,355                                | 93,295                             |
| Program Services                         | 211,679                    | 4,154                                | 215,834                            |
| Contracts                                | 287,934                    | 58,369                               | 346,304                            |
| Operational                              | 24,400                     | 1,786                                | 26,186                             |
| Training                                 | 273,454                    | 25,705                               | 299,159                            |
| Supportive Services                      | 21,078                     | 98                                   | 21,177                             |
| <b>Subtotal</b>                          | <b>908,486</b>             | <b>93,467</b>                        | <b>1,001,953</b>                   |
| <b>Youth</b>                             |                            |                                      |                                    |
| Administration                           | 132,808                    | 2,512                                | 135,320                            |
| Program Services                         | 335,000                    | 9,105                                | 344,105                            |
| Contracts                                | 658,513                    | 77,576                               | 736,089                            |
| Operational                              | 165,169                    | 26,787                               | 191,956                            |
| Training                                 | 50,000                     | -                                    | 50,000                             |
| <b>Subtotal</b>                          | <b>1,341,490</b>           | <b>115,980</b>                       | <b>1,457,470</b>                   |
| <b>RR</b>                                |                            |                                      |                                    |
| Administration                           | 24,229                     | 5,349                                | 29,578                             |
| Program Services                         | 150,221                    | 61,362                               | 211,583                            |
| Contracts                                | 68,980                     | 20,172                               | 89,152                             |
| Operational                              | 1,313                      | -                                    | 1,313                              |
| <b>Subtotal</b>                          | <b>244,743</b>             | <b>86,883</b>                        | <b>331,626</b>                     |
| <b>Grand Total</b>                       | <b>3,545,184</b>           | <b>299,750</b>                       | <b>3,844,934</b>                   |

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## Action Item 5: Proposed WDB Meeting Calendar PY 25/26

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(Action required) – Andy Stone

### **Recommendation**

Approve the proposed Workforce Development Board (WDB) Meeting Calendar for Program Year (PY) 2025-2026.

### **Background**

Each year, the Workforce Development Board establishes a meeting calendar for the upcoming program year to ensure compliance with public meeting requirements and to provide members with advance notice of key dates.

### **Suggested motion**

I move to recommend that the Full Workforce Development Board approve the proposed WDB Meeting Calendar for Program Year 2025-2026.

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

## Program Year 2025/2026 – WDB Meeting Calendar (Pending Board Approval)

All dates are Wednesdays:

July 16, 2025 – Executive Committee (special meeting)

August 27, 2025 – Executive Committee

September 24, 2025 – WDB Full Board

November 5, 2025 – Executive Committee

December 3, 2025 – WDB Full Board

February 4, 2026 – Executive Committee

March 4, 2026 – WDB Full Board

April 29, 2026 – Executive Committee

May 20, 2026 – WDB Full Board

WDB Full Board meetings and Executive Committee meetings begin at 8:30 am at 500 Westridge Drive, Watsonville, CA 95076.

### MEMBERS:

**Rob Morse, Chair**  
Monterey Bay Epic Adventures

**Elyse Bartels, Vice Chair**  
Business Owner

**Alia Ayyad**  
Center for Employment Training

**Maria Elena De La Garza**  
Community Action Board

**Marshall Delk**  
West Coast Community Bank

**Peter Detlefs**  
County of Santa Cruz

**Alma Diaz**  
Employment Development Department

**Daniel Dodge**  
Cabrillo College Federation of Teachers

**Felipe Hernandez**  
Fourth District Supervisor

**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

**Annabelle Rodriguez**  
Cabrillo College

**Francisco Rodriguez**  
Monterey Bay Labor Council

**Shaz Roth**  
Pajaro Valley Chamber of Commerce  
and Agriculture

**Eric Saavedra**  
Watsonville/Aptos/Santa Cruz Adult Education

**Katie Setzler**  
Palo Alto Medical Foundation

**Carol Siegel**  
Santa Cruz Seaside Company

**Bryan Shields**  
Carpenters Local 646

**Raymundo Sumano**  
Sumano's Bakery

**Casey Van Den Heuvel**  
Sheet Metal Workers Local 104

**Dustin Vereker**  
Discretion Brewing

**DIRECTOR:**  
**Andy Stone**

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## Action Item 6: WDB Officer Nominations Program Year 25/26

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(Action required) – Andy Stone & Carol Siegel

### Recommendation

Approve the proposed slate of WDB Officer and Executive Committee candidates for Program Year 2025–2026 and conduct a written ballot vote to elect two At-Large WDB members to the Executive Committee.

### Background

In accordance with the Workforce Development Board Bylaws (County Ordinance 5226), the WDB must annually elect a Chairperson and Vice-Chairperson from among its business representatives at the final WDB meeting of the fiscal year. These individuals concurrently serve in the same roles on the WDB Executive Committee. Executive Committee appointments are for one year, and there are no term limits.

Following the sunset of the Business Services and Career Services Committees on May 24, 2023, the Executive Committee structure was modified to include two WDB At-Large members and one Non-WDB Member At-Large, in alignment with Workforce Innovation and Opportunity Act (WIOA) requirements for broader community representation.

The Executive Committee provides governance support by setting meeting agendas, guiding strategic direction, reviewing policy recommendations, and ensuring board engagement. Active participation by officers is essential to meet quorum and governance standards.

The 2025–2026 Nominating Committee, chaired by Immediate Past Chair Carol Siegel and including Marshall Delk, Maria Elena De La Garza, and Dustin Vereker, has submitted the following slate. As there are four At-Large candidates for two WDB seats, a written ballot will be conducted.

| <b>Workforce Development Board,<br/>Executive Committee Member Slate<br/>(Uncontested):</b>                           | <b>Two At-Large WDB Members<br/>to be elected by ballot from:</b>  |
|---|--|
| Chair – Rob Morse<br>Vice Chair – Elyse Destout<br>Past Chair – Carol Siegel<br>Non-WDB Member At-large-Tracey Adolfo | Executive Committee Member At-large – Alia Ayyad<br>Executive Committee Member At-large – Marshall Delk<br>Executive Committee Member At-large – Bryan Shields<br>Executive Committee Member At-large – Dustin Vereker |

### Next Steps

The Board will conduct a written ballot to elect two At-Large WDB members. Nominees may provide a one-minute statement before voting. Uncontested positions may be approved by voice vote. Floor nominations will be accepted prior to voting.

### Suggested Motion

I move to conduct a ballot vote to elect two At-Large WDB members to the Executive Committee for Program Year 2025–2026, and to appoint the two candidates receiving the highest number of recorded votes. I further move to approve the uncontested slate of Officer and Executive Committee candidates as presented.

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## Report Item 7: Workforce Development Board Plan Updates

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(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 PY23/24 Q4 Update:

<https://bit.ly/3S9VSho>

### Next Steps

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

**Item 7 Attachment 1 - Workforce Development Board of Santa Cruz County  
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2024-2025**

|   | <b>Status</b> | <b>2024-25 Operational Targets</b>   | <b>YTD</b>   |
|---|---------------|--|--|
| <b><u>Goal 1</u></b><br><br><b>Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.</b>                | ✓             | <ul style="list-style-type: none"> <li>•Identify and implement strategies to expand apprenticeship opportunities in Santa Cruz County</li> <li>•Provide youth with a forum to advise the board on youth workforce development issues.</li> </ul>   | <b>Providing Dientes with On-the-Job training support for Dental Assistant Apprentices.</b><br><br><b>Conducted a youth engagement session as part of the strategic planning process.</b>  |
| <b><u>Goal 2</u></b><br><br><b>Santa Cruz County businesses have the talent needed to thrive now and into the future.</b>                                   | ✓             | <ul style="list-style-type: none"> <li>•Identify opportunities and implement strategies for the WDB to support the emerging drone automation and robotics technology sector</li> <li>•Develop and publish career pathways in the healthcare and hospitality sectors</li> <li>•Identify career paths that lead to entrepreneurship opportunities</li> </ul> | <b>Developing plan to provide OJTs for apprenticeships with Joby Aviation.</b><br><br><b>Reports on healthcare and hospitality careers to be included in State of the Workforce report.</b><br><br><b>Identifying career paths to entrepreneurship in State of the Workforce report.</b> |
| <b><u>Goal 3</u></b><br><br><b>Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.</b> | ✓             | <ul style="list-style-type: none"> <li>•Engage the board and the community to create a new Workforce Santa Cruz County strategic plan</li> <li>•Draft and release the 2025 State of the Workforce Report</li> </ul>  | <b>Special board meeting held on April 16. Working on a draft plan.</b><br><br><b>Presentation scheduled for May 28 WDB meeting.</b>   |



on track to meet planned target for the year



not on track to meet planned target for the year

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## Report Item 8: Workforce Development Board Staff Updates

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(No vote required)

### Business Services- Nathan Kieu:

1. State of the Workforce Video
2. CEDS Update
3. SBDC Small Business Summit
4. Joby Apprenticeship Update

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

1. ETPL Training Vendor Status
2. WDB Strategic Plan 2025-2030
3. James Irvine Foundation Workforce Capacity Fund

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## Report Item 9: WIOA Final Local Performance PY 2023

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(No vote required) – Andy Stone

### Background

The Employment Development Department (EDD) calculated Workforce Innovation and Opportunity Act (WIOA) Program Year (PY) 2023 (July 1, 2023 – June 30, 2024) performance outcomes for all Local Workforce Development Areas. Results were released on March 25, 2025 (WSIN24-37).

In accordance with EDD Directive WSD20-02, Local Areas are required to achieve a minimum of 50% on each of the following measures for PY 2023:

- Employment Rate 2<sup>nd</sup> Quarter After Exit
- Employment Rate 4<sup>th</sup> 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.

Performance outcomes impact a Local Area's continued designation and potential state sanctions for nonperformance.

The Santa Cruz Local Area met all WIOA federal performance measures for PY 2023. Complete performance scores are included in the attached report.

Note: The Measurable Skill Gains (MSG) indicator was not considered by the Department of Labor for PY 2023 performance success.



## WIOA Final Local Performance Scores PY 2023

| <b>Adult Measures</b>  | <b>Local Area<br/>Negotiated Goal</b> | <b>Actual<br/>Performance<br/>Level</b> | <b>Met State<br/>Target?</b> |
|--|---------------------------------------|---|------------------------------|
| <b>Employment 2nd Q post exit</b>                              | 75%                                   | 83.0%                                   | YES                          |
| <b>Employment 4th Q post exit</b>                              | 71%                                   | 94.3%                                   | YES                          |
| <b>Median Earnings</b>   | \$8,200                               | 136.8%                                  | YES                          |
| <b>Credential Attainment</b>                                   | 65.5%                                 | 103.0%                                  | YES                          |
| <b>Measurable Skill Gains</b>                                  | 60%                                   | N/A for PY 2023                         |                              |
| <b>DW Measures</b>   | <b>Local Area<br/>Negotiated Goal</b> | <b>Actual<br/>Performance<br/>Level</b> | <b>Met State<br/>Target?</b> |
| <b>Employment 2nd Q post exit</b>                              | 70%                                   | 106.2%                                  | YES                          |
| <b>Employment 4th Q post exit</b>                              | 70%                                   | 98.5%                                   | YES                          |
| <b>Median Earnings</b>   | \$11,000                              | 123.3%                                  | YES                          |
| <b>Credential Attainment</b>                                   | 68.6%                                 | 92.4%                                   | YES                          |
| <b>Measurable Skill Gains</b>                                  | 65%                                   | N/A for PY 2023                         |                              |
| <b>Youth Measures</b>  | <b>Local Area<br/>Negotiated Goal</b> | <b>Actual<br/>Performance<br/>Level</b> | <b>Met State<br/>Target?</b> |
| <b>Education ,Training or<br/>Employment 2nd Qtr post exit</b> | 79%                                   | 81.0%                                   | YES                          |
| <b>Education ,Training or<br/>Employment 4th Q post exit</b>   | 79%                                   | 106.8%                                  | YES                          |
| <b>Median Earnings</b>   | \$3,900                               | 111.7%                                  | YES                          |
| <b>Credential Attainment</b>                                   | 77%                                   | 66.1%                                   | YES                          |
| <b>Measurable Skill Gains</b>                                  | 77%                                   | N/A for PY 2023                         |                              |

(No vote required) – Andy Stone

## State of the Workforce Report



**Josh Williams** is the founder and president of BW Research, where he leads the firm's California office. With over 20 years in applied research—as an analyst, project manager, and research director- Josh launched BW Research in 2006 to produce actionable insights that inform better policy, improve programs, and expand economic opportunity.

His work focuses on how the labor market is changing and what those shifts mean for workers, students, businesses, and communities. Recent projects include studying the impacts of the COVID-19 pandemic on regional recovery efforts, analyzing the economic implications of a transition to a low-carbon economy, and mapping how automation and emerging technologies are reshaping career pathways.

Josh brings a strong mix of primary research design and secondary data analysis to BW's work. He regularly shares research findings through public speaking engagements tied to workforce development, education, and economic strategy. He holds a B.A. in International Economics from George Washington University and an M.A. in Economics from Cal State Long Beach. Outside of work, he's likely coaching rugby, with his family, or outdoors in the ocean or the mountains.