



1000 Emeline Avenue
Santa Cruz, CA 95060
(831) 454-4873
www.santacruzwb.com

**Workforce Investment Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Wednesday, August 28, 2013 @ 8:30 am**

MEMBERS:

- Ron Slack, Chair**
Good Times
- Carol Siegel, Vice Chair**
Santa Cruz Seaside Company
- Alan Aman, Chief Operating Officer**
PAMF Santa Cruz
- Paul Arsenault, Business Representative**
Sheet Metal Workers' Union, Local 104
- Allia Ayyad, Director**
Center for Employment Training
- Diane Berry-Wahrer, Supervisor**
California Department of Rehabilitation
- Greg Caput, Supervisor**
Santa Cruz County Board of Supervisors
- Jack Carroll, Chair, Career and Technical Education**
Watsonville/Aptos Adult Education
- Jack Cheney, CFO**
Wonderfully Raw Gourmet
- John T. Collins II, Senior Vice President**
Goodwill Industries
- Christina Cuevas, Program Director**
Community Foundation of Santa Cruz County
- VACANT**
National Council on the Aging
- Marshall Delk, Vice President**
Lighthouse Bank
- Elyse Destout, Owner**
Photography by Elyse Destout
- James Dion, Employment Program Manager**
Employment Development Department
- Russ Elliot, Sr. VP / Human Resources Director**
Bridge Bank
- Cecilia Espinola, Director**
Santa Cruz County Human Services Department
- Jon Gundersgaard, Senior, Technical Recruiter**
Seagate Technology
- Andy Hartmann, Business Manager/Financial Secretary**
IBEW Union, Local 234
- Janet M. Heien, Human Resources Director**
Driscoll's
- Mark Hodges, Director, Regional Occupational Program**
Santa Cruz County Office of Education
- Dave Hood, President**
First Alarm
- Christine Johnson-Lyons, Executive Director**
Community Action Board of Santa Cruz County
- Corrie Kates, Deputy City Manager**
City of Scotts Valley
- Julie Lambert, Director, Finance & Human Resources**
S. Martinelli and Company
- Cesar Lara, Executive Director**
Monterey Bay Central Labor Council
- Stephen Mangelsen, Partner**
B2B CFO
- Vicki Miranda, VP Human Resources**
Dominican Hospital
- Rob Morse, Manager**
Pacific Gas and Electric Company
- Denise O'Laughlin, Director of Human Resources**
Chaminade Resort & Spa
- Carlos Palacios, Manager**
City of Watsonville
- Rock Pfothenhauer, Dean of Instruction, CEED**
Cabrillo College
- Francisco Rodriguez, President**
PVFT Union, Local 1936
- Howard Sherer, Co-Owner**
Hutton Sherer Marketing
- William Tysseling, Executive Director**
Santa Cruz Area Chamber of Commerce
- Robert Williamson, Business Representative**
IATSE, Local 611

DIRECTOR:
David Mirrione

Agenda..... 1

Call to Order / Introductions

Changes to the Agenda

Public Comment -For items not listed on the agenda. Limited to 3 minutes

Comments by Chair/Director

Approve June 28, 2013 Meeting Minutes

Committee Oral Reports – There were no Committee meetings prior to this Executive Committee meeting

Report Items

R.1 Update on Efforts to Recruit WIB Business Members

Discussion and Action Items

D.1 Review and Approve Final PY 2013-14 WIA Budget with Carry-In

D.2 Review and Approve Final PY 2013-14 Rapid Response Budget with Carry-In

Information/Announcement Items

I.1 Labor Market Information

**Next Meetings: Executive Committee
Wednesday, October 16, 2013 @ 8:30 am
1000 Emeline Ave., Santa Cruz**

**Workforce Investment Board - Retreat
Wednesday, October 30, 2013 @ 9:00 am
Community Foundation Santa Cruz County
7807 Soquel Dr., Aptos**

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) 454-4873 (TDD Number 454-2123) 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.



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William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce

Robert Williamson, Business Representative
IATSE, Local 611

DIRECTOR:
David Mirrione

**Workforce Investment Board
Executive Committee
Friday, June 28, 2013 @ 1:00 p.m.
1000 Emeline Avenue, Santa Cruz, CA**

The Chair called the meeting to order at 1:04 p.m.

Committee Members in Attendance

Sherer, Howard	Co-Owner, Hutton-Sherer Marketing
Siegel, Carol, Vice Chair	Employment Mgr., SC Seaside Company
Slack, Ron, Chair	Dir. of Community Relations, Good Times
Williamson, Robert	Business Rep, IATSE Local 611

Committee Members Absent

Collins, John T., II	Senior VP, Goodwill Industries
O' Laughlin, Denise	Director of HR Chaminade Resort & Spa

Staff in Attendance

Hinojosa, Teresita	WIB Sr. Analyst
Mirrione, David	WIB Director
Paz-Nethercutt, Sara	WIB Sr. Analyst

Guests

Carvalho, Mary	Santa Cruz Adult School
Dion, James	Employment Program Mgr, Capitola EDD
Goss, Denise	Santa Cruz Adult School

Subject: Welcome

Discussion: Chair Ron Slack called the meeting to order and welcomed members, staff, and guests.

Subject: Public Comment

Discussion: There was no public comment.

Subject: Director's Report

Discussion: The Director gave an update on the roll-out of the universal branding of the nation's one-stop centers known as, America's Job Center of California.

Subject: Chair's Report

Discussion: The Chair thanked everyone for attending the meeting.

Subject: Approval of May 22, 2013 Minutes

Discussion: Chair Ron Slack called for the May 22, 2013 minutes to be approved.

Action: Approval of May 22, 2013 Minutes

Status: Motion to Approve: Carol Siegel
Motion Seconded: Bob Williamson
Abstentions: Ron Slack
Committee Action: All others voted in favor; motion passed

Subject: Discussion and Action Items

D.1 Discuss and Approve LWIA 2013-2017 Plan

Recommendation and Action: *Approve the Local Workforce Investment Area (LWIA) Draft Plan 2013-17 for submission to the State.*

Discussion: The Director gave a status on the LWIA plan process. The plan must be submitted by July 1, 2013. The 30-day public comment period ended and one comment was received during the period. The comment was provided to the Committee for review. Only public comments that disagree with the local plan are required to be submitted with the Plan to the State (Attachment 14 of the Workforce Directive, FWSD12-14M). Although it was not a comment that disagreed with the Plan, there was value in the comment and the Committee agreed that the comment should be provided in the appropriate attachment to the Plan. The WIB is seeking a Plan approval, designation as a high-performing WIB and recertification of the local Board. The State will provide feedback on the local Plan after which an opportunity to provide additional information to the State. This Board should expect the final State approved plan to appear on a future agenda and be provided to the Board of Supervisors for their approval.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Howard Sherer
Abstentions: None
Committee Action: All others voted in favor; motion passed

D.2 Proposed State Performance Goals for FY 2013-2014

Recommendation and Action:

- ***Approve WIB staff to negotiate FY 2013-14 contracts based on newly published proposed State Performance Goals for PY 2013-14.***
- ***Authorize staff to negotiate with the state the local performance goals,***
- ***Authorize the staff to develop contracts based on the new proposed performance goals for PY 2013-14, and***
- ***Authorize staff to develop contracts that provide flexibility in delivery of program services for formula WIA Adult, Dislocated Worker (DW), and Youth programs based on the new performance goals and prepare contracts for approval by the County Board of Supervisors.***

Discussion: The Director provided an overview of the drafted directive from the state and the need for staff to provide comments on its own local performance goals in response to the high goals expected by the state as per draft directive. The Director reminded the Committee that the expectation is for each local WIA to meet an 80% threshold of each goal. Staff will report back to the Committee on any response received by the state.

Status: Motion to Approve: Howard Sherer
Motion Seconded: Bob Williamson
Abstentions: None
Committee Action: All others voted in favor; motion passed

Subject: Information / Announcement Items

I.1 Labor Market Information

Recommendation and Action: *No action taken*

Discussion: This item was not discussed.

Status: N/A

Meeting adjourned at 1:40 p.m.

Next Meetings:

- Executive Committee**
Wednesday, October 16, 2013 @ 8:30 am
1000 Emeline Ave., Santa Cruz
- Workforce Investment Board (Retreat)**
Wednesday, October 30, 2013 @ 9:00 am – 3:00 pm
Community Foundation of Santa Cruz County
7807 Soquel Dr., Aptos

REPORT ITEM R.1

TO: Workforce Investment Board
Executive Committee

DATE: August 28, 2013

FROM: David Mirrione, Director

For Information

For Action

SUBJECT: Update on Efforts to Recruit WIB Business Members

RECOMMENDATION: *Continue efforts to recruit WIB Business Members*

VOTE REQUIRED: No

DISCUSSION: The State monitoring finding from 2012-13 received in July of 2013 cites the need for the WIB to have a business representation majority of 51%, as required by the Workforce Investment Act (WIA). The total WIB business representation required is a minimum of 20 and a maximum of 22 business members and there are currently 17 seated members. In regard to the maximum 22 business members, the recent update to the WIB Bylaws added two additional private sector seats to ensure that a majority could be maintained even when one member resigns (once a minimum of 21 seated members is achieved).

The actions taken:

Appointments:

- **Elyse Destout**, Owner of Photography by Elyse Destout was appointed to the WIB at the June 18th Board of Supervisors (BOS) meeting, filling one of the open business positions.

Potential Applicants:

- **Valerie Custodio**, Manager for Target was nominated by the Board of Supervisors on August 6th. Valerie is pending appointment at the August 27th Board of Supervisors' meeting.
- **Carolyn Conner**, Human Resources Employment Coordinator, Safeway Inc., has submitted an application and is awaiting Board of Supervisors' (BOS) nomination.
- Members and staff will give any updates and new possibilities.

ACTION REQUIRED: Review possibilities and determine actions to be taken by committee and staff to recruit new WIB members and prepare for PY 2013-14.

ATTACHMENTS: Updated WIB Membership by Business, Labor, and Other Categories

R.1 Attachment



**WIB Members by Business, Labor, and Other
(Government, Education, Economic Development, Community)
PY 2013-2014**

Category	Name	Title	Business/Agency
Local Business	Aman, Alan	Chief Operating Officer	Palo Alto Medical Foundation
Local Business	Cheney, Jack	Co-owner/CFO	Wonderfully Raw Gourmet
Local Business	Delk, Marshall	Vice President	Lighthouse Bank
Local Business	Destout, Elyse	Owner	Photography by Elyse Destout
Local Business	Elliot, Russ	Sr. VP / Human Services Director	Bridge Bank
Local Business	Gundersgaard, Jon	Senior Technical Recruiter	Seagate Technology
Local Business	Heien, Janet M.	Human Resources Director	Driscoll's
Local Business	Hood, Dave	President	First Alarm
Local Business	Lambert, Julie	Director, Finance and Human Resources	S Martinelli & Co.
Local Business	Mangelsen, Stephen	Partner	B2B CFO
Local Business	Miranda, Vicki	VP Human Resources	Dominican Hospital
Local Business	Morse, Rob	Manager	Pacific Gas and Electric Company
Local Business	O' Laughlin, Denise	Director of Human Resources	Chaminade Resort & Spa
Local Business	Sherer, Howard	Chief Executive	Hutton Sherer Marketing
Local Business	Siegel, Carol	Employment Manager	Santa Cruz Seaside Company
Local Business	Slack, Ron	Director of Community Relations	Good Times
Local Business	Tysseling, William	Executive Director	Santa Cruz Area Chamber of Commerce
Local Business - Appointment Pending	Custodio, Valerie	Store Team Leader	Target
Local Business - Awaiting Nomination	Conner, Caroyln	HR Employment Representative	Safeway Inc.
Local Business	VACANT	VACANT	
Local Business	VACANT	VACANT	
Local Business	VACANT	VACANT	
Community Based Organization	Collins, John T. II	Senior Vice President	Goodwill Industries
Community Based Organization	Cuevas, Christina	Program Director	Community Foundation of Santa Cruz County
Economic Development Agency	Kates, Corrie	Deputy City Manager	City of Scotts Valley
Economic Development Agency	Palacios, Carlos	City Manager	City of Watsonville

R.1 Attachment



**WIB Members by Business, Labor, and Other
(Government, Education, Economic Development, Community)
PY 2013-2014**

Category	Name	Title	Business/Agency
Labor Organizations	Arsenault, Paul	Business Representative	Sheet Metal Worker's Union, Local 104
Labor Organizations	Hartmann, Andy	Business Mgr/Financial Secretary	International Brotherhood of Electrical Workers, Local 234
Labor Organizations	Lara, Cesar	Executive Director	Monterey Bay Central Labor Council
Labor Organizations	Rodriguez, Francisco	President	Pajaro Valley Federation of Teachers, Local 1936
Labor Organizations	Williamson, Bob	Business Representative	IATSE, Local 611
Local Educational Entities	Pfotenhauer, Rock	Dean, Career Education and Economic Development	Cabrillo College
Local Educational Entities	Carroll, Jack	Chair, Career and Technical Education	Watsonville/Aptos Adult Education
Local Educational Entities	Hodges, Mark	Director, ROP	Santa Cruz County Office of Education
Programs under the Wagner-Peyser Act	Dion, James	Employment Program Manager	Employment Development Department
Community Services Block Grant Act	Johnson-Lyons, Christine	Executive Director	Community Action Board
Local Government	Caput, Greg	Supervisor	Santa Cruz County Board of Supervisors
Migrant and Seasonal Farmworker Programs	Ayyad, Alia	Director	Center for Employment Training
Older Worker Program - Title V	VACANT	VACANT	National Council on Aging
Programs under Title I of the Rehabilitation Act of 1973	Berry-Wahrer, Diane	Rehabilitation Supervisor	Department of Rehabilitation
WIA Youth; Adult and Dislocated Workers (Chapter 5)	Espinola, Cecilia	Director	Santa Cruz County Human Services Department
Category	Current Filled Positions	Vacant	Total if all filled
Local Business	17	5	22
Community Based Organizations	2	0	2
Economic Development Agency	2	0	2
Labor Organizations	5	0	5
Local Educational Entities	3	0	3
One-Stop Partners (under W-P Act)	1	0	1
Other	5	1	6
Totals	35	6	41
Current Business Percentage (required to be majority of 51%)	49%		54%

DISCUSSION AND ACTION ITEM D.1

TO: Workforce Investment Board
Executive Committee

DATE: August 28, 2013

FROM: David Mirrione, Director

For Information

For Action

SUBJECT: Review and Approve Final PY 2013-14 WIA Budget with Carry-In

RECOMMENDATION:

- *Approve the proposed FY 2013-14 Budget with carry-in from 2012-13 for the formula WIA Adult, Dislocated Worker (DW), and Youth programs;*
- *Authorize WIB Director to adjust contract funding levels using carry-in funds; and*
- *Authorize the WIB Director to make minor adjustments as needed to meet program goals and report on any changes to the Executive Committee.*

VOTE REQUIRED: Yes

DISCUSSION: As is customary practice after the prior fiscal year books are closed, the carry-in unexpended funds are brought into the current program year's (PY) budget. The WIA formula budget of \$2,988,344 which included \$95,500 of confirmed carry-in funds was approved by your Board on June 5, 2013. The final PY 2012-13 carry-in funds are in Adult \$67,172, DW \$138,890, and Youth \$76,261. The percentage of funds for Training will be 29% for Adult Program and 36% for the DW in the revised budget. This budget allows the WIB to meet the state requirement that a minimum of 25% of the Workforce Investment Act Adult and DW allocations be spent on training. Adequate staffing has been determined to meet that mandate.

Approved Contracts

As authorized by the WIB and the County Board of Supervisors, WIA service contracts have been negotiated and approved by the County Board of Supervisors with:

- Fast Track to Work (FTTW) at Cabrillo College to support WIA participants who chose Cabrillo College for training.
- Shoreline Workforce Development Services for OJT and Career Center services for Adults and Dislocated Worker services.
- Santa Cruz County Office of Education (COE) operates the WIA Youth Services Sueños Program.
- Geographic Solutions provides the WIA case management web based data site, the Virtual Career Center (VCC).

Carry-In Fund Budgeted for 2013-14

The carry-in below is budgeted to meet the WIB's 2013-2014 Strategic Goals. This plan ensures that the WIB and partner service providers have the staffing capacity required to deliver training services including OJT, ETPL, Web-based classes, and Incumbent Worker, as well as business services to the community.

Adult & Dislocated Worker Program

- Hire 1 WIB staff in an Extra Help position
- 2013 WIB Retreat costs
- Increase training allocations by \$78,307 ensuring that 29.6% of the budget is allocated for training costs
- Increase supportive services allocation by \$12,275

Youth Program

- Reduce WIB staffing cost by \$2,641
- Increase COE contract by \$39,402
- Reduction of purchase orders by \$19,625

ATTACHMENTS: PY 2013-14 WIA Budget with 2012-13 carry-in for Adult, DW, and Youth

Prepared: 8/20/2013

WORKFORCE INVESTMENT ACT: FY 13/14 Budget including Carry-In

FY 13/14 Approved 6/5/13 Budget including \$95,500 of confirmed Carry-In

FY 13/14 AUTHORIZED BUDGET	FY 13/14 Trng %			FY 13/14 DW			FY 13/14 Trng %			FY 13/14 DW			FY 13/14 FORMULA	% to Total
	ADULT	YOUTH	TOTAL	ADULT	YOUTH	TOTAL	ADULT	YOUTH	TOTAL	ADULT	YOUTH	TOTAL		
WIB Services														
Administration	84,085	96,458	180,543	108,741	96,458	205,199	108,741	96,458	205,199	289,284	96,458	289,284	9.1%	
Program Services	31,617	90,366	121,983	20,191	90,366	110,557	36,429	87,725	124,154	171,947	87,725	171,947	5.4%	
Unobligated Funds	126,128	-	126,128	163,112	-	163,112	163,112	-	163,112	289,240	-	289,240	9.1%	
Contracts	64,177	817,254	881,431	137,737	817,254	955,000	141,291	856,656	996,947	1,067,237	856,656	1,067,237	33.6%	
Subtotal	306,007	1,004,078	1,310,085	429,781	1,004,078	1,433,859	449,573	1,040,839	1,490,412	1,817,708	1,040,839	1,817,708	57.2%	
WFSCC Operations														
Career Center Operations	290,391	-	290,391	328,636	-	328,636	340,022	-	340,022	637,426	-	637,426	20.1%	
Training-OJT	243,847	-	243,847	326,224	-	326,224	397,161	-	397,161	648,379	-	648,379	20.4%	
Supportive Services	27,107	-	27,107	32,272	-	32,272	39,547	-	39,547	71,654	-	71,654	2.3%	
Subtotal	561,345	-	561,345	687,132	-	687,132	776,730	-	776,730	1,357,459	-	1,357,459	42.8%	
TOTAL	867,352	1,004,078	1,871,430	1,116,913	1,004,078	2,120,991	1,226,303	1,040,839	2,267,142	3,175,166	1,040,839	3,175,166	100.0%	

FY 13/14 Proposed Budget (Includes Carry-In)

29.6% of 2013/14 Adult & Dislocated Worker allocation is budgeted for training services. The State requires a 25% training allocation for 2013/14.

FY 13/14 Approved 6/5/13 Budget including \$95,500 of confirmed Carry-In	FY 13/14 Trng %			FY 13/14 DW			FY 13/14 Trng %			FY 13/14 DW		
	ADULT	YOUTH	TOTAL	ADULT	YOUTH	TOTAL	ADULT	YOUTH	TOTAL	ADULT	YOUTH	TOTAL
CONTRACT STATUS												
Geographic Solutions VCC	7,025	7,025	14,050	7,025	7,025	14,050	7,025	7,025	14,050	7,025	7,025	14,050
Cabrillo College, FT2W	25,000	-	25,000	29,000	-	29,000	29,000	-	29,000	54,000	-	54,000
Shoreline, OJT & Career Center	20,000	-	20,000	88,000	-	88,000	88,000	-	88,000	108,000	-	108,000
SCCOE Youth Services	-	789,729	789,729	-	789,729	789,729	-	789,729	789,729	-	789,729	789,729
Various P.O.s	12,152	20,500	32,652	13,712	20,500	34,212	13,712	20,500	34,212	46,364	20,500	66,864
	64,177	817,254	881,431	137,737	817,254	955,000	137,737	817,254	955,000	1,019,168	817,254	1,019,168

FY 13/14 FORMULA Including Final Carry-In	FY 13/14 Trng %			FY 13/14 DW			FY 13/14 Trng %			FY 13/14 DW		
	ADULT	YOUTH	TOTAL	ADULT	YOUTH	TOTAL	ADULT	YOUTH	TOTAL	ADULT	YOUTH	TOTAL
CONTRACT STATUS												
Geographic Solutions VCC	7,025	7,025	14,050	7,025	7,025	14,050	7,025	7,025	14,050	7,025	7,025	14,050
Cabrillo College, FT2W	25,000	-	25,000	29,000	-	29,000	29,000	-	29,000	54,000	-	54,000
Shoreline, OJT & Career Center	20,000	-	20,000	88,000	-	88,000	88,000	-	88,000	108,000	-	108,000
SCCOE Youth Services	-	848,756	848,756	-	848,756	848,756	-	848,756	848,756	-	848,756	848,756
Various P.O.s	17,265	875	18,140	17,266	875	18,141	17,266	875	18,141	35,406	875	36,281
	69,290	856,656	925,946	141,291	856,656	997,947	141,291	856,656	997,947	1,067,237	856,656	1,067,237

DISCUSSION AND ACTION ITEM D.2

TO: Workforce Investment Board
Executive Committee

DATE: August 28, 2013

FROM: Sara Paz-Nethercutt, Sr. Analyst
David Mirrione, Director

For Information

For Action

SUBJECT: Rapid Response Services for PY 2013-14

RECOMMENDATION:

- ***Approve WIB Rapid Response Services PY 2013-14, including recommended contracts; and***
- ***Allow the WIB Director to determine how best to use unallocated funds and allocated funds if not fully expended.***

VOTE REQUIRED: Yes

DISCUSSION: Workforce Investment Act (WIA) funds are awarded to Local Workforce Investment Areas (LWIA) to provide Rapid Response (RR) services to employees and businesses that are experiencing downsizing, closure and layoffs. On June 13, 2013, the WIB received its formula-based RR funding award for the period July 1, 2013 through June 30, 2014. The RR funding for program year (PY) 2013-14 is \$210,855 which is a 26% cut from PY 2012-13. On April 11, 2013, the Employment Development Department (EDD) issued guidance allowing for the carryover of RR funding to the 2013-14 program year. The total amount of 2012-13 carry-in funding is \$30,962. The total RR funding for 2013-14 including carry-in is \$241,817.

Staff recommends that the Executive Committee, on behalf of the Board, authorize the WIB Director to determine the complete operational services and corresponding budget as necessary. A final report on the RR activities and budget will be made at the Executive Committee's October 16, 2013 meeting.

Thus far, the WIB intends to provide the following RR services in PY 2013-2014:

WHO	WHAT
Workforce Investment Board (WIB) Staff & Employment Training Staff	<ul style="list-style-type: none"> • Rapid response events and direct services to dislocated workers • Early alert system
Small Business Development Center (SBDC)	<ul style="list-style-type: none"> • Full-range of coordinated resources and business counseling to local businesses at risk
Access to Employment Job Fair	<ul style="list-style-type: none"> • Sponsorship of annual event
Business Services Outreach	<ul style="list-style-type: none"> • Promoting the business services offered by the Workforce Santa Cruz county service providers. • Develop incumbent worker training through Employment Training Panel (ETP) grants

The corresponding budget for these services is as follows:

2013-14 Rapid Response Budget Plan		
Activity	Amount	Notes
Job Retention contract with Small Business Development Center (SBDC)	\$ 32,000	Independent Contractor's Agreement
Business Services contract with Shoreline Workforce Development Services	72,500	Independent Contractor's Agreement
WIB Staff & WIA Program Staff for Rapid Response Services	122,807	Budgeted for WIB Staff and Employment and Training Staff salaries
Access to Employment Job Fair	3,000	Annual WIB sponsored County workforce and partner event
EconoVue Labor Market Tool	3,135	Labor Market tool used by WIB Staff and Business Services Staff to identify businesses in growth sectors
2013 Retreat expenses	875	Retreat facilitator costs
TBD	7,500	WIB Director to have discretion based on allowable Rapid Response activities
Total	\$ 241, 817	

The following Rapid Response funded services were completed in PY 2012-13:

Final 2012-13 Business Services Representative Report: In PY 2012 -13, the WIB launched a new business services outreach campaign to inform the local business community about the services available to them through Workforce Santa Cruz County. This service was delivered by Shoreline Workforce Development Services via an Independent Contractor's Agreement. The Business Services Representative (BSR) met with the WIB Director and staff frequently to develop the service delivery plan. Starting in November of 2012, the BSR was able to connect with 125 local businesses, resulting in 87 referrals to service. Additionally, the WIB launched an extensive outreach campaign designed to inform the local business community of the services available to it. The BSR also was available to assist WIB staff at local Rapid Response presentations. The final Business Services Representative report is included as an attachment and provides detailed information regarding the development and success of this program.

Brief information follows on all other services. The above-mentioned Job Growth report is also reported in summary below.

2012-13 Rapid Response Budget Plan (Actual Expenditures)		
Activity	Amount	Notes
Job Retention contract with Small Business Development Center (SBDC)	\$ 40,000	Full-range of coordinated resources and business counseling to local businesses at risk
California Workforce Association	4,000	Contract to provide a Benefit Cost-Analysis for the Santa Cruz WIB and to produce a California WIB Benefit-Cost Analysis
Business Services and Outreach	20,526	Contract with Shoreline Workforce Development Services to provide business outreach services.
Consultant for Local Plan	2,000	Consultant fee for assistance with 2013-17 Local WIA Plan.
EconoVue Labor Market Information Tool	500	PY 2013-14 Subscription to Tool for Staff to use to assist job seekers find employment
Support for the Access2Employment Job Fair	950	Outreach materials
WIB Staff & WIA Program Staff for Rapid Response Services	167,675	Budgeted for WIB Staff and Employment and Training Staff salaries
	30,962	Funds carried over to PY2013-14
Total	\$ 266,613	

ATTACHMENT: Final 2012-13 Business Services Representative Report

D.2 Attachment

Date: July 29, 2013

To: David Mirrione, Director of the County of Santa Cruz Workforce Investment Board (WIB),
Sara Paz-Nethercutt, Senior Human Services Analyst, WIB

From: Allen Barnes, Shoreline Workforce Development Services
Ellen F. Murtha, Shoreline Workforce Development Services

Workforce Investment Act Business Services

Bi-Annual Service Report through June 2013

Outreach Services

The Business Services Representative (BSR) facilitated linkage between employers, job seekers and Workforce Santa Cruz County (WFSCC) partners through multi-media outreach, employer-specific assessment and referral to county-funded programs and partners. The BSR designed and launched outreach through local radio, TV, internet and print media. This quarter the BSR made 44 presentations to businesses; 31 of these were one-on-one, in-person presentations. The BSR used the Assessment Tool to assist each business identify workforce development needs and wrote a Customized Action Plan. The BSR made 56 referrals to County-funded programs including On the Job Training (OJT), Career Centers, Rapid Response, Employee Training, Work4Youth and WorkKeys. In addition, the BSR made 66 referrals to SmartHIRE, CalJOBS, other partners, assessments and resources. The BSR worked closely with the Workforce Investment Board (WIB) Director and analysts to create an outreach strategy when approaching businesses and to determine what business info should be reported back to the WIB. The BSR held meetings with the EDD Program Manager, the County Economic Development Coordinator and the Economic Development Managers of the cities of Watsonville, Capitola and Scotts Valley shared strategies to meet the workforce needs of employers.

Activities

Since the beginning of the outreach program the BSR provided a total of 125 one-on-one presentations and conversations with businesses to assess their workforce needs and to inform them about WIA services. In addition to presentations to individual businesses at their business site, the BSR presented to businesses in group settings. This quarter that included the Pajaro Valley Chamber of Commerce and Agriculture Annual Business Expo; the Employer Advisory Council; the San Lorenzo Valley Chamber Job Fair; Think Local First; the Human Care Alliance; and the Scotts Valley Chamber annual Biz Walk.

The BSR reached out to businesses in the same industries as WIA was graduating trainees, especially the medical field. The BSR made referrals of job openings to County Employment Training Specialists (ETS) for participants about to graduate in medical offices, pharmacy tech, food service, technical writing, home health care and physical fitness and health. These opportunities were well received and acted on by county staff. The BSR utilized EconoVue and other online resources for researching businesses in the county that were within the high-demand industries.

Services to Enhance Workforce Investment Act Services - Quarterly Report

The BSR reached out to people and programs whose purpose is to assist businesses. This included the County Economic Development Coordinator, bank business loan officers, Cabrillo College Career Center, Cabrillo College Corporate Training, the Small Business Development Center, Profile of Santa Cruz County Job Club, the City of Capitola and California FarmLink. These people and programs multiplied the workforce service outreach to businesses. The BSR, in turn, incorporated these programs into the 'tool kit' available to assist businesses.

The BSR also reached out to two more employment agencies, Santa Cruz Staffing and Kelly Services, to help meet the demand of businesses seeking skilled candidates. The BSR facilitated forward progress of the Job Developer Collaborative, as its mission is in synch with the BSR. "A network of organizations that collaborate to share information and resources to meet the workforce needs of employers and Santa Cruz County jobseekers." In addition, the BSR promoted the Work4Youth opportunities to businesses for summer youth employment. The BSR joined the group planning for the Access2Employment job fair. The BSR offered information and referral to numerous job seekers. This included referral to career centers, labor market information, CalJOBS, college career centers, Profile SCC, OJT, WIA orientation and 2-1-1.

In talking with businesses and assessing their workforce needs, the BSR gave the appropriate materials, a written action plan, the WFSCC brochure and the WFSCC folder to each business. The BSR tracked business contacts, referrals and issues in an Excel database. The BSR wrote referrals to County-funded programs and WFSCC partners and posted jobs based on the needs and interests of the business. The BSR referred businesses newly-interested in SmartHIRE equally among the two subcontractor agencies and referred previously-contacted businesses to agencies within one day. The referrals were well-received and acted on by agency staff. The following results were for the quarter:

- 13 referrals for business with openings for WIA On-the-Job-Training (OJT) service
- 24 referrals of business with PT, temporary, independent consultants, self-employment or other job openings to career centers
- 1 job fair at a Career Center
- 6 referrals to the WIB of Rapid Response for reduction in force or business closure
- 2 business referred to WorkKeys applicant assessment tool
- 8 referrals to Work 4 Youth summer employment and sponsorship. Target hired.
- 2 businesses interested in incumbent worker training. (Ca. FarmLink and Sumano Bakery) Numerous businesses were also interested in Cabrillo College Corporate Training, Ed2Go or SBDC (including the City of Capitola)
- 15 referrals to HSD's SmartHIRE subsidized employment program
- Hires for adults (OJT and SmartHIRE) included: Acrobat Outsourcing; Aegis Assisted Living; the Brennon Medical Group; Santa Cruz Answering Service, Target and Tranquility Spa.

The BSR developed the Workforce Santa Cruz County branding strategy for business outreach with the WIB Director. All printed materials stated the funding source as the Workforce Investment Board of Santa Cruz County and the Board of Supervisors of Santa Cruz County. The BSR generated radio spots on 4 local stations (KZSC, KUSP, KSCO and KAZU); internet on five local websites (Good Times, Sentinel,

Services to Enhance Workforce Investment Act Services - Quarterly Report

Register Pajaronian, KSBW and Cruzio); 6 newspapers ads that ran 30 times in the Santa Cruz Sentinel News and a TV ad that ran 36 times on KSBW. The strategy to brand Workforce Santa Cruz County resulted in calls and emails from both businesses and job seekers. The WIB Director shared the strategic branding with the Board.

Rapid Response Services

The BSR offered workforce services intended to prevent lay-offs. In addition, the BSR responded to impending layoffs with services to assist employee’s transition to new employment.

Activities

During this quarter the BSR identified 6 potential Rapid Response situations and notified the analyst and the Small Business Development Center (SBDC). Of the 6 businesses, 2 were reductions in force and 4 were business closures.

The BSR participated in a Rapid Response event with EDD and WIA staff at one business. The BSR spoke with the affected employees about the WFSCC services. The BSR referred the employees facing reduction in hours and lay-off to WIA services including OJT, Career Centers. The employees were very interested in the OJT program as they had many years experience in an occupation that was no longer going to be available in the county. They recognized they were good candidates for re-training. They were also interested in using the Career Centers to build resumes, explore labor market information and search for jobs.

2012/2013 Service Plan Table

July 1, 2012 – June 30, 2013 Performance Objectives	Fourth Quarter Objective	Fourth Quarter Actual	Percentage of Objective for Q4	Annual PYTD Total Objectives	Annual Actual	Percentage of Annual for Year
Outreach Presentations	10	44	440%	30	125	415%
Referrals to WFSCC services and appropriate Agencies	5	56	1120%	15	87	580%
Incumbent worker training development	1	2	200%	4	3	75%

The table shows all the major objectives have been met for the final quarter. 44 businesses were assessed and offered WIA services, of which 31 were face-to-face. 56 referrals were made for WIA services. Additionally, 15 referrals were made to SmartHIRE. This quarter the BSR exceeded the goals.

The BSR shared information on business needs identified and referrals made via a written weekly update to WIB. The BSR received feedback emails, phone calls and meetings.

Services to Enhance Workforce Investment Act Services - Quarterly Report

The BSR maintained an Excel database. The BSR reported this information quarterly to the WIB. The BSR captured the following information:

- 1) The number of referrals
- 2) The type of referral (OJT, Work4Youth, Career Centers, Rapid Response or Training)
- 3) Business contact information
- 4) BSR contact date and type of contact
- 5) How the business heard about WFSCC or how the BSR found the business
- 6) Whether EconoVue was mined for information on the business
- 7) The number and type of non-WIA workforce service referrals (SmartHIRE, CalJOBS and more)
- 8) The business status (expanding, contracting or staying the same)
- 9) What the business thought would assist in developing the general workforce
- 10) The business training needs (incumbent workers or the business owner/manager)
- 11) An assessment of career ladder potential
- 12) Follow up
- 13) Reporting dates

This report shows completion of the annual objectives of outreach to businesses, referrals to WFSCC services and agencies, training, Rapid Response and strategic branding of Workforce Santa Cruz County. The report demonstrates that business services representative model resulted in more recognition and utilization of WFSCC and workforce services by business.

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INFORMATION ITEM I.1

TO: Workforce Investment Board
Executive Committee

DATE: August 28, 2013

FROM: David Mirrione, WIB Director

For Action

For Information

SUBJECT: Labor Market Information: Employment/Unemployment Information

The unemployment rate in the Santa Cruz County was 8.2 percent in July 2013, up from a revised 7.9 percent in June 2013, and below the year-ago estimate of 10.2 percent. This compares with an unadjusted unemployment rate of 9.3 percent for California and 7.7 percent for the nation during the same period. For comparison, Watsonville was 17.8%, Capitola 4.6%, Santa Cruz city 6.8% and Boulder Creek 9.6%.

Santa Cruz County

Data Not Adjusted for Seasonality

Industry Employment & Labor Force

March 2012 Benchmark

	Jul 12	May 13	Jun 13	Jul 13	Percent Change	
			Revised	Prelim	Month	Year
Civilian Labor Force (1)	154,900	157,200	162,200	159,500	-1.7%	3.0%
Civilian Employment	139,100	144,700	149,400	146,300	-2.1%	5.2%
Civilian Unemployment	15,800	12,400	12,800	13,200	3.1%	-16.5%
Civilian Unemployment Rate	10.2%	7.9%	7.9%	8.2%		
(CA Unemployment Rate)	11.0%	8.1%	8.9%	9.3%		
(U.S. Unemployment Rate)	8.6%	7.3%	7.8%	7.7%		

Monthly Sub Region Unemployment Data/July 2013 (Preliminary)

Region –Sub-Region	Labor Force	Employment	Unemployment	
			Number	Rate
Santa Cruz County	159,500	146,300	13,200	8.2%
Amesti CDP	1,400	1,200	200	15.2%
Aptos CDP	6,300	6,100	200	3.2%
Aptos Hills Larkin Valley CDP	1,500	1,400	0	2.5%
Ben Lomond CDP	1,600	1,600	100	3.3%
Boulder Creek CDP	3,000	2,700	300	9.6%
Capitola city	7,100	6,700	300	4.6%
Corralitos CDP	1,700	1,600	0	1.1%
Day Valley CDP	2,200	2,100	100	5.8%
Felton CDP	700	700	0	0.0%
Freedom CDP	3,200	2,700	500	15.1%
Interlaken CDP	4,300	3,500	800	17.8%
Live Oak CDP	10,300	9,600	700	6.8%
Opal Cliffs CDP	4,500	4,200	300	6.8%
Rio del Mar CDP	6,200	5,900	300	5.0%
Santa Cruz city	34,800	32,500	2,400	6.8%
Scotts Valley city	6,500	6,200	300	3.9%
Soquel CDP	3,500	3,300	200	6.2%
Twin Lakes CDP	3,700	3,500	200	6.3%
Watsonville city	24,100	19,800	4,300	17.8%