



1000 Emeline Avenue
Santa Cruz, CA 95060
(831) 454-4873

www.santacruzwb.com

BUSINESS SERVICES COMMITTEE

- Jack Cheney, Co-Owner/CFO*
Wonderfully Raw Gourmet
- Valerie Custodio, Store Team Leader*
Target
- Janet M. Heien, Human Resources Director*
Driscoll's
- Dave Hood, President*
First Alarm
- Rob Morse, Manager*
Pacific Gas and Electric Company
- Howard Sherer, Chief Executive*
Hutton Sherer Marketing
- William Tysseling, Executive Director*
Santa Cruz Area Chamber of Commerce

DIRECTOR:
David Mirrione

**Workforce Investment Board
Business Services Committee
Watsonville Career Center
18 West Beach St., Watsonville
Wednesday, November 20, 2013 @ 3:00 PM**

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

Presentations

- **Overview of local Workforce Investment Act services to business: David Mirrione, Workforce Investment Board**

Review, Discussion and Action Items

Review and Accept the following:

D.1 Business Services Committee tasks..... **2-3**

D.2 Discuss emerging issues within Industry Sectors..... **4**

Information / Announcement Items

I.1 Rapid Response and Early Alert Activities..... **5**

I.2 Labor Market Information..... **6**

Next Meeting: March 12, 2014 @ 3:00 PM
Watsonville Career Center
18 W. Beach St., Watsonville

Next WIB Meeting: Workforce Investment Board
Wednesday, February 26, 2014 @ 9:00 AM
Simpkins Family Swim Center
979 17th Ave., Santa Cruz, CA 95062

DISCUSSION AND ACTION ITEM D.1

TO: Workforce Investment Board
Business Services Committee

DATE: November 20, 2013

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



For Information



For Action

SUBJECT: Business Services Committee Tasks

RECOMMENDATION: *Review and Accept LWIA Five-Year Plan (2013-2017) tasks for Business Services Committee*

VOTE REQUIRED: Yes

DISCUSSION: As you may recall, the state (via Senate Bill 698) required that all Local Workforce Investment Boards (LWIBs) develop a subcommittee (if they didn't already have one) specifically tasked with integrating local business involvement with workforce initiatives. The WIB has approved the formation of the Business Services Committee, including revision of the Ordinance and Bylaws. The Board of Supervisors approved the Bylaws and Ordinance updates on April 23, 2013.

In 2000, local WIBs submitted a Five-Year Strategic Plan to the state describing Santa Cruz LWIA plans for Workforce Investment Act (WIA) services and funding for Adult, Dislocated Worker, and Youth Services. Since then, WIBs were responsible for submitting an annual plan update. Most recently plan extensions were granted by the state. Guidance was provided earlier in 2013 for LWIBs requirement to submit a new comprehensive **Five-Year Plan** for 2013-2017.

This Five-Year plan includes the requirements from SB 698. It also includes references to Business Services strategies that will help this committee determine concrete action items.

The Workforce Investment Board also develops a **Strategic Plan** with the overall focus of drafting local goals with proposed strategies that include baselines and targets. The current Strategic Plan exists for years 2011-2014 and contains a description of the WIB's dual functions to oversee Workforce Investment Act programs and workforce services and the larger role in the community to connect workforce and economic development. Because of the state imposed business subcommittee requirement, the WIB approved a local strategic goal for the newly formed Business Services Committee to determine the best use of the sub-committee membership expertise.

This subcommittee should further develop and make recommendations for a business service plan in an effort to increase employer involvement in the activities of the local workforce investment board. Subcommittee members represent leading industries and employers in relevant regional economy and potential emerging sectors. Because of this, sub-committee member expertise is critical for making a connection between WIA program services (i.e. training) and identifying potential job growth or skills gaps.

The attachment contains a **preliminary task list** for this subcommittee. This list will be expanded further as this committee develops and become the local Business Services Plan.

ATTACHMENTS: Business Service Committee Preliminary Task List

D.1 Attachment

Business Service Committee Preliminary Task List

The following task list items will be reviewed and adjusted; final list will create the Business Service Plan Strategy. The overall goal of the Plan is to develop a strategy for integrating business involvement with workforce initiatives, as well as, meeting the workforce needs of the local business community.

| Task | Purpose |
|--|--|
| 1. Review current workforce services to business delivery model to increase the number of businesses taking advantage of the services. | To review and recommend improvements to the following services: <ul style="list-style-type: none"> • Early Alert System • Rapid Response delivery model • Retain Your Employee Lay-off Aversion services Contract • Business Services Representative Contract • On-the-Job Training Services Contract • Employer Survey document • Business services outcomes |
| 2. Review Annual Employer Surveys | To shape services and recommend possible curricula development. |
| 3. Review Cabrillo's Corporate Training modules | To examine how training can be woven together with the incumbent worker training modules to meet business needs. |
| 4. Review the CalWORKs SmartHIRE subsidized employment program | To review the program results and recommend operational changes to services, if necessary. |
| 5. Convene a forum and/or roundtable discussions of business representatives from a selected priority sector. | To solicit the direct feedback on business labor needs and workforce service delivery recommended changes. To review local training strategies for modifications necessary to meet the rapidly changing skill requirements in the sectors. To create customized training programs, if identified as necessary. |
| 6. Request local workforce studies | To analyze and assess current gaps and trends |

DISCUSSION AND ACTION ITEM D.2

TO: Workforce Investment Board
Business Services Committee

DATE: November 20, 2013

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



For Information



For Action

SUBJECT: Emerging Issues and Trends within Industry Sectors

RECOMMENDATION: *Conduct a round robin committee member report out*

VOTE REQUIRED: No

DISCUSSION: Since this is the first meeting of this new subcommittee of the WIB, please come prepared to share information about the emerging issues and trends within your respective industry sectors. WIB staff will lead the group in a round robin report out from each new business services committee member. Each committee member will have 3 minutes to briefly report out on the emerging issues and trends within their respective industry sector. At a future meeting, this information will be categorized as a start in determining the local focus and action items for this new committee.

ATTACHMENTS: None.

INFORMATION ITEM I.1

TO: Workforce Investment Board
Business Services Committee

DATE: November 20, 2013

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



For Information



For Action

SUBJECT: Rapid Response and Early Alert Activities for 1st Quarter Program Year (PY) 2013-14

DISCUSSION: The tables below show Rapid Response (RR) activities and assistance in filing Trade Adjustment Act (TAA) petition services offered/provided during PY 2013-14. Outreach continues throughout the county to notify business of the rapid response services for layoffs, as well as, layoff aversion. Early alert notifications are also continuing and are sent out monthly to a network of workforce individuals.

1st Quarter July 1, 2013 to September 30, 2013

| Name of Business | # of Employees Laid-off | Date of Site Visit/Action | Comments |
|--|-------------------------|---------------------------|----------------------|
| Dr. Owens | 3 | 9/19/13 | Physician retirement |
| 1st Quarter PY 2013-14 Total | 3 | | |
| 1st Quarter PY 2012-13 Total | 101 | | |
| PY 2012-13 Total | 667 | | |

ATTACHMENT: None

INFORMATION ITEM I.2

TO: Workforce Investment Board
Business Services Committee

DATE: November 20, 2013

FROM: David Mirrione, Director

For Information

For Action

SUBJECT: Labor Market Information (LMI): Employment/Unemployment Information

The unemployment rate in the Santa Cruz County was 7.9 % in August 2013, down from a revised 8.3 % in July 2013, and below the year-ago estimate of 9.8 %. This compares with an unadjusted unemployment rate of 8.8 % for California and 7.3 % for the nation during the same period. For comparison, Watsonville was 17.2%, Capitola 4.4%, Santa Cruz city 6.6%, and Boulder Creek 9.2%.

Santa Cruz County

Data Not Adjusted for Seasonality

Industry Employment & Labor Force

March 2012 Benchmark

| | Aug 12 | Jun 13 | Jul 13 Revised | Aug 13 Prelim | Percent Change | |
|-----------------------------------|---------|---------|----------------|---------------|----------------|--------|
| | | | | | Month | Year |
| Civilian Labor Force (1) | 153,400 | 162,200 | 158,700 | 155,700 | -1.9% | 1.5% |
| Civilian Employment | 138,500 | 149,400 | 145,600 | 143,400 | -1.5% | 3.5% |
| Civilian Unemployment | 15,000 | 12,800 | 13,100 | 12,300 | -6.1% | -18.0% |
| Civilian Unemployment Rate | 9.8% | 7.9% | 8.3% | 7.9% | | |
| (CA Unemployment Rate) | 10.5% | 8.9% | 9.3% | 8.8% | | |
| (U.S. Unemployment Rate) | 8.2% | 7.8% | 7.7% | 7.3% | | |

Monthly Sub Region Unemployment Data/August 2013 (Preliminary)

| Region –Sub-Region | Labor Force | Employment | Unemployment | |
|-------------------------------|-------------|------------|--------------|-------|
| | | | Number | Rate |
| Santa Cruz County | 155,700 | 143,400 | 12,300 | 7.9% |
| Amesti CDP | 1,400 | 1,200 | 200 | 14.6% |
| Aptos CDP | 6,100 | 5,900 | 200 | 3.0% |
| Aptos Hills Larkin Valley CDP | 1,400 | 1,400 | 0 | 2.4% |
| Ben Lomond CDP | 1,600 | 1,500 | 100 | 3.2% |
| Boulder Creek CDP | 2,900 | 2,700 | 300 | 9.2% |
| Capitola city | 6,900 | 6,600 | 300 | 4.4% |
| Corralitos CDP | 1,600 | 1,600 | 0 | 1.0% |
| Day Valley CDP | 2,100 | 2,000 | 100 | 5.5% |
| Felton CDP | 600 | 600 | 0 | 0.0% |
| Freedom CDP | 3,100 | 2,700 | 500 | 14.5% |
| Interlaken CDP | 4,100 | 3,400 | 700 | 17.2% |
| Live Oak CDP | 10,100 | 9,400 | 700 | 6.5% |
| Opal Cliffs CDP | 4,400 | 4,100 | 300 | 6.5% |
| Rio del Mar CDP | 6,100 | 5,800 | 300 | 4.7% |
| Santa Cruz city | 34,000 | 31,800 | 2,200 | 6.6% |
| Scotts Valley city | 6,300 | 6,100 | 200 | 3.7% |
| Soquel CDP | 3,400 | 3,200 | 200 | 6.0% |
| Twin Lakes CDP | 3,600 | 3,400 | 200 | 6.0% |
| Watsonville city | 23,500 | 19,400 | 4,000 | 17.2% |

Note: September & October LMI data release dates have been delayed due to the government shutdown.