



**Workforce Investment Board
Youth Council
Community Foundation of Santa Cruz County
Solari East Room, 7807 Soquel Drive, Aptos
Wednesday, December 11, 2013 @ 3:00 PM**

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

YOUTH COUNCIL MEMBERS:

- John T. Collins, II, Chair*
Goodwill Industries
- Elyse Destout, Vice Chair*
Photography by Elyse Destout
- Jo Ann Allen, Coordinator, Student Support Services*
Santa Cruz County Office of Education
- Shareen E. Bell, Executive Director*
Your Future Is Our Business
- Christina Cuevas, Program Director*
Community Foundation of Santa Cruz County
- Hipolito Gutierrez, Parent*
Driscoll's
- Brenda Herrmann, Conservation Administrator*
California Conservation Corps
- James Howes, Assistant Director, ROP*
Santa Cruz County Office of Education
- Bill McCabe, Youth Services Director*
Santa Cruz Community Counseling Center
- Denise O' Laughlin, Director of Human Resources*
Chaminade Resort & Spa
- Jenny Panetta, Principal Administrative Analyst*
Housing Authority Santa Cruz County
- Rock Pfothenhauer, Dean of Instruction, CEED*
Cabrillo College
- Sarai Zayas, Administrative Assistant*
Santa Cruz County Office of Education
- Robert Williamson, Business Representative*
IATSE, Local 611

WIB 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 and Director

Approve September 25, 2013 Meeting Minutes..... 2-6

Consent Items

**C.1 Youth Services Financial and Performance Status with
Participant Information Report 1th Quarter of PY 2013-14..... 7-8**

Discussion or Review Action Items

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D.2 Youth Council Nominations 12-15

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I.1 Youth Council Attendance Roll Call

I.2 Youth Council Strategic Planning Update for PY 2013-14

I.3 WIA Youth Services Contract Procurement for PY 2014-15

I.4 State Performance Report PY 2012-13 – Youth

I.5 Labor Market Information

Announcements / Information Sharing

Next Meeting: Wednesday, April 23, 2014 @ 3:00 PM

Sueños Program

17 Aspen Way

Watsonville, CA 95076

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 contact the WIB at (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.

“Building a Comprehensive, Coordinated Youth Workforce Development System that Prepares Youth for Successful Futures”



**Workforce Investment Board
Youth Council
September 25, 2013 @ 3:00 PM
WIA Youth Services Sueños Program
17 Aspen Way, Watsonville, CA 95076**

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

YOUTH COUNCIL MEMBERS:

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WIB DIRECTOR:
David Mirrione

The Chair called the meeting to order at 3:00 p.m., at which time a quorum was established.

Members in Attendance:

Jo Ann Allen	Scott MacDonald
Shareen Bell	Bill McCabe
John T. Collins, II	Denise O'Laughlin
Elyse Destout	Jenny Panetta
Brenda Burks-Hermann	Bob Williamson
James Howes	Sarai Zayas
Christine Johnson-Lyons	

Members not in Attendance:

Christina Cuevas	Hipolito Gutierrez
Rock Pfothenhauer	

Staff in Attendance:

David Mirrione	Teresita Hinojosa
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Guests:

Beatriz Muñoz	Celeste Gutierrez
Gilbert von Studnitz	Sarah Robey
Erin Nelson-Serrano	

SUBJECT: Welcome and Introductions

DISCUSSION: Chair John Collins welcomed all present and introductions were made.

SUBJECT: Changes to the Agenda

DISCUSSION: None.

SUBJECT: Public Comment

DISCUSSION: JoAnn Allen announced that Celeste Gutierrez is being nominated today as the new youth representative and a former Sueños participant. Sarai Zayas will be resigning and Elden Arroyo will be replacing her by the December 11, 2013 meeting.

The WIB Director acknowledged the years of dedication and service on the Youth Council of Christine Johnson-Lyons and Scott MacDonald. Both were given Certificates of Appreciation for their volunteer time on the Youth Council and to thank them for providing their expertise on youth in the community.

The WIB Director also announced the resignation of Carol Siegel from the Youth Council due to her serving as the Vice-Chair of the WIB, Executive and CEDS committees and sitting on the new Business Services Committee.

SUBJECT: Chair/Director's Comments

DISCUSSION: The Youth Council Chair reported on the Meeting of the Minds conference in Monterey in September including comments regarding data driven issues and legislation. He also commented on the presentation by Steve Levy, finding jobs on-line, career navigators, On-the-Job Training on-line training, regional collaboration, new logo, and new CalJOBS. Additionally, the WIB Executive Committee attended the LWIA Plan meeting with the state CWIB, and met with the Executive Director and the Chair.

The Chair also mentioned that when replying to emails to the committee, to reply only to sender not to ALL, as this can be considered a Serial Meeting which is a violation of the Brown Act.

The WIB Director reported on the new minimum wage law was passed that increases wages effective July 1, 2014, awaiting news of the LWIA Plan approval by the state, and the California Workforce Services Network (CWSN) was delayed 30 more days from December 9, 2013. The state EDD has indicated that there will be seven new performance measures, but it is unknown how youth services will be impacted, and a waiver may be available. The expectation is that the new additional measures will be implemented as of July 1, 2014.

SUBJECT: Approval of April 24, 2013 Minutes

DISCUSSION: The Chair opened the floor for any corrections and/or additions to the meeting minutes. Jim Howes was shown as not in attendance but was in fact at the meeting; item to be corrected.

ACTION: Approve April 24, 2013 minutes with the correction of Jim Howes being present.

STATUS: Motion to Approve: Brenda Burks-Hermann
Motion Seconded: Shareen Bell
Abstentions: JoAnn Allen, Sarai Zayas, Chris Johnson-Lyons,
Scott MacDonald, Bill McCabe
Committee Action: All voted in favor minus abstentions; motion passed.

Consent Item

SUBJECT: C.1 Youth Services Financial and Performance Status with Participation Information Report 4th Quarter of PY 2012-13

ACTION: Approve Consent Agenda Item C.1

STATUS: Motion to Approve: Shareen Bell
Motion Seconded: Scott MacDonald
Abstentions: Jo Ann Allen, Sarai Zayas, Chris Johnson-Lyons
Committee Action: All voted in favor minus noted abstentions; motion passed.

Discussion or Review Action Items

SUBJECT: D.1 Youth Council Strategic Planning Report for PY 2012-13

DISCUSSION: The WIB Strategic Plan 2011-14 Youth Council 2012-13 goals and accomplishments were reviewed. For Item 4.1, it was discussed that with the resignation of Carol Siegel of the Santa Cruz Seaside Company and one of the representatives for the Hospitality sector, a new business member will need to be recruited. Suggestions included Denise O' Laughlin contacting Whittings and the Visitors Bureau may be able to help lead the search; Limited would be contacted by JoAnn Allen; Denise O' Laughlin would contact the agricultural sector including the water board, and staff would contact Pam Sanborn of Cabrillo's Allied Health Division. Elyse Destout, a new Youth Council member and Vice-Chair, is a business representative and member of the WIB board.

ACTION: Reviewed and accepted updates to the plan, and comments and suggestions from members; no action was taken.

STATUS: Committee Action: None.

SUBJECT: D.2 Nomination for Youth Council Membership

DISCUSSION: Nomination of Celeste Gutierrez to the Youth Council.

ACTION: Review and Approve Action Item D.2

STATUS: Motion to Approve: Jenny Panetta
Motion Seconded: Elyse Destout
Abstentions: None.
Committee Action: All voted in favor; motion passed.

SUBJECT: D.3 Procurement for WIA Youth Services Contract for FY 2014-15 through 2017-18

DISCUSSION: Staff reviewed the WIA Youth Services contract procurement process for PY 2014-15, reminding the Youth Council of the background for the state required competitive procurement. Staff also asked that anyone present with potential conflicts of interest to not participate in the discussion, or offer opinions. Staff reviewed the various pieces requiring action be taken on each item.

Various questions were asked by Youth Council members.

- Do we have to do the RFP? Yes
- Is timeline fair? Very tight timeline to meet the General Services Department Procurement Division requirements, to meet Executive Committee, WIB board and Board of Supervisors meeting dates for approval, and finalizing a contract to take effect July 1, 2014.
- Will recommendations from the Ad-Hoc committee be brought back to the Youth Council for approval? No. Ad-Hoc Design/Evaluation Committee (Ad-Hoc Committee) will decide, and their recommendations will be moved forth to the Executive Committee and WIB for approval.
- Is it realistic to require high school diploma as a requirement and not a GED? How would this limit delivery of services? Add as a bonus? How do you link with existing schools? How do you define a Charter School? After much discussion, it was recommended that the Ad-Hoc Committee consider these questions and suggestions emphasizing high school diplomas.

- Location of service to remain the same? Promote quality services over spreading resources too thinly, and explore how to expand service areas. It was encouraged that this be considered in the proposal.
- Have any other state mandates come in since the last RFP requirements? No, however the state is currently considering seven new performance measures, and it's unknown at this time what impacts it will have on youth services.

Members were asked to volunteer to serve on the Ad-Hoc Design/Evaluation Committee and to email the WIB Director their interest in serving on the committee. It was explained to all members the need to keep the process free of conflicts of interest, objective and confidential.

ACTION: Review and Approve Action Item D.3

Approve staff recommendations:

- Approve timeline and implementation,
- Approve WIA Youth RFPs for 2014-15: Decision Points chart,
- Approve Chart of Criteria Elements
- Approve appointment of Ad-Hoc RFP Design/Evaluation Committee via confidential volunteering, and authorize the committee to determine design of youth services program and determine criteria for procurement,
- Approve WIA staff to take necessary steps for implementation of the RFP within the timelines required, and
- Considering high school diplomas and expanding service area to include Live Oak area.

STATUS: Motion to Approve: Brenda Burks-Hermann
 Motion Seconded: Scott MacDonald
 Abstentions: JoAnn Allen, Sarai Zayas, Christine Johnson-Lyons, Jim Howes
 Committee Action: All voted in favor minus noted abstentions; motion passed.

SUBJECT: D.4 Supportive Services and Incentive Policies for Workforce Investment Act (WIA) Youth Services Participants and Service Providers

DISCUSSION: Staff reviewed the proposed policy changes which are in alignment with the WIB's goals, and in part due to the sequestration resulting in the need to update Youth Services policies.

ACTION: Review and Accept Action Item D.4

STATUS: Motion to Approve: Jenny Panetta
 Motion Seconded: Elyse Destout
 Abstentions: JoAnn Allen, Sarai Zayas, Christine Johnson-Lyons
 Committee Action: All voted in favor minus noted abstentions; motion passed.

SUBJECT: D.5 Annual Report on Youth Services for Program Year 2012-13 Santa Cruz County Office of Education

DISCUSSION: JoAnn Allen, Santa Cruz County Office of Education (SCCOE) Supportive Services Manager/Sueños Program, reviewed the annual report. A longitudinal study of year-to-year growth in various program elements such as customer satisfaction with youth and employers, and worksites in the private sector was requested of the contractor to include in the report.

ACTION: Review and Accept Action Item D.5

STATUS: Motion to Approve: Scott MacDonald
Motion Seconded: Brenda Burks-Hermann
Abstentions: JoAnn Allen, Sarai Zayas, Christine Johnson-Lyons,
Jim Howes
Committee Action: All voted in favor minus noted abstentions; motion passed.

SUBJECT: D.6 Work4Youth – Summer Youth Employment Program Updates

DISCUSSION: JoAnn Allen and Celeste Gutierrez of the SCCOE invited Youth Council members to participate in the upcoming W4Y benefit at the Bargetto Winery in Soquel on Friday, November 15. A silent auction, food and friends will all help raise local funds to employ youth during the summer. Youth Council members were asked to volunteer to sell tickets. Grants and funding were updated, and a brief summary of future program goals was discussed.

ACTION: Review and Accept Action Item D.6

STATUS: Committee Action: None.

SUBJECT: P.1 Charter School Feasibility Update

DISCUSSION: JoAnn Allen, Student Support Services Manager for the WIA Youth Services Sueños Program, presented a feasibility study on the John Muir Charter School.

ACTION: Review and Discuss the John Muir Charter School Research

STATUS: Committee Action: None.

Information Items

SUBJECT: 1.1 Youth Council Attendance Roll Call

ACTION: None Required

SUBJECT: 1.2 Labor Market Information

ACTION: None Required

Announcements / Information Sharing

None.

Meeting adjourned at: 5:02 PM

Next Meeting: December 11, 2013 @ 3:00 PM
Community Foundation Santa Cruz County
Aptos, CA 95003

CONSENT ITEM C.1

TO: Workforce Investment Board
Youth Council

DATE: December 11, 2013

FROM: David Mirrione, Director
Teresita Hinojosa, Sr. Analyst

For Information

For Action

SUBJECT: WIA Youth Services Financial and Performance Status and Participant Information for Program Year (PY) 2013-14

RECOMMENDATION: 1st Quarter Financial Status and Participant Information for Program Year (PY) 2013-14

YOUTH PROGRAMS: The WIA Financial Status Report for Youth Services provided through the Santa Cruz County Office of Education (COE) Sueños Program for the First Quarter (July 1, 2013 through September 30, 2013) is presented in the following chart. The report shows the total WIA Formula Youth Services budget amount expended for the first quarter is at 23.5%. The report shows total COE actual expenditures at 20.0% for the First Quarter.

Period Ending 9/30/2013

WIA FORMULA Grant	Formula Youth	SCCOE Contract
BUDGET		
Carry-In from FY 2012-13	76,261	36,000
FY 2013-14 Allocation	964,578	812,756
Total Budget	1,040,839	848,756
EXPENDITURE		
YTD Expend as of 9/30/13	244,491	169,410
Balance	796,348	679,346
Percent Expend	23.5%	20.0%

Youth Program (Sueños Program in Watsonville/Freedom area): The table below illustrates the enrollments and the Performance Based Outcomes for PY 2013-14.

Youth	Annual Plan	Actual	% Annual Plan
Cumulative Enrollments	149	66	44%
Placement in employment or post-secondary education	56	9	16%
Attainment of degree or certificate and participate in a paid or unpaid WEX	88	0	0%
Utilize e-CASAS and participate in work place skills workshop	86	0	0%

Youth Performance Goals: The chart below shows the *estimated* Formula WIA Youth First Quarter Performance utilizing the performance goals of PY 2013-14. It should be noted that the Final LWIA Performance Goals for PY 2013-14 have yet to be received but are using the negotiated performance rates that have been verbally accepted by the State.

Measure	Target Performance Level	1st Quarter Performance Level	Local Success Level	Met Goal?	Met 80% Target?
Entered Education or Employment Rate	70.5%	93.75%	133%	YES	YES
Attained Degree or Certificate	70.0%	100%	143%	YES	YES
Literacy & Numeracy Gains	75.0%	100%	133%	YES	YES

ATTACHMENTS: None

DISCUSSION AND ACTION ITEM D.1

TO: Workforce Investment Board
Youth Council

DATE: December 11, 2013

FROM: David Mirrione, Director
Teresita Hinojosa, Sr. Analyst



For Information



For Action

SUBJECT: WIA Youth Eligibility Requirements

RECOMMENDATIONS:

- ***Review and Approve the change in the age of youth to be served effective July 1, 2014;***
- ***Review and Approve the change in the WIA Local Criteria: Barrier Definition Youth Policy effective July 1, 2014;***
- ***Review and Approve the change in the number of required barriers to a minimum of two effective July 1, 2014.***

DISCUSSION: At the WIB Board meeting of June 5, 2013, the Board directed staff to develop new policies and update policies and procedures as needed and send them to the appropriate committee, Executive Committee and the WIB, for approval or re-approval as needed. These activities meet the goals of the Strategic Plan: *Goal 4, Increase WIB Board Effectiveness, 4.3 Action: Review Board's Policies and Procedures for effectiveness and to be sure they are up to date.* WIA Local Criteria: Barriers Definition Policy were previously established, but have not been updated since 2006, and it is now time to do so.

RFP Design/Evaluation Committee Recommendations: As part of the RFP Design/Evaluation Committee (Committee), various program design elements were reviewed and recommendations were made to change program requirements in order to serve those most in need. These included the revision of the age groups to be served, the barriers definition, and the minimum barriers requirements.

Age of Youth to be Served: The current program design includes the provision of service to youth ages 14 to 21. Youth, ages 14 and 15, typically cannot secure unsubsidized employment or post secondary education upon exit from the program due to their age. Prior to the introduction of Common Measures, the WIA program had two sets of Youth Performance Measures. One set of measures focused on Younger Youth and the other focused on Older Youth. Common Measures has combined both youth groups, regardless of age, into a single set of measures that is based on securing unsubsidized employment or entering post-secondary education. The Youth program is not designed or financially structured to serve participants for two or three years which is necessary to meet the mandated requirements of the program for younger youth. Youth ages 14 to 15 have and will continue to receive referrals to other programs in the community more geared to serve youth in their age group. It is recommended that the WIA Youth Program serve eligible youth ages 16 to 21 effective July 1, 2014, in alignment with the start of Program Year (PY) 2014-15.

Barrier Definition: Local WIBs are allowed the flexibility to create their own locally defined barrier definitions under the “youth who require additional assistance to complete an education program, or to secure and hold employment” barrier. In 2004, the Youth Council adopted a policy which included “ethnic minority” as the only local barrier. In 2006, the Youth Council expanded the definition to include the following criteria:

- Have a substance abuse issue or history
- Former Foster Care youth
- Parent or guardian is incarcerated
- Is being raised by someone other than biological parent such as Kinship care
- Court Wards
- Youth recently released from incarceration or court supervision

It is recommended that the “youth who require additional assistance to complete an education program, or to secure and hold employment” barrier local definition be updated to include additional elements, as listed in D.1 Attachment. This would increase the chances of a participant qualifying for the “youth who require additional assistance to complete an education program, or to secure and hold employment” barrier. This expanded definition would take effect on July 1, 2014 in alignment with the start of PY 2014-15.

Barriers to Employment Eligibility Requirements: The current eligibility policy calls for youth to have a minimum of one barrier to employment in addition to age and income requirements. Due to the expanded definition of the WIB’s locally defined barrier and the WIB’s ongoing effort to serve those most in need of service, it is recommended that all participants have a minimum of two (2) barriers to be eligible for the program. This requirement would take effect on July 1, 2014, in alignment with the start of PY 2014-15.

ATTACHMENTS: WIA Barriers Definition for Youth

D.1 Attachment

WIA Barriers Definition for Youth

WIA Youth must have a minimum of **two** of the nine barriers listed below effective July 1, 2014.

1. Deficient in basic literacy skills
2. School dropout
3. Runaway youth
4. Homeless youth
5. Youth in foster care
6. Offender
7. Pregnant or parenting
8. Youth with disabilities
9. An individual who requires additional assistance to complete an educational program, or to secure and hold employment. Individuals who require additional assistance may include individuals who:
 - *Ethnic Minority;*
 - *Parent or guardian is incarcerated;*
 - *Is being raised by someone other than biological parents, such as Kinship Care;*
 - *Court Wards;*
 - *Youth recently released form incarceration or court supervision;*
 - *Have been referred to or are being treated by an agency for a substance abuse related problem;*
 - *Are emancipated youth;*
 - Have repeated at least one secondary grade level or are one year over age for grade;
 - Have a core grade point average (GPA) of less than 1.5;
 - For each year of secondary education, are at least two semester credits behind the rate required to graduate from high school;
 - Are previous dropouts or have been suspended five or more times or have been expelled;
 - Are court/agency referrals mandating school attendance;
 - Are deemed at risk of dropping out of school by a school official;
 - Have experienced recent traumatic events, are victims of abuse, or reside in an abusive environment as documented by a school official or other qualified professional;
 - Have serious emotional, medical or psychological problems as documented by a qualified professional;
 - Have never held a job (applies to older youth);
 - Have been fired from a job within the 12 months prior to application (applies to older youth); or
 - Have never held a full-time job for more than 13 consecutive weeks (applies to older youth).

Barriers listed above in italics are previously approved local definitions under the “An individual who requires additional assistance” barrier.

DISCUSSION AND ACTION ITEM D.2

TO: Workforce Investment Board
Youth Council

DATE: December 11, 2013

FROM: David Mirrione, Director
Teresita Hinojosa, Sr. Analyst

For Information

For Action

SUBJECT: Nomination for Youth Council Membership

RECOMMENDATION: *Approve the nomination of Mark Dammann, Fernando Giraldo, and MariaElena De La Garza to the Youth Council and forward recommendation to the Executive Committee/WIB for final approval.*

DISCUSSION: Mark Dammann is the Human Resources Director for the Housing Authority of the County of Santa Cruz, and has worked with organizations serving people with disability such as the Skills Center, Mainstream Support, and Abilities United (formerly known as C.A.R.). Mark has volunteered on non-profit board of directors for Imagine Supported Living Services and the Santa Cruz City Youth Soccer Club, and has coached a number youth sports teams.

Fernando Giraldo is the newly appointed Chief Probation Officer for County of Santa Cruz Probation Department, has managed the Juvenile Division for the last decade, and has worked for the department since 1995. Fernando has also worked with TRIAD Community Services as a treatment coordinator and counselor. He has volunteered on the boards of Fenix Services, TRIAD, Aztec Youth Soccer Academy and various other state and local advisory bodies.

Fernando holds a Bachelor's Degree from the University of Santa Cruz in Latin American Studies/Political Science, and a Masters of Social Work from San Jose State University. He has been a resident of the county for 24 years.

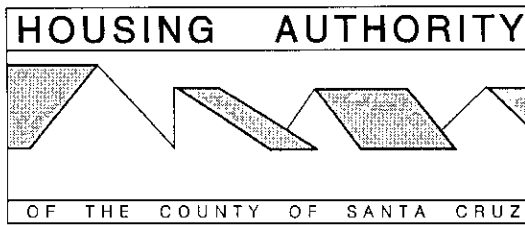
Mark holds a Bachelor's Degree in Psychology from Stanford University and a Master of Rehabilitation Administration from the University of San Francisco. He has been a resident of the county for 21 years.

MariaElena De La Garza is the newly appointed Executive Director of the Community Action Board of Santa Cruz County, and has worked in the non-profit sector for over 20 years. MariaElena previously worked for Janus of Santa Cruz and MACSA as the Deputy Director for both organizations, and has served as a volunteer on various boards of directors including YWCA, Barrios Unidos, and Survivors Healing Center.

MariaElena holds a Bachelor's Degree in Psychology and Chicano Studies (dual degree) from Scripps College. Maria Elena has been a resident of the county her entire life.

ATTACHMENTS:

- Letter of Interest from Mark Dammann
- Letter of Interest from Fernando Giraldo
- Letter of Interest from MariaElena De La Garza
- Youth Council Applications on file



D.2 Attachment 1

2931 MISSION STREET, SANTA CRUZ, CALIFORNIA 95060
Telephone: (831) 454-9455 • Fax: (831) 469-3712
Website: www.hacosantacruz.org

Wait List Information: (831) 454-5950
TDD: (831) 469-0122

November 13, 2013

Teresita Hinojosa
Workforce Investment Board Santa Cruz County
18 W. Beach Street
Watsonville, CA 95076

Dear Teresita:

Attached is my application for appointment to the Youth Council. I look forward to the opportunity to represent the Housing Authority on the Youth Council and contribute to services for young people in Santa Cruz County.

In addition to many hours volunteering at my children's schools and coaching numerous youth sports teams, I served for five years on the Board of the Santa Cruz City Youth Soccer Club. I care deeply about the opportunities available to young people in our area.

Thank you for considering my application. Please feel free to notify me if you need any further information.

Best regards,

A handwritten signature in black ink, appearing to read "M. Dammann". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mark Dammann
Human Resources Director



County of Santa Cruz

PROBATION DEPARTMENT

P.O. Box 1812, Santa Cruz, CA 95061-1812
(831) 454-2150 FAX: (831) 454-3327

SCOTT MACDONALD
CHIEF PROBATION OFFICER

To: Workforce Investment Board (WIB) Youth Council
Re: Youth Council Membership

Dear WIB

For the past decade, I have managed our Juvenile Division at the Probation Department and am intimately familiar with the strengths and opportunities that exist in the juvenile justice continuum of services. Together with a vast array of community partners, we have led efforts to develop programs that target high risk youth and address the top criminogenic needs related to recidivism. Working in collaboration with key stakeholders, I have written a number of grants that have brought in funding to support important alternatives to incarceration, evidence based practices and job development and educational services for youth. For example, I recently wrote several successful grant proposals that awarded partner agencies funding to provide job development and re-entry services for youth transitioning from out-of-placement and back into the community. Suffice to say, I recognize how important job development and educational opportunities are for youth and how this plays a significant role in our shared goal of public safety.

I am currently the chair of the Criminal Justice Council's Youth Violence Task Force (YVTF). The goal of the YVTF is to develop a county-wide comprehensive and strategic youth violence prevention plan. To that end, we have enlisted several important work groups to conduct an initial assessment that will inform us about the status of youth violence in Santa Cruz. This follows recommended models of youth violence prevention strategies that begin with the use of data to inform practice and policy recommendations. Together with Applied Survey Research, we are about to release a comprehensive report entitled "Status on Youth Violence in Santa Cruz County." This report highlights outcomes for a number of key indicators related to youth and community safety, education and positive youth development. One of the indicators shows that youth employment has steadily dropped since 2007 to the 2012. Only 31% of youth ages 16 to 19 years old were working in 2012, down from half of youth (51%) in 2007. This is an area we will pay attention to as we design the strategic plan to address youth violence. Additional findings in the report will be unveiled on December 10, 2013 at our next community event-*Turning the curve on Youth Violence: Moving from Data to Action*.

As I have mentioned above, the work of probation is only possible through our important collaborative work with education, community members, non-profits and other justice system stakeholders. My extensive work and experience in the community and justice system has prepared me to be an active participant as a Youth Council Member. Thank you for me considering me.

Fernando Giraldo, Assistant Chief Probation Officer

D.2 Attachment 3



Community Action Board of Santa Cruz County, Inc.

406 Main Street, Suite 207 · Watsonville, CA 95076

TEL. (831) 763-2147 · FAX (831) 724-3447

WEBSITE: <http://www.cabinc.org>

Dec 3, 2013

Dear Youth Council Nominating Committee,

I respectfully submit my application to join the Youth Council as a representative of the Community Action Board Inc. (CAB), whose mission is to advocate for, coordinate, and administer community programs to combat poverty and the causes of poverty in Santa Cruz County. CAB leadership historically has held a position as a member of the Youth Council and has represented low income youth.

I am the new Executive Director for CAB and have been in the nonprofit sector for over 20 years. I have extensive experience in the service delivery of youth employment programs that started in the Job Training Partnership Act era and more recently have evolved into WIA funded programs.

I am aware of youth needs in our community and the barriers they face in the area of employment and educational competencies. I look forward for the opportunity to support the coordination of youth activities and build a comprehensive and responsive system to address their needs that includes the opportunity for meaningful employment experiences. I would also like to explore the relationship between employers and the Youth Council and help bridge and outreach to Latino business entities in our community.

I look forward to the opportunity to be of service.

Thank you

A handwritten signature in black ink, appearing to read "M. De La Garza", is written over the typed name and title.

Maria Elena De La Garza
Executive Director

DISCUSSION AND ACTION ITEM D.3

TO: Workforce Investment Board
Youth Committee

DATE: December 11, 2013

FROM: David Mirrione, Director
Teresita Hinojosa, Sr. Analyst
Sarah Ferguson, W4Y Consultant

For Information

For Action

SUBJECT: Work4Youth (Summer Youth Employment Program) Update

RECOMMENDATION: *Review and Discuss and take necessary action as needed.*

DISCUSSION: The following is an update on an on-going activity of the Youth Council's strategic plan goals.

Work4Youth 2013 Updates (Summer Youth Employment Program)

Efforts continue to be focused on Work4Youth becoming an incorporated program of the Santa Cruz County Office of Education's, Student Support Services Department. The mentioned Department has recently developed a strategic plan in which Work4Youth is included. With this transition comes the benefit of seeking funding as an entity of a government agency, but also retaining an advisory board under the umbrella of the Youth Resource Bank in order to seek non-profit dollars.

Youth Development

Work4Youth enrollment will begin on January 6th for the 2014 summer program. The primary target will be Alternative Education. Posters will be given to school sites and email reminders will be sent to key personnel. Application closing will be March 7th. There will be three orientations spread throughout the county. March 15th will be a one-day training workshop. There will be a twelve-week job preparedness/readiness series starting on March 17th and running through June 16th. Youth who are located in the southern part of the county will be directed towards the Sueños program and north county youth will participate in the training at a north county location. June 23rd will be the starting date for both subsidized and unsubsidized work placements.

Business Development Efforts

During the past three months, efforts have focused on building relationships with business owners in order to cultivate a solid foundation for potential job placement sites. The following four sectors have been targeted: agricultural, information technology, non-profit sector, and small businesses.

Focus has been centered on making contacts with the agricultural sector in South County. Staff has been researching the job skills that businesses are looking for and discussing the potential of opening up eleven entry level positions set aside for W4Y youth.

W4Y will be working with Jacob Martinez of Employment Training Research Associates to expand the information technology industry and to provide training for W4Y youth to give them hands on experience in this sector.

Next steps will be focusing on the non-profit sector in our community to find meaningful employment for W4Y youth over the summer.

Small businesses have proven successful in past years and they will continue to be pursued as potential job sites for the 2013-2014 W4Y program.

The Financing Group has been researching potential grants and foundations that match our mission to employ youth over the summer. We have received funding from the following:

- Wells Fargo
- Norris Foundation (Report due at the beginning of February)
- Community Foundation
- United Way

All funds received will be processed by the Youth Resource Bank. Donations are tax deductible (Tax ID #77-0197150). Mailed to: *Work4Youth c/o Youth Resources Bank, PO Box 1844 Capitola, CA 95010*

Annual Signature Event

The annual signature event for W4Y took place on November 15th at Bargetto Winery. The event featured a silent auction, live music, food and wine. Thirty percent of wine sales from the evening go to Work4Youth.

Over 90 people attended the event, including WIB members, WIB Director and staff, local elected officials, and community members. A representative from Senator Monning's office addressed the crowd on the importance of youth employment. In addition, two youth and one business owner spoke in regard to the impact of the Work4Youth program. The catering was provided by Tabitha Stroup from *Friends in Cheeses and Jams* and the jazz ensemble *Jazz by Three* performed. Preliminary numbers indicate that the event netted approximately \$7,110. We are still waiting on some more income as well as invoices for bills that need to be paid for a final outcome.

ATTACHMENTS: None

INFORMATION ITEMS I.1 – I.5

TO: Workforce Investment Board
Youth Council

DATE: December 11, 2013

FROM: David Mirrione, Director
Teresita Hinojosa, Sr. Analyst

For Information

For Action

SUBJECT: I.1 Youth Council Attendance Roll Call

DISCUSSION: As requested by the Youth Council, attached is the Youth Council Attendance for PY 2013-14. Please advise Workforce Investment Board staff if you have any corrections that need to be made.

ATTACHMENT: Youth Council Attendance Roll Call

SUBJECT: I.2 Strategic Plan Update – Youth

DISCUSSION: 3.1 Action/Youth: Provide services that are relevant to the labor market. Plan the 2014 summer youth jobs with partners and Youth Council; and assess the 2013 activities for ways to strengthen and increase jobs for youth.

<i>Benchmark</i>	<i>Progress to Date</i>	<i>Status</i>
2014 W4Y Planning	In progress	2013 Completed

ATTACHMENT: None

SUBJECT: I.3 WIA Youth Services Contract Procurement for PY 2014-15

DISCUSSION: Update on Youth Services RFP Procurement Process. The Ad-Hoc Design/Evaluation Committee met during the month of November to review, evaluate, and discuss the RFP design elements, evaluation criteria, and the scoring and weighting of these elements, reviewed WIA requirements and information, recommended policy changes for future contracting, and made recommendations for the content of the RFP contract procurement. Staff prepared all the necessary documentation and provided it to the General Services Department (GSD) on December 2, 2013. GSD will now review all the documentation between now and December 17 by conducting a score/weighting analysis, cost analysis, and other procurement reviews as required per County policy. GSD may recommend changes and these will be negotiated with the WIB staff. The RFP will be published at the Board of Supervisors on January 14, 2014. Attached is the updated timeline for the RFP process.

ATTACHMENT: WIA Youth Services RFP Procurement Timeline PY 2013-14

SUBJECT: I.4 State Performance Report PY 12-13 -Youth

DISCUSSION: State Final PY 2013 WIA Performance Results. The State annually publishes the final actual performance results and success rates for the previous program year. Attached are the final results for Youth PY 2012-13, which includes the data sets of clients served during the program year with formula funds. The Sueños program continually outperforms most of the state by coming in 3rd highest ranked for Attainment, for the first time in several years came in second place for Literacy and Numeracy, and continues to perform well above 100% in Placement.

ATTACHMENT: State Youth Performance Report PY 12-13

SUBJECT: I.5 Labor Market Information

DISCUSSION: Labor Market Summary for Santa Cruz County. The unemployment rate in the Santa Cruz County was 7.5% in October 2013, up from a revised 7.3 % in September 2013, and below the year-ago estimate of 9.0%. This compares with an unadjusted unemployment rate of 8.3% for California and 7.0% for the nation during the same period. For local comparison, Watsonville was 16.4%, Capitola 4.2%, Santa Cruz city 3.5%, and Boulder Creek 8.7%.

ATTACHMENT: Labor Market Information: Employment/Unemployment



I.1 Attachment



Workforce Investment Board
Youth Council
Roll Call PY 2013-2014

Members	Meeting Dates			
	9/25/13	12/11/13	4/23/14	✓
Allen, Jo Ann	✓			
Bell, Shareen	✓			
Collins, John T., II	✓			
Cuevas, Christina	E			
Destout, Elyse	✓			
Gutierrez, Hipolito	E			
Herrmann, Brenda	✓			
Howes, Jim	✓			
Johnson-Lyons, Chris	✓			
MacDonald, Scott	✓			
McCabe, Bill	✓			
O’Laughlin, Denise	✓			
Panetta, Jennifer	✓			
Pfotenhauer, Rock	E			
Williamson, Bob	✓			
Zayas, Sarai	✓			

✓ = Attended meeting

E = Excused Absence

A = Absent

I.3 Attachment

WIA Youth Services RFP Procurement Timeline PY 2013-14

Date	Benchmark
2013	
September 2013	WIB staff work with General Services Purchasing Department to establish timelines and review County Procurement process Staff develop proposed evaluation criteria for review
September 25, 2013	Youth Council Meeting - RFP Timeline and Evaluation Criteria Considered by Youth Council; Ad Hoc RFP Design/Evaluation Committee Established
October 2013	WIA staff work on development of RFP material for committee
November 7 November 13	Ad-Hoc RFP Design/Evaluation Committee meets two times to review and finalize RFQ requirements & design
DECEMBER 2	RFP due to GSD
December 17, 2013	Board letter to release RFP due to fiscal for January 14, 2014 BOS meeting date
2014	
January 14, 2014	Board meeting to release RFP – 1st letter
January 20	1 st Ad released Sentinel and Register Pajaronian, etc.
January 27	2 nd Ad released Sentinel and Register Pajaronian, etc
February 6	Pre-proposal conference from 9-11 am @ Community Foundation, Aptos
February 11	Questions due to GSD from public
February 14	GSD sends Answers via email & WIB posts notice advising to inquire about Q&A through GSD
February 25, 2014	Proposals Due by 2:00 PM @ GSD– Bid opening
March 3 - 13	Proposals reviewed by RFP Proposal Review Committee
March 19 - 21	Conference call with Review Committee & final recommendation made on awardee(s)
March 24- April 11	WIB staff prepares documentation for Youth Council meeting & approval
April 23, 2014	Youth Council Meeting Approve RFP Proposal Review Committee Contractor(s) Recommendation
April 28	Contract Negotiations and Development begin
May 21	Executive Committee - Approve Youth Council proposed contractor recommendation
June 4	Full Board Meeting- Approve Youth Council proposed contractor recommendation
June -- 2014	Board of Supervisors Approval of Contract for PY 2014-15 Notify Respondents
July 1, 2014	New Youth Contract Implemented

I.4 Attachment

YOUTH	YOUTH FINAL LWIA PERFORMANCE RESULTS 2012-13								
	PLACEMENT			ATTAINMENT			LITERACY/NUMERACY		
	Actual Perf Rate	Current Neg Goal	Success Rate	Actual Perf Rate	Current Neg Goal	Success Rate	Actual Perf Rate	Current Neg Goal	Success Rate
07/2012-06/2013									
California	71.1%	72.0%	98.6%	52.2%	60.0%	87.0%	60.6%	54.0%	112.0%
Alameda	57.9%	72.0%	80.0%	38.0%	60.0%	63.0%	52.0%	54.0%	96.0%
Anaheim	85.0%	72.0%	118.0%	81.4%	60.0%	136.0%	87.8%	54.0%	163.0%
Contra Costa	79.3%	72.0%	110.0%	63.7%	60.0%	106.0%	62.1%	54.0%	115.0%
Foothill	83.6%	72.0%	116.0%	46.3%	60.0%	77.0%	93.9%	54.0%	174.0%
Fresno	77.6%	72.0%	108.0%	69.9%	60.0%	117.0%	77.0%	54.0%	143.0%
Golden Sierra	68.4%	72.0%	95.0%	60.5%	60.0%	101.0%	56.7%	54.0%	105.0%
Humboldt	72.2%	72.0%	100.0%	78.0%	60.0%	130.0%	14.3%	54.0%	26.0%
Imperial	60.3%	72.0%	84.0%	59.1%	60.0%	99.0%	72.4%	54.0%	134.0%
Kern/Inyo/Mono	84.7%	72.0%	118.0%	65.2%	60.0%	109.0%	26.2%	54.0%	48.0%
Kings	79.5%	72.0%	110.0%	93.3%	60.0%	155.0%	90.0%	54.0%	167.0%
Los Angeles City	93.0%	72.0%	129.0%	72.4%	60.0%	121.0%	52.7%	54.0%	98.0%
Los Angeles Co.	87.9%	72.0%	122.0%	68.6%	60.0%	114.0%	61.3%	54.0%	113.0%
Long Beach	83.3%	72.0%	116.0%	98.1%	60.0%	164.0%	94.9%	54.0%	176.0%
Madera	62.3%	72.0%	87.0%	66.2%	60.0%	110.0%	66.7%	54.0%	123.0%
Marin	60.0%	72.0%	83.0%	100.0%	60.0%	167.0%	54.0%	---	---
Mendocino	100.0%	72.0%	139.0%	71.4%	60.0%	119.0%	100.0%	54.0%	185.0%
Merced	78.7%	72.0%	109.0%	82.9%	60.0%	138.0%	66.0%	54.0%	122.0%
Mother Lode	83.3%	72.0%	116.0%	78.6%	60.0%	131.0%	---	54.0%	---
Monterey	58.5%	72.0%	81.0%	62.9%	60.0%	105.0%	59.2%	54.0%	110.0%
Napa	72.1%	72.0%	100.0%	57.9%	60.0%	96.0%	60.0%	54.0%	111.0%
North Central Con.	91.7%	72.0%	127.0%	74.7%	60.0%	125.0%	60.0%	54.0%	111.0%
NORTEC	77.9%	72.0%	108.0%	53.2%	60.0%	89.0%	69.7%	54.0%	129.0%
NOVA	83.3%	72.0%	116.0%	70.8%	60.0%	118.0%	86.4%	54.0%	160.0%
Oakland	68.7%	72.0%	95.0%	57.8%	60.0%	96.0%	11.1%	54.0%	21.0%
Orange	73.9%	72.0%	103.0%	72.6%	60.0%	121.0%	74.3%	54.0%	138.0%
Richmond	77.8%	72.0%	108.0%	39.0%	60.0%	65.0%	63.6%	54.0%	118.0%
Riverside	62.7%	72.0%	87.0%	80.2%	60.0%	134.0%	81.5%	54.0%	151.0%
Sacramento	82.5%	72.0%	115.0%	76.2%	60.0%	127.0%	58.0%	54.0%	107.0%
Santa Ana	82.4%	72.0%	114.0%	86.1%	60.0%	143.0%	73.3%	54.0%	136.0%
Santa Barbara	73.9%	72.0%	103.0%	76.3%	60.0%	127.0%	57.7%	54.0%	107.0%
San Benito	81.8%	72.0%	114.0%	81.8%	60.0%	136.0%	---	54.0%	---
San Bernardino City	83.3%	72.0%	116.0%	91.9%	60.0%	153.0%	87.9%	54.0%	163.0%
San Bernardino Co.	79.6%	72.0%	111.0%	75.7%	60.0%	126.0%	50.2%	54.0%	93.0%
South Bay	92.1%	72.0%	128.0%	87.6%	60.0%	146.0%	63.1%	54.0%	117.0%
Santa Cruz	80.1%	72.0%	111.0%	90.4%	60.0%	151.0%	95.1%	54.0%	176.0%
San Diego	70.5%	72.0%	98.0%	61.2%	60.0%	102.0%	5.1%	54.0%	9.0%
SELACO	70.3%	72.0%	98.0%	55.9%	60.0%	93.0%	52.3%	54.0%	97.0%
San Francisco	54.2%	72.0%	75.0%	23.1%	60.0%	39.0%	12.1%	54.0%	22.0%
San Joaquin	69.5%	72.0%	97.0%	52.5%	60.0%	88.0%	63.5%	54.0%	118.0%
San Jose City	55.9%	72.0%	78.0%	75.4%	60.0%	126.0%	70.8%	54.0%	131.0%
San Luis Obispo	76.1%	72.0%	106.0%	65.9%	60.0%	110.0%	94.4%	54.0%	175.0%
San Mateo	81.9%	72.0%	114.0%	78.6%	60.0%	131.0%	31.7%	54.0%	59.0%
Solano	83.3%	72.0%	116.0%	84.4%	60.0%	141.0%	79.6%	54.0%	147.0%
Sonoma	43.7%	72.0%	61.0%	10.0%	60.0%	17.0%	20.9%	54.0%	39.0%
Stanislaus	68.0%	72.0%	94.0%	65.5%	60.0%	109.0%	63.2%	54.0%	117.0%
Tulare	81.0%	72.0%	113.0%	57.8%	60.0%	96.0%	59.4%	54.0%	110.0%
Ventura	78.3%	72.0%	109.0%	65.3%	60.0%	109.0%	71.4%	54.0%	132.0%
Verdugo	80.3%	72.0%	111.0%	69.0%	60.0%	115.0%	88.3%	54.0%	164.0%
Yolo	81.9%	72.0%	114.0%	84.2%	60.0%	140.0%	80.0%	54.0%	148.0%

I.5 Attachment

TO: Workforce Investment Board
Youth Council

DATE: December 11, 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 7.5 % in October 2013, up from a revised 7.3 % in September 2013, and below the year-ago estimate of 9.0 %. This compares with an unadjusted unemployment rate of 8.3 % for California and 7.0 % for the nation during the same period. For local comparison, Watsonville was 16.4%, Capitola 4.2%, Santa Cruz city 3.5% and Boulder Creek 8.7%.

Santa Cruz County

Data Not Adjusted for Seasonality

Industry Employment & Labor Force

March 2012 Benchmark

	Oct 12	Aug 13	Sep 13 Revised	Oct 13 Prelim	Percent Change	
					Month	Year
Civilian Labor Force (1)	154,400	155,900	154,000	153,500	-0.3%	-0.6%
Civilian Employment	140,500	143,600	142,700	142,000	-0.5%	1.1%
Civilian Unemployment	13,900	12,300	11,200	11,500	2.7%	-17.3%
Civilian Unemployment Rate	9.0%	7.9%	7.3%	7.5%		
(CA Unemployment Rate)	9.8%	8.8%	8.2%	8.3%		
(U.S. Unemployment Rate)	7.5%	7.3%	7.0%	7.0%		

Monthly Sub Region Unemployment Data/October 2013 (Preliminary)

Region –Sub-Region	Labor Force	Employment	Unemployment	
			Number	Rate
Santa Cruz County	153,500	142,000	11,500	7.5%
Amesti CDP	1,400	1,200	200	14.0%
Aptos CDP	6,100	5,900	200	2.9%
Aptos Hills Larkin Valley CDP	1,400	1,400	0	2.3%
Ben Lomond CDP	1,600	1,500	0	3.0%
Boulder Creek CDP	2,900	2,600	300	8.7%
Capitola city	6,800	6,500	300	4.2%
Corralitos CDP	1,600	1,600	0	1.0%
Day Valley CDP	2,100	2,000	100	5.3%
Felton CDP	600	600	0	0.0%
Freedom CDP	3,100	2,700	400	13.8%
Interlaken CDP	4,100	3,400	700	16.3%
Live Oak CDP	10,000	9,400	600	6.2%
Opal Cliffs CDP	4,300	4,100	300	6.2%
Rio del Mar CDP	6,000	5,700	300	4.5%
Santa Cruz city	33,600	31,500	2,100	6.2%
Scotts Valley city	6,200	6,000	200	3.5%
Soquel CDP	3,400	3,200	200	5.7%
Twin Lakes CDP	3,600	3,400	200	5.7%
Watsonville city	23,000	19,200	3,800	16.4%