



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

Workforce Investment Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Friday, December 20, 2013 @ 11am

MEMBERS:

- Ron Slack, Chair
Carol Siegel, Vice Chair
Alan Aman, Chief Operating Officer
Paul Arsenault, Business Representative
Alia Ayyad, Director
Diane Berry-Wahrer, Supervisor
Greg Caput, Supervisor
Jack Carroll, Chair, Career and Technical Education
Jack Cheney, CFO
John T. Collins II, Senior Vice President
Carolyn Conner, HR Employment Representative
Christina Cuevas, Program Director
Valerie Custodio, Store Team Leader
VACANT
Marshall Delk, Vice President
Elyse Destout, Owner
James Dion, Employment Program Manager
Russ Elliot, Sr. VP/Human Resources Director
Cecilia Espinola, Director
Jon Gundersgaard, Senior Technical Recruiter
Andy Hartmann, Business Manager/Financial Secretary
Janet M. Heien, Human Resources Director
Mark Hodges, Director, Regional Occupational Program
Dave Hood, President
Corrie Kates, Deputy City Manager
Julie Lambert, Director, Finance & Human Resources
Cesar Lara, Executive Director
Stephen Mangelsen, Partner
Vicki Miranda, VP Human Resources
Rob Morse, Manager
Denise O'Laughlin, Director of Human Resources
Carlos Palacios, Manager
Rock Potenhauer, Dean of Instruction, CEED
Francisco Rodriguez, President
Howard Sherer, Chief Executive
William Tysseling, Executive Director
Robert Williamson, Business Representative

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 October 16, 2013 Meeting Minutes..... 2-6
Discussion and Action Items
D.1 Procurement of Adult, Dislocated Worker, and Business Services
for Program Year 2014-15 7-9
Information / Announcement Items
I.1 Labor Market Information 10

Next Meetings: Executive Committee
February 5, 2014 @ 8:30 am
Human Services Department
1000 Emeline Ave., Santa Cruz

Workforce Investment Board
February 26, 2014 @ 9:00 am
Community Foundation of Santa Cruz County
7807 Soquel Dr., Aptos

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**Workforce Investment Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Wednesday, October 16, 2013 @ 8:30 am**

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

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
Alla 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
Carolyn Conner, HR Employment Representative
Safeway
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
Valerie Custodio, Store Team Leader
Target
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
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, Chief Executive
Hutton Sherer Marketing
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce
Robert Williamson, Business Representative
IATSE, Local 611

DIRECTOR:
David Mirrione

The Chair called the meeting to order at 8:40 am.

Committee Members in Attendance

Destout, Elyse	Owner, Photography by Elyse Destout
Sherer, Howard	Chief Executive, Hutton-Sherer Marketing
Siegel, Carol, <i>Vice Chair</i>	Employment Mgr., SC Seaside Company
Slack, Ron, <i>Chair</i>	Publisher, 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

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

Guests

Barnes, Allen	Shoreline Workforce Development Services
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Subject: Welcome

Discussion: Chair Ron Slack called the meeting to order and welcomed members, staff, and guests. Changes to the agenda included agenda items, I.3 and I.4 do not require a vote as the items specify.

Subject: Public Comment

Discussion: There was no public comment.

Subject: Director's Report

Discussion: The Director gave an update on the federal shutdown affects on our local WIA operations and services, which also included canceling the WIB retreat for later this month.

Subject: Chair's Report

Discussion: No comments.

Subject: Approval of August 28, 2013 Minutes

Discussion: Chair Ron Slack called for the August 28, 2013 minutes to be approved.

Action: Approval of August 28, 2013 Minutes

Status: Motion to Approve: Bob Williamson
Motion Seconded: Carol Siegel
Abstentions: None.
Committee Action: All voted in favor, motion passed

Subject: Consent Items C.1 through C.8

- C.1 WIA PY 2012-13 4th Quarter Fiscal Operations and Performance Update**
- C.2 Eligible Training Provider List Report for PY 2012-13**
- C.3 WIA Youth Services Contract Procurement FY 2014-15 through FY 2017-18**
- C.4 Youth Council Membership Nomination Approval**
- C.5 Correction Action Plan Response to State Monitoring**
- C.6 Supportive Services and Incentive Policies for WIB Youth Services Participants and Service Providers**
- C.7 Update on 2013-14 CEDS Operations**
- C.8 CEDS 2013 Update Calendar of Deliverables**

Action: Review and Approve Consent Agenda Items C.1 – C.8

Status: Motion to Approve: Carol Siegel
Motion Seconded: Bob Williamson
Abstentions: None.
Committee Action: All voted in favor, motion passed

Subject: Report Items R.1 and R.2

- R.1 Update on Efforts to Recruit WIB Business Members**
- R.2 WIB Actions Update on Grants, Proposals, Legislation, and Regional Activities**

Discussion:

- R.1** The Director spoke briefly about the nomination that is pending Board of Supervisors' appointment. The Director is also seeking to fill the remaining Business vacancies and the Older Worker Program vacancy. He is following up on some leads. Carol Siegel also has a couple of businesses that she will follow up with for potential interest.
- R.2** The Director gave an update on operations and funding.

Status: The Committee discussed the items without formal action.

Subject: Discussion and Action Items

- D.1** Discuss Actions and Progress on WIB's Strategic Plan

Recommendation and Action: *Update on Strategic Plan Status Report.*

Discussion: The Director gave a status update using the Strategic Plan Status Report.

Status: The Committee discussed the item without formal action.

D.2 Business Services Committee Slate of Members

Recommendation and Action: *Review and Approve Slate of Business Services Committee Members*

Discussion: The Committee reviewed and discussed the slate.

Status:

Motion to Approve:	Carol Siegel
Motion Seconded:	Bob Williamson
Abstentions:	None.
Committee Action:	All voted in favor, motion passed

D.3 Process for Nomination of WIB Business Services Committee Officers for 2013-14

Recommendation and Action:

- *Develop a WIB Officer Nominating Committee*
- *Develop a Slate of Business Services Committee Candidates for Election at the WIB's February 2014 meeting*

Discussion: The committee elected Howard Sherer as the chair of the nominating committee. The committee will not be completely slated with a chair and vice-chair until after the February 2014 full board meeting, Ron Slack will chair the first meeting scheduled for November 20, 2013.

Status:

Motion to Approve:	Carol Siegel
Motion Seconded:	Bob Williamson
Abstentions:	None.
Committee Action:	All voted in favor, motion passed

D.4 Annual WIB Report to the Board of Supervisors

Recommendation and Action: *For inclusion in the 2012 and 2013 Annual Report to the Board of Supervisors to be submitted in February 2014:*

- *Consider accomplishments and challenges to be include in the Workforce Investment Board Biennial Report.*
- *Direct the WIB Director to prepare the 2012 and 2013 Workforce Investment Board Report for the February 5, 2014 Executive Committee meeting, and WIB Board meeting of February 26, 2014, for approval and submission to the Board of Supervisors.*

Discussion: The Committee suggested the following accomplishments be included in the report: application for designation as a high-performing WIB; LWIA having met its program year goals; the accomplishments listed in the WIB strategic plan (D1); Work4Youth fundraising efforts for continuing the summer youth employment program; WIB Chair presentations at NAWB and CWA; Director's presentation to Santa Barbara County; regional efforts with other local WIBs; Business Service representative contract for workforce services for business community; opening of the Green Technology center at Cabrillo; opening of the WIA Youth center off county grounds.

Status: The Committee discussed the item and made recommendations without formal action.

D.5 American Job Center of California Brand Adoption and WIB Marketing Strategy

Recommendation and Action: *Review, Discuss, and take Action on the WIB's Marketing Strategy*

Discussion: The Director clarified the distinction between the federal branding, "American Job Center", and the state branding, "America's Job Center of California". Roundtable discussion was held of the options between the state branding as is or adding the state tagline to our local workforce brand name. Committee recommended adding the tagline to our local brand name

Status:

Motion to Approve:	Carol Siegel
Motion Seconded:	Elyse Destout
Abstentions:	None.
Opposed:	Howard Sherer
Committee Action:	All others voted in favor, motion passed

D.6 WIB Policy – Priority of Service

Recommendation and Action: *Approve WIB Policy of Priority of Service*

Discussion: The director clarified that the policy only pertains to the ADULT category of WIA participants. No further discussion was held.

Status:

Motion to Approve:	Carol Siegel
Motion Seconded:	Bob Williamson
Abstentions:	None.
Committee Action:	All voted in favor, motion passed

D.7 Update on 2013-17 Local Strategic Plan

Recommendation and Action: *None*

Discussion: The Director gave a status update.

Status: The Committee discussed the item without formal action.

Subject: Information / Announcement Items

- I.1 Rapid Response and Early Alert Activities**
- I.2 Labor Market Information**
- I.3 Youth Program Annual Report**
- I.4 Work4Youth Annual Report**

Recommendation and Action: *No action taken*

Discussion: The items were not discussed.

Status: N/A

Meeting adjourned at 10:17 a.m.

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

Executive Committee
Wednesday, February 5, 2014 @ 8:30 am
Human Services Department
1000 Emeline Ave., Santa Cruz

DISCUSSION AND ACTION ITEM D.1

TO: Workforce Investment Board
Executive Committee

DATE: December 20, 2013

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



For Information



For Action

SUBJECT: Procurement of Adult, Dislocated Worker, and Business Services for Program Year (PY) 2014-15

RECOMMENDATIONS:

- *Discuss and approve the procurement of specific WIA Adult and Dislocated Worker program services;*
- *Discuss the proposed timeline and recommend its approval and implementation;*
- *Authorize WIB staff to take necessary steps for implementation of the Request for Proposal.*

VOTE REQUIRED: Yes

DISCUSSION: As you may know, the Adult and Dislocated Worker (DW) program is currently operated by the County's Human Services Department's Employment and Benefit Services Division (EBSD). EBSD staffs this program with one .25 Full-Time Equivalent (FTE) Program Manager, 1.0 FTE Senior Employment and Training Specialist (ETS), and 3.0 FTE ETS II staff. EBSD staff is responsible for the comprehensive case management of participants while enrolled in the program with the goal of job placement.

Specialized services are provided by Shoreline Workforce Development Services (Shoreline) and Cabrillo College (Cabrillo) and the EBSD staff work in partnership with these subcontractors to deliver services. Shoreline provides case management services to participants that are enrolled in the On-the-Job training (OJT) program. Shoreline staff develops OJT opportunities for participants that are referred by EBSD with local employers in addition to recruiting and enrolling participants for OJT at the Santa Cruz Career Center. Additionally, Shoreline provides business outreach services, links employers to programs and services in the community, and the usage of its Santa Cruz Career Center which is considered the WIB's Satellite One-Stop. Cabrillo provides matriculation support for WIA trainees on campus via its Fast Track to Work program and is not included in the proposed procurement.

The ongoing threat of reduced allocations comes at a time when the requirements placed upon the WIB are increasing dramatically. In the fall of 2012, the California Workforce Investment Board (CWIB) required that local Workforce Investment Boards create a new five year (2013-17) strategic workforce development plan that align with the goals of the State's strategic workforce development plan which has been approved by the Department of Labor. CWIB has implemented new requirements on WIBs including an increase of program performance measures from nine to sixteen and a scoring system that certifies if a WIB is designated as "High Performing" which will be a pre-qualifier for receiving discretionary WIA grants.

Due to the decreasing allocations and increasing pressures being placed on the WIA system, it is recommended that the WIA Adult and DW program services provided by EBSD and Shoreline be procured during PY2013-14 with services commencing in October of 2014. The proposed services to be procured are the Adult and Dislocated Worker programs, the Business Services Representative program, the OJT program, and the Santa Cruz Career Center services. By having an outside organization(s) deliver the WIA Adult and Dislocated Worker services, economies of scale can be achieved resulting in additional participants receiving increased services delivered from multiple locations.

ATTACHMENTS: WIA Procurement Timeline

D.1 Attachment

WIA Adult, Dislocated Worker, and Business Services Procurement Timeline

Date	Benchmark
2013	
December 2013	Executive Committee to seek approval for procurement of services and procurement timeline
December 2013 – January 2014	-WIB staff work with General Services Purchasing Department (GSD) to establish timelines and review County Procurement process -Staff develop proposed Evaluation Criteria for review
2014	
January 22, 2014	Executive Committee Meeting -Evaluation Criteria Considered -Ad Hoc Request for Proposal (RFP) Design/Evaluation Committee Established
February 19 February 28	Ad-Hoc RFP Design/Evaluation Committee meets two times to review and finalize RFQ requirements & design
February 26	Full WIB Meeting RFP Timeline and Evaluation Criteria Considered
March 6	RFP due to GSD
March	Form RFP Review Committee
April 8	Board meeting to release RFP – 1st letter
April 15	1 st Ad released Sentinel, Register Pajaronian, & Good Times
April 22	2 nd Ad released Sentinel, Register Pajaronian, & Good Times
April 29	Pre-proposal conference from 9-11am
May 7	GSD sends Answers via email & WIB posts notice advising to inquire about Q&A through GSD
May 20	Proposals Due by 2:00 PM @ GSD– Bid opening
June 6	Rating sheets due to GSD from Review Committee
June 11-13	Conference call with Review Committee & final recommendation made on awardee(s)
July 8	Executive Committee Meeting Approve RFP Review Committee Funding Recommendation
July 9	Contract Negotiations and Development begin
September 1	Special Full Board Meeting
September 4	Board letter to recommend approval of contract(s)
September 30	Board of Supervisors Approval of Contract(s) for PY 2014-15 Notify Respondents – 2 nd BOS letter
October 1	New Contract(s) Implemented

INFORMATION ITEM I.2

TO: Workforce Investment Board
Executive Committee

DATE: December 20, 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%