



1000 Emeline Avenue
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**Workforce Investment Board
Business Services Committee
Watsonville Career Center
18 West Beach St., Watsonville
Wednesday, March 12, 2014 @ 3:00 PM**

BUSINESS SERVICES COMMITTEE

- Jack Cheney, Co-Owner/CFO
Wonderfully Raw Gourmet
- Valerie Custodio, Store Team Leader
Target
- 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

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 November 20, 2013 Meeting Minutes 2-3

Presentation

- Workforce Services for Business, Santa Cruz County model:
Ellen Murtha, Business Services Representative

Review, Discussion and Action Items

Review and Discuss the following:

- D.1 Business Services Committee tasks - Strategic Plan for
Committee **4-5**
- D.2 Review Employer Surveys..... **6-8**
- D.3 Review of Work4Youth Job Readiness Curriculum **9-12**
- D.4 Compilation of emerging issues within industry sectors **13**
- D.5 Efforts to recruit WIB private sector members **14-16**

Information / Announcement Items

- I.1 Rapid Response and Early Alert Activities..... **17**
- I.2 Labor Market Information..... **18**

Next Meeting: TBD

**Next WIB Meeting: Workforce Investment Board
Wednesday, June 4, 2014 @ 8:30 AM
Simpkins Family Swim Center
979 17th Ave., Santa Cruz, CA 95062**



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BUSINESS SERVICES COMMITTEE

Jack Cheney, Co-Owner/CFO
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Valerie Custodio, Store Team Leader
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Janet M. Heien, Human Resources Director
Driscoll's
Dave Hood, President
First Alarm
Rob Morse, Manager
Pacific Gas and Electric Company
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David Mirrione

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

Ron Slack, interim committee chair, called the meeting to order at 3:05 pm.

Committee Members in Attendance

Custodio, Valerie
Heien, Janet
Morse, Rob
Sherer, Howard
Slack, Ron

Committee Members Absent

Cheney, Jack
Hood, Dave
Tysseling, Bill

Staff in Attendance

Mirrione, David WIB Director
Paz-Nethercutt, Sara Senior Analyst

Guests

None.

Subject: Welcome and Introductions

Discussion: WIB Chair, Ron Slack called the meeting to order and welcomed committee members and staff to the inaugural meeting of this committee. There were no changes to the agenda.

Subject: Public Comment

Discussion: None.

Subject: Chair's Report

Discussion: None.

Subject: Director's Report

Discussion: None.

Subject: Presentation

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

WIB Director, David Mirrione gave an overview of the business services available in Santa Cruz County. The committee requested a copy of the PowerPoint presentation for future reference.

Subject: Discussion and Action Item

D.1 Business Services Committee tasks

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

Discussion: The director reviewed the tasks as outlined on attachment D.1. No further discussion was held.

Action: The Committee reviewed and accepted the tasks.

Status: Motion to Approve: Rob Morse
Motion Seconded: Janet Heien
Abstentions: None.
Committee Action: All voted in favor, motion passed

Subject: Discussion and Action Item

D.2 Discuss emerging issues within Industry Sectors

- **Conduct a round robin committee member report out**

Discussion: The Committee discussed the information as reported without formal action. The compilation of emerging issue or trends will be shared at a future committee meeting for further discussion or possible action.

Action: None.

Subject: Information Item

I.1 Rapid Response and Early Alert Activities

Discussion: None

Subject: Information Item

I.2 Labor Market Information

Discussion: None

Meeting adjourned at 4:48 pm

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

DISCUSSION AND ACTION ITEM D.1

TO: Workforce Investment Board
Business Services Committee

DATE: March 12, 2014

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

For Information

For Action

SUBJECT: Business Services Committee Tasks

RECOMMENDATION: *Develop Service Plan Strategy for Business Services Committee*

VOTE REQUIRED: Yes

DISCUSSION: As you may recall, the main task of this committee is to develop and carry-out strategies for integrating local business involvement with workforce initiatives. At the first meeting of this committee, a task list was reviewed and approved. Using the committee membership expertise, staff recommends that this committee now create concrete action items for a business services plan.

The presentation by Ellen Murtha, Business Services Representative, provided information on the current *Workforce Services for Business* model and serves to address task 1 as listed below. Based on the local model, committee members are asked to make a connection between WIA program services (i.e. training) and identify potential job growth or skills gaps. This is to be used to help meet the workforce needs of the local business community.

This list will continue to be expanded further as this committee develops and become the local Business Service Plan Strategy.

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 Layoff Aversion Services Contract• Business Services Representative Contract• On-the-Job Training Services Contract• Employer Survey document• Business services outcomes

Task	Purpose
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.	<p>To solicit the direct feedback on business labor needs and workforce service delivery recommended changes.</p> <p>To review local training strategies for modifications necessary to meet the rapidly changing skill requirements in the sectors.</p> <p>To create customized training programs, if identified as necessary.</p>
6. Request local workforce studies	To analyze and assess current gaps and trends

ATTACHMENTS: None.

DISCUSSION AND ACTION ITEM D.2

TO: Workforce Investment Board
Business Services Committee

DATE: March 12, 2014

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



For Information



For Action

SUBJECT: Workforce Services for Business Survey

RECOMMENDATION: *Review and Discuss drafted business survey*

VOTE REQUIRED: No

DISCUSSION: As discussed in agenda Item D.1 of this meeting packet, this committee has been tasked with developing strategies for integrating local business involvement with workforce initiatives. Item 2 of the Business Service Plan Strategy is to review business surveys. A staff and contractor workforce services workgroup was formed and the attached survey has been drafted and is being presented to this committee for feedback. The plan is to survey any business with which we are currently working with from the following:

- On-the-Job training placement
- SmartHIRE placement
- Retain your employee services (SBDC)

Data obtained from the survey will be presented to this committee.

ATTACHMENTS: Workforce Santa Cruz County Customer Satisfaction Surveys 2014 (Business)

D.2 Attachment

Workforce Santa Cruz County Customer Satisfaction Surveys 2014 Business

Workforce Santa Cruz County is committed to providing and maintaining the highest levels of service for its customers. Your feedback helps us do this. This information will be used to understand your customer service experience, as well as identify areas that are working well and those that may need improvement. Please take a moment to complete this Customer Service Survey. The survey is completely confidential - the identity of the respondents is anonymous unless you would like a follow up contact from Workforce Santa Cruz County staff. We look forward to hearing from you. Thank you for your participation.

The survey should take about two minutes to complete. There are 8 questions.

Business

1. Are you familiar with Workforce Santa Cruz County?
 - Yes
 - No

2. Please indicate which of our services you know about and are rating on this survey (*check all that apply*).

<ul style="list-style-type: none">• Additional Training for Existing Staff• Applicant Recruitment & Screening• Business Resource Library• Customized Training: creating customized services to match business needs• El Pajaro Community Development Corporation (small business development)• Employee Retention Services through the Small Business Development Center• Financial Incentives: Information of tax credits, including the Work Opportunity Tax Credit• Financial Incentives: SmartHIRE (subsidized workers)	<ul style="list-style-type: none">• Information on the Americans with Disabilities Act• Information on Health Care Reform (Covered California)• Internet Job Postings• Job Fair• Labor Market Information• On-the-Job Training• Pre-hire Testing (WorkKeys)• Work Experience (unpaid workers)• Specialized Recruitment (personalized job fair, locations for interviews)• Business Services Representatives (BSRs)• Other (please indicate)• Open ended for filling in the blanks above
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3. Workforce Santa Cruz County staff kept the commitments that they made to me (e.g., returned phone calls when they said they would, service delivered right and on schedule, etc.).

<ul style="list-style-type: none">• Strongly Agree• Agree• Somewhat Agree	<ul style="list-style-type: none">• Somewhat Disagree• Disagree
---	--

4. If applicants for job openings were referred to your business, did the individual(s) have any skills gaps (and what were they)? *(check all that apply)*
- N/A—did not use this service
 - None—applicant was well qualified
 - Some issues – not major
 - Concentration – limited ability to focus or learn
 - Educational background—please list specific issue below
 - Essential employability skills (dressing appropriately, showing up on time, communication on the job, etc.)
 - Technical skills (did not know how to do a core job skill)—please list specific issue below
 - Other—please list below
 - Open ended for filling in the blanks above
5. I would recommend Workforce Santa Cruz County services to other businesses.
- Strongly Agree
 - Agree
 - Somewhat Agree
 - Somewhat Disagree
 - Disagree
6. Will your business be hiring in the next 12 months?
- Possibly
 - Probably
 - Yes, 1-5 positions
 - Yes, 6 or more positions
 - No
7. If you are hiring or needing other personnel, business, or training services in the next 12 months, would you like a Workforce Santa Cruz County staff person to follow up with you?
- Yes (if so, how can we help? –please complete below)
 - No (if not, why?)
 - Open ended for filling in the blanks above
8. We are very interested in hearing from you on how we can improve our services to your business. Please provide us with any comments and ideas:
9. If you would like to hear from us with services we can provide if you want to grow your business, or alternately, need to downsize or close your business, please indicate “yes” here and provide your contact information.
- Yes
 - No
 - If yes, name, title, business name, phone and email.
-
10. If you would like to contact our Business Services Representative directly, please email businessrep@workforcescc.com or call (831) 332-3638.

Thank you for your comments and ideas. We look forward to serving you again in the future.

--David Mirrione for Workforce Santa Cruz County

DISCUSSION AND ACTION ITEM D.3

TO: Workforce Investment Board
Business Services Committee

DATE: March 12, 2014

FROM: David Mirrione, Director



For Information



For Action

SUBJECT: Review of Work4Youth Job Readiness Curriculum Outline

RECOMMENDATION: *Review and Approve Work4Youth's Job Readiness Curriculum*

VOTE REQUIRED: Yes

DISCUSSION: As discussed in agenda Item D.1 of this meeting packet, this committee has been tasked with developing strategies for integrating local business involvement with workforce initiatives. One approach to ensure that the local business community receives strong candidates from our system is to have local businesses vet the job readiness curriculum taught to participants.

As you may know, the WIB and its Youth Council launched the Work4Youth Summer Employment Program in 2012. After two summer cycles, the decision was made to implement a twelve week job readiness training program to better prepare the Youth for their summer employment assignments. Work4Youth, operated by the Santa Cruz County Office of Education, recently gathered a consortium of workforce development agencies focusing on youth and worked to consolidate the job readiness curriculum used by these agencies into one master program. This consortium included staff from Alternative Education, Cabrillo College, Community Action Board, County Office of Education Student Support Services, Regional Occupation Program, Santa Cruz Community Credit Union, WIA Sueños Youth Program, and Your Future is Our Business. The result of this effort is presented today for discussion and approval.

Your Committee will want to discuss and take action regarding the elements of the attached curriculum outline.

ATTACHMENTS: 2014 Work4Youth Job Readiness Curriculum Outline

D.3 Attachment

Work4Youth 12-Week Job Training Skills Workshop

Week 1 (March 18th)

Proper Presentation and Online Persona

Instructor: Jason Borgen (SCCOE)

This workshop addresses the importance of how you present yourself in the workplace. It also emphasizes the need to maintain an online persona that is professional.

Week 2 and Week 3 (March 25th and April 8th)

Resume and References

Instructors: Denise O’Laughlin (Chaminade), Pamela Comstock (City Council)

This workshop is for two weeks. Prior to the first week, youth will be given a resume template to fill out and an assignment to obtain and fill out two job applications. They will bring all of this to the workshop.

Youth will develop a skills based resume with the guidance of instructors. They will also learn how to write a cover letter, ask for letters of recommendations, and compile a reference list.

Week 4 (April 15th)

Communication and Collaboration

Instructor: Celeste Gutierrez (SCCOE)

Youth will learn how to effectively manage their time and work as part of a team as well as individually. They will also learn how to communicate clearly and effectively, how to identify and address problems that arise, and the importance of being self motivated in their place of employment.

Week 5 (April 22nd)

Work Ethic

Instructor: Ryan Scherbart (UCSC professor)

Youth will receive instruction as to what ethics are. They will then use this information in role-playing scenarios to identify both ethical and unethical behavior in the workplace.

They will learn how to identify and solve ethical problems that may arise in the workplace. The following are some areas that will be discussed:

- Punctuality
- Responsibility
- Honesty
- Time management
- Willingness to learn
- Dependability.

Week 6 (April 29th)**Self-Promotion*****Instructor: Martine Watkins (SCCOE)***

Youth will learn about the importance of work in their life and how to set SMART goals for their future. They will also learn how to present themselves in the most desirable way. The importance of networking will also be a part of this segment.

Week 7 (May 6th)**Making Good Choices for Your Future*****Instructor: Ron Slack (Good Times)***

Youth will learn that there are consequences to every choice that they make. They will also learn the decisions that they make now will directly affect their future, and to identify the positive outcomes even in the midst of turmoil.

Week 8 (May 13th)**Job Application Process*****Instructor: Celeste Gutierrez (SCCOE)***

Mock Interviewers - David Mirrione (WIB), Jim Howes (ROP), and Matt Weis (Cabrillo)

Experienced volunteers from the community will partake in mock interviews with Work4Youth participants. Youth will answer interview questions and then receive feedback from interviewers.

Highlighted topics will include:

- How to prepare for a job interview
- What to do and what not to do on a job interview
- Typical questions you will be asked
- How to dress and act
- Role playing
- Research on the company
- Do you have any questions for us?
- How do you deal with difficult situations?

Week 9 (May 20th)**Customer Service*****Instructors: Paco Estrada (SCCOE), Denise O’Laughlin (Chaminade), Carol Siegel (Santa Cruz Seaside Company)***

Youth will listen to a panel of professionals from different sectors of the community address what customer service means in their field. Specifically, they will discuss what they are looking for in a customer based service industry. Youth will receive role-play activities to learn these valuable skills.

Week 10 (May 27th)**Financial Literacy**

Instructor: Charise Olson (Santa Cruz Community Credit Union – Community Ventures)

Youth will learn the basics of becoming an employee and receiving paychecks. They will learn the value of their money and the importance of opening a bank account and saving money.

Week 11 (June 3^d)**Ten things to do to get Fired**

Instructors: Celeste Gutierrez and Paco Estrada (SCCOE)

Youth will learn what not to do when they become employed. Topics covered include, but are not limited to:

- Abuse of company technology
- Stealing from the company
- Bringing your personal life to work
- Not showing up to work

Discussion will also focus on the repercussions of “doing the right thing” and how to thrive in such an environment.

Week 12 (June 10th)**First two weeks of work**

Instructors: Celeste Gutierrez and Paco Estrada (SCCOE)

This week is a culmination of all of the key points of the previous eleven weeks. Youth will review the key elements needed in order to successfully remain employed. They will learn what to expect from employers and from other employees. They will also learn when to ask for help and how to problem solve. Cell phone usage will also be addressed.

DISCUSSION AND ACTION ITEM D.4

TO: Workforce Investment Board
Business Services Committee

DATE: March 12, 2014

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

For Information

For Action

SUBJECT: Emerging Issues and Trends within Industry Sectors

RECOMMENDATION: Review and discuss compilation of emerging issues and trends

VOTE REQUIRED: Yes

DISCUSSION: At the first meeting of this committee in November 2013, the committee members conducted a round robin report out on their respective industry sector emerging issues and trends to assist the committee in determining its local focus and action items. From the information obtained, this committee should determine whether to focus on any particular issue or trend.

Business Services Committee Meeting 11/20/13: Round-robin		
Member	Industry	Emerging Issues/Trends
Janet Heien	Agriculture	<ul style="list-style-type: none"> • Shortage of workers (field laborers / technical trained staff) • Lack of knowledge by community that there are many types of agriculture jobs, besides field work. Career ladder may be needed. Employers should market the non-laborer careers available more. • “Focus Ag” seminar for high school age (youth) • WIB sponsored forums for industry specific info
Rob Morse	Utility	<ul style="list-style-type: none"> • Retirement age employees within 5-7 years from now • PowerPathway programs have been developed for the younger workforce to learn from older workforce before they retire • New workforce needs to be trained.
Howard Sherer	Marketing / Advertising	<ul style="list-style-type: none"> • Dying industry; individual consumers can tap into more by themselves. Companies no longer have to rely on “marketing specialists” for their advertising needs because companies have less marketing to do.
Ron Slack	Media - print	<ul style="list-style-type: none"> • Good Times is now online (digital) • Advertising costs have gone down, but number of ads hasn’t changed; newspapers are no longer just printed.
Valerie Custodio	Retail	<ul style="list-style-type: none"> • Workforce lacking essential employability skills, i.e. work ethic.

ATTACHMENTS: None.

DISCUSSION AND ACTION ITEM D.5

TO: Workforce Investment Board
Business Services Committee

DATE: March 12, 2014

FROM: David Mirrione, WIB Director

For Information

For Action

SUBJECT: Efforts to Recruit WIB Business Members

RECOMMENDATION: *Request assistance in recruiting WIB Business Members*

VOTE REQUIRED: No

DISCUSSION: The Workforce Investment Act (WIA) requires that the WIB have a *Local Business* representation majority of 51%. Our current Board representation requirement is twenty two (22) business members, and there are currently four (4) business vacancies. The current percentage of Local Business representation is 51.4%.

ACTION REQUIRED: Review possibilities and determine actions to be taken by committee and staff to recruit new WIB private sector members. To complete our current Board requirements four (4) *Local Business* vacancies need to be filled.

ATTACHMENTS: Updated WIB Membership List by Category

D.5 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	Conner, Caroyln	HR Employment Representative	Safeway Inc.
Local Business	Custodio, Valerie	Store Team Leader	Target
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	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	Publisher	Good Times
Local Business	Tysseling, William	Executive Director	Santa Cruz Area Chamber of Commerce
Local Business	VACANT	VACANT	
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

D.5 Attachment



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

Category	Name	Title	Business/Agency
Economic Development Agency	Kates, Corrie	Deputy City Manager	City of Scotts Valley
Economic Development Agency	Palacios, Carlos	City Manager	City of Watsonville
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	VACANT	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	18	4	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	4	2	6
Totals	35	6	41
Current Business Percentage (required to be majority of 51%)	51.4%		53.7%

INFORMATION ITEM I.1

TO: Workforce Investment Board
Business Services Committee

DATE: March 12, 2014

FROM: David Mirrione, Director

For Information

For Action

SUBJECT: Rapid Response and Early Alert Activities for 2nd Quarter 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 the first half of Program Year (PY) 2013-14. Additionally, there is a table to show the comparison between the first half of this current PY 2013-14, and the first half of last PY 2012-13.

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.

2nd Quarter October 1, 2013 to December 31, 2013

Name of Business	# of Employees Laid-off	Date of Site Visit/Action	Comments
Dr. Elizabeth Siegler	3	11/8/13	Physician relocating; Information given to office manager
Dominican Hospital	60	12/13/13	Behavioral Health Unit closure
Lucky Dragon	5	12/20/13	RR Presentation to owner
2nd Quarter Total	68	<i><<< not including seasonal layoffs and abrupt layoffs</i>	
1st Quarter Total	3	<i><<< not including seasonal layoffs and abrupt layoffs</i>	
1st Half Total PY 2013-14	71		

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		

The table below shows the totals from the first two quarters of PY 2012-13 compared to the first two quarters of PY 2013-14.

Quarters 1 & 2 Total for PY 2012-13	# of Employees Laid-off
July 1, 2012 to December 31, 2012	146
Quarters 1 & 2 Total for PY 2013-14	# of Employees Laid-off
July 1, 2013 to December 31, 2013	71

ATTACHMENT: None

INFORMATION ITEM I.2

TO: Workforce Investment Board
Business Services Committee

DATE: March 12, 2014

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 9.2 % in December 2013, up from a revised 8.6 % in November 2013, and below the year-ago estimate of 11.2 %. This compares with an unadjusted unemployment rate of 7.9 % for California and 6.5 % for the nation during the same period. For local comparison, Watsonville was 19.6%, Capitola 5.2%, Santa Cruz city 7.6% and Boulder Creek 10.7%.

Santa Cruz County

Data Not Adjusted for Seasonality

Industry Employment & Labor Force

March 2012 Benchmark

	Dec 12	Oct 13	Nov 13 Revised	Dec 13 Prelim	Percent Change	
					Month	Year
Civilian Labor Force (1)	152,700	153,300	152,300	150,800	-1.0%	-1.2%
Civilian Employment	135,600	141,800	139,200	136,900	-1.7%	1.0%
Civilian Unemployment	17,100	11,500	13,100	13,900	6.1%	-18.7%
Civilian Unemployment Rate	11.2%	7.5%	8.6%	9.2%		
(CA Unemployment Rate)	9.8%	8.3%	8.3%	7.9%		
(U.S. Unemployment Rate)	7.6%	7.0%	6.6%	6.5%		

Monthly Sub Region Unemployment Data/December 2013 (Preliminary)

Region –Sub-Region	Labor Force	Employment	Unemployment	
			Number	Rate
Santa Cruz County	150,800	136,900	13,900	9.2%
Amesti CDP	1,400	1,100	200	16.9%
Aptos CDP	5,900	5,700	200	3.6%
Aptos Hills Larkin Valley CDP	1,400	1,300	0	2.8%
Ben Lomond CDP	1,500	1,500	100	3.7%
Boulder Creek CDP	2,900	2,600	300	10.7%
Capitola city	6,700	6,300	300	5.2%
Corralitos CDP	1,600	1,500	0	1.2%
Day Valley CDP	2,100	1,900	100	6.5%
Felton CDP	600	600	0	0.0%
Freedom CDP	3,100	2,600	500	16.7%
Interlaken CDP	4,100	3,300	800	19.6%
Live Oak CDP	9,800	9,000	700	7.6%
Opal Cliffs CDP	4,200	3,900	300	7.6%
Rio del Mar CDP	5,800	5,500	300	5.6%
Santa Cruz city	32,900	30,400	2,500	7.6%
Scotts Valley city	6,100	5,800	300	4.4%
Soquel CDP	3,300	3,100	200	7.0%
Twin Lakes CDP	3,500	3,300	200	7.0%
Watsonville city	23,100	18,500	4,500	19.6%