



1000 Emeline Avenue  
Santa Cruz, CA 95060  
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[www.santacruzwb.com](http://www.santacruzwb.com)

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

INTERIM DIRECTOR:  
Gary McNeil

**Workforce Investment Board  
Business Services Committee  
Watsonville Career Center  
18 West Beach St., Watsonville  
Wednesday, November 19, 2014 @ 3:00 PM**

**Agenda ..... 1**

**Call to Order / Introductions**

**Changes to the Agenda**

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

**Comments by Chair / Director**

**Approve March 12, 2014 Meeting Minutes.....2-5**

**Review, Discussion and Action Items**

*Review and Discuss the following:*

- D.1 Business Services Committee tasks - Strategic Plan for  
Committee.....6-7
- D.2 Workforce Innovation Opportunity Act (WIOA).....8-9
- D.3 Efforts to recruit WIB private sector members.....10
- D.4 Employer Survey.....11-13

**Information / Announcement Items**

- I.1 Labor Market Information.....14
- I.2 Rapid Response and Early Alert Activities.....15

**Next WIB Meeting: Workforce Investment Board  
Wednesday, February 25, 2015 @ 8:30 AM  
Simpkins Family Swim Center  
979 17<sup>th</sup> Ave., Santa Cruz, CA 95062**

**Next Meeting: March 11, 2015 @ 3:00 PM  
Watsonville Career Center  
18 W. Beach St., Watsonville**

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefit of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please call (831) 454-4873 (TDD Number 454-2123) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.



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**DIRECTOR:**  
David Mirrione

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

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Jack Cheney committee chair, called the meeting to order at 3:01pm.

**Committee Members in Attendance**

Cheney, Jack  
Custodio, Valerie  
Hood, Dave  
Morse, Rob  
Sherer, Howard

**Committee Members Absent**

Tysseling, Bill

**Staff in Attendance**

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

**Guests**

Murtha, Ellen                        Business Services Representative,  
Shoreline Workforce Development  
Services

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**Subject: Welcome and Introductions**

**Discussion:** The committee chair called the meeting to order and welcomed everyone to the meeting. Introductions were made. There were no changes to the agenda.

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**Subject: Public Comment**

**Discussion: None.**

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**Subject: Chair's Report**

**Discussion: None.**

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**Subject: Director's Report**

**Discussion:** Thanked everyone for attending the WIB Retreat in February. He announced that the WIB would collaborating with Monterey County on a Proposition 39 grant to apply for funding to develop pre-apprenticeship programs for veterans

and at risk youth. The development grant would provide funding for partnership and curriculum development. A subsequent training and implementation grant will also be available in PY 14/15. The overall purpose of this program is to provide exposure, serve as a recruitment tool and teach the basics of construction (building and other trades) and energy efficiency. The director provided the most recent handout *Job Growth Projections: 2014-2016 for Santa Cruz County*, dated December 9, 2013. It includes a *High Demand Job Opportunities* projections listing which is used by Employment Training staff when approving training scholarships. Lastly, he reviewed impending state changes to the Eligible Training Provider Listing (ETPL) which is shortening the available training provider list here in Santa Cruz County that WIA participants have to chose from.

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**Subject: Presentation**

**Overview of local Workforce Services for Business: Ellen Murtha, Business Services Representative**

Ellen Murtha, Business Services Representative for Workforce Santa Cruz County gave an overview of the business services available in Santa Cruz County. A copy of the bi-annual business service report was distributed to those in attendance.

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**Subject: Discussion and Action Item**

**D.1 Business Services Committee tasks**

- **Develop Service Plan Strategy for Business Services Committee**

**Discussion:** The committee reviewed the task list as outlined on the agenda item. No further discussion was held.

**Action:** The Committee reviewed and accepted the tasks.

**Status:** Motion to Approve: Dave Hood  
Motion Seconded: Howard Sherer  
Abstentions: None.  
Committee Action: All voted in favor, motion passed

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**Subject: Discussion and Action Item**

**D.2 Workforce Services for Business Survey**

- **Review and Discuss drafted business survey**

**Discussion:** The Committee reviewed and discussed the survey as developed by the staff and contractor workgroup. All feedback will be provided to the workgroup. A suggestion was made to have the workgroup compare this survey with others being used by other area WIBs. The Director said he will inquire with other WIB directors when he attends the next California Workforce Association (CWA) meeting and report back to the workgroup. Committee member Howard Sherer indicated he has a lot of experience in developing surveys and could be a resource for the workgroup for future edits of this survey.

**Action:** No formal action was taken.

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**Subject:** Discussion and Action Item

**D.3 Review Work4Youth Job Readiness Curriculum Outline**

- **Review and Approve Work4Youth's Job Readiness Curriculum**

**Discussion:** The WIB Director called attention to the curriculum outline as attached to the agenda item. There was consensus on the value to a job readiness curriculum; it was suggested that a certificate of completion be awarded at the conclusion of the workshops and that the youth be able to articulate the importance and significance of the certificate value. Committee member Dave Hood volunteered his time for serving on future mock interview panels. No further discussion on the item.

**Action:** Reviewed and Approved Job Readiness Curriculum

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

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**Subject:** Discussion and Action Item

**D.4 Emerging Issues and Trends within Industry Sectors**

- **Review and discuss compilation of emerging issues and trends**

**Discussion:** The emerging issues and trends list compiled at the November 2013 meeting was reviewed and discussed. The decision about whether to focus on any particular issue or trend was discussed. Committee members recommended that staff continue with business as usual and that no further actions items were derived from this brain storming list.

**Action:** Reviewed and discussed list of issues and trends. No further action to be taken on this item.

**Status:** Motion to Approve: Howard Sherer  
Motion Seconded: Valerie Custodio  
Abstentions: None.  
Committee Action: All voted in favor, motion passed

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**Subject:** Discussion and Action Item

**D.5 Efforts to Recruit WIB Business Members**

- **Request assistance in recruiting WIB Business Members**

**Discussion:** The Director requested assistance with recruiting local business members for filling the vacancies on the board. Committee members agreed to review their professional and personal rolodex for potential candidates. Interested individuals can contact WIB staff for further information.

**Action:** No formal action was taken

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**Subject: Information Item**

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

**Discussion: None**

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**Subject: Information Item**

**I.2 Labor Market Information**

**Discussion: None**

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**Meeting adjourned at 5:03pm**

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**Next Meeting: TBD**

*draft minutes*

## DISCUSSION AND ACTION ITEM D.1

**TO:** Workforce Investment Board  
Business Services Committee

**DATE:** November 19, 2014

**FROM:** Gary McNeil, Interim WIB Director  
Sara Paz-Nethercutt, Sr. Analyst



For Information



For Action

**SUBJECT:** Business Services Committee Tasks

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

**VOTE REQUIRED:** Yes

**DISCUSSION:** The Business Services Committee has been working on concrete action items for the Business Services Plan over the course of the committee's inaugural year. The service plan as previously developed and approved by the committee can be found in the table below. It is time to review the task list, expand further if necessary and continue to develop concrete action items for the committee.

Task	Purpose	Status
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"> <li>• Early Alert System</li> <li>• Rapid Response delivery model</li> <li>• Retain Your Employee Layoff Aversion Services Contract</li> <li>• Business Services Representative Contract</li> <li>• On-the-Job Training Services Contract</li> <li>• Employer Survey document</li> <li>• Business services outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Business Services Representative conducted presentation at 3/12/14 meeting.</li> <li>• Request presentation from SBDC staff for layoff aversion contract for future meeting.</li> </ul>
2. Review Annual Employer Surveys	To shape services and recommend possible curricula development.	<ul style="list-style-type: none"> <li>• Currently underway.</li> </ul>
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.	<ul style="list-style-type: none"> <li>• TBD</li> </ul>

Task	Purpose	Status
4. Review the CalWORKs SmartHIRE subsidized employment program	To review the program results and recommend operational changes to services, if necessary.	<ul style="list-style-type: none"> <li>Request data for March 2015 meeting</li> </ul>
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>	<ul style="list-style-type: none"> <li>TDB</li> <li>Forum for WIOA business engagement</li> </ul>
6. Request local workforce studies	To analyze and assess current gaps and trends	<ul style="list-style-type: none"> <li>TBD</li> </ul>

**ATTACHMENTS: None.**

## DISCUSSION ITEM D.2

**TO:** Workforce Investment Board  
Business Services Committee

**DATE:** November 19, 2014

**FROM:** Gary McNeil, Interim WIB Director

For Information

For Action

**SUBJECT:** Enhanced Business Sector Role under the Workforce Innovation and Opportunity Act (WIOA)

### RECOMMENDATIONS:

- *Accept update on the Workforce Innovation and Opportunity Act (WIOA)*
- *Consider options for Business Services Committee planning to Implement WIOA*

**VOTE REQUIRED:** Yes

**DISCUSSION:** On July 22, 2014, the **Workforce Innovation and Opportunity Act (WIOA)** was signed into law. WIOA is designed to help job seekers access employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. Congress passed the Act by a wide bipartisan majority; it is the first legislative reform in 15 years of the public workforce system.

The enactment of WIOA provides opportunity for reforms to the existing workforce development system to ensure the American Job Center system is job-driven - responding to the needs of employers and preparing workers for jobs that are available now and in the future.

A key theme of WIOA is that workforce development systems throughout the country are to engage employers and business sectors in order to promote job resources and training relevant to the local economy. This theme is emerges in numerous sections of WIOA:

- Local Area Board are to be employer led, with a majority of private sector members, and the Chair from the private sector
- Local Plan to develop and expand strategies for meeting the needs of employers, workers and job seekers, particularly through industry and sector partnerships
- Local Plans to include an analysis of the knowledge and skills needed to meet the employment needs of employers in the region
- Local plans also to include an analysis of the regional economic conditions including existing and emerging in-demand industry sectors and occupations, as well as the employment needs of employers in those sectors and occupations
- New performance measure for employer engagement (to be defined)



- Emphasis on work-based training (OJT's authorized to pay up to 75% of wages) and incumbent worker training
- Increased focus on the attainment of industry-recognized certificates and credentials linked to in-demand occupations

While WIOA takes effect on July 1, 2015, it is expected that the actual full implementation of the Act will take place a year later. The U.S. Department of Labor (DOL) will issue draft regulations for WIOA in January 2015, which will not be published in final form until January, 2016. Shortly after, in March 2016, the State will submit its Unified Plan detailing how WIOA will be implemented in California.

Even though the Santa Cruz County local WIB and staff need to wait for federal and state guidance for how to implement WIOA, it is important for the WIB to assess its readiness to adopt the provisions of the new Act, and to consider options for implementation. To address this challenge, WIB staff will brief your Committee on the key employer and business provisions of WIOA, and solicit comments and suggestions, and discuss options for incorporating these provisions in the WIOA planning process for the local workforce system.

**ATTACHMENTS:** Materials available at meeting

### DISCUSSION AND ACTION ITEM D.3

**TO:** Workforce Investment Board  
Business Services Committee

**DATE:** November 19, 2014

**FROM:** Gary McNeil, Interim WIB Director

For Information

For Action

**SUBJECT:** Update on Efforts to Recruit WIB Private Sector Members

**RECOMMENDATION:** *Continue Efforts to Recruit WIB Private Sector Members*

**VOTE REQUIRED:** Yes

**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 seven (7) business vacancies. The current percentage of Local Business representation is 47.0%. While the WIB will continue to fill Board vacancies, it is important to note that the newly enacted Workforce Innovation and Opportunity Act, which will replace WIA effective July 1, 2015, authorizes smaller local workforce area Boards, perhaps with only 15 members. This may be a consideration as your Board continues to recruit for new Board members to fill vacancies under the current WIA requirements

**Actions since the last Business Services Meeting (March 12, 2014):**

**Business Memberships:** On June 30, 2014, the terms of 3 WIB Private Sector members expired, and unfortunately the three board members were not available for reappointment. The termed-out Board members represented the banking and finance, technology, and hospitality and tourism sectors.

While there have been no new appointments, WIB staff is following up on potential local business representatives, including one candidate from the hospitality and tourism sector, two from the tech sector and one from the food and grocery sector.

**Recommendation:** Continue to review possibilities and determine actions to be taken by committee and staff to recruit new WIB members. To complete our current Board requirements, seven (7) Private Sector, one (1) Older Worker Program – Title V, and, one (1) Labor Organization vacancies need to be filled.

**ATTACHMENTS:** None

**DISCUSSION AND ACTION ITEM D.4**

**TO:** Workforce Investment Board  
Business Services Committee

**DATE:** November 19, 2014

**FROM:** Gary McNeil, Interim WIB Director  
Sara Paz-Nethercutt, Sr. Analyst



For Information



For Action

**SUBJECT: Workforce Services for Business Survey**

**RECOMMENDATION:** *Review and Discuss final business survey; provide feedback on implementation of survey*

**VOTE REQUIRED: No**

**DISCUSSION:** As you may recall, a business survey is listed on the Business Services Committee Plan and the data will be used to assist this committee in developing strategies for integrating local business involvement with workforce initiatives. At the meeting on March 12, 2014, this committee provided feedback on a draft version of a business survey for the Workforce Service staff workgroup. The survey feedback has been incorporated into an online survey monkey and is now presented for final feedback on implementation (Attachment 1).

Answering the following questions will assist WIB staff in launching the survey of local businesses.

<b>Implementation Strategy</b>	
Who will be surveyed?	<ul style="list-style-type: none"> <li>• Randomly selected businesses, or</li> <li>• Selected by industry, sector</li> <li>• Businesses which we are currently working with from the following:               <ul style="list-style-type: none"> <li>○ On-the-Job training placement</li> <li>○ SmartHIRE placement</li> <li>○ Retain your employee services (SBDC)</li> </ul> </li> </ul>
Who will conduct the survey?	<ul style="list-style-type: none"> <li>• Automatic Eblast to businesses in Virtual Career Center; or</li> <li>• Business Services Representative , in person during outreach follow-up</li> </ul>
When will the survey be conducted?	<ul style="list-style-type: none"> <li>• Monthly, or</li> <li>• Quarterly, or</li> <li>• Semi-annually</li> </ul>

**ATTACHMENTS: Workforce Santa Cruz County Customer Satisfaction Survey Monkey 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, including identifying areas that are working well and those that may need improvement. 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.

If you would like to contact our Business Services Representative directly, please email [businessrep@workforcesc.com](mailto:businessrep@workforcesc.com) or call (831) 332-3638.

The survey should take about two minutes to complete. There are 7 questions. Thank you for your participation.

**1. Please indicate the primary service you recently used (pick one) and are rating on this survey.**

Please indicate the primary service you recently used (pick one) and are rating on this survey.

Other (please specify)

Next

2 / 5

**2. 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.).**

- Strongly Agree
- Agree
- Somewhat Agree
- Somewhat Disagree
- Disagree

**3. If applicants for job openings were referred to your business, did the individual(s) have any skills gaps (and what were they)? [check as many as 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 specify)

Prev Next

**4. Will your business be hiring in the next 12 months?**

- Possibly
- Probably
- Yes, 1-5 positions
- Yes, 6 or more positions
- No

**5. 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?)

Other (please specify)

Prev Next

**6. 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.

Contact Name, Business Name, Phone & Email

**7. I would recommend Workforce Santa Cruz County services to other businesses.**

- Strongly Agree
- Agree
- Somewhat Agree
- Somewhat Disagree
- Disagree

Prev Next

Thank you for your comments and ideas. We look forward to serving you again in the future.  
--Gary McNeil, Workforce Investment Board Interim Director, for Workforce Santa Cruz County

Done

## INFORMATION ITEM I.1

**TO:** Workforce Investment Board  
Business Services Committee

**DATE:** November 19, 2014

**FROM:** Gary McNeil, Interim WIB Director



For Action



For Information

**SUBJECT: Labor Market Information: Employment/Unemployment Information**

The unemployment rate in the Santa Cruz County was 6.2 percent in September 2014, down from a revised 6.6 percent in August 2014, and below the year-ago estimate of 7.7 percent. This compares with an unadjusted unemployment rate of 6.9 percent for California and 5.7 percent for the nation during the same period.

**Santa Cruz County**

Data Not Adjusted for Seasonality

**Industry Employment & Labor Force**

March 2013 Benchmark

	Sep 13	Jul 14	Aug 14 Revised	Sep 14 Prelim	Percent Change	
					Month	Year
<b>Civilian Labor Force (1)</b>	150,700	153,900	153,300	150,900	-1.6%	0.1%
<b>Civilian Employment</b>	139,200	142,800	143,200	141,500	-1.2%	1.7%
<b>Civilian Unemployment</b>	11,500	11,100	10,200	9,400	-7.8%	-18.3%
<b>Civilian Unemployment Rate</b>	7.7%	7.2%	6.6%	6.2%		
<b>(CA Unemployment Rate)</b>	8.5%	7.9%	7.5%	6.9%		
<b>(U.S. Unemployment Rate)</b>	7.0%	6.5%	6.3%	5.7%		

**Monthly Sub Region Unemployment Data/September 2014 (Preliminary)**

Region –Sub-Region	Labor Force	Employment	Unemployment	
			Number	Rate
<b>Santa Cruz County</b>	150,900	141,500	9,400	6.2%
Amesti CDP	1,300	1,200	200	11.7%
Aptos CDP	6,000	5,900	100	2.4%
Aptos Hills Larkin Valley CDP	1,400	1,400	0	1.9%
Ben Lomond CDP	1,600	1,500	0	2.5%
Boulder Creek CDP	2,800	2,600	200	7.2%
Capitola city	6,800	6,500	200	3.4%
Corralitos CDP	1,600	1,600	0	0.8%
Day Valley CDP	2,100	2,000	100	4.3%
Felton CDP	600	600	0	0.0%
Freedom CDP	3,000	2,600	300	11.6%
Interlaken CDP	3,900	3,400	500	13.8%
Live Oak CDP	9,800	9,300	500	5.1%
Opal Cliffs CDP	4,300	4,000	200	5.1%
Rio del Mar CDP	5,900	5,700	200	3.7%
Santa Cruz city	33,100	31,400	1,700	5.1%
Scotts Valley city	6,200	6,000	200	2.9%
Soquel CDP	3,300	3,200	200	4.7%
Twin Lakes CDP	3,500	3,400	200	4.7%
Watsonville city	22,200	19,200	3,100	13.8%

**INFORMATION ITEM I.2**

**TO:** Workforce Investment Board  
Business Services Committee

**DATE:** November 19, 2014

**FROM:** Gary McNeil, Interim WIB Director

For Information  
 For Action

**SUBJECT: Rapid Response and Early Alert Activities for 1<sup>st</sup> Quarter PY 2014-15**

**DISCUSSION:** The tables below show Rapid Response (RR) activities and assistance in filing Trade Adjustment Act (TAA) petition services offered/provided during the first quarter of Program Year (PY) 2014-15. Additionally, there is a table to show the comparison between the first quarter of this current PY 2014-15, and the first quarter of last PY 2013-14.

Outreach continues throughout the county to notify business of the Rapid Response services for layoffs, as well as, layoff aversion. Early alert notifications are also continuing and are sent out monthly to a network of workforce individuals.

**1st Quarter July 1, 2014 to September 30, 2014**

Name of Business	# of Employees Laid-off	Date of Site Visit/Action	Comments
Cedar Street Video	TBD	7/15/14	Closing 1 of 3 locations
2G Roses	10	7/22/14	
Pretty Mama	8	9/2/14	
Yarns By the Sea	3	9/7/14	
Jerry's Sports	12	9/9/14	
Citibank-Watsonville	TDB	9/19/14	Closing local branch
<b>1<sup>st</sup> Quarter PY 2014-15 Total</b>	<b>33</b>		

The table below shows the totals from the first quarter of PY 2013-14 compared to the first quarter of PY 2014-15.

<b>Quarter 1 Total for PY 2013-14</b>	<b># of Employees Laid-off</b>
July 1, 2013 to September 30, 2013	3
<b>Quarter 1 Total for PY 2014-15</b>	<b># of Employees Laid-off</b>
July 1, 2014 to September 30, 2014	33+

**ATTACHMENT:** None