



18 W. Beach Street  
Watsonville, CA 95076  
(831) 763-8900  
[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

**DIRECTOR:**  
*Andrew Stone*

**Workforce Investment Board  
Business Services Committee  
18 W. Beach Street, Watsonville  
Wednesday, November 18, 2015 @ 3:00 pm**

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**Agenda**

- I. Call to Order/Welcome**
- II. Approval of Agenda**
- III. Public Comment**
- IV. Approval of Minutes from January 28, 2015  
March 11, 2015 meeting notes- no quorum, no approval needed**
- V. Administration**
  - A.1. Committee Dashboard (Discussion)
  - A.2. Committee Strategic Plan (Action)
  - A.3. Committee Task-Employer Survey (Action)
- VI. Chairperson's Report**
- VII. Adjournment**

**Next WIB Meeting: Workforce Investment Board Meeting  
Wednesday, February 24, 2016 @ 8:30 AM  
Simpkins Swim Center  
979 17<sup>th</sup> Ave  
Santa Cruz, CA 95062**

**Next Committee Meeting: March 9, 2016 @ 3:00 PM  
Watsonville Career Center  
18 W. Beach St., Watsonville**

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**Workforce Investment Board  
Business Services Committee  
Watsonville Career Center  
18 West Beach St., Watsonville  
Wednesday, January 28, 2015 @ 3:00 PM**

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

[www.santacruzwb.com](http://www.santacruzwb.com)

**BUSINESS SERVICES COMMITTEE**

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Santa Cruz Area Chamber of Commerce

INTERIM DIRECTOR:  
Gary McNeil

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Jack Cheney, Committee chair, called the meeting to order at 3:04 pm.

**Committee Members in Attendance**

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

**Committee Members Absent**

Tysseling, Bill

**Staff in Attendance**

McNeil, Gary                      Interim WIB Director  
Paz-Nethercutt, Sara            Senior Analyst

**Guests**

Laurel Jones, Cabrillo College  
Julie Lambert, WIB Member, Martinelli's  
Claire Laughlin, Cabrillo College  
Ellen Murtha, Goodwill Central Coast- Workforce Santa Cruz  
County

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**Subject: Welcome and Introductions**

**Discussion:** The chair welcomed everyone attending the special meeting. Introductions were made as there were a number of new guests in attendance. The chair gave a special welcome to Dr. Laurel Jones, Superintendent and President of Cabrillo College.

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**Subject: Public Comment**

**Discussion: None.**

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**Subject: Chair's Report**

**Discussion:** The chair gave a brief overview and history of the committee for the benefit of the guests in attendance.

**Subject: Director's Report**

**Discussion:** The interim director thanked everyone for coming to the special meeting.

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**Subject: Approval of November 17, 2014 Minutes**

**Discussion:** The chair called for the November 17, 2014 minutes to be approved.

**Action: Approval of November 17, 2014 Minutes**

<b>Status:</b>	Motion to Approve:	Rob Morse
	Motion Seconded:	Valerie Custodio
	Abstentions:	None.
	Committee Action:	All vote in favor. Motion passed.

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**Subject: Discussion and Action Item**

#### **D.1 Workforce Innovation and Opportunity Act (WIOA) Update**

**Discussion:** The interim director gave a brief update on the status of WIOA referring to attachment 1 of this agenda item as a reference for the governor's office position on the state's workforce. Federal and State guidance in terms of regulations are delayed until spring 2015. We should all expect full and complete implementation to take years as it did with the Workforce Investment Act. This topic will continue to be on the agenda for all the updates. Ellen Murtha, Business Services Representative with Workforce Santa Cruz County went to a sector strategy conference. She gave a few highlights of the one day she was able to attend. Highlights included a discussion on identifying sector partners instead of just sectors. The ASPEN Institute offers resources, including toolkits for working with sector strategies. Another highlight included the discussion on use of labor market information for understanding, adjusting and validating the job market. Lastly, with WIOA sector strategies, it is important to find out what businesses are looking for, tapping into training funds such as Employment Training Panel (ETP) and determining what gaps exist. Economic Development agencies need to be at the table and local areas need to recruit allies and develop solid partnerships.

**Action: Accept update on the Workforce Innovation and Opportunity Act (WIOA)**

**Status:** The Committee discussed the item without formal action.

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**Subject: Discussion and Action Item**

#### **D.2 Business Services Committee Task- meeting the needs of local business**

**Discussion:** Roundtable discussion included the identification of common gaps in potential hires including effective communication skills, essential employability skills (i.e. soft skills, work habits), customer relations and "resourcefulness". Valerie Custodio shared the Target Corporation culture of training all of their team members, according to the specific position, in the same way which includes a comprehensive online series of

modules. Locally, Target does not have issues with finding qualified applicants but rather keeping the employees because of the lack of affordable housing in the county. Dave Hood of First Alarm described the entry level jobs at First Alarm, which fall into two classifications, security services, and electronic security systems. Wages for available jobs range from \$15/hr. to \$75,000 per year. While First Alarm does not have its internal training program it provides a technician apprenticeship, office training and shadowing. For new applicants, First alarm looks for effective communication skills, basic work skills, good customer service skills, and general computing skills. First Alarm would like to be able to clearly identify these skills in the job application process. Rob Morse from PG&E reported that his utility company has great training programs for new employees, and lots of jobs that offer great careers. He added that there may be many jobs available over the next ten years due to the number of retirements in the work force. He would like to see the WIB to identify core job skills, and also provide training for more specialized and advance skills in electronics, mechanics, and programming. Training should address both the required and desired skills reflected in job listings. Jack Cheney commented on the basic skill levels required for his business, and Howard Scherer supported the importance of training for essential employability skills. Claire Laughlin, consultant for Cabrillo College Corporate Training, gave a brief overview of the department and the long standing history of collaboration with this WIB and local businesses. Her department can be called upon for an assessment of sorts to determine what exactly that business needs for their staff training. In the past, her department has surveyed local businesses to ask the question about community training needs for the local job seeker. She was asked by committee to come up with a list of "foundation skills" that most employers are looking for in their candidates. She will send WIB staff a list and include the full class offerings from her department. In the past, her department has even developed basic skills classes such as, plumbing 101, electrical 101 and construction 101 for very entry level positions.

**Action: Discuss and Approve the action item(s) derived from the presentation for Business Services Committee task 3**

**Status:** The Committee discussed the item without formal action.

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**Subject: Information Item**

**I.1 Labor Market Information**

**Discussion: None.**

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**Meeting adjourned at 4:46 pm**

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



**Subject: Approval of January 28, 2015 Minutes**

**Discussion:** There was no member quorum, no action taken on the January 28, 2015 minutes.

**Action: None. No quorum, so this item will be considered at the next Committee meeting on 11/18/15.**

**Status: Pending approval.**

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**Subject: Discussion and Action Item**

**D.1 Workforce Innovation and Opportunity Act (WIOA) Update**

**Discussion:** Interim director gave a brief update on the status of WIOA and reported that the re-designation and re-certification of the existing board is in the works. A state directive reflects that local boards are being re-designated for a two (2) year period and each will have a one (1) year certification. The draft federal regulations are still due out later this spring.

**Action: Accept update on the Workforce Innovation and Opportunity Act (WIOA)**

**Status:** The Committee discussed the item without formal action.

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**Subject: Discussion and Action Item**

**D.2 Business Services Committee Task 2- Employer Survey**

**Discussion:** Committee members present reviewed the survey. They would appreciate periodic reports on the data collected. Committee member Howard Sherer shared that his experience shows a 30-45 % response rate can be expected. Conducting a "test run" of a sample of employers was suggested.

**Action: Review and discuss implementation strategy for business survey.**

**Status:** The Committee discussed the item without formal action.

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**Subject: Discussion and Action Item**

**D.3 Business Services Committee Task 3- meeting the employment needs of local business**

**Discussion:** Committee members present gave opinions of the skills gap they see in the current job seeker. The following skills and abilities are commonly missing from the job seeker pool: business writing and communication skills, customer service skills; time management; essential employability skills. They would like the WIB to gather information from employers to determine a broader list from which workshop curriculum could be developed. The challenge is always convincing the job seeker to accept they need the class. For many entry level positions, a list of core competencies that could be identified as

either recommended or required would be helpful for hiring purposes. A skills proficiency certificate could result from successfully passing the curriculum and ideally have some value to both the job seeker and the employer.

**Action:** No quorum, so this item will be considered at the next Committee meeting on 11/18/15.

**Status:** Pending approval.

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**Subject:** Information Item

**I.1 Labor Market Information**

**Discussion:** None.

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**Subject:** Information Item

**I.2 Rapid Response and Early Alert Activities**

**Discussion:** None.

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**Subject:** Information Item

**I.3 Job Fair Data**

**Discussion:** None.

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**Meeting adjourned at 4:12 pm**

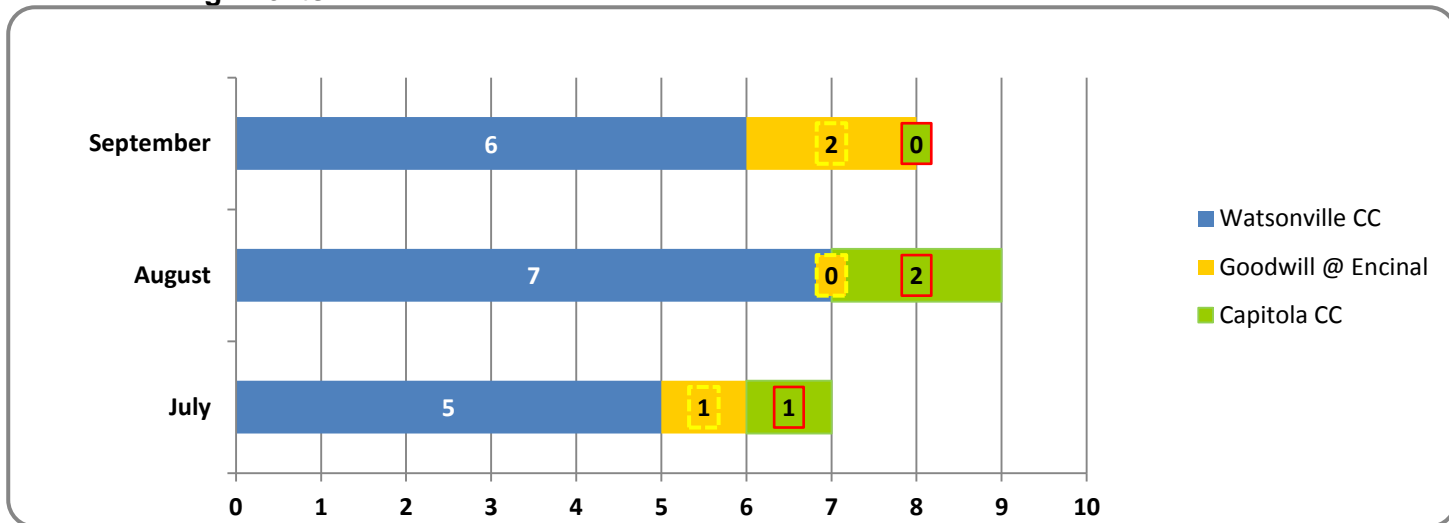
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**Next Meeting:** November 18, 2015 @ 3:00 PM  
Watsonville Career Center  
18 W. Beach St., Watsonville

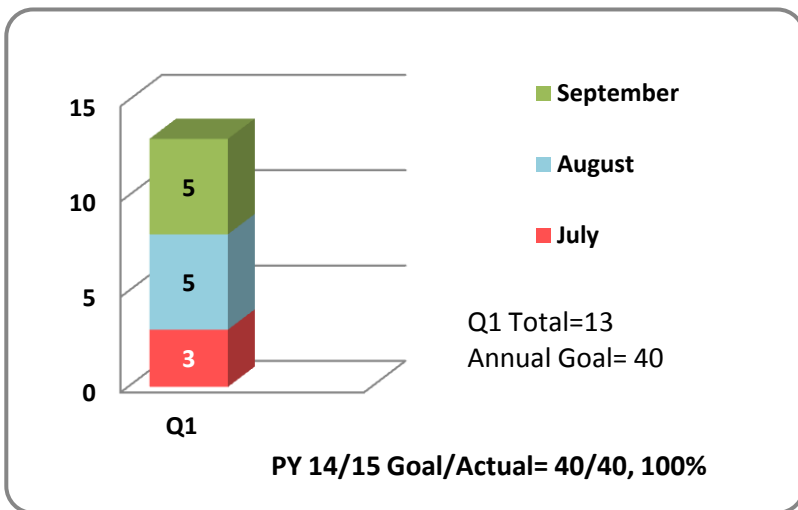


July 1, 2015 - September 30, 2016

### Hiring Events



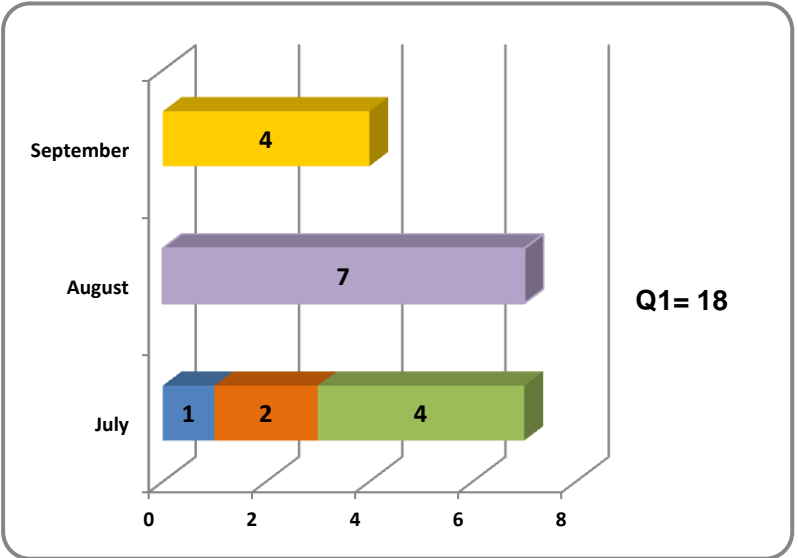
### Employer Referrals-Entered in VCC



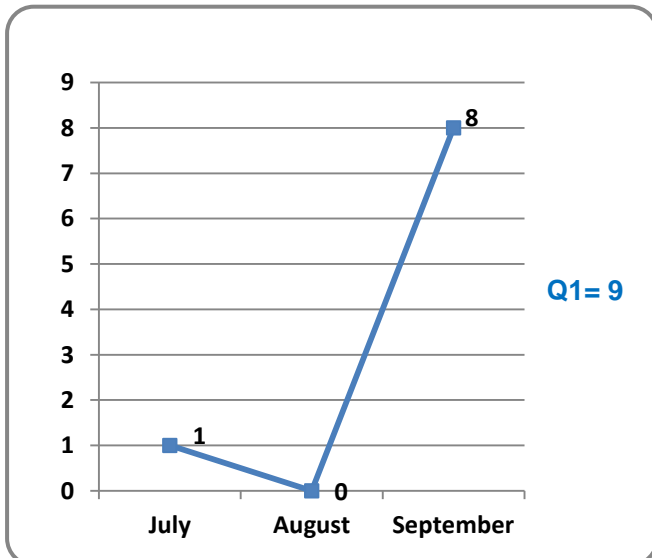
### OJT Contracts



### Lay offs Averted



### At-Risk Businesses Served







Action    Consent    Information    Discussion

## A.2 Committee Strategic Plan

<b>COMMITTEE:</b> Business Services Committee	<b>MEETING DATE:</b> November 18, 2015
<b>STAFF NAME:</b> Sara Paz-Nethercutt, Sr. Analyst	

**SUMMARY:**

When this committee of the Workforce Investment Board (WIB) was established in 2013, the overall goal was to develop and make recommendations for a business service plan in an effort to increase employer involvement in the activities of the local WIB. A local Business Services Plan was developed and with the passage of WIOA it is now time to re-evaluate the plan under the new WIB leadership.

WIOA reform ***Improves Services to Employers and Promotes Work-Based Training***: *WIOA contributes to economic growth and business expansion by ensuring the workforce system is job-driven - matching employers with skilled individuals.* Locally, we will bring Labor Market Information (LMI) data to this committee to discuss the following:

- What are the growing industry sectors?
- Which of those can benefit from WIOA dollars? e.g. by funding training that requires an associate degree or less?
- Where is the training offered to educate the participants to assist in securing employment in these industries?

1. Committee Discussion:

- Gaps in workforce skills were recently identified at the committee's January 28, 2015 meeting. What are some strategies that can be developed to help fill the gaps?
  - What are employers' current workforce needs?
  - Who do we need at the table to help the Business Services Committee with filling the gaps?

2. Develop Strategic Plan: See Attachment

Attachment(s)

**SUGGESTED MOTION: (if applicable)**

I move to adopt the newly created committee strategic plan for PY 15/16 and to direct the WIB staff to implement the tasks.

<b>COMMITTEE DATE</b> 11/18/15	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No    Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No    Other:

A.2 Committee Strategic Plan  
Attachment 1

**Business Service Committee Task List  
PY 2015/16**

<b>Program Services/Purpose</b>	<b>Task</b>	<b>Benchmark</b>
<b>Goal 1:</b> Increase effectiveness of local and workforce development system to better meet job seekers, <b>business</b> and community <b>needs</b> .	TBD	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
<b>Goal 2:</b> Align workforce development strategies to <b>support local economic development</b> .	TBD	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
<b>Goal 3:</b> Develop <b>strategic relationships with educators</b> , employers and community partners to: <ul style="list-style-type: none"> <li>• <b>Increase the skills level of adult job seekers</b>, and</li> <li>• <b>Create opportunities for employment</b>, career mobility and self sufficiency.</li> </ul>	TBD	<ul style="list-style-type: none"> <li>• TBD</li> </ul>



Action    Consent    Information    Discussion

## A.3 Committee Task: Employer Survey

<b>COMMITTEE:</b> Business Services Committee	<b>MEETING DATE:</b> November 18, 2015
<b>STAFF NAME:</b> Sara Paz-Nethercutt, Sr. Analyst	

**SUMMARY:**

As you may recall, this committee developed a strategic plan with tasks specific to this committee at its inaugural meeting on November 20, 2013. One of the tasks on the plan was to review annual employer surveys to shape services and recommend possible curricula development ( as listed on the original strategic plan). This committee was instrumental in providing important feedback for an employer survey that was developed by workforce services for business staff and was to be implemented by WIB staff.

The survey was launched in November 2015 via survey monkey to 69 businesses. The response rate was a disappointing 4 completed surveys. The raw data obtained from the 4 responses is attachment 1 for your committee to review.

With the recent change in WIB leadership it is recommended that steps for future surveys be postponed. Postponing future surveys will provide an opportunity for the new WIB Director to review the survey and ascertain if it aligns with the direction of the new Workforce Innovation and Opportunity Act. It is a priority to develop strategies for integrating local business involvement with workforce initiatives. Engaging employers (businesses) across the workforce system is a key component for WIOA and it is important to implement a survey that can assist to this end.

Attachment(s)

**SUGGESTED MOTION: (if applicable)**

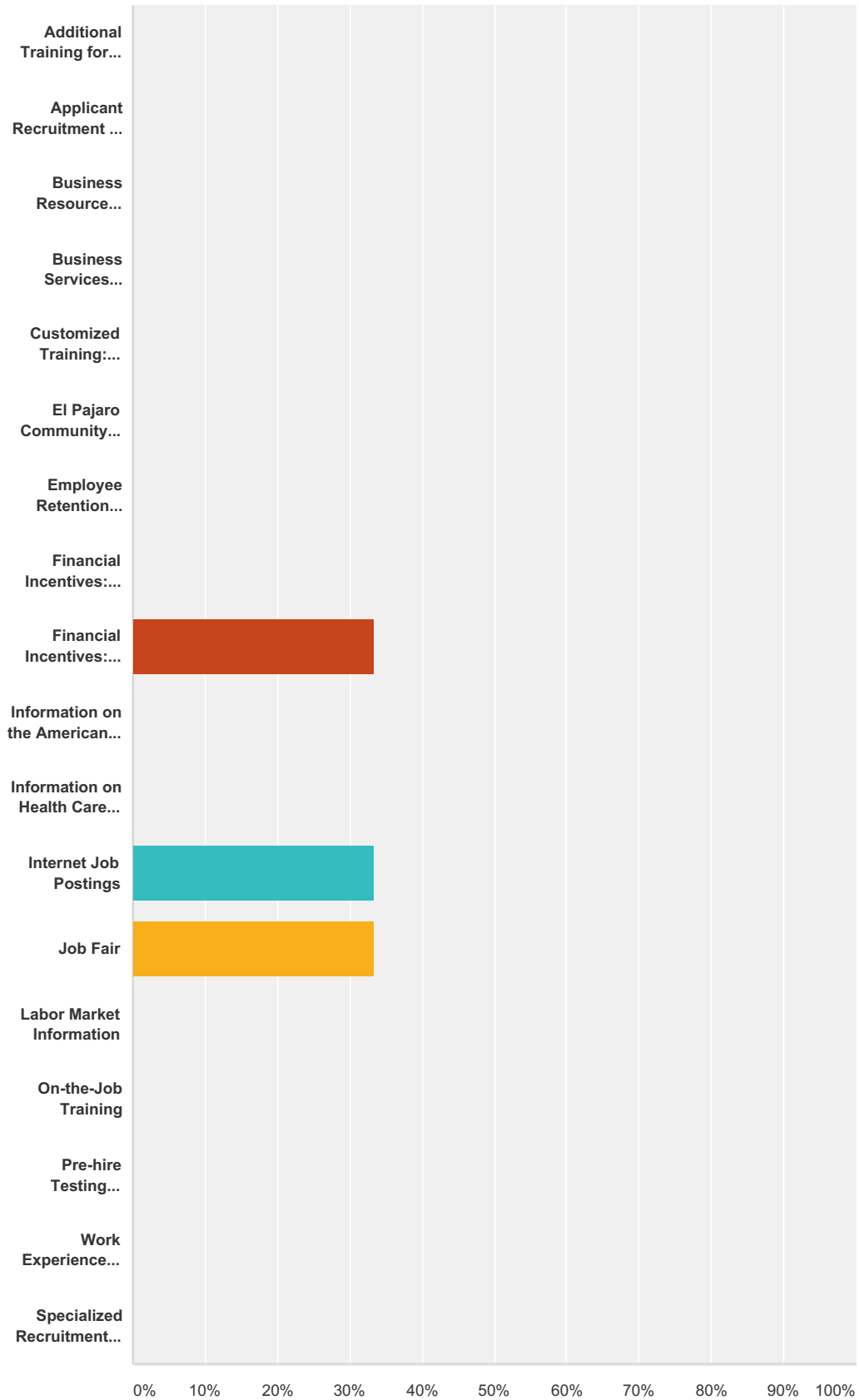
I move to postpone any further employer surveys until further direction from the WIB Director.

<b>COMMITTEE DATE</b> 11/18/15	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No   Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No   Other:

**Q1 Please indicate the primary service you recently used (pick one) and are rating on this survey.**

Answered: 3 Skipped: 1

## Workforce Santa Cruz County Customer Feedback Survey-business



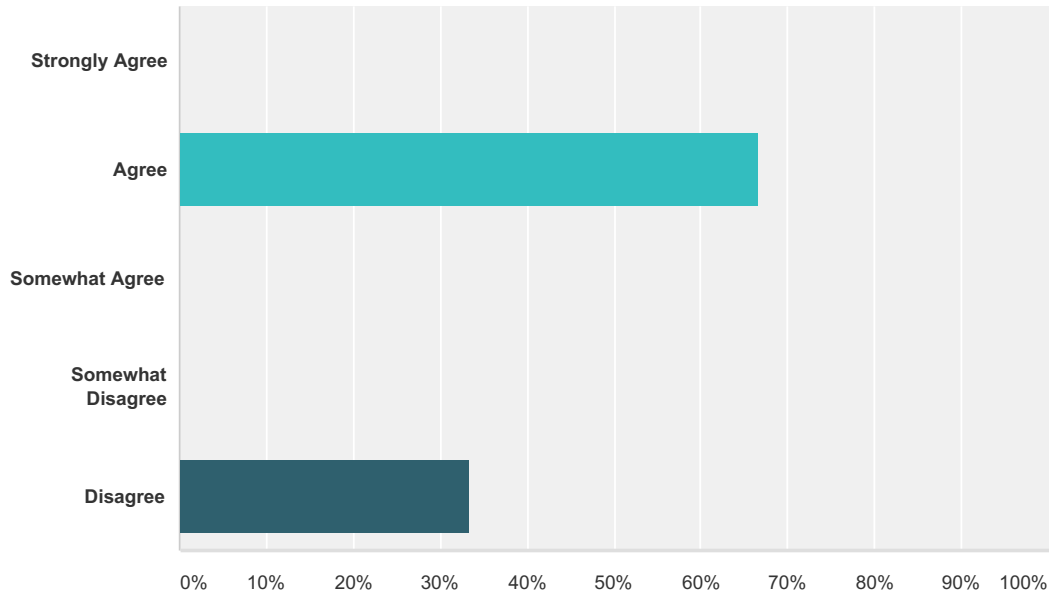
Answer Choices	Responses	
Additional Training for Existing Staff	0.00%	0

## Workforce Santa Cruz County Customer Feedback Survey-business

Applicant Recruitment & Screening	0.00%	0
Business Resource Library	0.00%	0
Business Services Representatives (BSRs)	0.00%	0
Customized Training: creating customized services to match business needs	0.00%	0
El Pajaro Community Development Corporation (small business development)	0.00%	0
Employee Retention Services through the Small Business Development Center	0.00%	0
Financial Incentives: Information of tax credits, including the Work Opportunity Tax Credit	0.00%	0
Financial Incentives: SmartHire (subsidized workers)	33.33%	1
Information on the Americans with Disabilities Act	0.00%	0
Information on Health Care Reform (Covered California)	0.00%	0
Internet Job Postings	33.33%	1
Job Fair	33.33%	1
Labor Market Information	0.00%	0
On-the-Job Training	0.00%	0
Pre-hire Testing (WorkKeys)	0.00%	0
Work Experience (unpaid workers)	0.00%	0
Specialized Recruitment (personalized job fair, locations for interviews)	0.00%	0
<b>Total</b>		<b>3</b>

**Q2 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.).**

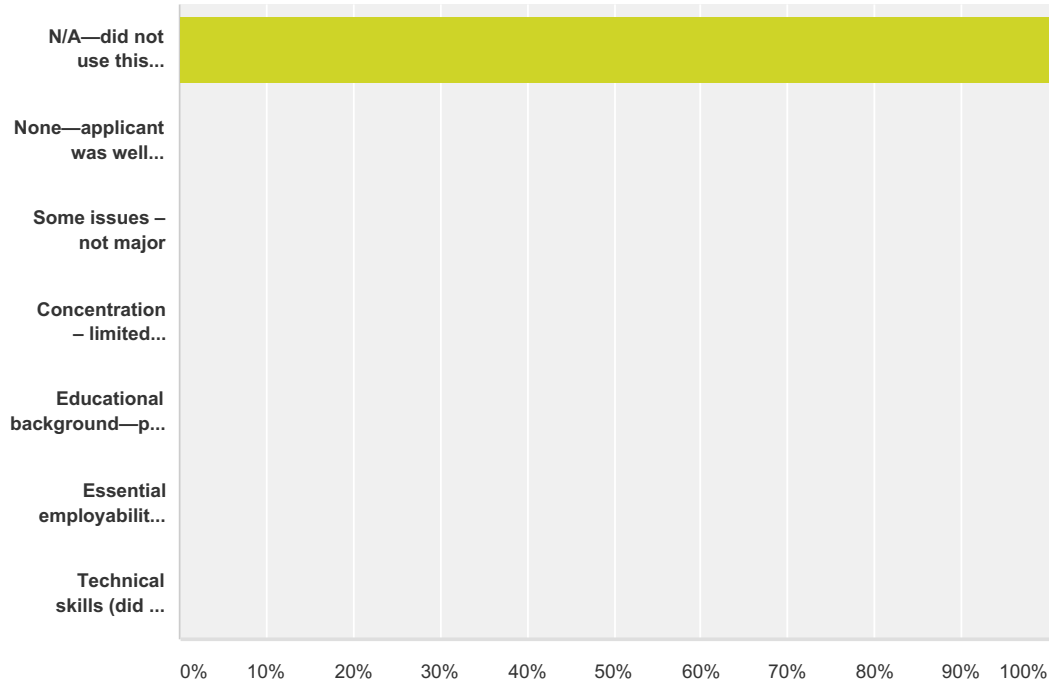
Answered: 3 Skipped: 1



Answer Choices	Responses
Strongly Agree	0.00% 0
Agree	66.67% 2
Somewhat Agree	0.00% 0
Somewhat Disagree	0.00% 0
Disagree	33.33% 1
<b>Total</b>	<b>3</b>

### Q3 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]

Answered: 2 Skipped: 2

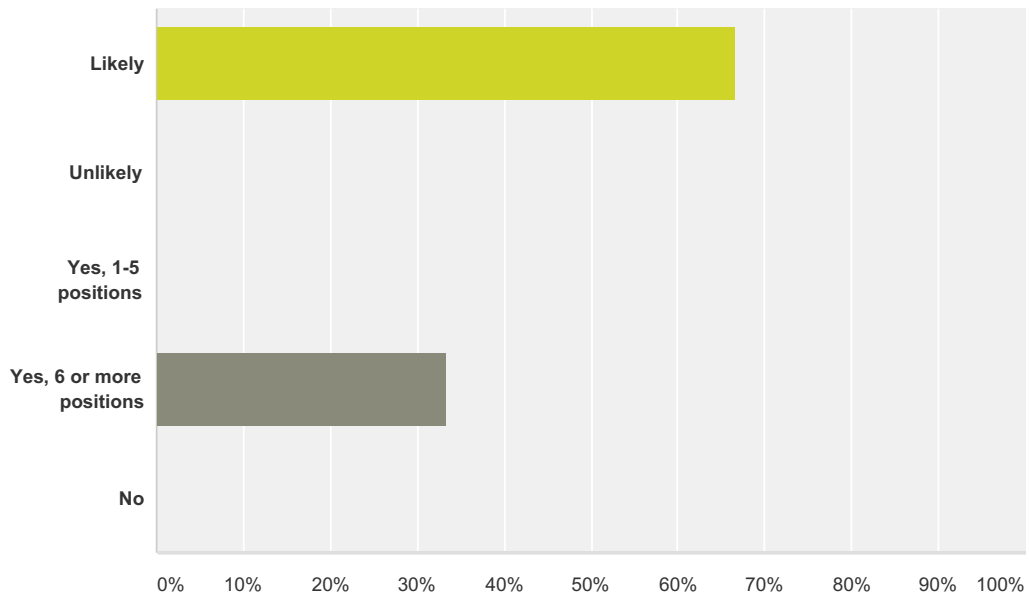


Answer Choices	Responses
N/A—did not use this service	100.00% 2
None—applicant was well qualified	0.00% 0
Some issues – not major	0.00% 0
Concentration – limited ability to focus or learn	0.00% 0
Educational background—please list specific issue below	0.00% 0
Essential employability skills (dressing appropriately, showing up on time, communication on the job, etc.)	0.00% 0
Technical skills (did not know how to do a core job skill)—please list specific issue below	0.00% 0
<b>Total Respondents: 2</b>	



### Q4 Will your business be hiring in the next 12 months?

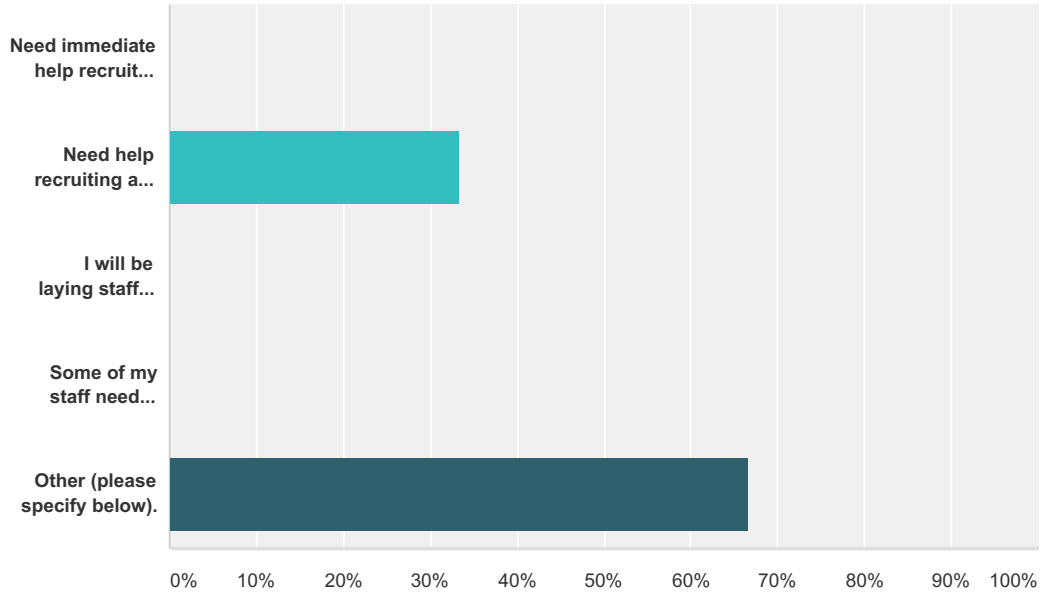
Answered: 3 Skipped: 1



Answer Choices	Responses
Likely	66.67% 2
Unlikely	0.00% 0
Yes, 1-5 positions	0.00% 0
Yes, 6 or more positions	33.33% 1
No	0.00% 0
<b>Total</b>	<b>3</b>

**Q5 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?**

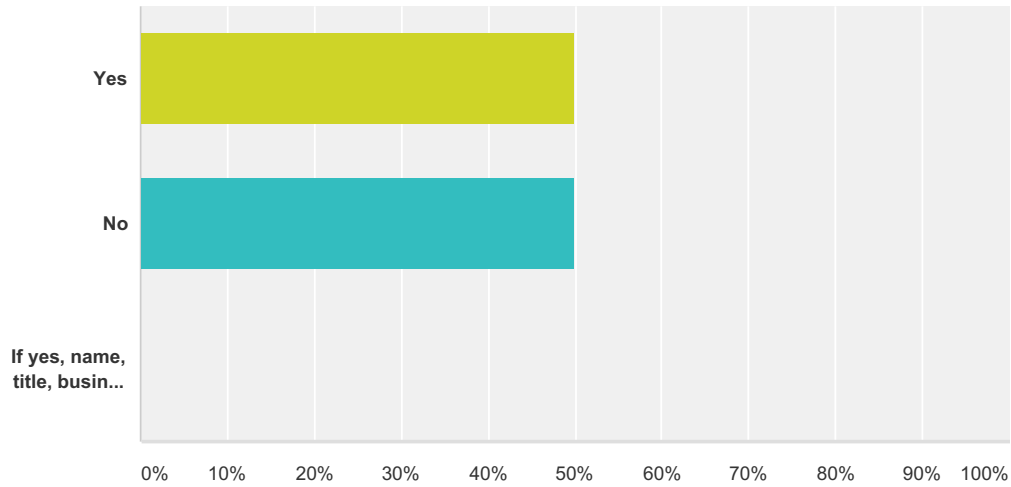
Answered: 3 Skipped: 1



Answer Choices	Responses
Need immediate help recruiting and hiring staff.	0.00% 0
Need help recruiting and hiring staff in the next six months.	33.33% 1
I will be laying staff off.	0.00% 0
Some of my staff need training to keep their positions.	0.00% 0
Other (please specify below).	66.67% 2
<b>Total Respondents: 3</b>	

**Q6 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.**

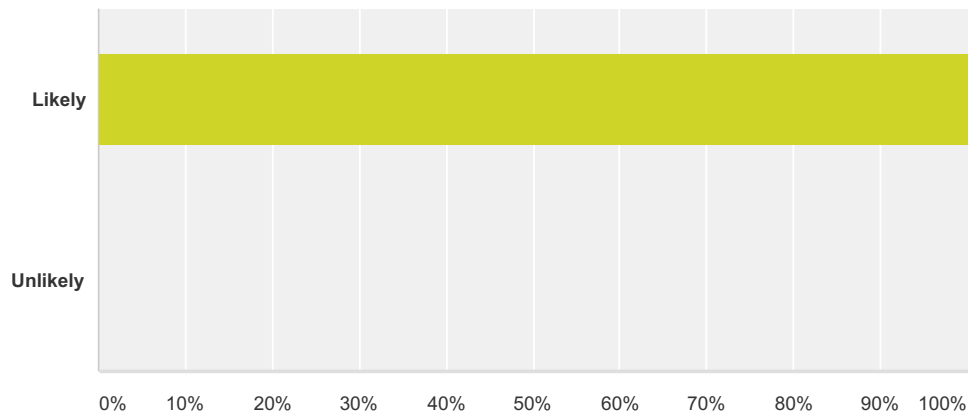
Answered: 2 Skipped: 2



Answer Choices	Responses
Yes	50.00% 1
No	50.00% 1
If yes, name, title, business name, phone and email.	0.00% 0
<b>Total</b>	<b>2</b>

### Q7 I would recommend Workforce Santa Cruz County services to other businesses.

Answered: 1 Skipped: 3



Answer Choices	Responses	
Likely	100.00%	1
Unlikely	0.00%	0
<b>Total</b>		<b>1</b>

**Q8 Thank you again for taking this survey. If you would like additional services, please contact our Business Services Representative, Sharolynn Ullestad, at 831-600-0263 or email her at Sharolynn.Ullestad@Workforcesc.com. If you would like Sharolynn Ullestad to contact you, please leave your contact information in the box below (name, business name, phone, email and how you would prefer to be contacted if you have a preference.).**

Answered: 0 Skipped: 4