



SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

18 W. Beach Street
Watsonville, CA 95076
(831) 763-8900
www.santacruzwb.com

MEMBERS:

- Carol Siegel, Chair**
Santa Cruz Seaside Company
- Rob Morse, Vice Chair**
Pacific Gas and Electric Company
- Alan Aman, Chief Operating Officer**
PAMF Santa Cruz
- Alia Ayyad, Director**
Center for Employment Training
- Diane Berry-Wahrer, Supervisor**
California Department of Rehabilitation
- Jack Carroll, Chair, Career and Technical Education**
Watsonville/Aptos Adult Education
- Christina Cuevas, Program Director**
Community Foundation of Santa Cruz County
- Maria Elena De La Garza, Executive Director**
Community Action Board
- Marshall Delk, Vice President**
Santa Cruz County Bank
- Elyse Destout, Owner**
Photography by Elyse Destout
- James Dion, Employment Program Manager**
Employment Development Department
- Andy Hartmann, Business Manager/Financial Secretary**
IBEW Union, Local 234
- Sean Hebard**
Carpenters Local 505
- Mark Hodges, Director, Regional Occupational Program**
Santa Cruz County Office of Education
- Dave Hood, President**
First Alarm
- Julie Lambert, Director, Finance & Human Resources**
S. Martinelli and Company
- Barbara Mason, Economic Development Coordinator**
Santa Cruz County Economic Development Office
- Francisco Rodriguez, President**
PVFT Union, Local 1936
- Glen Schaller, Political Coordinator**
Monterey Bay Central Labor Council, AFL-CIO
- Ron Slack, Owner**
Fine Print Graphic Design
- William Tysseling, Executive Director**
Santa Cruz Area Chamber of Commerce
- Andy Van Valer, Founder**
SlingShotSV

DIRECTOR:
Andy Stone

**Workforce Development Board
Executive Committee**
1000 Emeline Ave., Santa Cruz
Wednesday, August 3, 2016 @ 8:30 a.m.

Agenda

- I. Call to Order/Welcome**
 - II. Approval of Agenda**
 - III. Public Comment**
 - IV. Approval of Minutes from May 18, 2016 meeting 2-5**
 - V. Consent Items**
C.1 Common Measure Performance Update PY 2015/16 Q3 7-8
 - VI. Administration**
A.1 Data Dashboard 9
A.2 Strategic Plan Report 10-11
A.3 Youth Contract and Budget PY 2016/17 12
A.4 Business Engagement Plan Update (A.4 attachment separate
from agenda packet)..... 13
A.5 WDB Member Development..... 14
A.6 Presenter for October WDB Meeting..... 15
 - VII. Chairperson’s Report**
 - VIII. Adjournment**
- Next Meeting: Executive Committee Meeting**
Wednesday, September 7, 2016 @ 8:30 a.m.
1000 Emeline Ave, Santa Cruz
Executive Conference Room

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**Workforce Investment Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Wednesday, May 18, 2015, 8:30 a.m.**

18 W. Beach Street
Watsonville, CA 95076
(831) 454-4873
www.santacruzwb.com

MEMBERS:

Ron Slack, Chair
Fine Print Graphic Design
Carol Siegel, Vice Chair
Santa Cruz Seaside Company
Alan Aman, Chief Operating Officer
PAMF Santa Cruz
Alia Ayyad, Director
Center for Employment Training
Diane Berry-Wahner, Supervisor
California Department of Rehabilitation
Greg Caput, Supervisor
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Jack Carroll, Chair, Career and Technical Education
Watsonville/Aptos Adult Education
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
VACANT
National Council on the Aging
MariaElena De La Garza, Executive Director
Community Action Board
Marshall Delk, Vice President
Santa Cruz County Bank
Elyse Destout, Owner
Photography by Elyse Destout
James Dion, Employment Program Manager
Employment Development Department
Cecilia Espinola, Director
Santa Cruz County Human Services Department
Andy Hartmann, Business Manager/Financial Secretary
IBEW Union, Local 234
Sean Hebard
Carpenters Local 505
Mark Hodges, Director, Regional Occupational Program
Santa Cruz County Office of Education
Dave Hood, President
First Alarm
Julie Lambert, Director, Finance & Human Resources
S. Martinelli and Company
Rob Morse, Manager
Pacific Gas and Electric Company
Rock Pfothenauer, 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
Andy Van Valer
SlingshotsV

DIRECTOR:
Andy Stone

The Chair called the meeting to order at 8:34 a.m., and a quorum was established.

Committee Members in Attendance

Destout, Elyse – Youth Council Chair
Hartmann, Andy – (Alt) Youth Vice Chair
Sherer, Howard – Prior Chair
Siegel, Carol – Vice Chair
Slack, Ron – Chair

Committee Members Absent

Morse, Rob – (Alt) Business Services Committee Vice Chair

Staff in Attendance

Stone, Andy – WIB Director
Zeller, Brenda – WIB Administrative Coordinator

Guests

Dion, Jim – Employment Program Manager, EDD
Rohlfing, Eileen – WIOA Regional Advisor, EDD
Ullestad, Sharolynn – Goodwill Central Coast

Subject: Call to Order/Welcome

Discussion: Chair Ron Slack called the meeting to order and welcomed members, staff, and guests.

Subject: Approval of Agenda

The agenda was approved with Director Andy Stone noting that Attachment 2 for Item A.3 was replaced due to an error.

Subject: Public Comment

There was no public comment.

Subject: Approval of April 6, 2016 Meeting Minutes

Discussion: There was no discussion.

Action: Approval of April 6, 2016 Meeting Minutes

Status: Motion to Approve: Carol Siegel
Motion Seconded: Howard Sherer
Abstentions: Elyse Destout, Andy Hartmann
Committee Action: All in favor, motion passed.

Subject: V. Consent Items:

C.1 – WIOA Partner Memorandum of Understanding

C.2 – SCCOE Draft Monitoring Report PY 15-16

C.3 – WIB Policies

Action: It was moved to approve Consent Items C.1 – C.3

Status: Motion to Approve: Carol Siegel
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, motion passed.

VI. Administration Items:

A.1 – Data Dashboard

Director Andy Stone went over the Data Dashboard, noting that the budget data only included two quarters and that once third quarter invoices were processed the amount of budget expended would be about \$2.4 million.

A.2 – Strategic Plan Report (Action)

Director Andy Stone reviewed the goals for the WIB Strategic Plan for Program Years (PY) 2014-17 and gave an update on the status of each goal.

Action: It was moved to accept the WIB Strategic Plan Status Report as presented.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Andy Hartmann
Abstentions: None
Committee Action: All in favor, motion passed.

A.3 – WIOA Board Composition Update (Action)

Director Andy Stone presented two options for the new WDB composition.

Action: It was moved to go forward with the WDB Member Roster as presented in Attachment 2 and add language indicating the Board of Supervisors position can be filled with a BOS appointee.

Status: Motion to Approve: Andy Hartmann
Motion Seconded: Carol Siegel
Abstentions: None
Committee Action: All in favor, motion passed.

A.4 – WIOA WIB/WDB Ordinance & Bylaws (Action)

Director Andy Stone reviewed the timeline for getting the necessary approvals on the Ordinance and Bylaws and for submitting them to the state for Recertification. He also noted that the WIB Ordinance and Bylaws were two separate documents that are being combined for the WDB, but that there would be no major changes to the operation of the WDB.

Action: I move to approve the new proposed ordinance and bylaws for the Workforce Development Board, in keeping with the Workforce Investment and Opportunities Act, and to recommend them to the County Board of Supervisors for approval and submission to the state as part of the Recertification process. I approve staff making edits as may be needed and as prescribed by County Counsel prior to submitting the ordinance and bylaws to the Board of Supervisors.

Status: Motion to Approve: Howard Sherer
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, motion passed.

A.5 – CEDS Committee Transition to Economic Development (Action)

Director Andy Stone explained that meeting management for the CEDS Committee would be transferring to the County Economic Development office since they are now fully staffed and the CEDS Committee is not a required part of the Workforce Investment Act nor the Workforce Investment Opportunity Act. He noted that there would be no change to how the CEDS Committee operates, and that the CEDS Committee had discussed this change at its May 4, 2016 meeting.

Action: I accept the report on the transition of the CEDS function, including meetings management, to the County Economic Development department.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, motion passed.

A.6 – WDB Officer Nominations PY 2016-17 (Action)

Former Chair Howard Sherer thanked the members of the Nominating Committee and members of the Executive Committee for their strategic help in determining the nominations. He then presented the slate of WDB Officer nominations.

Action: Approve the proposed slate of Officers of the Workforce Development Board and to forward to the WIB board for approval.

Status: Motion to Approve: Howard Sherer
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, motion passed.

A.7 – Proposed WIOA Budget PY16/17 (Action)

Director Andy Stone presented the proposed budget, noting that all PY15/16 contracts would be continued. He stated that the amount included for carry-in was estimated, which is why the amount is larger this year than last year when they had the actual amount.

Action: Approve the proposed WIOA budget for PY 2016-17 and authorize staff to begin program planning and negotiations for the WIOA service providers and prepare contracts for approval by the Board of Supervisors.

Status: Motion to Approve: Howard Sherer
Motion Seconded: Carol Siegel
Abstentions: None
Committee Action: All in favor, motion passed.

A.8 – RFP Center/Program Services PY17/18 (Action)

Director Andy Stone informed the board that WIOA has a requirement that Career Center Operator (CCO) services must be procured, but that the CCO duties could be combined under one contractor with Adult/Dislocated Worker (A/DW) services. He stated that the Request for Proposal (RFP) for program year 2017-18 would combine the CCO, A/DW Program, and the Business

Services Representative Program so as to combine their functions and not leave the CCO isolated.

Action: Approve the RFP procurement and direct WIB staff to take the necessary steps to issue and implement the RFP with the appropriate time line for full contract implementation to begin with program year 2017/18.

Status: Motion to Approve: Andy Hartmann
Motion Seconded: Carol Siegel
Abstentions: Elyse Destout
Committee Action: All in favor, minus noted abstention, motion passed.

A.9 – Planning for June 8 WIB Meeting (Action)

Director Andy Stone led a discussion about items to include on the agenda for the June 8 WIB meeting, including a celebration for retiring WIB member Howard Sherer and all Consent Items and Administration Items from the May 18 Executive Committee Meeting except for Item A.9.

Action: Direct the WIB staff to include the following items in the June 8, 2016 WIB meeting agenda.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Elyse Destout
Abstentions: Howard Sherer
Committee Action: All in favor, motion passed.

VI. Chairperson's Report

WIB Chair Ron Slack thanked committee members and staff for attending.

Meeting adjourned at 10:18 a.m.

Next Meeting: Executive Committee Meeting
Wednesday, August 3, 2016 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060

Workforce Investment Board Meeting
Wednesday, October 26, 2016 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

C.1 Common Measure Performance PY 15-16 Q3

COMMITTEE: WDB Executive Committee	MEETING DATE: August 3, 2016
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STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, WDB Sr. Analyst; Teresita Hinojosa, WDB Sr. Analyst

SUMMARY:

The attached Performance Update for 3rd Quarter PY 2015-16 gives an indication of local performance as of March 31, 2016 for Adult, Dislocated Worker and Youth program services. The state only considers annual performance and requires local areas meet 80% of the assigned goal. Although the Workforce Innovation and Opportunity Act (WIOA) was enacted effective July 1, 2015, the performance measures used under WIA will remain in effect until June 30, 2016. The LWIA has met or exceeded all the goals.

As a reminder, this is preliminary data through 3rd quarter and includes data on up to 43 Adults, 67 Dislocated Workers, and 116 Youth depending on the specific measure. The State will review the data for validation of WIOA numbers and provide FINAL actual program year performance results after the program year ends.

** The State of California requires local areas meet 80% of the assigned goal.*

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the WIOA Common Measure Performance for 3rd quarter for PY 2015-16.

COMMITTEE DATE 08/03/16	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

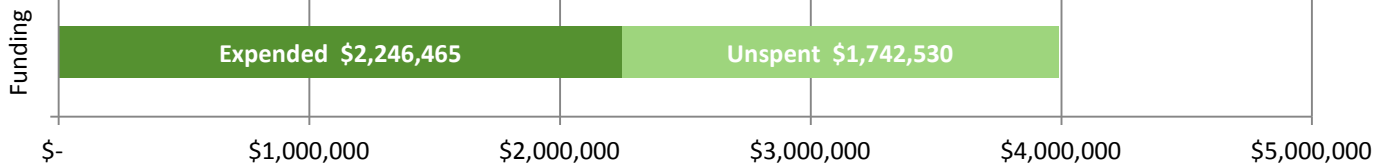
C.1 Attachment

Performance Update for 3rd Quarter PY 2015-16

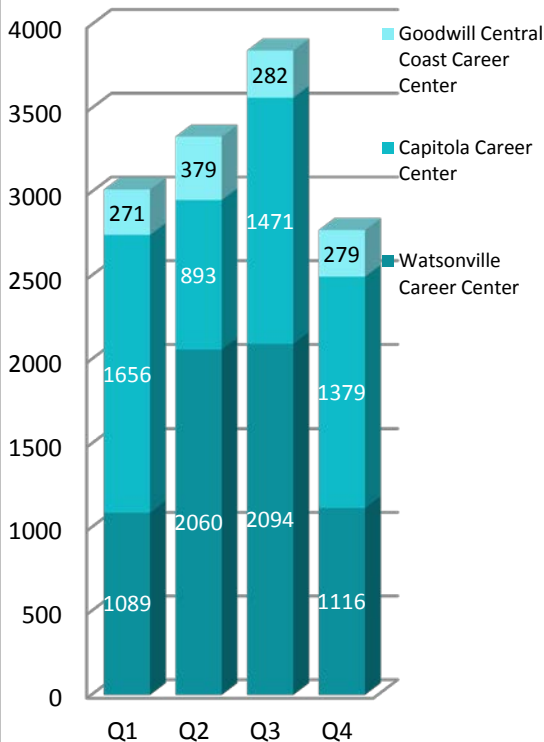
Adult and Dislocated Worker Formula 3rd Quarter Performance (as of 3/31/16)						
Adult and DW Performance Goals	Participant Categories	PY 2015-16 Santa Cruz LWIA Goal	Performance Level through 3/30/16	Met Goal	Met 80% Target? *80% of goal	Success Rate % of goal met
Entered Employment Rate	Adult	72.0%	67.4%	NO	YES	93.6%
	Dislocated Worker	70.5%	82.0%	YES	YES	116.3%
Retention Rate – 9 months 1, 2, & 3 Qtrs after exit	Adult	85.0%	76.3%	NO	YES	89.7%
	Dislocated Worker	84.0%	90.7%	YES	YES	107.9%
Average Earnings: 2 nd and 3 rd Qtr after exit to 2 nd and 3 rd Qtr prior to WIA participation	Adult	\$16,500	\$20,256.29	YES	YES	122.7%
	Dislocated Worker	\$15,050	\$18,642.62	YES	YES	123.8%

WIA Youth Formula 3rd Quarter Performance (as of 3/31/16)					
Youth Performance Goals	PY 15-16 Goals	Performance Level through 3/31/16	Met Goal	Met 80% Target?	Success Rate (% of goal met)
Entered Education or Employment Rate	70.5%	82.2%	YES	YES	116.59%
Attained Degree or Certificate	64.0%	83.5%	YES	YES	130.46%
Literacy & Numeracy Gains	72.0%	88.2%	YES	YES	122.5%

***The State of California requires local areas meet 80% of the assigned goal.**



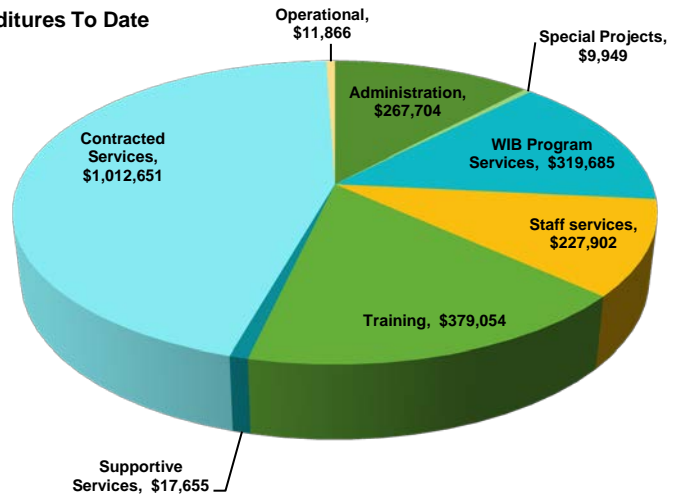
PY 15/16 Jobseeker Visits
Total Visits by Quarter



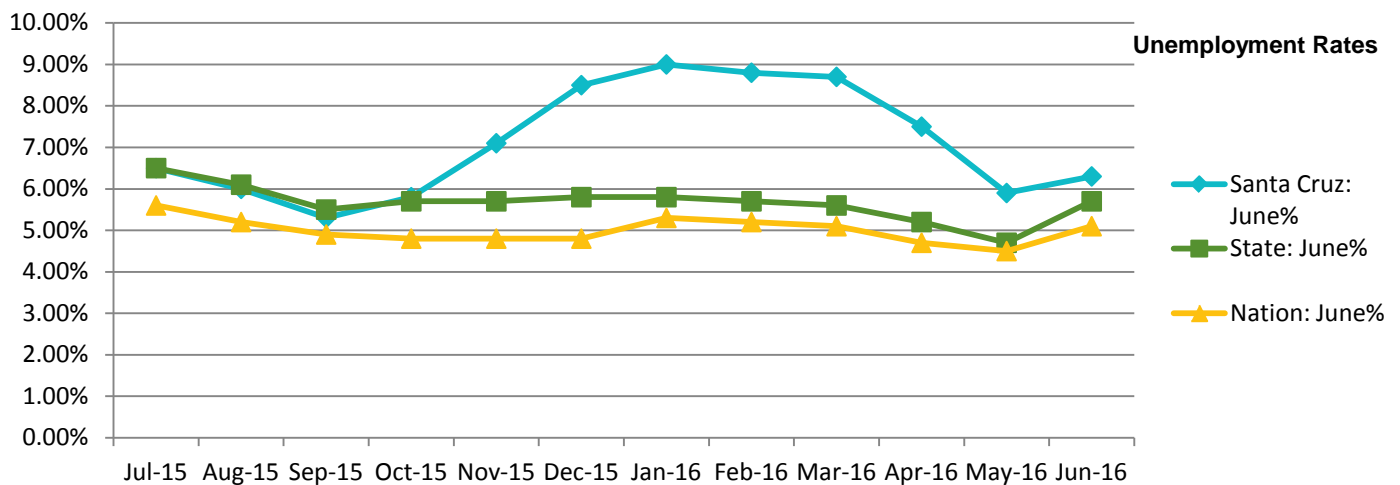
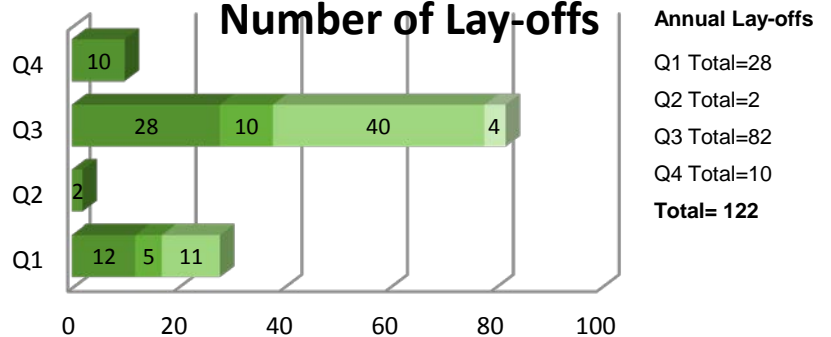
Annual Unique Visitors:

Watsonville: 2,412
Capitola: 1,369
Goodwill: 615
TOTAL: 4,396

Expenditures To Date



PY15/16 Rapid Response:
Number of Lay-offs





Action Consent Information Discussion



A.2 Strategic Plan Report

COMMITTEE: Executive Committee	MEETING DATE: August 3, 2016
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

On October 8, 2015 the WIB approved the WIB Director's PY 2015-16 Operational Plan which lays out the specific actions for the program year designed to ensure that the Strategic Plan's goals are met. The attached scorecard represents the PY 2015-16 outcomes for the approved goals and action steps.

Both the Strategic Plan and the WIB Director's Operational Plan incorporate the 2014-17 Strategic Goals referenced below.

2014-2017 Strategic Goals for Workforce Santa Cruz County

Goal 1: Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs

Goal 2: Align workforce development strategies to support local economic development

Goal 3: Develop strategic relationships with educators, employers and community partners to:

- Increase the skill levels of youth and adult job seekers, and
- Create opportunities for employment, career mobility, and self-sufficiency

Goal 4: Increase Board (WIB) Effectiveness

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the WIB Strategic Plan Status Report as presented.

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

**A.2 Attachment - Workforce Development Board of Santa Cruz County
STRATEGIC PLAN STATUS REPORT PY 2015-2016**

	Benchmark (2014-15)	2015-16 Target	2015-16 Operational Goals to meet Target	YTD
Program Services				
Goal 1 Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs	Regional Strategies implemented in 2014/15: • Proposition 39 Pre-Apprenticeship Development Grant	In 2015-16: Deliver two WIB approved regional projects	<ul style="list-style-type: none"> Expand regional pre-apprenticeship program via a Proposition 39 Implementation Grant. Strengthen relationships with regional partners through a board approved regional project and a WorkKeys focused Slingshot project. 	Prop 39 Grant 2.0 Awarded - Seeking Training Location. Slingshot - Health Care Focus - First Meeting 8/11. Regional Planning Grant Application (\$123,355) - Monterey WDB.
Goal 2 Align workforce development strategies to support local economic development	In 2014/15, WIB implemented a Prop 39 Pre-Apprenticeship Development Grant for Construction Careers	In 2015-16: Partner with economic development on one sector strategy	<ul style="list-style-type: none"> Develop training program for hospitality/tourism workers. 	Hospitality Training Program Group: Identified Potential Training Program - Seeking Startup Funding from CEDS - Putting Together MOU and Budget
Goal 3 Develop strategic relationships with educators, employers and community partners to: • Increase the skill levels of youth and adult job seekers, and • Create opportunities for employment, career mobility, and self-sufficiency	Reconvening of Career Center Operators Committee, Suenos and Work4Youth developing new Agricultural Skills Academy	In 2015-16: Align training scholarships with in-demand careers	<ul style="list-style-type: none"> Release Initial County Jobs Report using LMI and Employer Input. Create WIB scholarship list based on in-demand jobs. 	Running Pilot Scholarship List; County Jobs Report Being Designed
Board Effectiveness				
Goal 4 Increase Board (WIB) Effectiveness	Approved new 25 member board	In 2015-2016: Transition from WIB to WDB	<ul style="list-style-type: none"> Provide development opportunities for each WIB member. Develop a new Workforce Development Board strategic plan. 	WIB Business Engagement Strategy Completed; Identified WIB/WDB Development Topics and Trainers

Benchmark = beginning of the strategic plan

Target = planned to be at the end of the year

Green	on track to meet planned target for the year
Yellow	needs to be watched
Red	in danger of not meeting target for the year.



Action Consent Information Discussion



A.3 Youth Contract & Budget PY 16-17

COMMITTEE: Executive Committee	MEETING DATE: August 3, 2016
STAFF NAME: Andy Stone, WDB Director; Teresita Hinojosa, WDB Sr. Analyst	

SUMMARY:

At the WIB Board meeting of June 8, 2016, your Board approved a contract for WIOA Youth Services with the Santa Cruz County Office of Education (COE) in the amount of \$850,000. WDB staff is now proposing an increase of \$225,497.59 including carry-in to the budget for a total contract amount of \$1,075,497.59.

During budget negotiations, the WDB staff proposed that the contractor increase services to expand the breath of services for OSY youth, especially with the newer requirements of serving 75% Out-of-School youth and using a minimum of 20% of funds on Work Experience. This would also provide an opportunity to enhance the types of services that are accessible to youth in the program.

This past contract year provided us with a better understanding of the difficulty in serving OSY youth. The array of case management staff time required, community and partnership outreach and coordinating efforts, wrap-around services, and follow-up when a youth falls out of the program all lead to the need to expand the approach for this harder to serve population.

COE is proposing to increase contracted services for tutoring, leadership development, comprehensive guidance and counseling, entrepreneurial skills training, and occupational skills training. With the additional funds, COE will also be able to fund a full time OSY Work Experience specialist, a .5 FTE Academy teacher, a Secretary (previously a Receptionist) for the program, and increased Supportive Services and Incentives.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the changes to the WIOA Youth Services contract and budget for PY 2016-17.

COMMITTEE DATE 08/03/16	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action Consent Information Discussion



A.4 Business Engagement Plan Update

COMMITTEE: Executive Committee	MEETING DATE: August 3, 2016
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STAFF NAME: Andy Stone, WDB Director

SUMMARY:

On June 2, 2016 the WIB Business Services Committee held a business engagement strategic planning session facilitated by Business U. As a result of the feedback obtained at this meeting, Business U has prepared the attached recommendations for a WDB Business Engagement Plan. At this meeting, the WDB Director will outline the plan's recommendations and discuss potential next steps.

Attachment(s)

SUGGESTED MOTION: (if applicable)

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



Action Consent Information Discussion



A.5 WDB Member Development

COMMITTEE: Executive Committee	MEETING DATE: August 3, 2016
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STAFF NAME: Andy Stone, WDB Director

SUMMARY:

The WDB's most recent strategic plan calls for development opportunities for each WDB member. As a result of WIOA implementation, the California Workforce Association has made several training opportunities available for our WDB members and staff. At this meeting, the WDB Director will share several potential training opportunities and solicit action steps.

Potential training topics include:

- Running Effective Board Meetings: Moving Your Customers from their first Job, a Better Job and a Better Life! [1 Day]
- WDB Engagement: Engaging Your Board Members in 5 Easy Steps! [1 Day]
- Workforce Development Board Orientation and Training [1 Day or 2 Day]
- Leading the Workforce System: WIOA Board Roles, Responsibilities, and Opportunities [1 Day or 2 Day]
- Creating Highly Effective Boards In-Depth Training
- Creating Highly Effective Workforce Boards Foundational Training
- The Arc Bends Toward Progress: Designing Board Meetings that Matter
- Workforce Boards as System Champions: Sector Strategies
- Workforce 101: An Overview of the Workforce Development System [1 DAY OR 4 WEBINAR HOURS]
- WDB Role - Community Issues Management: The Key Role of Workforce Boards [1 Day]
- Overview of WIOA

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to direct the WDB staff to purchase and schedule trainings for the following topics.

COMMITTEE DATE 08/03/16	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action Consent Information Discussion



A.6 Presenter for October WDB Meeting

COMMITTEE: Executive Committee	MEETING DATE: August 3, 2016
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STAFF NAME: Andy Stone, WDB Director

SUMMARY:

The next Workforce Development Board (full board) meeting is scheduled for October 26, 2016. WDB staff request that your committee discuss and identify a potential presenter for that meeting.

Attachment(s)

SUGGESTED MOTION: (if applicable)

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