



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

MEMBERS:

Ron Slack, Chair
Good Times

Carol Siegel, Vice Chair
Santa Cruz Seaside Company

Alan Aman, Chief Operating Officer
PAMF Santa Cruz

Paul Arsenault, Business Representative
Sheet Metal Workers' Union, Local 104

Alia Ayyad, Director
Center for Employment Training

Diane Berry-Wahrer, Supervisor
California Department of Rehabilitation

Greg Caput, Supervisor
Santa Cruz County Board of Supervisors

Jack Carroll, Chair, Career and Technical Education
Watsonville/Aptos Adult Education

Jack Cheney, CFO
Wonderfully Raw Gourmet

John T. Collins II, Senior Vice President
Goodwill Industries

Carolyn Conner, HR Employment Representative
Safeway

Christina Cuevas, Program Director
Community Foundation of Santa Cruz County

Valerie Custodio, Store Team Leader
Target

VACANT
National Council on the Aging

Marshall Delk, Vice President
Lighthouse Bank

Elyse Destout, Owner
Photography by Elyse Destout

James Dion, Employment Program Manager
Employment Development Department

Russ Elliot, Sr. VP/Human Resources Director
Bridge Bank

Cecilia Espinola, Director
Santa Cruz County Human Services Department

Jon Gundersgaard, Senior Technical Recruiter
Seagate Technology

Andy Hartmann, Business Manager/Financial Secretary
IBEW Union, Local 234

Jane M. Heien, Human Resources Director
Driscoll's

Mark Hodges, Director, Regional Occupational Program
Santa Cruz County Office of Education

Dave Hood, President
First Alarm

Corrie Kates, Deputy City Manager
City of Scotts Valley

Julie Lambert, Director, Finance & Human Resources
S. Martinelli and Company

Cesar Lara, Executive Director
Monterey Bay Central Labor Council

Stephen Mangelsen, Partner
B2B CFO

Vicki Miranda, VP Human Resources
Dominican Hospital

Rob Morse, Manager
Pacific Gas and Electric Company

Denise O' Laughlin, Director of Human Resources
Chaminade Resort & Spa

Carlos Palacios, Manager
City of Watsonville

Rock Pfothhauer, Dean of Instruction, CEED
Cabrillo College

Francisco Rodriguez, President
PVFT Union, Local 1936

Howard Sherer, Chief Executive
Hutton Sherer Marketing

William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce

Robert Williamson, Business Representative
IATSE, Local 611

DIRECTOR:
David Mirrione

**Workforce Investment Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Wednesday, January 22, 2014 @ 11:00am**

The Chair called the meeting to order at 11:01 am.

Committee Members in Attendance

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

Committee Members Absent

O' Laughlin, Denise	Director of HR, Chaminade Resort & Spa
Collins, John T., II	Senior VP, Goodwill Industries
Williamson, Robert	Business Rep, IATSE Local 611

Staff in Attendance

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

Guests

Dion, Jim	WIB Member/EDD Program Manager
Moore, Wil	Shoreline Workforce Development Svcs

Subject: Welcome

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

Subject: Public Comment

Discussion: There was no public comment.

Subject: Director's Report

Discussion: Thanked members, staff, and guests for attending this special meeting.

Subject: Chair's Report

Discussion: No comments.

Subject: Approval of December 20, 2013 Minutes

Discussion: Chair Ron Slack called for the December 20, 2013 minutes to be approved.

Action: Approval of December 20, 2013 Minutes

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

D.1 Procurement of Adult, Dislocated Worker, and Business Services for Program Year 2014-15

RECOMMENDATION: *Review, Discuss and take Action on the Procurement of WIA Adult and Dislocated Worker Services Contract*

- *Discuss the proposed WIA Adult and Dislocated Worker RFPs for 2014-2015: Decision Points and recommend its approval;*
- *Discuss the proposed Chart of Proposed Criteria Elements and recommend its approval;*
- *Establish an Ad-Hoc RFP Design/Evaluation Committee and authorize the Committee to take final action on behalf of the WIB regarding the design of WIA Adult and Dislocated Worker Services program and determine criteria for the procurement of these services; and*
- *Authorize WIA staff to take necessary steps for implementation of the RFP in order to meet required timelines.*

Discussion: The WIB Director reviewed the Procurement Timeline (Attachment 1) and pointed out that the benchmark for September 2 (Special) Full Board Meeting or Executive Committee Meeting pending Full Board Approval of Executive Committee authority has been listed as September 1 on the timeline that was presented at the December 20, 2013 meeting. It needed to be changed to September 2 because September 1 is a County Holiday. The Decision Points Document was reviewed and all changes are referenced in the document – which is an attachment to these minutes. The evaluation criterion was reviewed and there were no questions. It was noted that this same criteria was used for consistency for the WIA Youth RFP which was recently published.

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

Subject: Information / Announcement Items

I.1 Labor Market Information

Recommendation and Action: *No action taken*

Discussion: The item was not discussed.

Status: N/A

Meeting adjourned at 12:22 p.m.

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

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

Attachment 1

**WIA ADULT & DISLOCATED WORKER RFP FOR 2014-2015: DECISION POINTS
Workforce Investment Board Santa Cruz County**

WIA REQUIREMENTS	2013-2014: CURRENT PROGRAMS/PROJECTS	DECISION POINTS for RFP 2014-2015: PROGRAMS/PROJECTS												
1. COMMON MEASURES OUTCOMES														
Federal Performance Measures:	<p><u>2013-2014 WIA Adult/DW Performance Goals for Santa Cruz County (Locally Negotiated Goals):</u></p> <table border="1" data-bbox="485 483 1115 740"> <thead> <tr> <th></th> <th>Adult</th> <th>DW</th> </tr> </thead> <tbody> <tr> <td>Entered Employment</td> <td align="center">74.7%</td> <td align="center">72.7%</td> </tr> <tr> <td>Retention Rate</td> <td align="center">83.0%</td> <td align="center">86.0%</td> </tr> <tr> <td>Average Earnings</td> <td align="center">\$15,000</td> <td align="center">\$14,500</td> </tr> </tbody> </table> <p>Providers are expected to know which performance measure will apply to each enrolled individual</p> <p>PY 2014/15, new performance measures as yet undetermined, will apply</p>		Adult	DW	Entered Employment	74.7%	72.7%	Retention Rate	83.0%	86.0%	Average Earnings	\$15,000	\$14,500	<ul style="list-style-type: none"> Expect service provider to meet 80% performance attainment in first year and 100% in 2nd and subsequent years?
	Adult	DW												
Entered Employment	74.7%	72.7%												
Retention Rate	83.0%	86.0%												
Average Earnings	\$15,000	\$14,500												
2. PROGRAM DESIGN														
a. Career Center Services	<ul style="list-style-type: none"> Career Center Services at Full-Services Career Center in Watsonville Satellite office in north county 	<ul style="list-style-type: none"> Establish a minimum staffing level of 1 FTE for Career Center coverage, in addition to partners? Require mandatory online resume in VCC? 												
b. Eligibility	<p>WIB Approved Policies:</p> <ul style="list-style-type: none"> Priority of Service Immediate Referral to training <p>Veterans and their spouses receive automatic priority.</p> <p>Training from the demand occupations list</p>	<ul style="list-style-type: none"> Require service provider to conduct WIA Orientation events at off-site and/or remote locations? Require direct outreach to x% of certain demographics/population? For example: <ul style="list-style-type: none"> Veterans Public assistance recipients/GA recipients 												

WIA REQUIREMENTS	2013-2014: CURRENT PROGRAMS/PROJECTS	DECISION POINTS for RFP 2014-2015: PROGRAMS/PROJECTS
c. Assessment	CASAS test (basic skills, math/reading) ; community college students exempt Development of the Individual Employment Plan	<ul style="list-style-type: none"> ● Mandatory assessment/testing? <ul style="list-style-type: none"> ○ Assess interests, values, skills & abilities ○ Reskilling
d. Training/On-the-Job Training Services	WIB Approved Policies: <ul style="list-style-type: none"> ● Individual Training Account amount (\$3,500) ● Supportive Services amount (\$200) 	<ul style="list-style-type: none"> ● <u>Assess #s for OJT v ITAs?</u> ● <u>Establish a % of training allocation to be used for OJT & ITAs</u>
e. Business Services Representative	Business Outreach <ul style="list-style-type: none"> ● Provides information on Workforce Services to local businesses ● Makes referrals to WIB and other workforce development agencies 	<ul style="list-style-type: none"> ● <u>Conduct # of local Job Fairs outreach efforts to help jobseekers get jobs and assist businesses get skilled workers?</u> ● <u>Establish a threshold for # of employers/ businesses entered in VCC?</u> ● <u>Set outcomes for # of new businesses to outreach</u>
f. Job Search Assistance	<ul style="list-style-type: none"> ● Job Search Assistance to Exit ● Follow-up for exiters who are not in the State Base Wage Report 	<ul style="list-style-type: none"> ● Require # of Job Search Workshops? <ul style="list-style-type: none"> ○ Resume writing (including cover letter) ○ Networking ○ Interviewing ○ Job search ● Mandate retention services?
3. IN-KIND and/or CASH MATCH		
	<ul style="list-style-type: none"> ● Minimum requirement of an in-kind or cash match? ● Match a minimum of 10-20%? 	
4. BONUS CONSIDERATIONS		
	<ul style="list-style-type: none"> ● Local vendor – automatic 5 points (mandated by GSD, County requirement) ● Award bonus points for going above the minimum match as listed/decided above? 	