



Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs to train, educate, and support the workforce to develop key and timely skills. We assist Business to secure the talent they need to thrive now, and into the future.

Workforce Development Board-Executive Committee
Wednesday, November 1, 2023 @ 8:30am

In-Person Meeting
Workforce Santa Cruz County Career Center
Computer Lab 1
18 W. Beach Street
Watsonville, CA 95076

Call to Order/Welcome

Non-agenda public comment

Chairperson’s Report

Action Items (vote required) :

1. Approval of Minutes: August 16, 20232-7
2. WIOA Transfer of PY 23/24 funds: Dislocated Worker to Adult allocation 8
3. WDB December 6, 2023 Meeting Planning 9

Report Items (no vote required):

4. WDB Director’s Operational Plan Update 10-11
5. WDB Staff Updates..... 12

Information Items (no vote required):

6. Update AJCC Certification Continuous Improvement Plan PY 23/24 Q1..... 13

Committee Member Announcements

Adjournment

Next Meeting: **Workforce Development Board- In-Person Meeting**
December 6, 2023 @8:30 am

Workforce Development Board-Executive Committee
February 28, 2024 @8:30 am

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) 763-8900 (TDD/TTY- 711) 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.

Action Item 1: Approval of Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the August 16, 2023 Executive Committee meeting minutes

Suggested motion

I move to approve the August 16, 2023 Executive Committee meeting minutes.



**Workforce Development Board
Executive Committee
Watsonville Career Center, Room 2
Wednesday, August 16, 2023 8:30 a.m.**

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

The Chair called the meeting to order at 8:32 a.m., and a quorum was established. All participants attended in-person.

Committee Members in Attendance

Adolfo, Tracey
Delk, Marshall
Destout, Elyse
Morse, Rob
Siegel, Carol

Committee Members Absent

Vereker, Dustin

Staff in Attendance

Gutierrez, Elizabeth – WDB Administrative Assistant
Kieu, Nathan – Business Services Manager
Paz-Nethercutt, Sara – WDB Sr. Analyst
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Office Assistant

Guests

Becerra, Ivan

Subject: Public Comment

None.

Subject: Chairperson’s Report

Chair, Rob Morse stated that July 21, 2023 Executive Committee meeting was a success and potential topics to be included in future Full Board meetings were identified.

Subject: Action Items:

Item 1 – Approval of the July 21, 2023 Meeting Minutes

Committee member, Marshall Delk, noted that last names were not listed for the committee members that approved the motion for agenda item 3 on page 4; last names added were added to the minutes for the July 21, 2023 Executive Committee meeting.

Action: It was moved to approve the July 21, 2023 Executive Committee meeting minutes.

Status: Motion to Approve: Marshall Delk

MEMBERS:

Rob Morse, Chair
Pacific Gas and Electric Company

Elyse Destout, Vice Chair
Photography by Elyse Destout

Alia Ayyad
Center for Employment Training

Felix Cantu
Employment Development Department

Christina Cuevas
Community Foundation of Santa Cruz County

MariaElena De La Garza
Community Action Board

Marshall Delk
Santa Cruz County Bank

Daniel Dodge
Cabrillo College Federation of Teachers

Sean Hebard
Carpenters Local 505

Carmen Herrera-Mansir
El Pajaro CDC

Laura Holmquist-Gomez
Five Star Catering

LeNae Liebetrau
Department of Rehabilitation

Chris Miller
ScratchSpace, LLC

Janet Nagamine
Hikari Farms

Shaz Roth
Pajaro Valley Chamber of Commerce
and Agriculture

Glen Schaller
Monterey Bay Central Labor Council, AFL-CIO

KatieSetzler
Palo Alto Medical Foundation

Carol Siegel
Santa Cruz Seaside Company

Ray Sumano
Sumano Bakery

Dustin Vereker
Discretion Brewing

DIRECTOR:
Andy Stone

Motion Seconded: Elyse Destout
 Abstentions: Carol Siegel

Committee Action All in favor, minus abstention, motion passed

Item 2 – WDB Director’s Operational Plan Update

WDB Director Andy Stone reviewed the proposed operational targets set for PY 2023-24.

Goal 1:

- Identify strategies to better connect current and former Foster Youth to Workforce Development Services.
- Add an entrepreneurship training option for WIOA eligible clients; item was moved forward from PY 2022-23.
- Develop and launch a new public engagement process to inform the WDB’s annual planning

Goal 2:

- Conduct outreach to construction businesses and identify opportunities for new sector partnerships and programs.
 - WDB Director, Andy Stone mentioned that Cabrillo has expanded their construction courses and is offering them once again at the Watsonville campus.
- Host a county-wide economic forecast event
 - WDB Director, Andy Stone met with committee members Marshall Delk and Dustin Vereker to go over ideas and planning for the economic forecast event.

Goal 3:

- Increase awareness of Workforce Santa Cruz County services by creating new videos highlighting client and business success stories
 - WDB Director, Andy Stone announced that the WDB is working with Suenos and Goodwill to gather success stories from businesses and clients to include a video. Committee member, Carol Siegel recommended using Watsonville Academy as she has used them for prior filming needs.
- Develop a WDB member orientation process that connects new appointees with experienced board members
 - WDB Director Andy Stone mentioned he would like Executive Committee members to mentor new Board members.
- Draft and release the 2024 State of the Workforce
 - This year the report will focus on the construction industry.

Action: It was moved to accept the WDB Director’s Operational Plan update for Program Year 2023-2024.

Status: Motion to Approve: Elyse Destout
 Motion Seconded: Carol Siegel
 Abstentions: None

Committee Action All in favor, motion passed

Item 3 – WDB Fiscal Year 2023-24 Budget

WDB Director, Andy Stone reviewed the current service providers and shared that Amanda Winter will no longer be providing the One-Stop Operator services and is currently out for bid.

Action: It was moved to accept the WIOA budget for PY 2023-24.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Elyse Destout
 Abstentions: None

Committee Action All in favor, motion passed

Item 4 – Eligible Training Provider List Draft Monitoring Report

WDB Director, Andy Stone gave a brief overview of the ETPL monitoring process. He stated there were no monitoring findings but there was concerning feedback from WIOA participants that is being addressed with the vendors. WDB Sr. Analyst, Sara Paz-Nethercutt shared the process for obtaining feedback from clients. Goodwill representative, Ivan Becerra added that he created a spreadsheet to track clients who have completed the program in order to follow up by requesting feedback.

Action: It was moved to approve the ETPL monitoring reports as drafted by WDB staff.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Marshall Delk
 Abstentions: None

Committee Action All in favor, motion passed

Item 5 – Revision to Local WIOA Youth Work Experience Policy

WDB Sr. Analyst, Sara Paz-Nethercutt informed the committee the wages for youth ages 18-24 increased to \$18.50 an hour.

Action: It was moved to accept the revision to the WIOA local youth WEX policy.

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Elyse Destout
 Abstentions: None

Committee Action All in favor, motion passed

Item 6 – WDB September 20, 2023 Meeting Planning

WDB Director Andy Stone shared the potential topics to discuss at the next Full Board Meeting, which included:

- New Board Members Orientation and Training
- Construction Trades
- Economic Forecast Event
- State of the Workforce Report
- Greater Market Awareness/Community Awareness
- Entrepreneurship Training
- Foster Youth

Chair, Rob Morse shared that at the next Board meeting there will be a breakout session for Board members to discuss challenges and opportunities.

Action: It was moved to direct that the WDB staff include a breakout session for discussion on Challenges and Opportunities in the September 20, 2023 WDB Meeting agenda.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Elyse Destout
Abstentions: None

Committee Action All in favor, motion passed

Subject: Report Items:

Item 7 – Workforce Development Board Staff Updates

WDB Sr. Analyst Sara Paz-Nethercutt announced that the WDB released a procurement for One-Stop Operator services.

Business Services Manager, Nathan Kieu informed the committee that the WDB will not move forward with the Behind Every Employer platform but instead will look into revamping the WorkforceSCC website. The WDB received a total of 11 referrals while using the platform.

He also shared that he met with committee members Marshall Delk and Dustin Vereker to plan the Economic Forecast event. The location for the event will be between north and mid county with a tentative date of Feb 15th. Possibly reach out to the UCSC economic professor to be a speaker. Committee members shared their thoughts for the event which included food, sponsorships, and to provide usable information.

WDB Director, Andy Stone shared that construction pre-apprenticeship class scheduled at the Rountree Correctional facility was put on hold due to the funding for the American Rescue Plan Act (ARPA) not being put in the budget or PY 2023-24.

He also mentioned that the Prison to Employment program, grant of \$77,000, will serve 6 justice involved individuals for PY 2023-24.

No action, report item only.

Item 8 – Eligible Training Provider List (ETPL) 2022-23 Annual Report

WDB Director, Andy Stone reviewed the ETPL annual report, top schools, top expenditures, and demographic. Committee member, Marshal Delk asked if the committee could be provided with feedback from WIOA participants. WDB Director Andy Stone replied that feedback would be provided with videos from students sharing their experience.

No action, report item only.

Item 9 – AJCC Certification Continuous Improvement Plan

WDB Sr. Analyst Sara Paz-Nethercutt reviewed the final status report for last PY 2022-23.

No action, report item only.

Subject: Committee Member Announcements:

Committee member Carol Siegel shared that the Santa Cruz Beach Boardwalk has job openings for a Talent Acquisition Manager and a Recruiter – Community Engagement.

Meeting adjourned at 9:58 a.m.

**Next Meeting: WDB Executive Committee Meeting
Wednesday, November 1, 2023 @ 8:30am**

DRAFT

Action Item 2: WIOA Transfer of Dislocated Worker funds to Adult Grant

(Action required) – Lacie Gray

Recommendation

Recommend transfer of funds between WIOA Dislocated Worker (DW) to Adult Grant

The prepared transfer of funds requests can be found here: <https://bit.ly/3SdAWr2>

Background

Staff is requesting a budget transfer of \$90,422 from the WIOA Dislocated Worker program to the Adult program in order to better utilize the funds based on current customer need. Due to the low unemployment rate, the demand for adult services has outpaced the demand for dislocated worker services.

Transfers of up to 100% between Dislocated Workers and Adult grants (and vice versa) are allowable per the Workforce Innovation and Opportunity Act (Directive WSD22-09, dated January 30, 2023).

This is the first such transfer your Committee/Board has considered this fiscal year and is to better utilize the funding where it is needed by community members.

Next Steps

If the recommendation is approved by your Board, staff will send a budget modification request to the state to move funds from WIOA DW to WIOA Adult to maximize our ability to serve customers.

Suggested motion

Authorize staff, including directing the WDB Director to sign, to send a budget modification request to the state to move WIOA DW funds to WIOA Adult services.

Action Item 3: WDB December 6, 2023 Meeting Planning

(Action required) Andy Stone

Background

At this meeting, the Executive Committee will consider if it would like to add any agenda items to the December 6, 2023 WDB Full Board meeting agenda.

Suggested motion

I move to direct that the WDB staff include the following items in the December 6, 2023 WDB meeting agenda.

Report Item 4: Operational Plan Update

(No vote required) – Andy Stone

Background

On September 20, 2023 the WDB approved the WDB Director's Program Year (PY) 2023-24 Operational Plan which lays out the specific actions for the program year designed to ensure that the board's priorities are met. The attached scorecard represents the PY 2023-24 goals and action steps.

The WDB Director's Operational Plan incorporates the goals referenced below:

Operational Goals for Workforce Santa Cruz County

Goal 1: Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.




Goal 2: Santa Cruz County businesses have the talent needed to thrive now and into the future.


Goal 3: Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.


Next Steps

The WDB Director will report on the Operational Plan's progress at each Workforce Development Board meeting.

**Item 4 Attachment - Workforce Development Board of Santa Cruz County
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2023-2024**

	<i>Status</i>	<i>2023-24 Operational Targets</i>	<i>YTD</i>
<p><u>Goal 1</u></p> <p>Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.</p>		<ul style="list-style-type: none"> • Identify strategies to better connect current and former Foster Youth to Workforce Development Services • Add an entrepreneurship training option for WIOA eligible clients • Develop and launch a new public engagement process to inform the WDB's annual planning 	<p>Putting together Foster Youth partner workgroup.</p> <p>Need to identify accredited programs.</p> <p>Hired an new Associate Analyst to coordinate this work.</p>
<p><u>Goal 2</u></p> <p>Santa Cruz County businesses have the talent needed to thrive now and into the future.</p>		<ul style="list-style-type: none"> • Conduct outreach to construction businesses and identify opportunities for new sector partnerships and workforce development programs • Host a county-wide economic forecast event 	<p>Business Services Manager has started targeted outreach to construction businesses.</p> <p>Santa Cruz Chamber hosted a similar event last year. Seeking a partnership opportunity.</p>
<p><u>Goal 3</u></p> <p>Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.</p>		<ul style="list-style-type: none"> • Increase awareness of Workforce Santa Cruz County services by creating new videos highlighting client and business success stories • Develop a WDB member orientation process that connects new appointees with experienced board members • Draft and release the 2024 State of the Workforce Report 	<p>Identified success stories for videos. To be completed by March 20 WDB meeting.</p> <p>Seeking volunteers from experienced WDB members.</p> <p>Project scheduled to begin in November.</p>

 on track to meet planned target for the year

 not on track to meet planned target for the year

Report Item 5: Workforce Development Board Staff Updates

(No vote required)

Business Services- Nathan Kieu:

1. Economic Forecast Update
2. 2024 State of the Workforce Update
3. Construction Outreach Event
4. Non-Profit Career Fair Update
5. Rapid Response Update

Information Item 6: AJCC Certification Continuous Improvement Plan PY 23/24 Update

(No vote required) Andy Stone

Background

WDB Staff previously informed this committee of the EDD policy directive, WSD20-08, dated March 1, 2021 which provides policy and guidance for conducting the AJCC certification process. There are two (2) levels of AJCC Certification:

1. **Baseline:** intended to ensure that every AJCC site is in compliance with WIOA statutory and regulatory requirements; and
2. **Certification Indicator Assessment:** intended to measure continuous improvement in service delivery with seven (7) indicators.

An independent evaluation and assessment of each of the AJCCs was conducted by Racy Ming and Associates. The independent and objective assessment will be conducted every three (3) years and will be due again to the State in 2024 with the criteria and procedures established by the State board. Using the recommendations and evaluations from the assessments, the Continuous Improvement (CI) Plan was created. The purpose of the CI Plan is to ensure that AJCCs deliver a better experience and continuously improve services for job seekers, workers, and employers.

As you may recall, on December 8, 2021, the WDB approved the America's Job Center of California (AJCC) Certification Indicator Continuous Improvement Plan as written and authorized the WDB staff to submit to the Employment Development Department (EDD) Regional Advisor by the December 31, 2021 deadline.

Update

The Continuous Improvement Plan incorporates the actions for the program year for each AJCC site. PY 2023/24 Quarter 1 progress is available for your information.

The link to view the CI plan is found here: <https://bit.ly/498c36c>