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
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   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
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.

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**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.

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**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.
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.

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**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.

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**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
C.1 Common Measure Performance PY 15-16 Q3

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.

SUGGESTED MOTION: (if applicable)

I move to accept the WIOA Common Measure Performance for 3rd quarter for PY 2015-16.
C.1 Attachment
Performance Update for 3rd Quarter PY 2015-16

## Adult and Dislocated Worker Formula 3rd Quarter Performance (as of 3/31/16)

<table>
<thead>
<tr>
<th>Adult and DW Performance Goals</th>
<th>Participant Categories</th>
<th>PY 2015-16 Santa Cruz LWIA Goal</th>
<th>Performance Level through 3/30/16</th>
<th>Met Goal</th>
<th>Met 80% Target?</th>
<th>Success Rate % of goal met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entered Employment Rate</td>
<td>Adult</td>
<td>72.0%</td>
<td>67.4%</td>
<td>NO</td>
<td>YES</td>
<td>93.6%</td>
</tr>
<tr>
<td></td>
<td>Dislocated Worker</td>
<td>70.5%</td>
<td>82.0%</td>
<td>YES</td>
<td>YES</td>
<td>116.3%</td>
</tr>
<tr>
<td>Retention Rate – 9 months</td>
<td>Adult</td>
<td>85.0%</td>
<td>76.3%</td>
<td>NO</td>
<td>YES</td>
<td>89.7%</td>
</tr>
<tr>
<td>1, 2, &amp; 3 Qtrs after exit</td>
<td>Dislocated Worker</td>
<td>84.0%</td>
<td>90.7%</td>
<td>YES</td>
<td>YES</td>
<td>107.9%</td>
</tr>
<tr>
<td>Average Earnings:</td>
<td>Adult</td>
<td>$16,500</td>
<td>$20,256.29</td>
<td>YES</td>
<td>YES</td>
<td>122.7%</td>
</tr>
<tr>
<td>2nd and 3rd Qtr after exit</td>
<td>Dislocated Worker</td>
<td>$15,050</td>
<td>$18,642.62</td>
<td>YES</td>
<td>YES</td>
<td>123.8%</td>
</tr>
</tbody>
</table>

## WIA Youth Formula 3rd Quarter Performance (as of 3/31/16)

<table>
<thead>
<tr>
<th>Youth Performance Goals</th>
<th>PY 15-16 Goals</th>
<th>Performance Level through 3/31/16</th>
<th>Met Goal</th>
<th>Met 80% Target?</th>
<th>Success Rate % of goal met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entered Education or</td>
<td>70.5%</td>
<td>82.2%</td>
<td>YES</td>
<td>YES</td>
<td>116.59%</td>
</tr>
<tr>
<td>Employment Rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attained Degree or Certificate</td>
<td>64.0%</td>
<td>83.5%</td>
<td>YES</td>
<td>YES</td>
<td>130.46%</td>
</tr>
<tr>
<td>Literacy &amp; Numeracy Gains</td>
<td>72.0%</td>
<td>88.2%</td>
<td>YES</td>
<td>YES</td>
<td>122.5%</td>
</tr>
</tbody>
</table>

*The State of California requires local areas meet 80% of the assigned goal.*
July 1, 2015 - June 30, 2016

**PY 15/16 Budget: $3,988,995**

<table>
<thead>
<tr>
<th>Category</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expended</td>
<td>$2,246,465</td>
</tr>
<tr>
<td>Unspent</td>
<td>$1,742,530</td>
</tr>
</tbody>
</table>

**Expended**

- Administration: $267,704
- Special Projects: $9,949
- WIB Program Services: $319,685
- Staff services: $227,902
- Training: $379,054
- Supportive Services: $17,655
- Contracted Services: $1,012,651
- Operational: $11,866

**Expenditures To Date**

- Q1 Total=28
- Q2 Total=2
- Q3 Total=82
- Q4 Total=10
- Total=122

**PY15/16 Rapid Response:**

**Number of Lay-offs**

- Q1 Total=12
- Q2 Total=10
- Q3 Total=4
- Q4 Total=10
- Total=122

**Annual Unique Visitors:**

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

**Unemployment Rates**

- Santa Cruz: June%
- State: June%
- Nation: June%
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.
<table>
<thead>
<tr>
<th>Program Services</th>
<th>Benchmark (2014-15)</th>
<th>2015-16 Target</th>
<th>2015-16 Operational Goals to meet Target</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Increase effect</td>
<td>Regional Strategies</td>
<td>In 2015-16:</td>
<td>• Expand regional pre-apprenticeship</td>
<td></td>
</tr>
<tr>
<td>of local and</td>
<td>implemented in 2014/15:</td>
<td>Deliver two WIB</td>
<td>program via a Proposition 39 Implementation Grant.</td>
<td>Prop 39 Grant 2.0 Awarded - Seeking Training Location.</td>
</tr>
<tr>
<td>regional workforce</td>
<td>• Proposition 39 Pre-</td>
<td>approved regional</td>
<td>• Strengthen relationships with regional partners through a board approved regional project and a WorkKeys</td>
<td>Slingshot - Health Care Focus - First Meeting 8/11.</td>
</tr>
<tr>
<td>development system</td>
<td>Apprenticeship Development</td>
<td>projects</td>
<td>focused Slingshot project.</td>
<td>Regional Planning Grant Application ($123,355) - Monterey WDB.</td>
</tr>
<tr>
<td>to better</td>
<td>Grant</td>
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<tr>
<td>meet job seekers,</td>
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<tr>
<td>business and</td>
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<tr>
<td>community needs</td>
<td></td>
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<tr>
<td><strong>Goal 2</strong></td>
<td></td>
<td>In 2014-15, WIB</td>
<td>• Develop training program for hospitality/tourism workers.</td>
<td></td>
</tr>
<tr>
<td>Align workforce</td>
<td>In 2014/15, WIB</td>
<td>In 2015-16:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>development</td>
<td>implemented a Prop 39 Pre-</td>
<td>Partner with</td>
<td>• Release Initial County Jobs Report using LMI and Employer Input.</td>
<td>Hospitality Training Program Group: Identified Potential Training Program - Seeking Startup Funding from CEDS - Putting Together MOU and Budget</td>
</tr>
<tr>
<td>strategies to</td>
<td>Apprenticeship</td>
<td>economic</td>
<td>• Create WIB scholarship list based on in-demand workers.</td>
<td>Running Pilot Scholarship List; County Jobs Report Being Designed</td>
</tr>
<tr>
<td>support local</td>
<td>Development Grant for</td>
<td>development on</td>
<td></td>
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<tr>
<td>economic</td>
<td>Construction Careers</td>
<td>one sector</td>
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<td>development</td>
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<td>strategy</td>
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<tr>
<td><strong>Goal 3</strong></td>
<td></td>
<td>In 2015-16:</td>
<td>• Release Initial County Jobs Report using LMI and Employer Input.</td>
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<tr>
<td>Develop strategic</td>
<td>Reconvening of Career</td>
<td>Align training</td>
<td>• Create WIB scholarship list based on in-demand workers.</td>
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<td>relationships</td>
<td>Center Operators</td>
<td>scholarships</td>
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<td>with educators,</td>
<td>Committee Suenos</td>
<td>with in-demand</td>
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<td>employers and</td>
<td>and Work4Youth</td>
<td>careers</td>
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<td>community partners</td>
<td>developing new</td>
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<td>to:</td>
<td>Agricultural Skills</td>
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<td>• Increase the</td>
<td>Academy</td>
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<td>skill levels of</td>
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<td>youth and adult</td>
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<td>employment, career</td>
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<td>mobility, and</td>
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<tr>
<td>self-sufficiency</td>
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<tr>
<td><strong>Goal 4</strong></td>
<td></td>
<td>In 2015-2016:</td>
<td>• Provide development opportunities for each WIB member.</td>
<td></td>
</tr>
<tr>
<td>Increase Board</td>
<td>Approved new 25</td>
<td>Transition from</td>
<td>• Develop a new Workforce Development Board strategic</td>
<td>WIB Business Engagement Strategy Completed; Identified WIB/WDB Development Topics and Trainers</td>
</tr>
<tr>
<td>(WIB) Effectiveness</td>
<td>member board</td>
<td>WIB to WDB</td>
<td>plan.</td>
<td></td>
</tr>
</tbody>
</table>

**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.
A.3 Youth Contract & Budget PY 16-17

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 breadth 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.

I move to accept the changes to the WIOA Youth Services contract and budget for PY 2016-17.
A.4 Business Engagement Plan Update

COMMITTEE: Executive Committee
MEETING DATE: August 3, 2016

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:
☐ Yes ☐ No ☐ Other:

Board Date Board Approval:
☐ Yes ☐ No ☐ Other:
A.5 WDB Member Development

COMMITTEE: Executive Committee  MEETING DATE: August 3, 2016

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.
A.6 Presenter for October WDB Meeting

<table>
<thead>
<tr>
<th>COMMITTEE:</th>
<th>Executive Committee</th>
<th>MEETING DATE:</th>
<th>August 3, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAFF NAME:</td>
<td>Andy Stone, WDB Director</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

SUGGESTED MOTION: (if applicable)

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
<th>BOARD DATE</th>
<th>BOARD APPROVAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>□Yes □No □Other:</td>
<td></td>
<td>□Yes □No □Other:</td>
</tr>
</tbody>
</table>