



**Workforce Development Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Wednesday, September 7, 2016, 8:30 a.m.**

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

Agenda

- I. Call to Order/Welcome**
- II. Approval of Agenda**
- III. Public Comment**
- IV. Approval of Minutes from August 3, 2016 meeting..... 2-5**
- V. Administration**
 - A.1 Data Dashboard **6**
 - A.2 Strategic Plan Report Update **7-8**
 - A.3 WIOA Final PY 2016/17 Budget **9-10**
 - A.4 SlingShot Meeting Recap **11**
 - A.5 Proposition 39 Pre-Apprenticeship Training Agreement with Monterey County **12**
 - A.6 WDB Committee Discussion..... **13**
- VI. Chairperson’s Report**
- VII. Adjournment**

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

MaríaElena 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

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

**Next Meeting: Executive Committee Meeting
Wednesday, October 5, 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 Avenue
Santa Cruz, CA 95062**

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.



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

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The Chair called the meeting to order at 8:31 a.m., and a quorum was established.

Committee Members in Attendance

Delk, Marshall – Business Services Committee Chair
Destout, Elyse – Youth Council Chair
Hartmann, Andy – (Alt) Youth Vice Chair
Morse, Rob – Vice Chair
Siegel, Carol – Chair
Slack, Ron – Prior Chair

Committee Members Absent

Van Valer, Andy – (Alt) Business Services Committee Vice Chair

Staff in Attendance

Gray, Lacie – WDB Sr. Human Services Analyst
Stone, Andy – WDB Director
Zeller, Brenda – WDB Administrative Coordinator

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
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William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce
Andy Van Valer, Founder
SlingShotSV
DIRECTOR:
Andy Stone

Subject: Call to Order/Welcome

Discussion: Chair Carol Siegel called the meeting to order and welcomed members, staff, and guests.

Subject: Approval of Agenda

The agenda was approved.

Subject: Public Comment

There was no public comment.

Subject: Approval of May 18, 2016 Meeting Minutes

Discussion: Chair Carol Siegel called for the May 18, 2016 minutes to be approved.

Action: It was moved to approve the May 18, 2016 Meeting Minutes.

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

Subject: V. Consent Items:

C.1 – Common Measure Performance Update PY 2015/16 Q3

Action: It was moved to approve Consent Item C.1

Status: Motion to Approve: Marshall Delk
Motion Seconded: Rob Morse
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 funding expended amount did not include final invoices from Goodwill, COE, and SBDC. Expenses for Q4 are anticipated to be approximately \$450,000 once those invoices are received.

A.2 – Strategic Plan Report (Action)

Director Andy Stone reviewed the goals for the WIB/WDB 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/WDB Strategic Plan Status Report as presented.

Status: Motion to Approve: Rob Morse
Motion Seconded: Marshall Delk
Abstentions: None
Committee Action: All in favor, motion passed.

A.3 – Youth Contract and Budget PY 2016/17 (Action)

Director Andy Stone reminded committee members that an \$850,000 contract for Youth services with COE had been approved at the June 8, 2016 WIB meeting. He then proposed an increase to the budget in the amount of \$225, 497.59 including carry-in to the budget for a total contract amount of \$1,075,497.59. The increase would be used to meet new requirements for spending a minimum of 20% of funds on Work Experience and serving 75%

Out-of-School youth, as well as enhancing the types of services accessible to youth in the program. Additionally, the increased funds would allow for the hiring of a full time OSY Work Experience specialist, a .5 FTE Academy teacher, a Secretary, and increasing Supportive Services and Incentives.

Action: It was moved to accept the changes to the WIOA Youth Services contract and budget for PY 2016/17 and to direct WDB Director Andy Stone to work closely with COE in the hiring process.

Status: Motion to Approve: Rob Morse
Motion Seconded: Marshall Delk
Abstentions: Elyse Destout
Committee Action: All in favor, minus noted abstention, motion passed.

A.4 – Business Engagement Plan Update

Director Andy Stone summarized the Business Engagement Plan developed by Business U, and reviewed the six main goals noted in the plan and discussed their importance and steps the WDB can take and is already taking to meet those goals. In order to meet the first three goals – increasing businesses awareness of the WDB, delivering on the health industry’s workforce needs as determined by the WDB’s Slingshot grant, and developing a regional skills gap report – Director Andy Stone stated the WDB would ask the Santa Cruz County Human Services Department to provide a Business Services Analyst. The fourth goal – building business engagement – is being addressed by the Business Engagement Bootcamp to be held on September 26, 2016. Goal five – rebranding and marketing the WDB – would be addressed after the hiring of a Business Services Analyst. Finally, goal six – identifying a Customer Relationship Management platform – is in process with WDB Senior Analyst Sara Paz-Nethercutt evaluating CRM platforms provided by CalJobs and Business U.

A.5 – WDB Member Development (Action)

Director Andy Stone presented options for board member trainings and gave a brief summary of some of the trainings available through the California Workforce Association.

Action: It was moved to direct WDB Director Andy Stone to research developing an orientation and training program that is comprehensive in reflecting the goals and values of the WDB and bring details back to the Executive Committee for approval at the September 7, 2016 meeting.

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

A.6 – Presenter for October WDB Meeting

Director Andy Stone solicited ideas from Executive Committee members for potential presenters for the October 26, 2016 full board WDB meeting. Committee members suggested holding the orientation program suggested in item A.5. Andy Hartmann suggested inviting someone from Kaiser Permanente. Carol Siegel suggested inviting a client with a success story. Rob Morse then suggested making a client success story a standing item on future WDB full board meeting agendas.

VI. Chairperson’s Report

WDB Chair Carol Siegel thanked committee members and staff for attending and expressed her excitement at working with everyone in her new role as the WDB Chair.

Meeting adjourned at 10:23 a.m.

Next Meeting: **Executive Committee Meeting**
Wednesday, September 7, 2016 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060

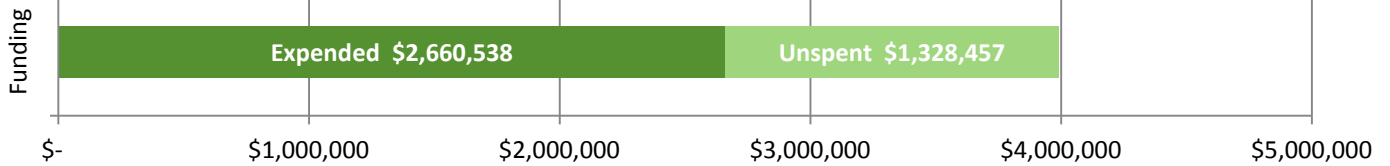
Workforce Investment Board Meeting
Wednesday, October 26, 2016 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062

A.1 Dashboard

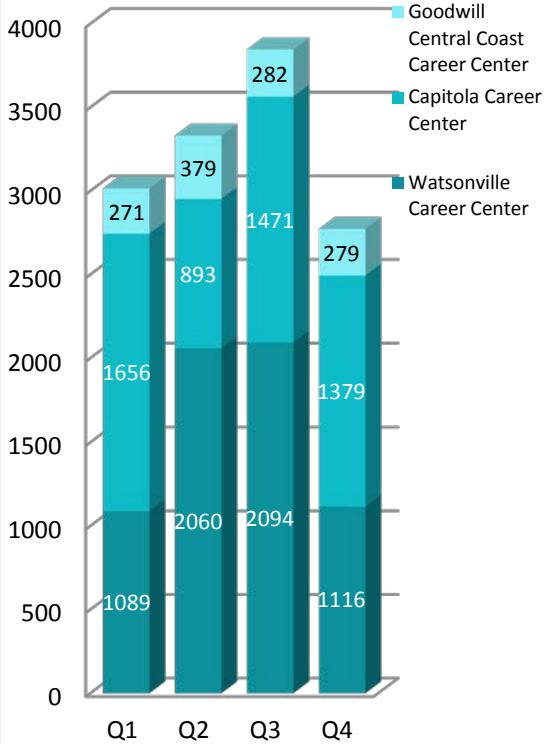
July 1, 2015 - June 30, 2016



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



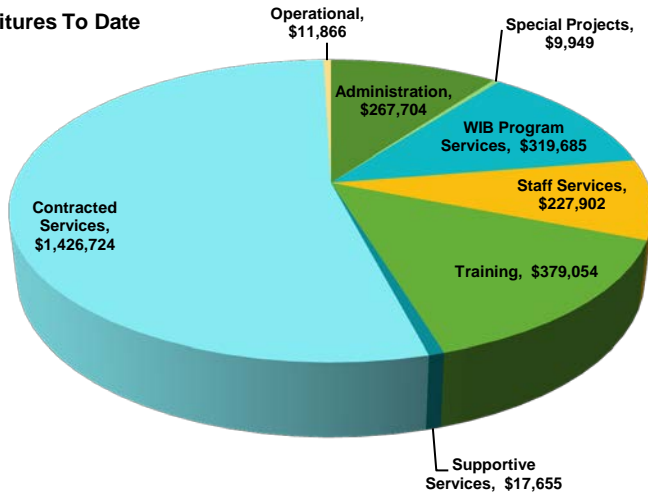
**PY 15/16 Jobseeker Visits
Total Visits by Quarter**



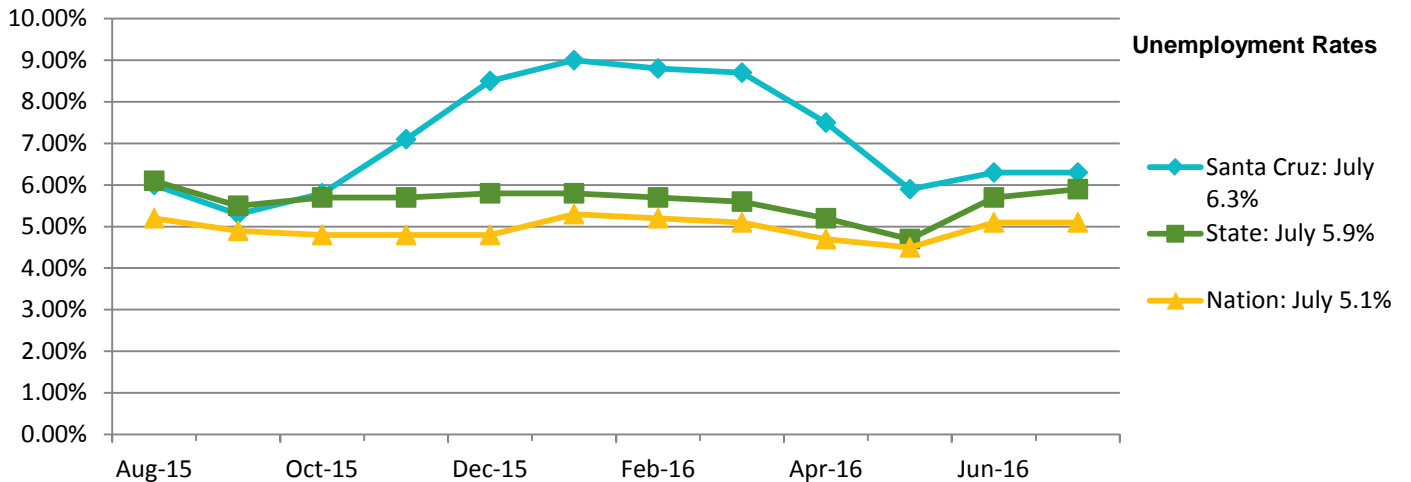
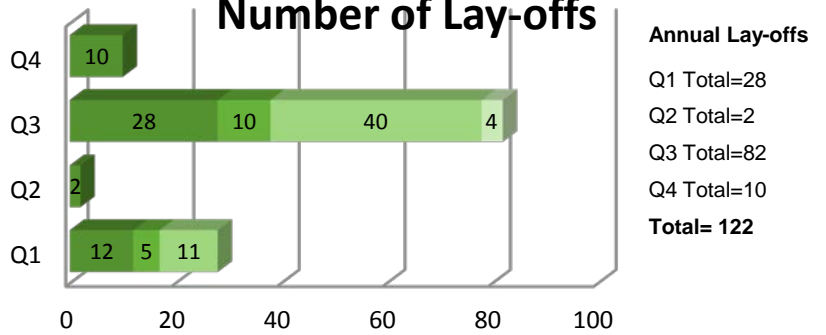
Annual Unique Visitors:

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

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.2 Strategic Plan Report

COMMITTEE: Executive Committee	MEETING DATE: September 7, 2016
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

On October 8, 2015 the WIB approved the WDB 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 updated PY 2016-17 outcomes for the approved goals and action steps.

Both the Strategic Plan and the WDB 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 (WDB) Effectiveness

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to adopt the WDB Director's Operational Plan update for PY 16/17 and recommend approval by the Workforce Development Board.

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 2016-2017

	Benchmark (2015-16)	2016-17 Target	2016-17 Operational Goals to meet Target	YTD
Goal 1 Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs	Regional Strategies implemented in 2015/16: <ul style="list-style-type: none"> • Awarded Proposition 39 Pre-Apprenticeship Grant • Awarded Slingshot Grant for Health Care 	In 2016-17: Deliver three WDB approved projects	<ul style="list-style-type: none"> • Implement regional pre-apprenticeship training program • Obtain and implement second round Slingshot grant for Health Care Sector • Launch Local Tech Industry Partnership 	
Goal 2 Align workforce development strategies to support local economic development	In 2015/16, Transitioned CEDS Committee management to the County's Economic Development Office	In 2016-17: Partner with economic development to help employers attract and retain talent	<ul style="list-style-type: none"> • Create a county asset map of employment related business incentives • Provide staff/partner training on business engagement practices • Adopt Business Engagement Plan 	
Goal 3 Develop strategic relationships with educators, employers and community partners to: <ul style="list-style-type: none"> • Increase the skill levels of youth and adult job seekers, and • Create opportunities for employment, career mobility, and self-sufficiency 	In 2015/16, Launched WDB Scholarship list pilot program	In 2016-17: Use data and messaging to strategically target employers and job seekers	<ul style="list-style-type: none"> • Release Initial County Hot Jobs Report • Formalize the WDB Scholarship process with WDB input • Establish new WDB messaging and update website content and materials 	
Goal 4 Increase Board (WDB) Effectiveness	In 2015/16, Approved new 25 member board	In 2016-2017: Establish the WDB as Workforce Development Experts	<ul style="list-style-type: none"> • Provide development opportunities for every WDB member • Establish a new WDB member on-boarding process • Conduct a full WDB policy review and update to meet WDB goals and comply with WIOA 	

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 WIOA FINAL PY 2016/17 Budget

COMMITTEE: Executive Committee	MEETING DATE: September 7, 2016
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst	

SUMMARY:

As is customary practice after the prior year books are closed, the carry-in unexpended funds are brought into the current program year's (PY) budget. Your board approved a proposed budget at its June 8, 2016 meeting using the WIOA allocation for PY 2016/17 for Adult, Dislocated Worker and Youth funding which had been released on April 21, 2016 (WSIN 15-45). The Rapid Response allocation was released on June 9, 2016 (WSIN 15-51) and this final PY 2016/17 budget now incorporates all funding sources and the final carry-in funding levels from PY 15/16 over into PY 16/17.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the Final PY 2016/17 WIOA Budget with final carry-in from PY 15/16 for the formula WIOA Adult, Dislocated Worker (DW), Rapid Response, and Youth programs; authorize WDB Director to determine how best to use unallocated funds and allocated funds if not fully expended to meet program goals and report on any changes to the Executive Committee.

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:

WORKFORCE INVESTMENT ACT: FY 15/16 and FY 16/17 Budget Comparison

FY 15/16 Proposed Budget (Includes Projected Carry-In*)

FY 15/16 AUTHORIZED BUDGET	FY 15/16 ADULT	FY 15/16 DW	FY 15/16 YOUTH	FY 15/16 RR	FY 15/16 FORMULA	% to Total
WIB Services						
Administration	84,399	99,524	96,563	-	280,486	7.1%
Program Services	88,644	106,644	12,735	97,512	305,535	7.7%
Unobligated Funds	151,251	247,476	75,281	-	474,008	12.0%
Contracts	338,802	338,802	915,000	74,606	1,667,210	42.1%
Subtotal	663,096	792,446	1,099,579	172,118	2,727,239	68.9%
WFSCC Operations						
Career Center Operations	96,236	100,737	-	-	196,973	5.0%
Training-OJT	440,413	509,609	-	-	950,022	24.0%
Supportive Services	37,750	43,681	-	-	81,431	6.6%
Subtotal	574,399	654,027	-	-	1,228,426	31.1%
TOTAL	1,237,495	1,446,473	1,099,579	172,118	3,955,665	100.0%

*Final Carry-in to FY 15/16 was determined in August 2015, after year-end close and completion of the 4th quarter County Expense Claim.

Adult	\$393,498
DW	\$451,221
Youth	\$133,948
RR	\$13,928
Total	\$992,595

FY 16/17 Proposed Budget (Includes Projected Carry-In*)

FY 16/17 ADULT	FY 16/17 DW	FY 16/17 YOUTH	FY 16/17 RR	FY 16/17 FORMULA	% of Total	16/17 v 15/16 DIFF
79,568	88,803	80,582	-	248,953	5.7%	(31,533)
114,965	132,803	-	94,190	341,958	7.9%	36,423
341,378	514,000	3,891	2,094	861,363	19.9%	387,355
332,318	332,318	1,075,498	71,000	1,811,134	41.8%	143,924
868,229	1,067,924	1,159,971	167,284	3,263,408	75.3%	536,169
-	-	-	-	-	0.0%	(196,973)
447,699	562,597	34%	-	1,010,297	23.3%	60,275
25,583	32,148	-	-	57,731	1.3%	(23,700)
473,282	594,745	-	-	1,068,028	24.7%	(160,398)
1,341,511	1,662,669	1,159,971	167,284	4,331,435	100.0%	375,770

*Final Carry-in to FY 16/17 will be determined in August 2016, after year-end close and completion of the 4th quarter County Expense Claim. Carry-in used for budget calculations includes:

Adult	\$457,423
DW	\$675,967
Youth	\$152,699
RR	\$4,693
Total	\$1,290,781

FY 15/16 CONTRACT STATUS	FY 15/16 ADULT	FY 15/16 DW	FY 15/16 YOUTH	FY 15/16 RR	FY 15/16 TOTAL
Cabrillo College, SRSN	37,500	37,500	-	-	75,000
Cabrillo College, SBDC	-	-	-	44,000	44,000
Goodwill Central Coast	287,500	287,500	-	25,000	600,000
SCCOE Youth Services	-	-	915,000	-	915,000
Various PO's	13,802	13,802	-	5,606	33,210
TOTAL	338,802	338,802	915,000	74,606	1,667,210

FY 16/17 FORMULA	FY 16/17 ADULT	FY 16/17 DW	FY 16/17 YOUTH	FY 16/17 RR	FY 16/17 TOTAL	16/17 v 15/16 DIFF
37,500	37,500	37,500	-	-	75,000	-
287,500	287,500	287,500	-	25,000	600,000	-
7,318	7,318	-	1,075,498	2,000	1,075,498	160,498
332,318	332,318	332,318	1,075,498	71,000	1,811,134	(16,574)
						143,924



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.4 Slingshot Meeting Recap

COMMITTEE: Executive Committee	MEETING DATE: September 7, 2016
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

On August 11, 2016, the WDB partnered with the Health Improvement Partnership of Santa Cruz County to hold the first local Slingshot meeting to begin determining priorities for collective action. The facilitated meeting began with business leaders identifying the most important opportunities or drivers of growth of the health care sector in the region. Next, participants focused on the most important requirements to capitalize on the opportunities. By the conclusion of the meeting, participants had chosen talent development and care coordination as their two priorities for collective action.

Priority for Action: Talent Development

Business leaders were in strong agreement that the most important requirement is access to quality talent. Without people possessing the right mix of skills, their operations cannot be sustained and/or grow in the region.

Priority for Action: Care Coordination

The other major priority identified by the local health care industry was to strengthen care coordination among institutions and types of care along the continuum. There is a need to first develop an industry-wide definition of care coordination --describing what it means and how it would work.

Next Steps

The Health Improvement Partnership of Santa Cruz County will create two working groups to follow-through on the priorities identified:

- A *Talent Development Working Group* will develop an action plan for meeting cross-cutting skill requirements, occupation-specific needs, and a comprehensive talent pipeline initiative.
- A *Care Coordination Working Group* will develop an industry-wide definition and action plan for a comprehensive Care Coordination Initiative.

Both working groups will meet before the end of October 2016 and develop action plans for implementation by early 2017.



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

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.5 Proposition 39 Pre-Apprenticeship

COMMITTEE: Executive Committee	MEETING DATE: September 7, 2016
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

As you may recall, the Santa Cruz County Workforce Investment Board was the lead on the First Phase of a Proposition 39 Pre-apprenticeship grant. Monterey County has been awarded as the lead in the Second Phase of the grant and is seeking to subcontract with Santa Cruz County in the amount of \$123,533 to serve 25 individuals.

Background:

Proposition 39 First Phase (Development Grant)

A Proposition 39 Pre-Apprenticeship Development grant was awarded to Santa Cruz County on May 2, 2014, by the State of California for the purpose of developing a regional pre-apprenticeship program for clean/green energy related jobs. The WDB collaborated with Monterey and San Benito Counties to develop partnerships with regional educators and building trades labor representatives to create the pre-apprenticeship program to serve workers throughout the region. As a result of the collaboration, the partnership successfully piloted the pre-apprenticeship training class with five graduates.

Proposition 39 Second Phase

The goal of the second phase of the project is to create apprenticeship and pre-apprenticeship programs in the construction and green energy trades serving at-risk youth, women, veterans, and disadvantaged or disconnected job seekers. In this phase of the project, the three County region will implement green job skills training for 55 participants. The Santa Cruz WDB will be responsible for training 25 of the 55 individuals. Participants in Santa Cruz County will be recruited from CalWORKs.

At this time, staff is recommending your approval of the Agreement with Monterey County in the amount \$123,533 to ensure that services can be provided and completed by the end of the grant period (September 30, 2017). The Agreement is scheduled for consideration and approval by the Board of Supervisors on September 27, 2016. Agreement available for review by request.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the Agreement with Monterey County to contract with the Santa Cruz County Workforce Development Board in the amount of \$123,533 to provide Proposition 39 Pre-apprenticeship services to 25 individuals and to forward this agreement to the WDB and the Santa Cruz County Board of Supervisors.

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.6 WDB Committee Discussion

COMMITTEE: Executive Committee	MEETING DATE: September 7, 2016
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STAFF NAME: Andy Stone, WDB Director

SUMMARY:

As a result of the WIOA, the standing Youth Council is recommended, but no longer required WDB committee. In addition to the Youth Council, WDBs are encouraged to establish and maintain committees that address individuals with disabilities and One-Stop partner service issues. At this meeting, the WDB Director will outline an opportunity to merge the above recommended committees into one comprehensive Job Seeker Services Committee. In addition, the WDB Director will describe how both the current Business Services Committee and the potential Job Seeker Services Committee could increase their impact through the creation of an innovation fund. It is intended that the resulting discussion will lead to the development of an action item for the October 6, 2016 Executive Committee 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: