Agenda

I. Call to Order/Welcome

II. Approval of Agenda

III. Public Comment

IV. Approval of Minutes from February 22, 2017 meeting ................................................ 2-6

V. Consent Items (separate from agenda packet)
   C.1 Common Measure Performance Updates PY 2016-17 Q2
   C.2 WIOA Program Monitoring PY 2016-17 Youth, GCC, SRSN, SBDC
   C.3 2017-20 WIOA Local and Regional Plans
   C.4 WIOA Partner Memorandum of Understanding Phase II
   C.5 Proposed WIOA Budget and Service Plans PY 2017-18
   C.6 Center/Program Services Request for Proposal Status PY 2018-19
   C.7 One-Stop Operator Services Procurement Status PY 2017-18
   C.8 WDB & Committee Meeting Calendar PY 2017-18
   C.9 Hospitality, Tourism, Customer Service Academy WIOA Industry Recognized Re-certification PY 2017-18

VI. Presentations
   P.1 Studio Holladay- WDB Messaging

VII. Administration
   A.1 Data Dashboard ........................................................................................................ 7
   A.2 Strategic Plan Report Update .................................................................................... 8-9
   A.3 WDB Officer Nominations PY 2017-18 .................................................................. 10-11

VIII. Committee Reports

IX. Chairperson’s Report

X. Adjournment

Next Meeting:  Executive Committee Meeting
Wednesday, August 2, 2017 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060

Workforce Development Board Meeting
Wednesday, November 8, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Avenue
Santa Cruz, CA 95062
The Chair called the meeting to order at 8:34 a.m., and a quorum was established.

**Board Members in Attendance**
- Ayyad, Alia
- Berry-Wahrer, Diane
- Carroll, Jack
- Cuevas, Christina
- De La Garza, MariaElena
- Delk, Marshall
- Destout, Elyse
- Hartmann, Andy
- Hebard, Sean
- Hood, Dave
- Mason, Barbara
- Miller, Bill
- Rodriguez, Francisco
- Roth, Shaz
- Schaller, Glen
- Siegel, Carol – Chair
- Slack, Ron

**Board Members Absent**
- Aman, Alan
- Hodges, Mark
- Lambert, Julie
- Morse, Rob
- Tysseling, Bill
- Van Valer, Andy

**Staff in Attendance**
- Gray, Lacie – WDB Sr. Human Services Analyst
- Stone, Andy – WDB Director
- Hinojosa, Teresita – WDB Sr. Human Services Analyst
- Zeller, Brenda – WDB Administrative Coordinator

**Guests**
- Aldin, Tyler – Santa Cruz County Economic Development
- Capitola-Duran, Jodi – Workforce Santa Cruz County
- Chamberlin, John – WDB Consultant
- Duckworth, Yuko – Employment Development Department
- Paynter, Michael – Santa Cruz County Office of Education
- Putnam, Heather – Santa Cruz Works
Subject: Call to Order/Welcome
Discussion: Chair Carol Siegel called the meeting to order and welcomed members, staff, and guests. She asked members and guests to briefly introduce themselves.

Subject: Approval of Agenda
Discussion: Director Andy Stone announced that item A.7, the presentation by John Chamberlin, would be moved after Committee Reports.
Action: It was moved to approve the agenda with the change noted above.
Status: Motion to Approve: Andy Hartmann
Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: Public Comment
There was no public comment.

Subject: Approval of October 26, 2016 Meeting Minutes
Discussion: Chair Carol Siegel called for the October 26, 2016 minutes to be approved.
Action: It was moved to approve the October 26, 2016 Meeting Minutes.
Status: Motion to Approve: Christina Cuevas
Motion Seconded: Marshall Delk
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: V. Consent Items:
   C.1 – Common Measure Performance Update PY 2016-17 Q1
   C.2 – PY16-17 Budget Modification: High Performing WDB Award
Action: It was moved to approve Consent Items C.1 and C.2
Status: Motion to Approve: Ron Slack
Motion Seconded: Diane Berry-Wahrer
Abstentions: None
Committee Action: All in favor, motion passed.
Subject: VI. Presentation Items:

P.1 – Matt Weis, Cabrillo College – Cooperative Work Experience Education Program

Matt Weis, Program Coordinator for Cabrillo College Cooperative Work Experience Education Program gave an overview of the program and outlined its services to students and businesses, and explained how he engages with businesses to increase employer engagement in the program and increase externships and internships for students.

Subject: VII. Administration Items:

A.1 – Data Dashboard

Director Andy Stone went over the Data Dashboard, noting minor shifts in which Career Centers participants have been visiting and a decrease in Santa Cruz County’s unemployment rate from the prior year. He also noted that the unemployment rate in the city of Watsonville was 9.6% for the month of December 2016 compared to 6.7% for the City of Santa Cruz and 7.5% for the County.

A.2 – Strategic Plan Report (Action)

Director Andy Stone reviewed the goals for the WDB Strategic Plan for Program Years (PY) 2014-17 and gave an update on the status of each goal. He stated that the Health Improvement Partnership (HIP) is scheduled to meet in March 2017; the WDB has contracted with John Chamberlin to develop a New Board Member Orientation; the next step in the Hot Jobs list is to distribute a survey to board members to define what criteria and standards determine a “hot job” so that the next issue can be translated into the WDB Scholarship List.

Action: It was moved to adopt the WDB Director’s Operational Plan update for PY 2016-17.

Status: Motion to Approve: Sean Hebard
Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All in favor, motion passed.

A.3 – Procurement Status PY 2017-18

Director Andy Stone explained that the Request for Proposal (RFP) for WIOA Adult, Dislocated Worker, and Career Center Operator program services was withdrawn by the County’s General Services Department (GSD) due to a consequential technical error. The current contract with Goodwill Central Coast will be extended for an additional year and the RFP will be resubmitted for PY 17-18.
A.4 – Technology Sector Initiative (Action)

Director Andy Stone reviewed the Technology Sector Initiative discussed at the October 26, 2016 meeting and gave an update on the project progress. A contract with Collaborative Economics to facilitate a Partnership launch meeting, assist the Partnership in identifying short term and long term strategies to address the local technology talent shortage, coordinate and facilitate up to three follow up meetings, and train and coach leadership to continue the Partnership was approved by the Executive Committee at its February 1, 2017 meeting and if approved by the WDB will be forwarded to the Santa Cruz County Board of Supervisors.

**Action:** It was moved to approve the award of the Technology Sector Initiative contract to Collaborative Economics and to forward this recommendation to the Board of Supervisors on March 21, 2017 (or thereabouts) for final approval.

**Status:**
- Motion to Approve: Christina Cuevas
- Motion Seconded: Glen Schaller
- Abstentions: None
- Committee Action: All in favor, motion passed.

A.5 – 2017-20 WIOA Local Plan Approval (Action)

Director Andy Stone presented the 2017-20 WIOA Local Plan and noted that the public comment period would close at the Board’s meeting.

**Action:** It was moved to close the public comment period on the 2017-20 WIOA Local Plan and to recommend that the Local Plan be forwarded to the Santa Cruz County Board of Supervisors for final approval and to meet the due date of March 15, 2017.

**Status:**
- Motion to Approve: Marshall Delk
- Motion Seconded: Ron Slack
- Abstentions: Alia Ayyad
- Committee Action: All in favor, minus noted abstentions, motion passed.

A.6 – 2017-20 WIOA Regional Plan Approval (Action)

Director Andy Stone presented the 2017-20 WIOA Regional Plan.

**Action:** It was moved to recommend that the Regional WIOA Plan be forwarded to the Santa Cruz County Board of Supervisors for approval and that this information be provided to the Monterey County Workforce Development Board which will be submitting the Plan to the state.

**Status:**
- Motion to Approve: Ron Slack
- Motion Seconded: Sean Hebard
- Abstentions: None
- Committee Action: All in favor, motion passed.
A.7 – National Workforce Development Overview – John Chamberlin

WDB Consultant John Chamberlin of Chamberlin and Associates, Portland, OR provided an overview of the national situation of workforce development. He noted that with unemployment rates being low and falling, WDBs need to change services to help people upgrade skills rather than find employment. He also recommended prioritizing expenditures in order to ensure investment in programs to help local people, and developing partnerships and community.

VIII. Committee Reports

Elyse Destout, Youth Council Chair, gave an overview of what she learned attending the 2017 California Workforce Association's (CWA) Youth Conference. The conference was focused on Work Based Learning, and Elyse stated that the WDB could be more effective by bringing law enforcement and educators on board to bring their perspective of working on the front lines with youth. She stated that there is opportunity to make these connections in Santa Cruz County and she would start working towards that goal.

Marshall Delk, Business Services Committee (BSC) Chair, announced the Business Roundtable to be held on March 22, 2017 to gain an understanding of local demands and needs of employers and to educate that group on WDB services.

IX. Chairperson’s Report

WDB Chair Carol Siegel thanked board members, staff, and guests for attending.

Meeting adjourned at 10:13 a.m.

Next Meeting: Executive Committee Meeting
Wednesday, April 5, 2017 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060

Workforce Investment Board Meeting
Wednesday, June 7, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062
A.1 Data Dashboard

July 1, 2016 to March 31, 2017

Program Year 2016-17 Budget: $4,335,351

PY 2016-17 Jobseeker Visits
Total Visits by Quarter

PY 2016-17 Expenditures

PY 2016-17 Rapid Response:
Number of Lay-offs

Year to Date Unique Visitors:
Watsonville: 2,632
Capitola: 1,112
Goodwill: 531
TOTAL: 4,275

Annual Lay-offs
Q1 Total=14
Q2 Total=23
Q3 Total=10
Total= 47

Unemployment Rates
Santa Cruz: April 6.9%
State: April 4.5%
Nation: April 4.1%
A.2 Strategic Plan Report

COMMITTEE: Executive Committee
MEETING DATE: May 3, 2017

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 2016-17 and recommend approval by the Workforce Development Board.
## A2 Attachment - Workforce Development Board of Santa Cruz County

**STRATEGIC PLAN STATUS REPORT PY 2016-2017**

<table>
<thead>
<tr>
<th><strong>Goal 1</strong></th>
<th><strong>Benchmark (2015-16)</strong></th>
<th><strong>2016-17 Target</strong></th>
<th><strong>2016-17 Operational Goals to meet Target</strong></th>
<th><strong>YTD</strong></th>
</tr>
</thead>
</table>
| Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs | Regional Strategies implemented in 2015-16:  
- Awarded Proposition 39 Pre-Apprenticeship Grant  
- Awarded Slingshot Grant for Health Care | In 2016-17: Deliver three WDB approved projects | - Implement regional pre-apprenticeship training program  
- Obtain and implement second round Slingshot grant for Health Care Sector  
- Launch Local Tech Industry Partnership | Prop 39: Classes completed. 16 Students graduated on or on May 3rd |
| | | | Slingshot: Agreed on priorities. Now developing a four-county agreement for expenditure of $1m slingshot funds | Tech Partnership: Initial meeting on 4/11/17; Santa Cruz Works expressed inability to continue on 5/19/17 |

| **Goal 2** | 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 | - Create a county asset map of employment related business incentives  
- Provide staff/partner training on business engagement practices  
- Adopt Business Engagement Plan | Asset Map: Business U has completed initial list of available business services in Santa Cruz County |
| Align workforce development strategies to support local economic development | | | | Training: Provided by Business U on 9/26 |

| **Goal 3** | In 2015-16, launched WDB Scholarship list pilot program | In 2016-17: Use data and messaging to strategically target employers and job seekers | - Release Initial County Hot Jobs Report  
- Formalize the WDB Scholarship process with WDB input  
- Establish new WDB messaging and update website content and materials | Hot Jobs Report: Initial report completed |
| 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 | | | WDB Scholarship List: Have started work with Chmura and surveyed WDB members. Results will be shared at next full WDB meeting |

| **Goal 4** | In 2015-16, approved new 25 member board | In 2016-2017: Establish the WDB as Workforce Development Experts | - 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 | Development Opportunities: Consultant provided WDB with WIOA overview on 10/22 and National Issues Discussion on 11/14.  
New WDB Orientation: Consultant to complete work by June 30, 2017  
WDB Policy Review: Consultant has begun work, to be completed by June 30, 2017 |
| Increase Board (WDB) Effectiveness | | | | |

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**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 WDB Officer Nominations PY 2017-18

COMMITTEE: Workforce Development Board
MEETING DATE: June 7, 2017

STAFF NAME: Andy Stone, WDB Director; Brenda Zeller, WDB Administrative Coordinator

SUMMARY:

The Nominating Committee, consisting of Alia Ayyad, Christina Cuevas, Elyse Destout, Mark Hodges, and Ron Slack developed the attached slate of candidates for Program Year 2017-18 for election at the WDB's June 7, 2017 meeting.

Changes and additional nominations may be made from the floor at the WDB meeting.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the proposed slate of Officers of the Workforce Development Board.

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
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<tbody>
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<td>05/03/17</td>
<td>Yes</td>
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<td>Other:</td>
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### Slate of Candidates
**WDB Officers for 2017-2018**

<table>
<thead>
<tr>
<th>WDB Governing Body</th>
<th>Position</th>
<th>Member</th>
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<tbody>
<tr>
<td><strong>Full Board / Executive Committee</strong></td>
<td><strong>Chair</strong></td>
<td>Carol Siegel</td>
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<td></td>
<td><strong>Vice-Chair</strong></td>
<td>Rob Morse</td>
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<td></td>
<td><strong>Immediate Past Chair / At Large Member</strong></td>
<td>Ron Slack</td>
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<tr>
<td><strong>Business Services</strong></td>
<td><strong>Chair</strong></td>
<td>Marshall Delk</td>
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<tr>
<td></td>
<td><strong>Vice-Chair</strong></td>
<td>Elyse Destout</td>
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<tr>
<td><strong>Youth Council</strong></td>
<td><strong>Chair</strong></td>
<td>Elyse Destout</td>
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<tr>
<td></td>
<td><strong>Vice-Chair</strong></td>
<td>Andy Hartmann</td>
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Changes and additional nominations may be made from the floor at the WDB meeting.