I. Call to Order/Welcome

II. Public Comment

III. Approval of Minutes from February 28, 2018 meeting ............ 2-6

IV. Consent Items (separate from agenda packet)
   C.1 Data Dashboard ................................................................................ 7
   C.2 Common Measure Performance PY 2017-18 Q2 ...................... 8-9
   C.3 Draft Monitoring Reports ............................................................. 10
   C.4 Strategic Plan Report .................................................................. 11-12
   C.5 AJCC Certification/Hallmarks of Excellence ............................. 13

V. Presentation
   P.1 State of the Workforce Report – Josh Williams, BW Research

VI. Administration
   A.1 WDB and Committee and Meeting Calendar PY 14-15
   A.2 WDB Officer Nominations PY 2018-19 ................................. 16-17

VII. Committee Reports

VIII. Chairperson’s Report

IX. Adjournment

Next Meeting: Executive Committee Meeting TBD

Workforce Development Board Meeting TBD

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.
The Chair called the meeting to order at 8:36 a.m., and a quorum was established.

**Board Members in Attendance**

Ayyad, Alia  
Berry-Wahrer, Diane  
Borges, Katie  
Delk, Marshall  
Destout, Elyse  
Duckworth, Yuko  
Hartmann, Andy  
Hebard, Sean  
Livingstone, Todd  
Mason, Barbara  
Roth, Shaz  
Siegel, Carol  
Slack, Ron

**Board Members Absent**

Cuevas, Christina  
De La Garza, MariaElena  
Hodges, Mark  
Hood, Dave  
Miller, Bill  
Morse, Rob  
Rodriguez, Francisco  
Schaller, Glen  
Van Valer, Andy

**Staff in Attendance**

Beardsley, David – Human Services Dept, Sr. Analyst  
Chevalier, Katy – EBSD Program Manager  
Gazza, Laurel – WDB Administrative Aide  
Gray, Lacie - WDB Sr. Human Services Analyst  
Paz-Nethercutt, Sara - WDB Sr. Human Services Analyst  
Stone, Andy - WDB Director
**Guests**
Bean, Steve – Digital Nest
Constable, Andy – Santa Cruz County Economic Development Manager
Detlefs, Peter – Santa Cruz County Economic Coordinator
Donnelly, Chris – Monterey County Workforce Development Board
Guthrie, Anne – Goodwill Central Coast
Macias, Noemi - Santa Cruz County Office of Education
Moss, Denise - Cabrillo College
Rodriguez, Annabelle
Ullestad, Sharolynn - Goodwill Central Coast

---

**Subject:**  I. Welcome

**Discussion:** WDB Chair Carol Siegel called the meeting to order and welcomed everyone. She had guests introduce themselves and then had WDB staff member Laurel Gazza read the revisions sheet into record, which noted a correction of a name listed for MariaElena De La Garza in item A.2 of the November 8, 2017 minutes. Also noted a budget and expenditures information update on the C.1 Dashboard item.

---

**Subject:** II. Approval of Agenda

**Discussion:** None

**Action:** Approval of Agenda

**Status:** Motion to Approve: Marshall Delk
Motion Seconded: Todd Livingstone
Abstentions: None
Committee Action: All in favor, motion passed.

---

**Subject:** III. Public Comment

**Discussion:** None

---

**Subject:** IV. Approval of November 8, 2017 Meeting Minutes, with above noted revision:

**Discussion:** Chair Carol Siegel called for the November 8, 2017 minutes to be approved.

**Action:** Approval of Minutes

**Status:** Motion to Approve: Sean Hebard
Motion Seconded: Elyse Destout
Abstentions: Alia Ayyad
Subject: Approval of the February 1, 2018 Special Meeting Minutes

Discussion: Chair Carol Siegel called for the February 1, 2018 meeting minutes to be approved.

Action: Approval of Minutes

Status: Motion to Approve: Sean Hebard
Motion Seconded: Elyse Destout
Abstentions: Todd Livingstone
Diane Berry-Wahrer
Committee Action: Motion passed, minus abstentions

Subject: V. Consent Items:

C.1 – Data Dashboard (Revised Version)
C.2 – Common Measure Performance PY 2017-18 Q1
C.3 – PY 207-18 Budget Modification
C.4 – Annual Report to BOS (2016 and 2017)
C.5 – Proposed Budget PY 2018-19: Recontracting SRSN, SBDC
C.6 – Strategic Plan Report

Discussion: None

Status: Motion to Approve: Marshall Delk
Motion Seconded: Barbara Mason
Abstentions: None
Committee Action: Motion passed

Subject: VI. Presentation - Kevin Wheeler, Founder and Chairman of Future of Talent Institute, gave a presentation on the future of the global workforce, which included current trends. (At Chair and WDB Director’s direction, this item was presented first on the agenda.)
Subject: VII. Administration item:

A.1 – WIOA CalWORKs Merger

Discussion: Director Andy Stone discussed the merger between WIOA and CalWORKs and the Board’s future role in oversight of the CalWORKs program, including the following items to acted upon:

- The Workforce Development Board provide strategic oversight and guidance for Santa Cruz County Human Services Department’s workforce development programs, including CalWORKs;
- The Workforce Development Board will increase its annual meetings from three to four.
- The Youth Council will be renamed and expand its oversight to include program services for adults; and dislocated workers.
- The Business Services Committee will seek to merge with the Comprehensive Economic Development Strategy (CEDS) Committee.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, motion passed

Subject: VIII. Committee Reports

Discussion: Director Andy Stone stated that he received and application from prospective new WDB Board member Dustin Vereker, of Discretion Brewing Company. Marshall Delk of the Business Services Committee talked about recruiting efforts and Elyse Destout spoke of the merging of the Youth Council and Adult and Dislocated Worker program services.

Subject: VIII. Chairperson’s Report

Discussion: WDB Chair Carol Siegel stated that she was excited about the new direction of the Workforce Development Board.
Meeting adjourned at 9:56 a.m.

Next Meeting: Executive Committee Meeting
Wednesday, May 1, 2018 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060

Workforce Development Board
Wednesday, May 30, 2018 @ 8:30 a.m.
Best Western Seacliff Inn
7500 Old Dominican Ct.
Aptos, CA 95003
C.1 Data Dashboard
July 1, 2017 to March 31, 2018

Program Year (PY) 2017-18 Budget: $6,059,725

PY 2017-18 Jobseeker Visits
Total Visits by Quarter

PY 2017-18 Expenditures

PY17/18 Rapid Response: Number of Lay-offs

PY 17/18 Unemployment

PY 17/18
Unemployment

Santa Cruz: April 2018 5.4%
State: April 2018 3.8%
Nation: April 2018 3.7%
The attached Performance Update for 2nd Quarter PY 2017-18 gives an indication of local performance as of December 31, 2017 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 the Workforce Investment Act of 1998 (WIA) remain in effect. The Local Workforce Investment Area (LWIA) has met or exceeded all the goals.

As a reminder, this is preliminary data through 2nd Quarter and includes data on up to 30 Adults, 30 Dislocated Workers, and 19 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.

I move to accept the WIOA Common Measure Performance for 2nd Quarter for PY 2017-18.
## Performance Update for 2nd Quarter PY 2017-18

### Adult and Dislocated Worker Formula 2nd Quarter Performance (as of 12/30/17)

<table>
<thead>
<tr>
<th>Adult and DW Performance Goals</th>
<th>Participant Categories</th>
<th>PY 2016-17 Santa Cruz LWIA Goal</th>
<th>Performance Level through 12/30/17</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>72%</td>
<td>YES</td>
<td>YES</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Dislocated Worker</td>
<td>70.5%</td>
<td>76.6%</td>
<td>YES</td>
<td>YES</td>
<td>108.6%</td>
</tr>
<tr>
<td>Retention Rate – 9 months</td>
<td>Adult</td>
<td>85.0%</td>
<td>86.6%</td>
<td>YES</td>
<td>YES</td>
<td>101.8%</td>
</tr>
<tr>
<td></td>
<td>Dislocated Worker</td>
<td>84.0%</td>
<td>77.2%</td>
<td>NO</td>
<td>YES</td>
<td>91.9%</td>
</tr>
<tr>
<td>Average Earnings:</td>
<td>Adult</td>
<td>$16,500</td>
<td>$17,660</td>
<td>YES</td>
<td>YES</td>
<td>107%</td>
</tr>
<tr>
<td>2nd and 3rd Qtr after exit</td>
<td>Dislocated Worker</td>
<td>$15,050</td>
<td>$18,207</td>
<td>YES</td>
<td>YES</td>
<td>120.9%</td>
</tr>
<tr>
<td>to 2nd and 3rd Qtr prior to</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WIA participation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please note that this is participant data on up to 30 ADULTS and 30 DISLOCATED WORKERS, depending on the specific measure.

### WIA Youth Formula 2nd Quarter Performance (as of 12/30/17)

<table>
<thead>
<tr>
<th>Youth Performance Goals</th>
<th>PY 16-17 Goals</th>
<th>Performance Level through 12/30/17</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>96%</td>
<td>YES</td>
<td>YES</td>
<td>136.17%</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>95.6%</td>
<td>YES</td>
<td>YES</td>
<td>149.37%</td>
</tr>
<tr>
<td>Literacy &amp; Numeracy Gains</td>
<td>72.0%</td>
<td>100%</td>
<td>YES</td>
<td>YES</td>
<td>138.88%</td>
</tr>
</tbody>
</table>

Please note that this is participant data on up to 19 YOUTH, depending on the specific measure.

*The State of California requires local areas meet 80% of the assigned goal.*
C.3 WIOA Program Monitoring PY 2017-18

COMMITTEE: Workforce Development Board
MEETING DATE: May 30, 2018

STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst

SUMMARY:

WDB Staff monitored the following contracted services in December 2017 and February 2018:

1. Goodwill Central Coast (GCC)
2. Cabrillo Student Resource & Support Network (SRSN)
3. Cabrillo Small Business Development Center (SBDC)
4. Santa Cruz County Office of Education (SCCOE)

The monitoring includes the following:

- **Contract Questionnaire**: covers work environment, program and site accessibility, administrative requirements, staffing requirements, grievance, and program operations.
- **Financial Questionnaire**: covers fiscal management, program income, cost allocation, facilities and property, and audit.
- **Program Operations**: covers contractor specific operations, assessment, service delivery, and specific services.
- **Case File Review**: covers required WIOA service documentation of a sample percentage of randomly chosen participant files.
- **Participant Questionnaire**: asks about services and recommendations from the randomly chosen participants, services important to the customer, and overall satisfaction with services on a 1-10 scale.
- **Financial Sampling**: A fiscal sampling review was conducted by Edwin Ogu, HSD Accountant for all programs. This is an annual review of program fiscal records.

Goodwill Central Coast had two (2) findings. Cabrillo SRSN had three (3) findings. Cabrillo SBDC had two (2) findings, and SCCOE had two (2) findings. WDB staff next steps include the following:

- Implement the Corrective Action Plan as outlined (GCC, SBDC, SCCOE, SRSN)
- Implement the revised GCC WIOA program design framework model (i.e. operational flow chart)
- Apply the internal protocols as developed. (GCC, SBDC, SCCOE, SRSN)
- Review during contract negotiations for PY 18/19 (GCC, SBDC, SCCOE, SRSN)
- Review at the next annual monitoring visit. (GCC, SBDC, SCCOE, SRSN)

All four (4) complete drafted reports may be found at the following link: https://bit.ly/2rSThfd

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the monitoring reports as drafted by WDB staff.

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
<th>BOARD DATE</th>
<th>BOARD APPROVAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/01/18</td>
<td>☑Yes</td>
<td></td>
<td>☐Yes</td>
</tr>
</tbody>
</table>
C.4 Strategic Plan Report

COMMITTEE: Workforce Development Board  MEETING DATE: May 30, 2018

STAFF NAME: Andy Stone, WDB Director

SUMMARY:

On September 7, 2016 the WDB approved the WDB Director's Program Year (PY) 2016-17 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 2017-18 outcomes for the approved goals and action steps.

Both the Strategic Plan and the WDB Director's Operational Plan incorporate the Strategic Goals referenced below.

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 approve the WDB Director's Operational Plan update for PY 17-18.
<table>
<thead>
<tr>
<th>Goal</th>
<th>Benchmark (2016-17)</th>
<th>2017-18 Target</th>
<th>2017-18 Operational Goals to meet Target</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1</strong></td>
<td>Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs</td>
<td>• Completed Proposition 39 Pre-Apprenticeship Training  • Awarded Slingshot Grant for Health Care</td>
<td>In 2017-18: Deliver three WDB approved projects</td>
<td>Slingshot: Coordinating CHW training development with regional community colleges  Tech Partnership: Presentation to SC New Tech Meetup on 2/7/18  Designing Careers: Implementing CalWORKs 2.0 Pilot</td>
</tr>
<tr>
<td><strong>Goal 2</strong></td>
<td>Align workforce development strategies to support local economic development</td>
<td>• Created Business Engagement Plan  • Established Regional Business Engagement Roundtable</td>
<td>In 2017-18: Partner with economic development to help employers attract and retain talent</td>
<td>Business Engagement Staff: Business Services Manager posting closed on 5/18  Share Employer Contacts: Working with County Economic Development on initial phase</td>
</tr>
<tr>
<td><strong>Goal 3</strong></td>
<td>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</td>
<td>• Produced Hot Jobs Report  • Developed New WDB Messaging</td>
<td>In 2017-18: Use data and messaging to strategically target employers and job seekers</td>
<td>Hot Jobs Report: Purchased and launched Career Concourse - provides real time information  WDB Messaging: Now developing website content and materials with Studio Holladay</td>
</tr>
<tr>
<td><strong>Goal 4</strong></td>
<td>Increase Board (WDB) Effectiveness</td>
<td>• Provided Introduction to WIOA at WDB Meeting  • Held WDB National Issues Discussion</td>
<td>In 2017-2018: Establish the WDB as Workforce Development Experts</td>
<td>Development Plan: Engaged Public Consulting Group  New WDB Orientation: Engaged Public Consulting Group  Redesign Meeting Experience: Moved meetings to a new venue. Identified topics and speakers for remaining meetings</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.
As you may recall, America's Job Center of California (AJCC) sites must be objectively assessed for effectiveness, physical and programmatic accessibility as per policy and guidance provided to local areas by Employment Development Department (EDD) Workforce Services Directive, WSD16-20, dated June 9, 2017. Local Boards must conduct an independent and objective evaluation of the comprehensive AJCC (Watsonville Career Center) during Program Year (PY) 2017-18 to take effect PY 2018-19. At its November 8, 2017 meeting, this board agreed to subcontract the certification process through a purchase order effectively awarded to Racy Ming.

There were two (2) levels of AJCC certification:
1. Baseline Certification: intended to ensure that every comprehensive AJCC is in compliance with WIOA statutory and regulatory requirements. The Baseline AJCC Certification matrix was signed by the board chair and submitted to the state by the December 31, 2017 deadline; The AJCC met the baseline and was able to proceed with the Hallmark of Excellence certification evaluation.
2. Hallmark of Excellence Certification: intended to encourage continuous improvement by identifying eight (8) areas where an AJCC may be exceeding quality expectations, as well as areas where improvement is needed. The eight areas include: physical location; universal access; partnerships; customer-centered services; targeted regional sectors and pathways; business services; cross-trained staff; and data driven continuous improvements. Each criteria is ranked on a scale of 1 to 5 and in order to achieve the certification, receive a ranking of at least 3 for each of the Hallmarks. This certification is due to the state by June 30, 2018.

Racy Ming completed the AJCC Hallmarks of Excellence Certification process and the report is attached. It includes the rankings for each of the eight (8) hallmarks and continuous improvement goals and recommendations. Racy Ming will present and take questions on the hallmarks.

Attachment accessible as follows:
https://bit.ly/2G0SlOz

I move to approve the AJCC Hallmarks of Excellence certification as outlined and authorize the WDB chair to sign the AJCC Certification for the Hallmarks of Excellence.
## A.1 WDB and Committee Meeting Calendar

<table>
<thead>
<tr>
<th>COMMITTEE:</th>
<th>MEETING DATE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workforce Development Board</td>
<td>May 30, 2018</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STAFF NAME:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andy Stone, WDB Director; Laurel Gazza, WDB Administrative Aide</td>
</tr>
</tbody>
</table>

### SUMMARY:

Presenting the proposed 2018-19 Workforce Development Board and Committees Meeting Calendar for approval.

### SUGGESTED MOTION: (if applicable)

Move to approve the 2018-19 Workforce Development Board and Committees meeting calendar.

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/01/18</td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOARD DATE</th>
<th>BOARD APPROVAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>


# 2018-2019 WDB & Committee Meeting Calendar

<table>
<thead>
<tr>
<th>Workforce Development Board</th>
<th>8:30 a.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 19, 2018</td>
<td>All meetings held at: Best Western Seaciff Inn, 7500 Old Dominion Ct, Aptos</td>
</tr>
<tr>
<td>December 12, 2018</td>
<td>All meetings held at:</td>
</tr>
<tr>
<td>March 27, 2019</td>
<td>County of Santa Cruz, 1000 Emeline Ave., Santa Cruz</td>
</tr>
<tr>
<td>May 29, 2019</td>
<td>All meetings held at:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Executive Committee</th>
<th>8:30 a.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 29, 2018</td>
<td>All meetings held at:</td>
</tr>
<tr>
<td>November 14, 2018</td>
<td>County of Santa Cruz, 1000 Emeline Ave., Santa Cruz</td>
</tr>
<tr>
<td>March 6, 2019</td>
<td>All meetings held at:</td>
</tr>
<tr>
<td>May 8, 2019</td>
<td>County of Santa Cruz, 1000 Emeline Ave., Santa Cruz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Career Services Committee (formerly Youth Council)</th>
<th>3:00 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 25, 2018</td>
<td>TBD</td>
</tr>
<tr>
<td>September 26, 2018</td>
<td>TBD</td>
</tr>
<tr>
<td>January 16, 2019</td>
<td>TBD</td>
</tr>
<tr>
<td>April 24, 2019</td>
<td>TBD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business Services Committee/CEDS Committee</th>
<th>3:00 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 8, 2018</td>
<td>TBD</td>
</tr>
<tr>
<td>October 10, 2018</td>
<td>TBD</td>
</tr>
<tr>
<td>February 13, 2019</td>
<td>TBD</td>
</tr>
<tr>
<td>April 10, 2019</td>
<td>TBD</td>
</tr>
</tbody>
</table>

**Please Note:** Meeting locations subject to change. Please check website for current information.
A.2 WDB Officer Nominations PY 2018-19

SUMMARY:

The Nominating Committee, consisting of Christina Cuevas, MariaElena De La Garza, Rob Morse, Carol Siegel, and Ron Slack developed the attached slate of candidates for Program Year 2018-19 for election at the WDB’s May 30, 2018 meeting.

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

SUGGESTED MOTION: (if applicable)

I move to approve the proposed slate of Officers of the Workforce Development Board, for PY 2018-19.
<table>
<thead>
<tr>
<th>WDB Governing Body</th>
<th>Position</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Board / Executive Committee</strong></td>
<td>Chair</td>
<td>Carol Siegel</td>
</tr>
<tr>
<td></td>
<td>Vice-Chair</td>
<td>Rob Morse</td>
</tr>
<tr>
<td></td>
<td>Immediate Past Chair / At Large Member</td>
<td>Ron Slack</td>
</tr>
<tr>
<td><strong>Business Services</strong></td>
<td>Chair</td>
<td>Marshall Delk</td>
</tr>
<tr>
<td></td>
<td>Vice-Chair</td>
<td>Elyse Destout</td>
</tr>
<tr>
<td><strong>Youth Council</strong></td>
<td>Chair</td>
<td>Elyse Destout</td>
</tr>
<tr>
<td></td>
<td>Vice-Chair</td>
<td>Andy Hartman</td>
</tr>
</tbody>
</table>

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