



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
Wednesday, March 30, 2022 @ 8:30am
[Click Here to Join the Meeting Online](#)

If you don't have Microsoft Teams: Select the "Join on the web instead" option
Call in: (916) 318-9542
Meeting ID: 391 484 095#

Call to Order/Welcome

Non-agenda public comment

Chairperson's Report

Action Items (vote required) :

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- 2. Approval of Minutes: December 8, 20215-11
- 3. WDB Director's Operational Plan Update 12-13
- 4. WDB Officer Nominations PY 22/23 14

Report Items (no vote required):

- 5. Presentation: Remote and Hybrid Work Trends, Gensler 15
- 6. WDB Staff Updates 16

Information Items (no vote required):

- 7. Business Resource Network 17
- 8. Workforce Santa Cruz County Social Media Update 18

Committee Member Announcements

Adjournment

Next Meeting: Workforce Development Board-Executive Committee
May 4, 2022 @8:30 am

Workforce Development Board
May 25, 2022 @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: Findings Authorizing Teleconference Meetings

(Action required) – Andy Stone

Recommendation

Adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic state of emergency and Health Officer recommendation for social distancing.

Background

New State law adopted by the Legislature and signed by Governor Newsom (AB 361) allows local agencies to continue to meet by teleconference and internet platform as long as a state of emergency exists and local or state authorities have recommended social distancing measures. In a related provision, the legislative body, by a majority vote, can take action to meet via teleconference in order to avoid meeting in person and therefore reduce imminent risks to the health and safety of members of the public. If a legislative body continues to meet via teleconference, it must take action to renew this declaration every 30 days.

Suggested motion

I move to adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic State of Emergency and Health Officer recommendation for social distancing.



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**SANTA CRUZ COUNTY WORKFORCE DEVELOPMENT BOARD'S
FINDINGS PURSUANT TO ASSEMBLY BILL 361 AUTHORIZING TELECONFERENCE MEETINGS AS A RESULT OF THE
CONTINUING COVID-19 PANDEMIC STATE OF EMERGENCY AND HEALTH OFFICER RECOMMENDATION FOR
SOCIAL DISTANCING**

WHEREAS, the Santa Cruz County Workforce Development Board is a legislative body under the Brown Act as defined under Cal. Gov. Code section 54952(b) and Santa Cruz County Code Section 2.38.110; and

WHEREAS, on September 16, 2021, Governor Newsom signed Assembly Bill 361 ("AB 361"), urgency legislation effective immediately, that amended Government Code section 54953 to permit legislative bodies subject to the Brown Act to continue to meet under modified teleconferencing rules provided that they comply with specific requirements set forth in the statute; and,

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(1)(A), a legislative body may meet under the modified teleconferencing rules during a proclaimed state of emergency, and where local officials have imposed or recommended measures to promote social distancing; and

WHEREAS, on March 4, 2020, Governor Newsom issued a Proclamation of State of Emergency in response to the COVID-19 pandemic, and which remains in effect; and

WHEREAS, on September 30, 2021, Santa Cruz County Public Health Officer Dr. Gail Newel strongly recommended that legislative bodies in Santa Cruz County continue to engage in physical/social distancing by meeting via teleconference as allowed by AB 361 and confirmed that she will regularly review and reconsider this recommendation and notify the public when it is no longer recommended; and

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(3), within 30 days of the date the legislative body first holding a teleconferenced meeting under the modified rules, and every 30 days thereafter, a legislative body can continue to hold such teleconference meetings provided it has reconsidered the circumstances of the state of emergency and determined either that the state of emergency continues to directly impact the ability of the members to meet safely in person or that local officials continue to recommend measures to promote social distancing; and

WHEREAS, on March 30, 2022, the Santa Cruz County Workforce Development held a subsequent teleconference meeting under AB 361; and

WHEREAS, the Santa Cruz County Workforce Development Board has reconsidered the circumstances of the current state of emergency and finds that the COVID-19 pandemic continues to directly impact the ability of members of the public to participate safely in person and further finds that the Santa Cruz County Public Health Officer continues to recommend measures to promote social distancing; and

WHEREAS, in the interest of public health and safety, and due to the emergency caused by the spread of COVID-19, the Santa Cruz County Workforce Development Board deems it necessary to utilize the modified teleconferencing rules set forth in AB 361;

NOW, THEREFORE, the Santa Cruz County Workforce Development Board makes the following findings by a majority vote:

Section 1. The foregoing recitals are true and correct, and adopted as findings of the Santa Cruz County Workforce Development Board.

Section 2. Effective immediately, and for the next 30 days, the Santa Cruz County Workforce Development Board will meet via teleconference as authorized under AB 361 and Government Code section 54953(e)(3).

Section 3. No later than thirty (30) days from making today’s findings, or at the next scheduled meeting, the Santa Cruz County Workforce Development Board will reconsider the circumstances of the COVID-19 state of emergency and, if necessary, adopt subsequent findings to continue holding teleconference meetings in accordance with Government Code section 54953(e)(3).

PASSED AND ADOPTED by the Santa Cruz County Workforce Development Board in Santa Cruz, State of California, this 30 day of March , 2022 , by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Chair, Santa Cruz County Workforce Development Board

ATTEST: _____
Department Staff

Approved as to Form:

Office of the County Counsel

Action Item 2: Approval of Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the December 8, 2021 WDB Full Board meeting minutes.

Suggested motion

I move to approve the December 8, 2021 WDB Full Board meeting minutes.



**Workforce Development Board
Full Board Meeting
Watsonville Career Center
Wednesday, December 8, 2021 8:30 a.m.**

Item 2 Attachment 2

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

NOTE: Due to the COVID-19 pandemic, and the directive of Governor Gavin Newsom in adjusting the Brown Act rules, public meetings will be allowed to be attended virtually until further notice.

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

Committee Members in Attendance

Adams, Lamont
Cuevas, Christina
Destout, Elyse – Vice Chair
Dodge, Daniel
Duckworth, Yuko
Elliott, Candice
Hebard, Sean
Herrera-Mansir, Carmen
Livingstone, Todd
Miller, Chris
Morse, Rob - Chair
Orona, Elisa
Roth, Shaz
Setzler, Katie
Siegel, Carol

Committee Members Absent

Ayyad, Alia
De La Garza, MariaElena
Delk, Marshall
Mason, Barbara
Holmquist-Gomez, Laura
Nagamine, Janet
Schaller, Glen
Vereker, Dustin

Staff in Attendance

Chevalier, Katy – EBSD Program Manager
Detlefs, Peter – WDB Business Services Manager
Gray, Lacie – WDB Sr. Analyst
Gutierrez, Elizabeth – WDB Admin Aide
Marquez, Irma – EBSD Director
Paz-Nethercutt, Sara – WDB Sr. Analyst
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Clerical Support

Guests

Cortes, Claudia

MEMBERS:

Rob Morse, Chair
Pacific Gas and Electric Company

Elyse Destout, Vice Chair
Photography by Elyse Destout

Lamont Adams
Local IBEW234

Alia Ayyad
Center for Employment Training

Christina Cuevas
Community Foundation of Santa Cruz County

MariaElena De La Garza
Community Action Board

Marshall Delk
Santa Cruz County Bank

Daniel Dodge
Monterey Bay Central Labor Council

Yuko Duckworth
Employment Development Department

Candice Elliott
Fortress and Flourish

Sean Hebard
Carpenters Local 505

Carmen Herrera-Mansir
El Pajaro Community Development Corp.

Laura Holmquist-Gomez
Five Star Catering

Todd Livingstone
Watsonville/Aptos/Santa Cruz Adult Education

Barbara Mason
Santa Cruz County Economic Development

Chris Miller
ScratchSpace, LLC

Elisa Orona
Health Improvement Partnership of SC County

Shaz Roth
Pajaro Valley Chamber of Commerce
and Agriculture

Glen Schaller
Monterey Bay Central Labor Council, AFL-CIO

Katie Setzler
Palo Alto Medical Foundation

Carol Siegel
Santa Cruz Seaside Company

Dustin Vereker
Discretion Brewing

DIRECTOR:
Andy Stone

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Estrada, Vivian – EDD
Moss, Denise
Munoz, Beatriz
Shands, Celina
Staley-Raator, Desha
Winter, Amanda

Subject: Public Comment

There was no public comment.

Subject: Chairperson’s Report

Chair Robert Morse gave recognition to WDB Sr. Analyst Sara Paz-Nethercutt for all her hard work behind the scenes with the WIOA program services and announced the retirement of board members Diane Berry-Wahrer and Yuko Duckworth.

Subject: Action Items:

Item 1 – Findings Authorizing Teleconference Meetings

The committee was provided with information regarding Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic state of emergency and Health Officer recommendation for social distancing.

Action: It was moved to adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic State of Emergency and Health Officer recommendation for social distancing.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Christina Cuevas
Abstentions: None

Committee Action All in favor, motion passed

Item 2 – Approval of Meeting Minutes

Action: It was moved to approve the May 26, 2021 and November 10, 2021 (Special Meeting) WDB Full Board meeting minutes.

Status: Motion to Approve: Todd Livingstone
Motion Seconded: Carol Siegel
Abstentions: Carmen Herrera-Mansir,
Sean Hebard,
Shaz Roth

Committee Action

All in favor, motion passed

Item 3 – Operational Plan Update

WDB Director Andy Stone reported on the progress of each operational plan target and answered questions from board members.

Action: It was moved to adopt the WDB Director’s Operational Plan update for PY 21-22.

Status: Motion to Approve: Christina Cuevas
 Motion Seconded: Lamont Adams
 Abstentions: Carmen Herrera-Mansir

Committee Action All in favor, motion passed

Item 4 – Eligible Training Provider List (ETPL) Draft Monitoring and Subsequent Eligibility Report

WDB Sr. Analyst Lacie Gray gave an overview of the Eligible Training Provider List (ETPL) program monitoring process and subsequent eligibility review. She informed the board that there were four ETPL vendors monitored, none of which had any formal findings but there were some recommendations. Lacie then answered questions from board members regarding programs being removed from the ETPL list, such as QuickBooks training, that did not meet program requirements.

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

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Sean Hebard
 Abstentions: None

Committee Action All in favor, motion passed

Item 5 – Eligible Training Provider List (ETPL) PY 2020-21 Annual Report

WDB Sr. Analyst Lacie Gray reviewed the Eligible Training Provider List (ETPL) annual report with the committee. She mentioned that last year in 2020 there were 185 people in training and \$484,869 training dollars spent.

Action: It was moved to accept the annual ETPL report for PY 2020-21

Status: Motion to Approve: Christina Cuevas

Motion Seconded: Lamont Adams
 Abstentions: None

Committee Action All in favor, motion passed

Item 6 – WIOA Fiscal Year 2021-22 Budget

WDB Director Andy Stone gave a brief overview on the WIOA financial report chart and answered questions asked by the board members.

Action: It was moved to accept the WIOA budgets for PY 2020-21 and 2021-22

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Sean Hebard
 Abstentions: None

Committee Action All in favor, motion passed

Item 7 – WIOA Procurement Results/PY 22/23 Award Recommendations

WDB Sr. Analyst Sara Paz-Nethercutt reviewed with the board the results and award recommendations of the RFP for WIOA Career Center Operator, Adult/Dislocated Worker Program, Youth Services, and Layoff Aversion Services. She also shared that the bidder, Equus Workforce Solutions, who was offered the award for Service Area 1 One-Stop Operator declined the award. The WDB recommends awarding Service Area 1 to incumbent contractor Amanda Winter, dba Winter Works LLC.

Action: It was moved to accept the award recommendations from the PY 2022-23 Procurement and authorize the WDB Staff to enter into contract negotiations with the recommended vendors for PY 22-23.

Status: Motion to Approve: Lamont Adams
 Motion Seconded: Daniel Dodge
 Abstentions: None

Committee Action All in favor, motion passed

Item 8 – AJCC Certification Continuous Improvement Plan

WDB Sr. Analyst Sara Paz-Nethercutt reviewed with the board the AJCC Certification Indicator Continuous Improvement Plan, which is the final step in the State's process, and stated that the plan will be presented to the WDB Full Board on a quarterly basis with the progress of each item.

Action: It was moved to approve the AJCC Certification Indicator Continuous Improvement Plan as written and authorize the WDB staff to submit to the EDD Regional Advisor by the December 31, 2021 deadline.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Lamont Adams
Abstentions: None

Committee Action All in favor, motion passed

Subject: Report Items:

Item 9 – WDB Staff Updates

WDB Sr. Analyst Sara Paz-Nethercutt gave updates on WIOA Career Services which included briefing the board on the recruitment for more FIRE project participants, the local Lean Continuous Improvement Initiative which included two new projects: 1) increase the Customer Satisfaction Survey return rate and 2) decrease the incentive payment time frame, she spoke on the Out-of- School Expenditure Waiver that was approved by the Department of Labor, and lastly the local public library initiative which the WDB was awarded \$20,000 to assist with providing another access point for job seekers. WDB Business Manager Peter Detlefs spoke on the success of the Downtown Santa Cruz Walkabout Job Fair that was held on September 24, 2021. WDB Sr. Analyst Lacie Gray gave updates on Regional Projects/Grants and gave updates on the SB1 Pre-apprenticeship Training Grant which has served three cohorts with a total of 45 graduates. The fourth training cohort is expected to start in January 2022 and spoke on the Prison to Employment project which has served 8 justice involved individuals to date. WDB Director Andy Stone introduced the County of Santa Cruz new Director of Employment and Benefits Services Division Irma Marquez.

Action: No action taken, informational item only.

Item 10 – Contractor Activity Reports

Reports outlining each workforce services contractor’s financial, federal, and contract performance were provided to the board.

Action: No action taken, informational item only.

Subject: Information Item:

Item 11 – Presentation by Full Capacity Marketing

A presentation on the topic *Repositioning the Board for High-Value & Engagement* was presented to the board by Celina Shands, Founder/CEO at Full Capacity Marketing.

Action: No action taken, informational item only.

Meeting adjourned at 10:06 a.m.

**Next Meeting: Workforce Development Board Meeting
 Wednesday, March 30, 2022 @ 8:30 am**

DRAFT

Action Item 3: Operational Plan Update

(Action required) – Andy Stone

Recommendation

Accept the WDB Director's Operational Plan update for PY 21-22.

Background

On September 16, 2020 the WDB approved the WDB Director's Program Year (PY) 2020-21 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 updated PY 2021-22 goals and action steps as approved by the Executive Committee at its meeting on August 25, 2021.

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.

Suggested motion

I move to accept the WDB Director's Operational Plan update for PY 21-22.

**Item 3 Attachment - Workforce Development Board of Santa Cruz County
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2021-2022**

| | <i>Status</i> | <i>2021-22 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"> • Develop and deploy new virtual career services offerings | <ul style="list-style-type: none"> • Working with web designer to complete career services website. Will provide a presentation to the WDB before June 30, 2022 |
| <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"> • Develop additional pre-apprenticeship opportunities • Provide WDB with a presentation on remote work and training opportunities | <ul style="list-style-type: none"> • Received \$300,000 in ARPA funding for pre-apprenticeship programs. Program to be launched by 6/30/22 • Presentation on remote work scheduled for 3/30/22 WDB meeting |
| <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"> • Establish equity goals and provide WDB members with training • Provide WDB members with the tools and training to become better advocates for the workforce development system • Develop new Economic Development partnership opportunities with other organizations and entities • Draft and release the 2022 State of the Workforce Report | <ul style="list-style-type: none"> • Equity work is in the public engagement phase • Presentation at 12/8/21 WDB meeting • Launched new online resource that will link business to workforce and economic development resources in Santa Cruz County • State of the Workforce to be completed by June 30, 2022 |

✓ on track to meet planned target for the year

✗ not on track to meet planned target for the year

Action Item 4: WDB Officer Nominations

(Action required) – Andy Stone

Recommendation

Form a Nominating Committee, appoint Carol Siegel as Chair, and direct the Committee to develop a Slate of Candidates to be presented to the Executive Committee on May 4, 2022, with final appointment at the WDB's May 25, 2022 meeting.

Background

Each year, the WDB's Nominating Committee recommends a slate of officers to fill the Workforce Development Board's six elected leadership positions. For Program Year 22-23 (July 1, 2022 through June 30, 2023) the WDB's elected officers shall include the following positions:

- WDB Chair;
- WDB Vice-Chair;
- Chair of the Business Services/CEDS Committee;
- Vice-Chair of the Business Services/CEDS Committee;
- Chair of the Career Services Committee; and
- Vice-Chair of the Career Services Committee.

The Nominating Committee is typically lead by the immediate past WDB Chair and is made up of five members, including:

- The immediate past Chair;
- One member from the current Executive Committee;
- Two at-large members from the WDB membership; and
- At least One member from the prior year's committee membership.

The immediate past WDB Chair, Carol Siegel, has agreed to Chair this year's nominating committee.

Next Steps

The Nominating Committee will develop a slate of WDB Officer candidates for PY 2022-23 (July 1, 2022 through June 30, 2023) and return to the Executive Committee's May 4, 2022 meeting to present the slate for approval. The slate will then be presented to the full Workforce Development Board for final approval at its May 25, 2022 meeting.

Suggested motion

I move to form a Nominating Committee, appoint Carol Siegel as Chair, and direct the Committee to develop a Slate of Candidates to be presented to the Executive Committee on May 4, 2022, with final appointment at the WDB's May 25, 2022 meeting.

Report Item 5: Presentation by Arnold Levin & Eric Wong from Gensler

(No vote required)

Remote and Hybrid Work Trends



Gensler is a global architecture, design, and planning firm with 50 locations across Asia, Europe, Australia, the Middle East, and the Americas. Founded in 1965, the firm serves more than 3,500 active clients in virtually every industry.



Arnold Levin is a South West Regional Strategy Practice Area Leader with Gensler(www.gensler.com). With over 45 years' experience in design strategy, organizational design, feasibility planning, workplace design, and design research, he has worked with a wide range of clients globally helping to solve complex organizational challenges through design strategy. This diverse range covers government and private sector organizations including GSA (US Department of Commerce, US Parks Service and US Department of Agriculture), LA County Government, Weil Gotshal &

Manges, Bloomberg, Caterpillar, the Bill & Melinda Gates Foundation, Microsoft, Capital One and Blue Cross Blue Shield. Arnold has worked with clients throughout the US, the UK and Asia. He is a frequent speaker at Corenet, Neocon and IFMA World Workplace conferences in both the US and Europe. With an undergraduate degree in design, Arnold went on to complete an MBA in Design Management and an M.Phil. in Organizational Design. His research on organizational design, design strategy and workplace has been published in the Journal of Facilities Management, Journal of Design Management and WorkDesign.



Eric Wong is a multi-disciplinary consulting professional with expertise in workplace strategy, facilities and master planning, and real estate development advisory. As a Strategy Lead at Gensler's Los Angeles office, Eric leverages his broad expertise to assist public and private sector leaders in defining their organizational priorities and then connecting them to actionable, place-based solutions. Most recently, Eric has been focused on helping clients navigate rapid transitions to remote and hybrid work, crafting forward-looking workplace strategies that reflect the distinct operational needs and cultural nuances of each organization.

Eric received his Master of Architecture from the University of Pennsylvania School of Design, where he was awarded the Paul Philippe Cret Medal, and he also holds a B.A. and Economics and Architectural History from Middlebury College.

Report Item 6: Workforce Development Board Staff Updates

(No vote required)

WIOA Career Services – Sara Paz-Nethercutt:

1. Local WIOA Monitoring
2. Lean Initiative: paperless workgroup
3. Local Area Federal Performance PY20/21 delay

Business Services – Peter Detlefs:

1. Webpage Update
2. Health Improvement Partnership Update
3. 2022 State of the Workforce

Regional Projects/Grants Report – Lacie Gray:

1. Prison to Employment
2. SB1 Pre-apprenticeship Training Grant

Information Item 7: Business Resource Network Update

(No vote required) - Peter Detlefs

Background:

A Business Resource Network (BRN) is an approach to proactively improve business operations through a business assistance referral network. The BRN takes resources and streamlines them into a single access point for employers bringing them from point A-to-Z of the process. The BRN navigates through the confusion of red tape and the disjointed web of services and programs to connect employers with resources to assist with current and future needs to grow, improve, or expand their businesses. On February 12, 2020, an update was provided that WDB staff was looking into implementing a BRN at a scale achievable with local funding levels. On April 7, 2021, the BS/CEDS Committee received another update and approved pursuing the development of BRN, serve as the Advisory Board, agree to dedicate staff and resources to complete the agreed upon approach, and commit to the ongoing update and management of the program.

Update: Staff has been working with Full Capacity Marketing (FCM) since Spring 2021 developing a strategic communication plan for Workforce Santa Cruz County. As part of this process, FCM informed staff of a new platform that FCM was partnering to develop called Behind Every Employer. The focus of the national Behind Every Employer platform is to strategically connect employers with education and workforce organizations that provide solutions to their workforce challenges. The [Behind Every Employer](#) website houses a locator map that allows employers to search for local educators and workforce professionals. Through an Appointment Lab, Behind Every Employer manages inquiries generated through a marketing campaign and forwards the leads generated to local staff. The Behind Every Employer platform allows organizations to leverage the brand and work with FCM to create a local lead generation campaign. Staff engaged FCM to deploy a localized campaign for the BRN to grow market penetration for our local business-serving partners.

On February 1, 2022, Behind Every Employer Santa Cruz County campaign was launched serving as the platform for our local BRN. The launch includes a social media campaign on LinkedIn and Twitter through Workforce Santa Cruz County as well as a survey sent to over 600 targeted businesses countywide. The messaging directs interested employers to the [Behind Every Employer Santa Cruz County](#) landing page to submit an interest form to the Appointment Lab. The landing page offers services for talent recruitment, workforce training, business advising, doing business in Santa Cruz County and financing. Leads with employers generated through the Appointment Lab will be funneled through the WDB Business Services Manager and directed to the appropriate local partners for follow up.

Over the coming months, the marketing campaign will continue, and partners will be asked to update their webpages and marketing materials in support of the Behind Every Employer BRN platform and campaign. Staff will be working with FCM to add partners to the locator map. The [Workforce Santa Cruz County LinkedIn](#) page offers an example of how BRN partners will promote Behind Every Employer Santa Cruz County locally. Partners are asked to follow Workforce Santa Cruz County's social media platforms and share posts frequently.

Information Item 8: Workforce Santa Cruz County Social Media Update

(No vote required) - Peter Detlefs

Background: In Spring 2021, Full Capacity Marketing was engaged to develop and execute strategies in support of communications, public relations and marketing initiatives for Workforce Santa Cruz County. Initial activities included developing goals and strategies for the organization and brand and tagline development.

Update: A social media marketing campaign was launched in January 2022. This included the development of the first [Workforce Santa Cruz County Facebook](#) page targeted to jobseekers. The page is being used to share original content highlighting Workforce Santa Cruz County programs and services as well as sharing relevant content of contractors and community partners such as the Sueños Program, El Pajaro Community Development Corporation, the Santa Cruz County Small Business Development Center and more. Over 60 people are now following the Facebook page.

Full Capacity Marketing is also producing ads to run on Facebook and Instagram targeting jobseekers that may benefit from Workforce Santa Cruz County programs and services. People can click on the ads to leave contact information and to request further information. Leads generated from the ad buys are automatically downloaded into a spreadsheet for staff follow up. Since launching in mid-January over 90 people have responded requesting additional information on the Youth and Adult/Dislocated Worker programs.

The [Workforce Santa Cruz County LinkedIn](#) page launched on February 1, 2022. This page is targeted to employers in Santa Cruz County. The page shares information related to Workforce Santa Cruz County programs and services, upcoming local job fairs, shares information from contractors and community partners, and distributes news and information about or targeted for the local business community. The LinkedIn page has over 1,100 followers and highlights the branding of Behind Every Employer Santa Cruz County.

A Workforce Innovation and Opportunity Act (WIOA) partner will share the impact of these marketing strategies.