Workforce Development Board
Wednesday, September 16, 2020 @ 8:30 a.m.
18 W. Beach St. Watsonville

Click Here to Join the Meeting Online
If you don’t have Microsoft Teams: Select the “Continue on this browser” option

Call in: (916) 318-9542
Meeting ID: 331 847 456#

Agenda

I. Call to Order/Welcome

II. Public Comment

III. Director’s Report

IV. Consent Items
   C.1 Approval of Minutes: May 27, 2020 meeting..........................2-7
   C.2 Data Dashboard.........................................................................8-9
   C.3 AJCC Hallmarks of Excellence Action Plan PY 2020/21..........10
   C.4 Contractor Activity Reports PY 2019/20 Q3.............................11
   C.5 Re-contracting Updates PY 2020/21........................................12
   C.6 WIOA PY 2020/21 Budget and Updates.................................13-14
   C.7 ETPL Annual Report ...............................................................15-18
   C.8 WIOA Co-enrollment Policy ....................................................19-21
   C.9 WDB Member Recruitment Update.........................................22

V. Presentation
   P.1 Racial Equity in Workforce Development..............................23
   Molly Bashay, Senior Policy Analyst, Center for Law And Social Policy (CLASP)

VI. Administration
   A.1 WDB Staff Response to Covid-19..............................................24
   A.2 Strategic Plan Report Update....................................................25-26

VII. Chairperson’s Report

VIII. Adjournment

Next Meeting: Workforce Development Board
December 9, 2020 @ 8:30 a.m.
Location TBD

MEMBERS:
Carol Siegel, Chair
Santa Cruz Seaside Company
Rob Morse, Vice Chair
Pacific Gas and Electric Company
Lamont Adams, Business Manager
Local IBEW124
Alia Ayjad, Director
Center for Employment Training
Diane Berry-Wahler, Supervisor
California Department of Rehabilitation
Katie Borges, Director of Human Resources
Pal Alto Medical Foundation
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
MariaElena De La Garza
Executive Director
Community Action Board
Marshall Detk, Vice President
Santa Cruz County Bank
Elyse Destout, Owner
Photography by Elyse Destout
Yuko Duckworth
Employment Program Manager
Employment Development Department
Candice Elliott, HR Director
Glass Jar Company
Sean Hebard
Carpenters Local 505
Carmen Herrera-Mansar Director
El Pajaro CDC
Lori Livingstone, Assistant Director
Career and Technical Education
Watsonville Agitos Adult Education
Barbara Mason, Economic Development Coordinator
Santa Cruz County Economic Development
Chris Miller, Founder
ScratchSpace, LLC
Elisa Orona, Executive Director
Health Improvement Partnership of SC County
Shaz Roth, President/CEO
Pajaro Valley Chamber of Commerce and Agriculture
Glen Schaller, Political Coordinator
Monterey Bay Central Labor Council, AFL-CIO
Dustin Vereker, Chief Beer Ambassador
Discretion Brewing
DIRECTOR:
Andy Stone

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.

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.
C.1 Approval of Meeting Minutes

<table>
<thead>
<tr>
<th>COMMITTEE:</th>
<th>Workforce Development Board</th>
<th>MEETING DATE:</th>
<th>September 16, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAFF NAME:</td>
<td>Andy Stone, WDB Director; Laurel Gazza, Administrative Aide</td>
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</table>

SUMMARY:
Requesting Consent approval of the May 27, 2020 Full WDB meeting minutes.

SUGGESTED MOTION: (if applicable)
I move to approve the May 27, 2020 Full WDB Board meeting minutes.

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
<th></th>
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</thead>
<tbody>
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<table>
<thead>
<tr>
<th>BOARD DATE</th>
<th>BOARD APPROVAL:</th>
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<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
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</tbody>
</table>
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. A public meeting room was made available for this meeting, but all participants chose to attend virtually, via Microsoft Teams.

Chair Carol Siegel called the meeting to order at 8:33 a.m., when a quorum of 16 members were present. All Board members and guests attended the meeting virtually.

**Board Members in Attendance**
Adams, Lamont
Berry-Wahrer, Diane
Cuevas, Christina
De La Garza, MariaElena
Delk, Marshall
Destout, Elyse
Duckworth, Yuko
Hebard, Sean
Hodges, Mark
Livingstone, Todd
Mason, Barbara
Miller, Chris
Morse, Rob – Vice Chair
Orona, Elisa
Roth, Shaz
Siegel, Carol - Chair

**Board Members Absent**
Ayyad, Alia
Elliott, Candice
Herrera-Mansir, Carmen
Schaller, Glen
Setzler, Katie
Vereker, Dustin
**Staff in Attendance**
Barr, Belinda – WDB Business Services Mgr.
Chevalier, Katy – EBSD Program Manager
Gazza, Laurel – WDB Administrative Aide
Gray, Lacie – WDB Sr. Analyst
Paz-Nethercutt, Sara – WDB Sr. Analyst
Stone, Andy - WDB Director

**Guests**
A total of 22 guests participated in the meeting, virtually.

**Subject: II. Public Comment**
There was no public comment.

**Subject: III. Directors’ Report**
WDB Director Andy Stone touched on the current unemployment rate for Santa Cruz County, 17.4%, as a result of the shelter-in-place COVID-19 situation. He also gave a brief statement on the current state of the workforce in the county and the increased need for WIOA services.

**Subject: IV. Approval of Consent Agenda**

C.1 – Approval of December 5, 2019 Meeting Minutes
C.2 – Data Dashboard
C.3 – CEDS 5-Year Plan Update
C.4 – AJCC Hallmarks of Excellence Action Plans
C.5 – Local Monitoring Reports PY 2019-20
C.6 – Proposed WDB Meeting Calendar PY 2020-21
C.7 – Re-contracting PY 2020-21 WIOA Services
C.8 – Eligible Training Provider List Appeals Policy
C.9 – Regional Planning Update
C.10 – Contractor Activity Report PY 2019-20 Q2

**Action:** It was moved to approve the Consent Agenda.
Status: Motion to Approve: Marshall Delk
Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All in favor, motion passed.

V. Presentation:
Dan Sumner, Director of UC Agricultural Issues Center, presented “The Future of Agriculture in Santa Cruz County Study”.

Subject: VI. Administration items:

A.1 WDB Staff Response to COVID-19
WDB staff gave current report outs on WIOA/WTW program services affected by the COVID-19 crisis, and changes that have been implemented to better serve clients during the pandemic.

Action: None, informational item only

A.2 Budget Modification PY 19/20
WDB Director Andy Stone recapped the current status of WIOA budget expenditures and proposed budget modifications between the Dislocated Worker (DW) and Adult budgets.

Action: It was moved approve the proposed WIOA budget modifications for PY 2019-2020 (Transfer $350,000 from FY 2018-19 DW to FY 2018-19 Adult). Additionally, it was moved to authorize WDB staff to send a budget modification request to the state to move WIOA DW funds to WIOA Adult Services.

Status: Motion to Approve: Rob Morse
Motion Seconded: Marshall Delk
Abstentions: None
Committee Action: All in favor, motion passed.
A.3 Strategic Plan Report Update

WDB Director Andy Stone informed the board of the obstacles that have formed in accomplishing certain Workforce Santa Cruz County strategic goals, and impacts due to Shelter in Place (SIP) restrictions.

**Action:** It was moved to accept the WDB Directors’ Operational Plan Update for PY 2019-20.

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

A.4 WDB Officer Nominations PY 2020-21

WDB Director Andy Stone stated that this years’ Officer Nominating Committee consisted of board members Alia Ayyad, Christina Cuevas, Marshall Delk, and prior board member Ron Slack. The slate of candidates presented for approval for the 2020-21 FY are:

**WDB full board**
- Chair – Carol Siegel
- Vice Chair – Rob Morse

**Executive Committee**
- Chair – Carol Siegel
- Vice Chair – Rob Morse (Ron Slack, prior Chair)

**Career Services Committee**
- Chair – Elyse Destout
- Vice Chair – Denise Moss

**Business Services/CEDS**
- Chair – Marshall Delk
- Vice Chair - Elyse Destout

**Action:** It was moved to approve the proposed slate of Officers for the WDB full board and committees for PY 2020-21

**Status:**
- Motion to Approve: Christina Cuevas
- Motion Seconded: Sean Hebard
- Abstentions: None
- Committee Action: All in favor, motion passed.
Chairperson’s Report: WDB Chair Carol Siegel thanked retiring Board Member Mark Hodges for his service on the board and Youth Council.

Meeting adjourned at 10:05 a.m.

Next Meeting:  Executive Committee Meeting
Wednesday, August 26th, 2020 @ 8:30 a.m.
Sesnon House, Cabrillo College
6500 Soquel Drive,
Aptos, CA  95003

Workforce Development Board
Wednesday, September 16th, 2020 @ 8:30 a.m.
Location - TBD
C.2 Data Dashboard

<table>
<thead>
<tr>
<th>COMMITTEE:</th>
<th>MEETING DATE:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WDB Full Board</td>
<td>September 16, 2020</td>
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</table>

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

**SUMMARY:**

In addition to the Data Dashboard, Workforce Santa Cruz County responded to layoffs during PY 19-20, thru Quarter 4. Specific employer information, (Layoffs/Industry/Employer/Location) can be found at: [https://bit.ly/3aIXs1C](https://bit.ly/3aIXs1C)

**Attachment(s)**

**SUGGESTED MOTION: (if applicable)**

N/A

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
<th>BOARD DATE</th>
<th>BOARD APPROVAL:</th>
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<td></td>
<td>No</td>
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<tr>
<td></td>
<td>Other:</td>
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</tbody>
</table>
C.2 Data Dashboard

PY 2019/2020 thru Quarter 4 (thru June 30, 2020)

Program Year (PY) 2019-20 Budget: $4,346,601

<table>
<thead>
<tr>
<th>Funding</th>
<th>Expended $3,194,706</th>
<th>Unspent $1,151,895</th>
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</thead>
<tbody>
<tr>
<td>$-</td>
<td>$1,000,000</td>
<td>$2,000,000</td>
</tr>
<tr>
<td></td>
<td>$3,000,000</td>
<td>$4,000,000</td>
</tr>
<tr>
<td></td>
<td>$5,000,000</td>
<td></td>
</tr>
</tbody>
</table>

2019/20 Expenditures through June 30, 2020

- Operational $448,708
- Administration $216,007
- WDB Program Services $772,314
- Contracted Services $1,240,977
- Training $467,138
- Supportive Services $49,563
- Administration $216,007

Layoff Assistance by Industry 2019-2020

Q1 = 10
Q2 = 237
Q3 = 2033
Q4 = 0

Santa Cruz: July 11.2%
State: July 13.7%
Nation: July 10.5%

Current Unemployment
- Santa Cruz: July 11.2%
- State: July 13.7%
- Nation: July 10.5%
C.3 Hallmarks of Excellence Plans

COMMITTEE: Workforce Development Board
MEETING DATE: September 16, 2020

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

SUMMARY:

Background:
As you may recall, on September 11, 2018, the WDB approved the Hallmarks of Excellence Assessment and Certification Action Plan for the Comprehensive AJCC. Using the criteria and procedures established by the State Board, the independent and objective assessment will be conducted every three (3) years and will be due again to the State in 2021. Under EDD guidance Directive WSD, 18-11, March 14, 2019, this same methodology was applied to the other AJCC sites at the Capitola Employment Development Department (EDD) and WIOA Youth Suenos. This process was submitted to the state by the deadline of June 30, 2019 and will be in effect for two (2) years in order to align with the comprehensive AJCC certification due in 2021.

Update: Program year action plans for each AJCC site have been developed and progress is displayed for your review. The link to view the action plans is found here: https://bit.ly/35kNowJ

I move to direct WDB staff to continue working on Hallmarks of Excellence Action Plans and to report back to the board on ongoing progress.
C.4 Contractor Activity Reports

COMMITTEE: Workforce Development Board MEETING DATE: September 16, 2020

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

SUMMARY:
Reports outlining each workforce services contractor’s financial, federal (if applicable), and contract performance can be found here: https://bit.ly/3k2m8Hv

SUGGESTED MOTION: (if applicable)

Attachment(s)

COMMITTEE DATE 08/26/20 COMMITTEE APPROVAL: 

☑ Yes ☐ No Other:

BOARD DATE BOARD APPROVAL:

☐ Yes ☐ No Other:
C.5 Recontracting PY 20/21 WIOA GCC

As you may recall, at the May 27, 2020 meeting of this board the Workforce Innovation and Opportunity Act (WIOA) Adult, Dislocated Worker (DW) third year (of a possible four year procurement cycle) contract with Goodwill Central Coast (GCC) was approved for re-contracting for PY 2020/21 in the amount of $625,000. As a result of the resignation of the WDB business services manager, the GCC contract will be revised to include a lead role in the deployment of WIOA rapid response services to business to avoid a gap in required services.

It is recommended that the WIOA GCC contract be increased as follows:

1. Goodwill Central Coast (GCC) from $625,000 to $691,460; an increase of $66,460 (9.6%) to cover an additional staff and associated costs.

I move to approve the revised re-contracting allocation for Goodwill Central Coast PY 20/21 and direct staff to finalize contract negotiations with Goodwill Central Coast.
C.6 WIOA Budget PY 2020-21

COMMITTEE: Workforce Development Board
MEETING DATE: September 16, 2020

STAFF NAME: Andy Stone, WDB Director; Lacie Gray, Sr. Analyst

SUMMARY:
On June 19, 2019, and on April 24, 2019, the Employment Development Department (EDD) released the Workforce Innovation and Opportunity Act (WIOA) Program Year (PY) 2020-21, Formula Allocations for the Adult, Dislocated Worker (DW) and Youth programs.

SUGGESTED MOTION: (if applicable)
I move to accept the WIOA budgets for PY 2018-19 & 2019-20.

Attachment(s)

COMMITTEE APPROVAL:
Yes ☑ No □ Other:

BOARD APPROVAL:
Yes □ No ☑ Other:
### Total Funds Available for FY 20/21

<table>
<thead>
<tr>
<th></th>
<th>FY 20/21 Grant Allocations</th>
<th>Carried in from FY 18/19 Allocations</th>
<th>Total FY 19/20 Budget</th>
<th>Expended in FY 19/20</th>
<th>Unspent Funds Carried into FY 20/21</th>
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</thead>
<tbody>
<tr>
<td><strong>ADULT</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Budget / Expenditure Categories</td>
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<td>Administration</td>
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<td>64,431</td>
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<td>186,092</td>
<td>101,622</td>
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<td>-</td>
<td>220,507</td>
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<td>Contracts</td>
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<td>-</td>
<td>156,149</td>
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<tr>
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<td>100,017</td>
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<td>157,838</td>
<td>105,863</td>
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<td>Supportive Services</td>
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<td>57,119</td>
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<td><strong>DW</strong></td>
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<tr>
<td>Administration</td>
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<td>253</td>
<td>51,511</td>
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<td>Operational</td>
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<td>(94,503)</td>
<td>464,270</td>
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<td>Supportive Services</td>
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<td>18,897</td>
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<td>22,151</td>
<td>19,097</td>
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<td><strong>Subtotal</strong></td>
<td>895,244</td>
<td>2,532</td>
<td>817,258</td>
<td>(350,000)</td>
<td>1,365,614</td>
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<tr>
<td><strong>Youth</strong></td>
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<tr>
<td>Administration</td>
<td>27,673</td>
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<td>52,955</td>
<td>25,298</td>
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<td>250,453</td>
<td>241,966</td>
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<td>46,229</td>
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<td><strong>Subtotal</strong></td>
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<tr>
<td>Administration</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Program Services</td>
<td>96,590</td>
<td>-</td>
<td>-</td>
<td>96,590</td>
<td>95,064</td>
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<tr>
<td>Contracts</td>
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<td>44,000</td>
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<td><strong>Subtotal</strong></td>
<td>140,590</td>
<td>-</td>
<td>-</td>
<td>140,590</td>
<td>139,064</td>
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<tr>
<td><strong>Non WIOA Funds</strong></td>
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</tr>
<tr>
<td>SB1 HighRoad Career Program Services</td>
<td>-</td>
<td>5,000</td>
<td>-</td>
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</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>-</td>
<td>5,000</td>
<td>-</td>
<td>5,000</td>
<td>-</td>
</tr>
<tr>
<td>SlingShot Healthcare 2.0 Program Services</td>
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<td>5,200</td>
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<tr>
<td><strong>Subtotal</strong></td>
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<tr>
<td>Third Sector Grant Program Services</td>
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<td>20,000</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td>-</td>
<td>20,000</td>
<td>-</td>
<td>20,000</td>
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<tr>
<td>CEDS* Program Services</td>
<td>40,000</td>
<td>-</td>
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<td>40,000</td>
<td>34,535</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>40,000</td>
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<td>-</td>
<td>40,000</td>
<td>34,535</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td>2,948,185</td>
<td>32,732</td>
<td>1,435,884</td>
<td>-</td>
<td>4,416,801</td>
</tr>
</tbody>
</table>
The Workforce Development Board (WDB) staff has reviewed the training placements from Program Year (PY) 2019-20 in order to gauge the performance of each Eligible Training Provider List (ETPL) vendor (Attachment 1). Although the WDB has 18 schools eligible to provide training, the attached chart (Attachment 2) lists the expenditures for only those schools that were attended during the 2019-20 Program Year. Additionally, the charts (Attachment 3) indicate the top five schools in terms of enrollments, and the top five schools’

I move to accept the annual ETPL Report for PY 2019-20.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the annual ETPL Report for PY 2019-20.
<table>
<thead>
<tr>
<th>School</th>
<th>Percentage of Total</th>
<th>Provider Activity Participation 2019-20</th>
<th>Completions 2019-20</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Adult</td>
<td>DW</td>
</tr>
<tr>
<td>Advanced (aka Alliance) Computer Training School</td>
<td>2.3%</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Amfasoft</td>
<td>0.5%</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Bay Area Medical Academy</td>
<td>1.4%</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Cabrillo College</td>
<td>45.1%</td>
<td>61</td>
<td>36</td>
</tr>
<tr>
<td>Center for Employment Training - Main Campus</td>
<td>0.5%</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Central Coast College</td>
<td>1.4%</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Division of Apprenticeship Standards</td>
<td>0.5%</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Goodwill Central Coast</td>
<td>0.5%</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>MTS Training Academy</td>
<td>1.4%</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Dharma Management (aka OSC Computer Training)</td>
<td>0.0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Santa Cruz County ROP</td>
<td>9.8%</td>
<td>20</td>
<td>1</td>
</tr>
<tr>
<td>The Cosmo Factory Cosmetology Academy</td>
<td>0.5%</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Truck Driver Institute</td>
<td>19.1%</td>
<td>26</td>
<td>15</td>
</tr>
<tr>
<td>UCSC Extension Silicon Valley</td>
<td>6.0%</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Watsonville Institute of Cosmetology</td>
<td>1.4%</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Watsonville/Aptos/Santa Cruz Adult Education</td>
<td>9.8%</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Totals</td>
<td>100.0%</td>
<td>138</td>
<td>77</td>
</tr>
</tbody>
</table>
The top five schools in terms of Individual Training Account (ITA) expenditures for PY 2019-20 were:

<table>
<thead>
<tr>
<th>School/Provider Name</th>
<th>Participants</th>
<th>ITA Expenditures</th>
<th>% of ITA Expenditures</th>
<th>Average cost of training* per participant</th>
<th>Average Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRUCK DRIVER INSTITUTE</td>
<td>41</td>
<td>$118,255</td>
<td>29%</td>
<td>$2,884</td>
<td>$22.54</td>
</tr>
<tr>
<td>SANTA CRUZ COUNTY OFFICE OF EDUCATION</td>
<td>21</td>
<td>$87,939</td>
<td>22%</td>
<td>$4,188</td>
<td>$20.35</td>
</tr>
<tr>
<td>CABRILLO COMMUNITY COLLEGE DISTRICT</td>
<td>97</td>
<td>$60,254</td>
<td>15%</td>
<td>$621</td>
<td>$38.36</td>
</tr>
<tr>
<td>WATSONVILLE/APTOS ADULT SCHOOL - PVUSD</td>
<td>21</td>
<td>$42,403</td>
<td>10%</td>
<td>$2,019</td>
<td>N/A</td>
</tr>
<tr>
<td>REGENTS OF THE UNIVERSITY OF CA</td>
<td>13</td>
<td>$30,088</td>
<td>7%</td>
<td>$2,314</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Cost to vendors only, does not include supportive services amounts

WIOA Adult and DW Training Expenditures (FY2019-20)

<table>
<thead>
<tr>
<th>PROVIDER</th>
<th>FY2019-20</th>
<th>% OF TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRUCK DRIVER INSTITUTE</td>
<td>$118,255</td>
<td>29.2%</td>
</tr>
<tr>
<td>SANTA CRUZ COUNTY OFFICE OF EDUCATION</td>
<td>$87,939</td>
<td>21.7%</td>
</tr>
<tr>
<td>CABRILLO COMMUNITY COLLEGE DISTRICT</td>
<td>$60,254</td>
<td>14.9%</td>
</tr>
<tr>
<td>WATSONVILLE/APTOS ADULT SCHOOL - PVUSD</td>
<td>$42,403</td>
<td>10.5%</td>
</tr>
<tr>
<td>REGENTS OF THE UNIVERSITY OF CA</td>
<td>$30,088</td>
<td>7.4%</td>
</tr>
<tr>
<td>ADVANCED COMPUTER TRAINING SCHOOLS, INC.</td>
<td>$18,500</td>
<td>4.6%</td>
</tr>
<tr>
<td>CENTRAL COAST COLLEGE OF BUSINESS DATA PROCESSING</td>
<td>$14,127</td>
<td>3.5%</td>
</tr>
<tr>
<td>MTS TRAINING ACADEMY INC</td>
<td>$10,313</td>
<td>2.5%</td>
</tr>
<tr>
<td>BAY AREA MEDICAL ACADEMY INC</td>
<td>$8,338</td>
<td>2.1%</td>
</tr>
<tr>
<td>CENTER FOR EMPLOYMENT TRAINING INC</td>
<td>$6,130</td>
<td>1.5%</td>
</tr>
<tr>
<td>WATSONVILLE INSTITUTE OF COSMETOLOGY</td>
<td>$4,360</td>
<td>1.1%</td>
</tr>
<tr>
<td>AMFASOFT CORPORATION</td>
<td>$2,534</td>
<td>0.6%</td>
</tr>
<tr>
<td>SILICON VALLEY APPRENTICESHIP BARBERING</td>
<td>$2,250</td>
<td>0.6%</td>
</tr>
<tr>
<td><strong>Total Training Providers</strong></td>
<td><strong>$405,489</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
The top five schools in terms of enrollments for PY 2019-20 were:

<table>
<thead>
<tr>
<th>School Name</th>
<th># of Enrollments</th>
<th>% of Total Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cabrillo College</td>
<td>97</td>
<td>45%</td>
</tr>
<tr>
<td>Truck Driver Institute</td>
<td>41</td>
<td>19%</td>
</tr>
<tr>
<td>Santa Cruz County CTEP (formerly ROP)</td>
<td>21</td>
<td>10%</td>
</tr>
<tr>
<td>Watsonville/Aptos/Santa Cruz Adult Education</td>
<td>21</td>
<td>10%</td>
</tr>
<tr>
<td>UCSC Extension Silicon Valley</td>
<td>13</td>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROVIDER</th>
<th>TOTAL</th>
<th>% OF TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cabrillo College</td>
<td>97</td>
<td>45.1%</td>
</tr>
<tr>
<td>Truck Driver Institute</td>
<td>41</td>
<td>19.1%</td>
</tr>
<tr>
<td>Santa Cruz County CTEP (formerly ROP)</td>
<td>21</td>
<td>9.8%</td>
</tr>
<tr>
<td>Watsonville/Aptos/Santa Cruz Adult Education</td>
<td>21</td>
<td>9.8%</td>
</tr>
<tr>
<td>UCSC Extension Silicon Valley</td>
<td>13</td>
<td>6.0%</td>
</tr>
<tr>
<td>Advanced (aka Alliance) Computer Training School</td>
<td>5</td>
<td>2.3%</td>
</tr>
<tr>
<td>Bay Area Medical Academy</td>
<td>3</td>
<td>1.4%</td>
</tr>
<tr>
<td>Central Coast College</td>
<td>3</td>
<td>1.4%</td>
</tr>
<tr>
<td>MTS Training Academy</td>
<td>3</td>
<td>1.4%</td>
</tr>
<tr>
<td>Watsonville Institute of Cosmetology</td>
<td>3</td>
<td>1.4%</td>
</tr>
<tr>
<td>Amfasoft</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Center for Employment Training - Main Campus</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Division of Apprenticeship Standards</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Goodwill Central Coast</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>The Cosmo Factory Cosmetology Academy</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td>Dharma Management (aka OSC Computer Training)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>215</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
C.8 WIOA Co-enrollment Policy

The Workforce Innovation and Opportunity Act (WIOA) places a strong emphasis on multiple partner program alignment. Co-enrollments between programs are strongly encouraged as a strategy to further leverage resources for maximum benefit to participants. Strategic co-enrollments can increase program and participant success. WDB Staff have been leading a Co-enrollment workgroup with partners, including CalWORKs Employment Training Services staff (CWES) to create the necessary tools for effective co-enrollments between programs. WIOA and CWES staff collaborated to create a co-enrollment staff guide which provides detailed staff instructions for co-enrolling.

Attached is a local WIOA policy developed to provide co-enrollment guidance to WIOA contracted service providers. This local WDB policy will further advance the local strategic plan to ensure participants have the supports needed for economic self-sufficiency.

☑️ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the locally developed WIOA Co-enrollment policy.
WIOA Co-enrollment Policy

Policy Memorandum 20-01

Date: August 17, 2020

To: All Workforce Innovation Opportunity Act (WIOA) Service Providers

Purpose: To provide guidance to contractors (service providers) for WIOA applicants and participants.

Rescissions: None.


Background:
Workforce Innovation and Opportunity Act (WIOA) vision includes bringing together the necessary partners to provide job seekers with high quality career services, education and training to obtain good jobs and stay employed. Under WIOA, partner programs are jointly responsible for workforce and economic development and collaborate to create a seamless customer-focused one stop delivery system that integrates service delivery across all WIOA title programs and enhances access to services. WIOA identifies the America’s Job Center of California (AJCC) network to promote the partnerships and their direct services to job seekers. The shared client base across multiple partner programs provides access to information and services that lead to positive employment outcomes.

Policy:

A. General Provisions
Co-enrollment referrals shall be completed/utilized across WIOA programs to access multiple resources for leveraging and braiding resources across partnerships for the benefit of the customer. Customers can access staff across programs for multiple levels of staff expertise, guidance and advice.

Referral opportunities exist in the AJCC resource room during basic career services or upon WIOA application, individualized career services, follow-up services or anytime customers financial situation has changed.

1. Referral between WIOA programs
Individuals between the ages of 18-24 should be assessed/considered for a referral between the WIOA Youth and Adult/Dislocated Worker programs. It is appropriate to refer individuals between the ages of 18-24 to the WIOA Youth program who have applied for ADULT/Dislocated Worker program services when the individual is not attending an educational institution and is considered out-of-school. Referrals between programs allows for concurrent program participation.

2. Referral for Government Benefit Programs
All low-income individuals who are not yet receiving government public assistance benefits such as Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP) and Medicaid should be referred for program eligibility determination.

TANF is a federally funded program which provides financial assistance and related support services to help families achieve self-sufficiency. The state-administered program, CalWORKs provides additional services such as childcare assistance, job preparation and work assistance.
SNAP is a federal program that provides nutrition benefits to supplement the food budget of families so they can move towards self-sufficiency. In California, CalFresh provides monthly food benefits to low-income individuals. For individuals receiving CalFresh, the CalFresh Employment and Training program (CFET) can assist individuals gain marketable job skills, basic education, training and work experience.

Medicaid is a public health insurance program which provides coverage to eligible low-income individuals. Medicaid is administered by states, according to federal requirements. California’s Medicaid program, Medi-Cal, is funded jointly by states and the federal government.

B. Co-Enrollment Guidelines

1. Co-enrollment between WIOA Programs

Co-enrolled individuals must meet requirements of both programs separately and independently and a referral to each program is a determination that the individual could benefit from the other program, however, not a guarantee of qualifying or eligibility determination.

WIOA Contracted service provider responsibilities include the following:

- Assessing for referral
- Reviewing/Discussing referral with individual
- Initiating/Submitting referral
- Creating CalJOBS case note entry regarding referral and outcome of referral
- Track referrals between WIOA programs

A strategic co-enrollment is intended to further reduce employment barriers and be participant-centered, avoiding duplication of services between programs. The Universal Referral Form (URF) should be used to make the appropriate referral.

Co-enrolled customers will count in the WIOA performance measures for all programs for which they are enrolled. Since the co-enrolled customer may have differing closure dates for each program, follow-up services will be coordinated between service providers.

2. Co-enrollment with CalWORKs Employment Services Program (CWES)

Co-enrollments between programs are to be utilized as a strategy to further leverage resources and maximize benefit to the participant. WIOA and CalWORKs Employment Services program staff collaborated to create the Staff Guide for Co-Enrollment and should be used for co-enrolling instructions.

The Frequently Asked Question (FAQ) document provides individuals with more information about co-enrollments from the perspective of the customer. FAQ can be shared to address common questions about a WIOA-CWES co-enrollment.

*Staff Guide for Co-Enrollment* and FAQ can be found in shared staff platforms: Dropbox and/or Employment Benefit Services Division forms portal.

**Action:** All WIOA Service Providers shall comply with this policy. This policy memorandum is ongoing and effective immediately.

**Inquiries:** Any questions regarding this policy memorandum may be directed to the WDB Director.

**Attachments:**

1. Universal Referral Form (URF)

This policy authorized by:
C.9 WDB Member Recruitment Update

COMMITTEE: Workforce Development Board
MEETING DATE: September 16, 2020

STAFF NAME: Andy Stone, WDB Director

SUMMARY:
The Workforce Innovation and Opportunity Act (WIOA) requires that the WDB have a Local Business representation majority of 51%. Our current Board representation requirement is thirteen (13) business members and there are currently two (2) business vacancies.

According to the Department of Labor's Training and Employment Guidance Letter WIOA 27-14, a majority of members must be business representatives who are owners, chief executive or operating officers, or other business executives, or employers with optimum policy making or hiring authority. They are to be representatives of businesses, including small businesses, or organizations representing businesses, that provide employment opportunities in the local area in in-demand industry sectors or occupations (as defined in WIOA section 3(23)). These representatives are uniquely suited to communicate the emerging workforce needs of employers in high-growth, in-demand sectors to the Local Board.

☐ Attachment(s)

SUGGESTED MOTION: (If applicable)
I move to accept the WDB Member Recruitment Update.
P.1 Racial Equity in Workforce Development

Molly Bashay is a Senior Policy Analyst with the Postsecondary Education and Workforce Development team at CLASP. Her work centers around building equitable pathways to quality training and employment opportunities for workers and their families.

Prior to joining CLASP, Molly worked as a Policy Analyst with National Skills Coalition, focusing on state-facing policy and technical assistance across issues of workforce development, supportive services, and racial equity. Molly has also worked with the federal government on issues of the future of work and public trust in government institutions, and with a small Mississippi nonprofit on community economic development and education and workforce policy.

Molly received her master’s degree in European Union public policy from James Madison University, and a bachelor’s degree in government and environmental policy from the College of William & Mary.
A.1 WDB Staff Response to COVID-19

Workforce Development Board Staff will report out on recent developments on program services as a result of COVID-19.

WIOA Career Services:
1. WIOA Staffing: County Furloughs 156 hours for PY 2020/21
2. National Dislocated Worker Grant application: food bank worker deployment
3. Qless system deployment
4. Online WIOA applicant Orientation
5. Personal Protective Equipment bundle for Cabrillo Dental Hygiene students

Business Services:
1. HR Hotline - Established partnership with California Employers Association
2. SCC Small Business Grant Program - CARES Act Funding - $1 million
3. Rapid Response Services - Goodwill Central Coast

CalWORKs Employment Services:
1. CalWORKs Staffing: County Furloughs 156 hours for FY 2020/21
2. Appointments and orientations continue to be done remotely
3. Walk-in Service Centers are open for emergency services only
4. All contracted services are being offered remotely
5. Subsidized Employment services, including new job placements, have continued to occur

attachment(s)

SUGGESTED MOTION: (if applicable)
A.2 Strategic Plan Update

SUMMARY:

On September 11, 2019 the WDB approved the WDB Director's Program Year (PY) 2019-20 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 2020-21 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

I move to adopt the WDB Director's Operational Plan update for PY 20-21.

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
<th>BOARD DATE</th>
<th>BOARD APPROVAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/26/20</td>
<td>Yes</td>
<td>09/16/20</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td></td>
<td>Other:</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td></td>
<td>Other:</td>
</tr>
<tr>
<td></td>
<td>Other:</td>
<td></td>
<td>Other:</td>
</tr>
<tr>
<td>Goal 1</td>
<td>Status</td>
<td>2020-21 Operational Targets</td>
<td>YTD</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
<td>-----</td>
</tr>
<tr>
<td>Increase effectiveness of local and regional workforce development system</td>
<td>on track to meet planned target for the year</td>
<td>• WDB Meeting focused on Racial Equity in Workforce Development</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Redesign WIOA Youth Program and provide presentation to WDB</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Virtual Career Service Platform - Design and Launch</td>
<td></td>
</tr>
<tr>
<td>Goal 2</td>
<td></td>
<td>• Report on COVID 19's impact on local businesses</td>
<td></td>
</tr>
<tr>
<td>Align workforce development strategies to support local economic development</td>
<td></td>
<td>• Report on IT careers in hospitality and retail</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Establish virtual hiring services for local employers</td>
<td></td>
</tr>
<tr>
<td>Goal 3</td>
<td></td>
<td>• Assist Second Harvest Food Bank with pandemic staffing needs</td>
<td></td>
</tr>
<tr>
<td>Develop strategic relationships with educators, employers and community partners</td>
<td></td>
<td>• Hold Community Partner engagement meetings as part of local plan update</td>
<td></td>
</tr>
</tbody>
</table>

✔ on track to meet planned target for the year

✗ not on track to meet planned target for the year