



SANTA CRUZ COUNTY

WORKFORCE
DEVELOPMENT

Santa Cruz County Workforce Development Board

Orientation



WDB Mission

Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs that 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.

Goals

1. Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs
2. Align workforce development strategies to support local economic development
3. Develop strategic relationship 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

Impact

Program Year 2018 (July 1, 2018– June 30, 2019)

10,822 Career Center Visits (duplicated)

- **265** enrolled into WIOA Programs, including **107** Youth

213 Training Scholarships Provided

- Average wage upon completion: **\$22.28/hr.**

148 Businesses Served

- Job Orders (CalJOBS): **2,263**

The Workforce Innovation & Opportunity Act (WIOA)

WIOA – Our Primary Funding Source

The Workforce Innovation and Opportunity Act (WIOA) provides workforce investment activities through State and local workforce development systems, that...

1

Increase the earnings of participants

2

Increase attainment of recognized post-secondary credentials by participants

3

Improve the quality of the workforce, reduce welfare dependency, increase business engagement, and enhance the productivity and competitiveness of the nation

[Click Here to view the entire Workforce Innovation and Opportunity Act](#)

General Law & Regulations to Remember

Federal Regulations

- [US Department of Labor](#)
- [US Department of Education](#)
- [Joint Labor & Education Regulation](#)

Regulation Guidance:

- [Understanding the Law & Regulations through Training and Employment Guidance Letters \(TEGL\)](#)

State Regulations:

- The Governor
- The Legislature
- Various Departments in State government

The Money...

From Congress to Department of Labor & then...

- Secretary of Labor Retains funds for:
 - National emergency grants
 - Demonstrations & pilots
 - Research & evaluation
-

From Department of Labor to State & then...

- Governor retains 15% for their purpose and “state-wide” activities
- 85% by formula to local designated entities (grant recipient & boards)

[Click Here for the Current Budget](#)

WIOA Performance Requirements

Performance Measure	How It's Measured	
Adult and Dislocated Worker Measures	Entry into unsubsidized employment (Entered Employment)	Measured in Q2 after exit. (Additional 1 quarter lag in reporting)
	Retention in unsubsidized employment (Employment Retention)	Measured in Q4 after exit. (Additional 1 quarter lag in reporting)
	Earnings change after entry into unsubsidized employment (Average Earnings)	Measured as median earnings in Q2 after exit only. Median is defined as the numerical value that separates the higher half from the lower half of earnings.
	Credential rate	Percentage of participants who obtain a recognized post-secondary credential or diploma during participation or within 1 year after program exit.
	In Program Skills Gain	Percentage of participants in education leading to credential or employment during program year, achieving measurable gains. Measured in real time.
Employer Measure	Indicators of effectiveness in serving employers	One or more employer measures to be announced.

WIOA Performance Requirements

Performance Measure		How It's Measured
Youth Measures	Placement in Employment, Education, or Training	Measured in Q2 after exit. (Additional 1 quarter lag in reporting)
	Retention in Employment, Education, or Training	Percentage of participants in education, training, or unsubsidized employment; measured in Q4 after exit.
	Earnings after entry into unsubsidized employment	Median earnings of participants in unsubsidized employment during Q2 after exit.
	Credential rate	Percentage of participants who obtain a recognized credential or secondary diploma during participation or within 1 year after program exit.
	In Program Skills Gain	Percentage of participants in education leading to credential or employment during program year, achieving measurable gains. Measured in real time.

[Click Here For Local WIOA Performance Targets](#)

Role of Elected Officials (Santa Cruz County Board of Supervisors)

Local Area Designation

- Do you want Santa Cruz County to be a local workforce area?
- Have you previously met performance & maintained fiscal integrity?

Board Member Appointment

- Critical to the success of the Board and to the success of the workforce development “system”

Fiscal Agent

- Names the fiscal agent (Selected the County of Santa Cruz, Human Services Department)

In appointing the board, the Chief Local Elected Official:

Shall Include

- Business (51%)
- Workforce – Labor (20%)
- Adult Education and Literacy
- Higher Education
- Government & Economic Development
- Wagner-Peyser (EDD)
- Vocational Rehabilitation

Two Optional WDB Members

- At-large Member
- BOS Representative or Appointee

The Workforce Development Board

Our Local WDB is the *Santa Cruz County Workforce Development Board* and consists of the following committees:

- The **Workforce Development Board (WDB)**, or Full Board, provides oversight of Santa Cruz County's comprehensive workforce development system consisting of workforce education and training, workforce preparation services, and economic development.
- The **Executive Committee** analyzes information from standing and ad hoc committees and their work, sets agendas for WDB meetings, participates on ad hoc committees and work-groups as needed, and guides and directs the activities of committees established by the WDB.
- The **Career Services Committee** provides expertise in developing programs and policy designed to help jobseekers find living wage opportunities.
- The **Business Services/Comprehensive Economic Development Strategy (CEDS) Committee**; further develops and makes recommendations for the business service plan in an effort to increase employer involvement in the activities of the local Workforce Development Board.

[Click Here for the WDB's Bylaws](#)

Workforce Development Board Activities

Local Unified Plan

**Career Pathway
Development**

**Negotiation of
Local
Performance**

**Accessibility for
Individuals with
Disabilities**

**Workforce
Research / LMI
Analysis**

**Proven &
Promising
Practices**

**Coordination with
Education
Providers**

**Staff Hiring &
Qualifications**

**Convening /
Brokering /
Leveraging**

Technology

**Selection of
Operators**

Training

**Employer
Engagement**

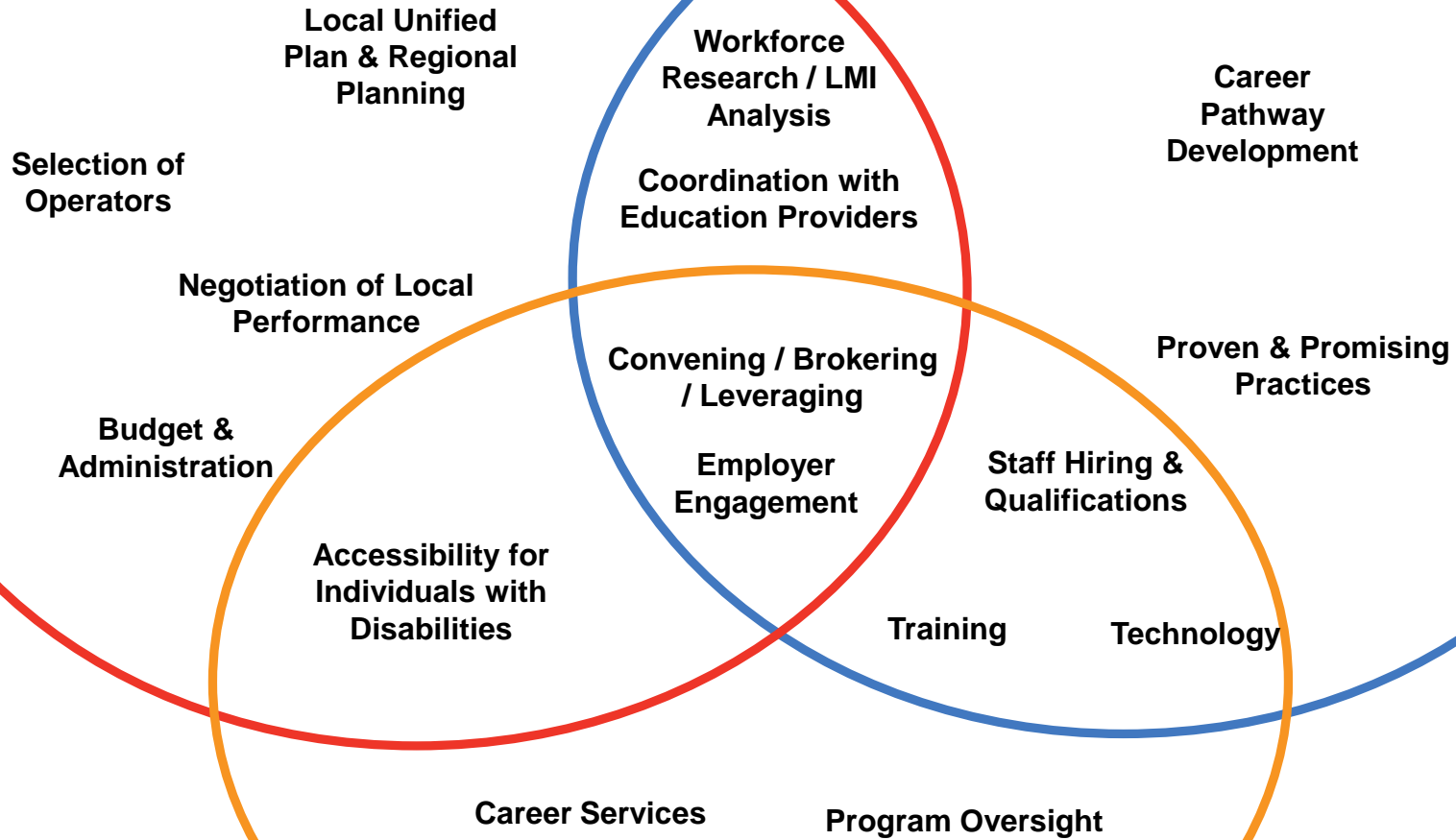
**Program
Oversight**

**Budget &
Administration**

Career Services

Compliance

Strategy



Operations

Local Workforce Services

Services: The One-Stop

What does WIOA say?

- WIOA mandates one physical site/local area that offers comprehensive services
- Local Boards must designate the one-stop operator and service providers
- Local one-stops are funded through a formula developed/agreed to locally, or a formula designed by the State
- ALL partners named in WIOA need to have services available through the one-stop

Questions for new WDB Members to ask

- What do we currently have in place?
- What has been our impact?
- Outside the law & regulations, who makes a good partner in our community?
- How can we incorporate consumer design in our service delivery?
- What are the Board's measures for success?

America's **JobCenter**
of CaliforniaSM

Career Centers

Watsonville Career Center

- 18 West Beach Street Watsonville, CA 95076 (831) 763-8700

Capitola Career Center – EDD

- 2045 40th Avenue Capitola, CA 95010 (831) 464-6286

Sueños Youth Employment Services

- 229 Green Valley Road Watsonville, CA 95076 (831) 466-5672

For information on services, go to www.workforcescc.com

Career Services

(open to general public)

Internet based job search

Access to CalJOBS

Access to open job orders

Access to public workshops

Access to Labor Market Information and information on open job orders

Connection to Partner Resources

Individualized & Training Services

(for enrolled WIOA clients)

Skill & Career Assessments

One-on-One Career Development & Job Coaching

Scholarships for In-Demand Careers

Work Experience

Support Services to Remove Barriers to Work



Youth Services

Youth Ages 16-24

Focus on Out-of-School
Youth

Tutoring, mentoring and
Career Development

Resume development and
job search assistance

Work Experience

Occupational skills training

Leadership development

Support Services

Business Services

- Customized training
 - Specific employer needs AND employer commitment to hire
- On-the-Job training
 - Employer provided training that conveys the knowledge or skills essential to the full and adequate performance of the job
- Incumbent worker training
 - Designed to meet the special requirements of an employer (including a group of employers) to upskill current employees.
- Work experience
- Sector strategies & convening
- Entrepreneurship



WDB Acronyms

Acronyms/Terms – WORKFORCE DEVELOPMENT SYSTEM

- **CEDS** Comprehensive Economic Development Strategy
- **CWA** California Workforce Association
- **CWDB** California Workforce Development Board
- **DOL** Federal Department of Labor
- **ETA** Federal Employment and Training Division
- **ETPL** Eligible Training Provider List (*approved training providers*)
- **LWDA** Local Workforce Development Area (*in our case: Santa Cruz County*)
- **NAWB** National Association of Workforce Boards
- **NCRC** National Career Readiness Certification (WorkKeys)
- **WFSCC** Workforce Santa Cruz County
- **WDB** Workforce Development Board
- **WIA** Workforce Investment Act
- **WIOA** Workforce Innovation and Opportunity Act

Acronyms/Terms – PARTNERS

- **CAB** Community Action Board of Santa Cruz County
- **CET** Center for Employment Training
- **COE** Santa Cruz County Office of Education
- **DOR** Department of Rehabilitation
- **EBS** Employment and Benefit Services Division
- **EDD** Employment Development Department
- **SRSN** Cabrillo College Student Resource & Support Network
- **HSD** Santa Cruz County Human Services Department
- **NCOA** National Council On Aging
- **WASC AE** Watsonville/Aptos/Santa Cruz Adult Education

Acronyms/Terms – PROGRAMS

- **ARRA** American Recovery and Reinvestment Act (*Economic Stimulus*)
- **CCO** Career Center Operators
- **DW/Dislocated Worker** Dislocated Worker Program
- **NEG** National Emergency Grant
- **RR** Rapid Response (*services for employer lay-offs*)
- **Sueños** WIA Youth Program Contracted to County Office of Education
- **SYEP** Summer Youth Employment Program
- **TAA** Trade Adjustment Act
- **WARN** Worker Adjustment and Retraining Notification
- **WIOA Adult** WIOA Adult Program
- **YFIOB** Your Future Is Our Business