



**Workforce Investment Board
 Career Center Committee
 Watsonville Career Center
 18 West Beach St., Watsonville
 Wednesday, January 11, 2012 at 3:00 PM**

1000 Emeline Ave.
 Santa Cruz, CA 95060
 (831) 454-4873
www.santacruzwb.com

CAREER CENTER COMMITTEE:

- Dave Hood, Chair*
First Alarm
- Bob Williamson, Vice-Chair*
IATSE, Local 611
- Allia Ayyad, Director*
Center for Employment Training
- Diane Berry-Wahrer, Supervisor*
Department of Rehabilitation
- Lori Castro, Senior Manager Employment & Operations*
University of California Santa Cruz
- Rick Deraiche, Deputy Division Chief*
Employment Development Department
- Cesar Lara, Executive Director*
Monterey Bay Central Labor Council
- Rock Pfotenhauer, Dean Career Education and Economic Development*
Cabrillo College
- Mary Powers, Principal*
Santa Cruz Adult School

DIRECTOR:
 David Lundberg

Agenda 1

Call to Order / Introductions

Changes to the Agenda

Public Comment-For items not listed on the agenda. Limited to 3 minutes

Comments by Chair/Director

Action: Approval of the May 4, 2011 Meeting Minutes2-5

Review, Discussion and Action Items

Review and Accept the following:

D.1 WIB Strategic Planning Career Center Committee Action
 Items6-9

D.2 WIB Laid Off Worker Grant Update 10-12

D.3 Veteran’s Services Initiatives: Shoreline Grant, Department
 of Labor Veteran’s Gold Passport and January 18, 2012
 Vet-Net Summit 2012 13-17

Information Items

I.1 Update on Career Center Operations: Watsonville and
 Shoreline 18-19

I.2 Outcomes and Performance Data for WIA Adult and
 Dislocated Worker for PY 2010-1120-23

I.3 Outcomes and Performance Data for WIA Adult and
 Dislocated Worker 1st Quarter for PY 2011-12 24

I.4 Labor Market Information 25

I.5 Rapid Response Activities..... 26

Announcements / Information Sharing on Proposals and Workforce Issues

Next Meeting: May 2, 2012 @ Watsonville Career Center

**Upcoming Events: Workforce Investment Board Meeting
 February 22, 2012 @8:30 am
 Simpkins Swim Center
 1979 17th Avenue, Santa Cruz**

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) 454-4873 (TDD Number 454-2123) 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.



SANTA CRUZ COUNTY

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David Lundberg

**Workforce Investment Board
Career Center Committee
Shoreline Workforce Services
350 Encinal, Santa Cruz, CA
Wednesday, May 4, 2011 at 3:00 PM**

Dave Hood, Chair called the meeting to order at 3:02 pm

Committee Members in Attendance

Hood, Dave-Chair	VP/General Manager, First Alarm
Williamson, Bob-Vice Chair	Business Rep, IATSE, Local 611
Castro, Lori	Sr. Manager, Employment & Operations UCSC
Lara, Cesar	Executive Director, Monterey Bay Central Labor Council
Pfothenhauer, Rock	Dean, Cabrillo College

Committee Members Absent

Ayyad, Alia	Director, CET
Berry-Wahrer, Diane	Supervisor, Department of Rehabilitation
Deriaiche, Rick	EDD – Deputy Division Chief
Powers, Mary	Santa Cruz Adult School Principal

Staff in Attendance

Lundberg, David	WIB Director
Corbett, Connie	WIA Program Manager
Gray, Lacie	Senior Analyst
Paz-Nethercutt, Sara	Senior Analyst

Guests

Barnes, Allen	Shoreline Workforce Development
Caput, Greg	County of Santa Cruz 4 th District Supervisor
Carroll, Jack	Watsonville/Aptos Adult School
Duckworth, Yuko	EDD- Manager
Jamison, Sara	Shoreline Workforce Development
Wildman, Claudine	Director, Employment/Benefits Services Division, County of Santa Cruz

Subject: Welcome and Introductions

Discussion: Chair Dave Hood asked members and guests to introduce themselves. There were no changes to the agenda.

Subject: Public Comment

Discussion: None.

Subject: Approval of the October 13, 2010 Minutes

Discussion: None.

Action: Approve October 13, 2010 Minutes

Status: Motion to Approve: Lori Castro
Motion to Second: Bob Williamson
Abstentions: None
Committee Action: Motion passed

Subject: Chair's Report

Discussion: Chair did not have a report.

Subject: Director's Report

Discussion: David Lundberg reported on the current state of financial affairs at the National, State and local levels for workforce services. He reported on the local operational changes with Workforce Investment Act services integrating into the County Employment, Benefit Services Division effective July 1, 2011. He asked staff to update committee on topics that had come up at the March 23, 2011 Executive Committee meeting. Staff distributed the proposed 2011-12 meeting calendar and gave an update on training expenditures and performance goals for the 2nd quarter of PY 2010/11 and the final performance goals for PY 2009-10.

Subject: Consent Agenda Items

C.1 Accept and File Eligible Training Provider List (ETPL) Performance Data for PY 2009-10

Discussion: None.

Action: Accepted and Filed Eligible Training Provider List (ETPL) Performance Data for PY 2009-10

Status: Motion to Approve: Cesar Lara
Motion to Second: Bob Williamson
Abstentions: None
Committee Action: Motion passed

Subject: Discussion and Action Item

D.1 Review and Approve WIB Monitoring Reports on Fast Track to Work and Shoreline Workforce Development Services

Discussion: None.

Action: Reviewed and Approved WIB Monitoring Reports on Fast Track to Work and Shoreline Workforce Development Services

Status: Motion to Approve: Cesar Lara
Motion to Second: Lori Castro
Abstentions: Rock Pfothauer
Committee Action: Motion passed

Subject: Discussion and Action Item

D.2 Review and Approve Individual Training Account (ITA) Policy changes for PY 2011-12

Discussion: None.

Action: Reviewed and Approved Individual Training Account (ITA) Policy changes for PY 2011-12

Status: Motion to Approve: Bob Williamson
Motion to Second: Cesar Lopez
Abstentions: Rock Pfothenauer
Committee Action: Motion passed.

Subject: Discussion and Action Item

D.3 Discuss and Approve WIB Strategic Planning for Career Center Committee Action

Discussion: Staff discussed the WIB's current activities that relate to the Career Center Committee and the Strategic Plan and gave an overview of the WIB's recently adopted 2011-14 Strategic Plan. The Plan's four goals were discussed and resulted in the following recommendations:

Goal 1	Goal 2	Goal 3	Goal 4
Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs	Align workforce development strategies to support local economic development efforts.	Develop strategic relationships with educators and community partners to: <ul style="list-style-type: none">• Increase the skill levels of youth and adult job seekers and• Create opportunities for employment, career mobility and self-sufficiency.	Increase Board and Committee Structure to ensure Board is as effective as possible
Action items discussed			
1. Pilot internships and Work Experience (WEX). 2. Develop regional strategy for employment and training programs. 3. Develop the Watsonville Career center as a Regional Center.	1. Increase participation in OJT's.	1. Work with Career Technical Education (CTE) leadership group to better align efforts and engage more businesses to support youth work experience.	1. Update Career Center Committee to be a more relevant committee. 2. Workforce Santa Cruz County MOU revisited.

Action 1: Discussed and Approved WIB Strategic Planning for Career Center Committee Action- recommending the Career Center Committee adopt the following primary strategy for 2011-12:

- Endorse regional strategy for employment and training programs particularly increasing Work Experience (WEX) opportunities with regional efforts and collaboration

Status: Motion to Approve: Rock Pfothenauer
Motion to Second: Bob Williamson
Abstentions: None
Committee Action: Motion passed

Action 2: **Discussed and Approved WIB Strategic Planning for Career Center Committee Action-** recommending the Career Center Committee establish a work group to consider the following 2nd strategy for 2011-12:

- **Review new WIA service delivery model and recommend a name change for the Career Center Committee that is more encompassing with the collaborative work across the workforce community.**

Status: Motion to Approve: Bob Williamson
Motion to Second: Cesar Lara
Abstentions: None
Committee Action: Motion passed

Subject: Information Items

I.1 Update on Career Center Operations: Watsonville, Capitola and Shoreline-Santa Cruz

Discussion: None. Representatives from the three Career Centers gave updates on their activities in their centers.

Watsonville Career Center (full service center) – 18 West Beach Street

Capitola Career Center (satellite center) – 2045 40th Avenue

Shoreline Neighborhood Career Center (satellite center) - 350 Encinal Street, Santa Cruz

I.2 Labor Market Information

Discussion: None. Information was in the packet.

I.3 Rapid Response Activities

Discussion: None. Information was in the packet.

Announcements / Information Sharing on Proposals and Workforce Issues

A.1 Grant proposals under development or submitted by the WIB

Meeting adjourned at: 5:23 p.m.

**Next Meeting: Wednesday, October 5, 2011 @ 3:00pm
Watsonville Career Center, 18 W. Beach St.**

DISCUSSION AND ACTION ITEM D.1

TO: Workforce Investment Board
Career Center Committee

DATE: January 11, 2012

FROM: David Lundberg, Director



For Information



For Action

SUBJECT: WIB Strategic Plan: 2011-12 Career Center Committee Action Items

RECOMMENDATION:

- * ***Review progress on the Career Center Committee's actions to date on the WIB strategic goals;***
- * ***Discuss coordination of programs and services; and***
- * ***Discuss Career Center Committee name change and review of functions.***

VOTE REQUIRED: YES

DISCUSSION: Each Spring the WIB adopts a program year budget and develops the plan on how many participants can be served and what workforce services to provide based upon projected resources and WIA funding for Adult, Dislocated Worker, and Youth. Those WIA funding amounts for 2011-12 are attached. This informs the WIB's strategic plan actions for any program year. For the review and discussion for Program Year (PY) 2012-13 workforce operations and possible strategic actions to be more efficient, more effective, and more adaptive to serve unemployed customers and business by the workforce partners and system, the following information is presented:

- WIA funds for 2012-13 have been approved by Congress and are projected to have a small decrease. There is no projection yet for Santa Cruz County WIA. Future projections are for reduced funding in 2013-14.
- Two new state laws will be implemented that will require 25% of Adult and Dislocated Worker funds be used for skills training and will establish criteria for high performing WIBs for awarding other funding. Implementation information and requirements are in development and are not available at this point.
- Workforce Santa Cruz County partners funding is being reduced due to the recession, tax revenue, and local, county, state, and federal budget reductions or program changes.
- New technology is available to increase customer self-service and could be implemented. The Virtual Career Center (VCC) system used by the WIB and workforce partners for 8+ years will become a statewide system on July 1, 2012.
- Workforce partners are implementing changes in operations that could change and possibly provide opportunities for new customer services. Fast Track to Work (FTTW) is moving at Cabrillo College's Aptos campus.
- New services have been funded by the WIB this year with the additional Dislocated Worker funds and are being provided by workforce partners. Whether these services could continue in PY 2012-13 needs review and planning.
- Early Alert System for responding to possible business closures or layoffs coordinated by WIB staff and the Small Business Development Center. WIB is using the services of Rob Gamble.

- Shoreline Workforce Development Services is providing WIA Adult services to north Monterey County residents from the Watsonville Career Center. County Office of Education is providing WIA youth services to north Monterey County youth in coordination with the Monterey County WIB.
- New funding opportunities for workforce services will require proactive planning and regional proposals.
- **Other landscape insights, program changes and projections can be presented by committee members and workforce partners.**

The WIB and its committees can choose to continue to oversee the Workforce Investment Act (WIA) funds and/or could assess the overall local workforce system and determine new ways to organize services and operations for PY 2012-13 to increase efficiency and effectiveness. For instance, this year the Youth Council and WIB leadership are planning and fund raising for a 2012 summer youth employment program in the absence of WIA funds to get youth summer work. Partners are coordinating their government resources with the effort.

WIB Strategic Plan: As you know, the Workforce Investment Board adopted specific actions for each Committee, including your Committee, to accomplish in 2011-12 in order to make progress on the goals in the WIB's 2011-14 Strategic Plan. The activities for your Committee were recommended by your Committee. Progress on the items is included in the chart below.

Actions for Your Committee:

- Briefly review your Committee's adopted action steps and progress on them which will help the WIB meet its 2011-12 goals.
- Discuss overall purpose of Career Center Committee and its work.
- Discuss whether to have the Career Center Committee or a subgroup work on recommendations:
 - Workforce Santa Cruz County Memorandum of Understanding (MOU) revitalized relationships.
 - Consider 2012-13 funding and services and develop recommendations on how to make the overall workforce development system more effective and efficient.
 - Other possible actions and next steps.
- Discuss the proposed name change for your Committee. "Workforce System Oversight Committee".

• Goal 1: Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs

1.1 Action: Increase number of people served through aligning resources & tracking system

a. In 2011-12: Serve 55% of job seekers

1.2 Action: Add or improve one service available in the workforce system (at the Career Centers and with partners):

a. In 2011-12: Add or improve one service

1.3 Action: Develop, enhance, expand and/or add one regional strategy per year

a. In 2011-12 add one new regional effort: Expand to three in 2011 [Watsonville as regional center]

Benchmark	Progress to Date	Status
1. Pilot internships and Work Experience (WEX). 2. Develop regional strategy for employment and training programs. 3. Develop the Watsonville Career center as a Regional Center.	1. <i>No internships or WEX yet.</i> 2. <i>Central Coast Regional Memorandum of Understanding in place.</i> 3. <i>North Monterey County residents being served in Watsonville Career Center. Shoreline and the County Office of Education have contracts to provide services through the Monterey County WIB.</i>	Not yet underway Underway Underway
• <u>Goal 2:</u> Align workforce development strategies to support local economic development		
2.1 Action: Increase business access to workforce services a. In 2011-12: Serve 10% more businesses		
2.2 Action: Support current and emerging Business a. In 2011-12: Maintain or enhance one strategy per year		
Benchmark	Progress to Date	Status
<ul style="list-style-type: none"> Increase participation in On the Job Training (OJT). 	<ul style="list-style-type: none"> <i>Added 15 OJTs through the Emergency Dislocated Worker (EDW) Grant.</i> 	<ul style="list-style-type: none"> Contracted OJTs rose from 16 to 31 (over 200% increase): <ul style="list-style-type: none"> Adult (10); DW (6); EDW (15)
• <u>Goal 3:</u> Develop strategic relationships with educators and community partners to: <ul style="list-style-type: none"> <i>Increase the skill levels of youth and adult job seekers and</i> <i>Create opportunities for employment, career mobility and self-sufficiency.</i> 		
3.2 Action: Adult Workers: Provide services that are relevant to the labor market a. In 2011-12: Align, add or enhance one strategy per year		
Benchmark	Progress to Date	Status
<ul style="list-style-type: none"> Work with Career Technical Education (CTE) leadership group to better align efforts and engage more businesses to support youth work experience. 	<ul style="list-style-type: none"> <i>To be discussed at the Career Center Committee meeting.</i> 	

• **Goal 4: Increase Board (WIB) Effectiveness**

4.1 Action: Examine Board and Committee Structure to ensure Board is as effective as possible
 a. In 2011-12: Assess current structure; reorganize as needed

Benchmark	Progress to Date	Status
1. Update Career Center Committee to be a more relevant committee. a. Change Career Center Name to better represent its function	<ul style="list-style-type: none"> • <i>New name developed by Career Center and Executive Committee: "Workforce System Oversight Committee"</i> 	<i>In process: Name change approved in concept by Executive Committee (5/25/11) and WIB (6/8/11) • Final discussion with Career Center Committee</i>
2. Other changes to enhance relevancy of Committee	<ul style="list-style-type: none"> • <i>Committee discuss how to be a more relevant committee. Work in Committee or develop workgroups tasked with the following possible enhancements:</i> <ul style="list-style-type: none"> ○ <i>Workforce Santa Cruz County Memorandum of Understanding (MOU) revitalized relationships.</i> ○ <i>Consider 2012-13 funding and services and develop recommendations on how to make the overall workforce development system more effective and efficient.</i> 	

ATTACHMENTS: None.

DISCUSSION AND ACTION ITEM D.2

TO: Workforce Investment Board
Career Center Committee

DATE: January 11, 2012

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: WIB Laid Off Worker Grant Update

RECOMMENDATION: *Review service information and service providers provided through the grant for coordination efforts.*

VOTE REQUIRED: NO

DISCUSSION: The WIB was awarded a \$999,795 state grant to provide services to 210 dislocated workers, including 90 to be in training through Individual Training Accounts (ITAs), On the Job Training (OJT), and in Job Connect with the Community Action Board (CAB).

The grant is in effect until June 30, 2012 and it will NOT roll forward. All services must be completed by June 30, 2012. Commitment of funds by April 1, 2012 is the goal for possible application of additional funds for PY 2012-13.

Committee Actions: Your Committee may wish to discuss how partner agencies can assist in referring appropriate customers for services, better inform laid off workers in the community, and enhance coordination across service providers and partner agencies.

If time is available, some grant service providers will provide a brief synopsis of their services.

ATTACHMENTS

- Emergency Laid Off Worker Grant Services and Contact Information
- Information from Final PY 2011-12 WIA Budget with Carry-In Funds

WIB of Santa Cruz County Emergency Laid Off Worker Grant Services and Contact Information

Grant Information:

- **Grant Lead: Lacie Gray (454-4065)** Second: David Lundberg (454-4584)
- **Grant ends June 30, 2012. All services must be completed by June 30, 2012.**
- For specific workshop dates and locations, please refer to the Workforce Santa Cruz County calendar: <http://www.workforcescc.com/Portals/10/Documents/workshop-event-calendar-Jan2012.pdf>

Target Enrollments, Service Provider Contacts and Services:

Service	Service Description	Target Number	Total slots available	Contact information
Job Search Workshops	<ul style="list-style-type: none"> • Twice weekly, • 15 per workshop, • tentative schedule: <ul style="list-style-type: none"> ○ Watsonville Career Center: Tuesdays 9:30-12 ○ SC/Shoreline Career Center Fridays 9:30-12 	210 WIA enrolled DW participants (classes may be filled with other laid off workers)	700	Shoreline Workforce Development Services Allen Barnes (831) 423-8611, ext. 285 abarnes@sgoodwill.org
WorkKeys skills assessments	<ul style="list-style-type: none"> • Service for WIA enrolled DW grant clients • Testing by appointment on Fridays at 294 Green Valley Road, Room 4, Watsonville • Must be referred by WIA services (at Watsonville Career Center) or by other service providers as listed below • 210 assessments reserved as follows: <ul style="list-style-type: none"> -15 CAB -15 Shoreline OJTs -180 WIA Services 	210 WIA enrolled DW participants	250	Watsonville/Aptos Adult Education Dora Fuentes 831-786-2160 mariadora_fuentes@pvusd.net
WIN Career Readiness Skills upgrades	<ul style="list-style-type: none"> • Testing by appt: Training will be provided from 9 am to 12:30 pm Monday through Friday. • WIA services staff must reserve appointments. • Service for WIA enrolled DW grant clients 	30 WIA enrolled DW participants	50	Watsonville/Aptos Adult Education Dora Fuentes (831)-786-2160 mariadora_fuentes@pvusd.net
Reskill Assessment Workshops	<ul style="list-style-type: none"> • Up to 25 participants per workshop (at least 10 must be WIA Emergency DW grant enrolled after which remaining slots may be filled by other laid off workers). 	100 total 25 per workshop (No less than 10 enrolled DWs in Emergency DW grant per session; 40 total)	100 (25 per workshop; 4 workshops total)	Cabrillo College Claire Laughlin (831).662-8138 Claire.Laughlin@cabrillo.edu
Training	<ul style="list-style-type: none"> • Individual Training Accounts/Scholarships • WIA training enrolled participants 	60	60	WIA Services @ Watsonville Career Center Teresa Carillo (831) 763-8793 teresa.carillo@hsd.co.santa-cruz.ca.us
On the Job Training	<ul style="list-style-type: none"> • On the job training • WIA training enrolled participants 	15	15	Shoreline Workforce Development Services Allen Barnes (831) 423-8611, ext. 285 abarnes@sgoodwill.org
Training in green and construction (Job Connect)	<ul style="list-style-type: none"> • Training cohort • WIA enrolled participants • Next cohort now enrolling for spring 	15	15	Community Action Board Helen Ewan-Storey (831) 763-2147 x 211 helen@cabinc.org

D.2 ATTACHMENT

SUBJECT: Information from Final PY 2011-12 WIA Budget with Carry-In Funds

WIA Formula 2011-12	Allocation	Carry-In from PY10-11	Final Budget
Adult	749,433	26,058	775,491
Dislocated Worker	905,056	38,074	943,130
Youth	989,120	72,396	1,061,156
Sub-total	\$2,643,609	\$ 136,528	\$2,780,137
Special Grants / Funding	Amount	Carry-in	Final
Rapid Response	184,690	13,957	198,647
Tsunami Project NEG	1,398,100		1,398,100
Emergency DW	999,795		999,795
NEG – OJT (2 year grant)	160,985		160,985
Incentive	9,104		9,104
Sub-total	\$2,752,674	\$13,957	\$2,766,631
TOTAL	\$5,396,283	\$150,485	\$5,546,768

Training and Support Services	Adult Formula	DW Formula	Emergency DW funds	Total
Formula Training: Health Related, Non-Health Related, OJT, and Support Services	\$ 246,033	\$ 314,452		\$ 560,485
Emergency Dislocated Worker Grant			\$403,557	\$964,042
			Prior Year	\$1,043,790
Number of Participants to Receive Training Scholarships PY 2011-12	60	75	90	225
Prior Year PY 2010-11 goals	70	150		225

DISCUSSION AND ACTION ITEM D.3

TO: Workforce Investment Board
Career Center Committee

DATE: January 11, 2012

FROM: David Lundberg, Director



For Information



For Action

SUBJECT: Veterans Services

RECOMMENDATION: Review information and ways to inform veterans of workforce services:

- Veterans services regional training grant to Shoreline Workforce Development Services
- Department of Labor Veteran's Gold Passport for priority of services
- Veteran Service Provider Summit 2012 - January 18th

DISCUSSION: Workforce partners to understand the two recent veteran's services initiatives and the provider summit.

- **Veterans services regional grant awarded to Shoreline Workforce Development Services (SWDS) to serve 102 eligible veterans** or eligible veteran spouses in Santa Cruz, Monterey and San Luis Obispo counties. The targets are to enroll 52 participants in On the Job Training (OJT) and 50 in short term industry recognized certificate training for re-skilling in health occupations. See attached flyer.
- **Veteran's Gold Passport:** All workforce providers funded by the Department of Labor (DOL) are required to implement the Gold Passport for veterans immediately. DOL and the California EDD have released information on the program and services to be provided.
 - Post 9/11 era veterans are eligible
 - Eligible vets are entitled to up to six months of enhanced intensive services

Highlights of the requirements are attached. The requirements are detailed on the DOL website at: http://wdr.doleta.gov/directives/corr_doc.cfm?DOCN=2816.

- **Santa Cruz County Vet-Net Summit 2012 on January 18th:** See attached flyer.

Committee Action: Review information and whether any further actions by partners or WIB is needed.

ATTACHMENTS:

- Veteran's Employment-Related Assistance Program (VEAP) Services flyer
- Highlights of the Department of Labor Veteran's Gold Passport
- Santa Cruz County Vet-Net Summit 2012



VETERANS – Looking for Work?

You may be eligible for Veterans' Employment-Related Assistance Program (VEAP) Services

- **Career Exploration**
- **Assessment of Skills and Interests**
- **Possible Training in the Healthcare Field**
- **Job Placement and OJT – "On the Job Training" – in the Healthcare Field might be your solution!**

"On the Job Training" is a program that will match up your skills and experience to an employer who's willing to train you in the skills you're lacking, and put you to work.



ELIGIBILITY

- **Service-Connected Disabled Veterans**
- **Recently-Separated Veterans**
- **Campaign Veteran**
- **Veterans with Significant Barriers**
- **Eligible Spouses**

Contact Information

Visit us at the following websites
 Facebook: www.tinyurl.com/VEAPCC
 Twitter: www.twitter.com/VEAPI



A Division of Goodwill
SHORELINE
 Workforce Development Services

For Santa Cruz County:

Allen Barnes
 VEAP PROGRAM SPECIALIST
 350 Encinal St., Santa Cruz 95060
 (831) 423-8611 ext 285
abarnes@scgoodwill.org

For Monterey County:

Bernardine Johnson
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 1252 N. Main St., Salinas 93906
 (831) 443-5432 or 334-7151
bjohnson@scgoodwill.org

For San Luis Obispo County:

Chris Berthiaume
 VEAP PROGRAM SPECIALIST
 880 Industrial Way, SLO 93401
 805-903-1493
cberthiaume@scgoodwill.org

D.3 Attachment 2
EMPLOYMENT AND TRAINING ADMINISTRATION
U.S. DEPARTMENT OF LABOR
WASHINGTON, D.C. 20210

Veterans Gold Passport - November 4, 2011

IV. Roles and Responsibilities. All staff at One-Stop Career Centers, including receptionists or greeters must ensure that all veterans receive priority of service for all Department of Labor funded programs, as explained in Training and Employment Guidance Letter No. 10-09, "Implementing priority of service for Veterans and Eligible Spouses in all Qualified Job Training Programs." Funded in whole or in part by the U.S. Department of Labor (DOL)" and Training and Employment Notice No. 15-10, "Protocol for Implementing Priority of Service for Veterans and Eligible Spouses in all Qualified Job Training Programs Funded in whole or in part by the U.S. Department of Labor (DOL)". As part of our responsibility to ensure that veterans receive priority of service, we have determined that providing Gold Card services will ensure that priority is fully implemented for those veterans most in need of employment and training services. Under the new Gold Card Initiative, post 9/11 era veterans receive enhanced intensive services. The process for guiding individuals to these services is as follows:

Intake staff should inform any veteran inquiring about Gold Card services or who may be Gold Card eligible, of the enhanced services available, as described above. Intake staff will determine veteran status as they currently do but will have to determine post-9/11 status. Local staff may be able to make this determination using their existing process or may have to add a verification step. If a new step is required the state and/or local office will determine how to accomplish this. Once eligibility is determined, the veteran should then be scheduled for an initial appointment with a Disabled Veterans Outreach Program (DVOP) specialist, a Local Veterans Employment Representative (LVER) or One Stop Career Center staff who will provide the enhanced services. LVERs will also continue to provide employer outreach services.

Post-9/11 era veterans (referred to in this section as the "client") will meet with their assigned case manager (CM) who may be a DVOP, LVER or other staff in the One-Stop and complete appropriate enrollment documents to receive intensive services. The CM will provide the appropriate assessment and career guidance necessary to prepare an IDP with the client. Based on the needs of the client, the CM will provide the client with appropriate services, such as resume develop, referral for training, and job referral. The final step during the initial meeting should be to confirm an appointment date and time for a follow up meeting within 30 days. At the conclusion of the meeting the CM will create the Case Management Record for annotating pertinent information on the client's occupational goals that will then be used for employer outreach to develop job opportunities. The CM is encouraged to utilize the services and expertise of other staff to deliver the necessary services. The CM will provide follow-up services at least once every thirty days until the client is employed *or* for up to six months.

For more information on dedicated veterans resources located on the Career One-Stop web site: <http://www.careeronestop.org/VetsJobs>

THE UNITED STATES DEPARTMENT OF LABOR

GOLD CARD

SERVICES FOR POST 9/11 ERA VETERANS

The One Stop Career Centers are ready to provide you intensive services for up to a six month period through an exciting array of career and supportive services to include:

- Case management
- Skills assessment and interest surveys
- Career guidance
- Job search assistance



HOW TO ACCESS GOLD CARD SERVICES?

- Information about Gold Card Services can be found at www.dol.gov/vets/goldcard.html.
- Locate your nearest One Stop Career Center by going to America's Service Locator www.servicelocator.org or by calling Toll-Free 1-877-US2-JOBS (1-877-872-5627) TTY: 1-877-889-5627.
- Once a One-Stop Career Center has been located, go there and present this Card.
- Information about other services and benefits can be found at www.ebenefits.va.gov and www.nrd.gov.

Eligible Veterans will receive priority of service in all Department of Labor funded employment and training programs



November, 2011

Santa Cruz

VET-**NET**

SUMMIT 2012

Vet-Net, an ancillary to 2-1-1, is an alliance of community veterans service providers. We are networking to ensure that all community services are in partnership to provide the best "web" of resources.

JANUARY 18TH 2012 | 10:30am-1:00pm

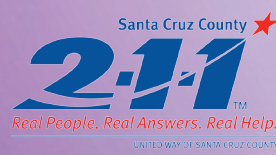
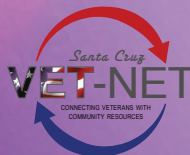
1080 EMELINE AVENUE | SANTA CRUZ, CA 95060

(Medical Clinic in the basement auditorium)

EVENT SPEAKERS INCLUDE:

- **County Supervisor** Greg Caput
- **Cal-Vet** Calvin Angel
- **21st Century** Vet Bill Manich
- **Santa Cruz Veteran Advocate** Dean Kaufman
- **United Way of Santa Cruz County**
- Jeremiah Ridgeway
- **Project Hired**
- **Originator Veteran Peer Mentoring Program**
- Mark Sandman
- Chris DiMaio, MD

To RSVP or for inquiries, e-mail: santacruzvet.net@gmail.com or call (831)420-7348.



SANTA CRUZ COUNTY VETERAN ADVOCATES - DEAN KAUFMAN AND KENDRA COOLEY

FOOD SERVICE PROVIDED BY WHOLE FOODS MARKET

INFORMATION ITEM I.1

TO: Workforce Investment Board
Career Center Committee

DATE: January 11, 2012

FROM: Sara Paz-Nethercutt, Sr. Analyst
David Lundberg, Director



For Information



For Action

SUBJECT: Update on Career Center Operations: Watsonville, Capitola, and Shoreline-Santa Cruz

DISCUSSION: The manager or staff person from each center will give a 5-minute report on current operations, impacts on services, and any changes or new initiatives.

Watsonville Career Center (full service center) - 18 West Beach Street, Watsonville

Gail Groves, Program Manager
Employment & Benefit Services Division (EBSD),
County of Santa Cruz Human Services Department
(831) 454-4612 or (831) 763-8777
Fax (831) 454-4092
gail.groves@hsd.co.santa-cruz.ca.us

Capitola Career Center (EDD) - 2045 40th Avenue, Capitola

New contacts:

James (Jim) Dion
Capitola EDD, Site Manager
(831) 464-6269
james.dion@edd.ca.gov

Alan Hankh
EDD Veteran's Representative
(831) 464-6279
alan.hankh@edd.ca.gov

Shoreline – Santa Cruz Career Center - 350 Encinal Street, Santa Cruz

Allen Barnes, Employment Services Manager
Shoreline Workforce Development Services
(831) 423-8611, ext. 213 Cell: (831) 535-3985
Fax: (831) 423-8968
abarnes@scgoodwill.org

Service Provider Updates: Cabrillo Fast Track to Work and Community Action Board, other.

- **FTTW as of January 2012 has moved** to Student Services building, SAC West downstairs

ATTACHMENTS:

- Virtual Career Center (VCC) Customer Counts thru 6/30/11

I.1 ATTACHMENT

Virtual Career Center (VCC) Customer Counts

Customer Counts thru 4th Quarter PY 10/11 compared to PY 09/10

All Services- Career Center and Virtual Career Center (Online) Total Visits	
July 2010 - June 2011	93,769
July 2009 - June 2010	63,102

All Services- Career Center Visits				
	All Career Center Visits Total	Watsonville ONLY	Capitola ONLY	Shoreline ONLY
July 2010 - June 2011	36,868	16,674	14,549	5,645
July 2009 - June 2010	39,837	19,825	15,850	4,162

Unduplicated Customers: Customer counted only one time in the month via scan machine at each career center				
	All Career Center Visits Total	Watsonville ONLY	Capitola ONLY	Shoreline ONLY
July 2010 - June 2011	16,918	9,790	5,563	1,565
July 2009 - June 2010	17,290	11,552	4,316	1,422

Distinct Individual Users: Customer counted only once for the Program Year				
	All Career Center Visits Total	Watsonville ONLY	Capitola ONLY	Shoreline ONLY
July 2010 - June 2011	8,402	4,008	3,536	858
July 2009 - June 2010	9,096	6,216	2,115	765

Virtual Career Center (VCC) Customer Counts thru 6/30/11

All Services- Career Center Visits (to the Workforce Career Center sites):

- 45% at Watsonville Career Center
- 39% at Capitola Career Center
- 15% at Shoreline

Unduplicated Customers: Customer counted only one time in the month

- 58% at Watsonville Career Center
- 33% at Capitola Career Center
- 9% at Shoreline

Distinct Individual Users: Customer counted only once in the period

- 48% at Watsonville Career Center
- 42% at Capitola Career Center
- 10% at Shoreline

INFORMATION ITEM I.2

TO: Workforce Investment Board
Career Center Committee

DATE: January 11, 2012

FROM: Sara Paz-Nethercutt, Sr. Analyst
David Lundberg, Director

For Information

For Action

SUBJECT: Outcomes and Performance Data for WIA Adult and Dislocated Worker for Program Year 2010-11

The information below shows the expenditure status for the PY 2010-11 allocations as well as Plan and actual service numbers of the WIA core programs Adult and DW as of June 30, 2011.

PY 2010-11 Total Allocations to Santa Cruz County:

Allocation	Amount Budgeted	Actual Expenditure	% Expended
Adult	\$1,153,094	\$1,130,348	98.0%
DW	\$1,343,586	\$1,308,108	97.4%
TOTAL	\$2,496,680	\$2,438,456	98.0%

The charts reflect actual expenditures and not just the committed amounts, as WIA funds are to be expended in a 2-year period. The career center operational budget is directly affected by the mandated County furlough time for the PY 2010-11. Training, OJT, and supportive services committed for the PY 2010-11 continue to be expended into the 1st quarter of the next program year (PY 2011-12).

Program Operations for Direct Customer Services:

WIB Services: Adult & DW	Amount Budgeted	Actual Expenditure	% Expended
Career Center Operations	\$1,043,790	\$1,007,391	97.0%
Training, OJT & Support Services	\$900,154	\$878,403	98.0%
Fast Track To Work	\$133,850	\$133,850	100.0%
Shoreline-OJT	\$100,000	\$85,666	86.0%
Geographic Solutions	\$42,266	\$42,266	100.0%
TOTAL	\$2,220,060	\$2,147,576	97.0%

WIA Adult and DW Services

The charts below show the number of enrollments in the WIA program identified by funding stream for the period ending 6/30/11.

ADULT:

	Annual Plan	Actual	% of Annual Plan
Carry In Participants	181	184	101.6%
New Enrolled into WIA	127	120	94.0%
Enrolled in Training*	70	103	147.0%
Employed at Exit	105	112	107.0%

DISLOCATED WORKER:

	Annual Plan	Actual	% of Annual Plan
Carry In Participants	224	225	100.4%
New Enrolled into WIA	251	138	55.0%
Enrolled in Training*	150	149	99.0%
Employed at Exit	88	134	152.0%

TOTAL LWIA PARTICIPANTS:

	Annual Plan	Actual	% of Annual Plan
Carry In Participants	405	409	100.9%
New Enrolled into WIA	378	258	68.0%
Enrolled in Training*	220	252	115%
Employed at Exit	193	246	127.0%

*Training includes Individual Training Account Scholarships, On the Job Training and more.

4th QUARTER PERFORMANCE (Preliminary) PY 10/11: Common Measures for Adult and DW. LWIA must meet 80% of each performance goal.

Common Measures Performance Goal	Participant Categories	PY 10-11 Santa Cruz LWIA Goals *	7/13/2011 BWR	80% Target met?
Entered. Employment Rate	Adult	73%	76%	YES
	Dislocated Worker	73%	73%	YES
Retention Rate – 9 months (1, 2, and 3 Quarters after exit)	Adult	78%	88%	YES
	Dislocated Worker	81%	86%	YES
Average Earnings 2 nd and 3 rd Qtr after exit to 2 nd and 3 rd Qtr prior to WIA participation	Adult	\$12,500	\$22,677	YES
	Dislocated Worker	\$13,500	\$16,570	YES

*The goals on the chart are the State's final local goals for PY 2010-11.

Cabrillo College - Fast Track to Work (FTTW)

Planned versus Actual Performance/Expenditures:

Overall, FTTW met the target for their planned performance goal. FTTW expended 100% of their allocation for PY 2010-11.

NUMBER OF PARTICIPANTS

Program Year 10-11	Total	Adult	ARRA Adult	Dislocated Worker	ARRA Dislocated Worker
Carry in from previous year	220	80	54	54	32
Planned new enrollments	24	0	0	24	0
Actual as of 6/30/2011		80	54		32
Percentage of Planned goal		100%	100%		100%

PROGRAM EXPENDITURES

Program Year 10-11	Total	Adult	Dislocated Worker	ARRA Dislocated Worker
Planned Operations Cost	\$133,850	\$54,280	\$60,720	\$18,850
Expended as of 6/30/2011 invoice	\$133,850	\$54,280	\$60,720	\$18,850
Percent Expended	100%	100%	100%	100%

**Cabrillo College - Contract Education –
Job Seeker Workshops & Reskill Workshops**

NUMBER OF WORKSHOPS/PARTICIPANTS:

For the Evaluation: 5 is the highest possible score on a scale from 1 to 5.

Program Year 2010-11	Total
Number of Job Seeker workshops	32
Number of participants served:	48
Average class evaluation score: Job Seeker	5
Number of Reskill Workshops	6
Number of participants served:	81
Average class evaluation score: Reskill	5

PROGRAM EXPENDITURES

Program Year 10-11	Total
Planned Operations Cost	\$34,600
Expended as of 6/30/11 invoice	\$32,471.50
Percent Expended	94%

Shoreline Workforce Development Services - OJT Services

Planned verses Actual Performance/Expenditures: Shoreline met their target enrollment and expenditure goals for the PY 10/11.

NUMBER OF OJT CONTRACTS WITH EMPLOYERS

Program Year 10-11	Total	Adult	Dislocated Worker	ARRA RR Dislocated Worker	NEG 2-year contract
Planned	26	10	6	14	26
Actual as of 6/30/11	26	10	6	7	11
Percentage of Planned goal	100%	100%	100%	50%	42%

Overall, \$133,392.50 was spent on OJT and supportive services for employees.

PROGRAM OPERATIONS EXPENDITURES

Program Year 10-11	Total	Adult	Dislocated Worker	ARRA RR Dislocated Worker
Planned Operations Cost	\$100,000	\$27,500	\$22,500	\$50,000
Expended as of 6/30/2011	\$85,666	\$23,558	\$19,275	\$42,833
Percent Expended	86%	86%	86%	86%

NEG OJT PROGRAM OPERATIONS EXPENDITURES

Program Year 10-12	Total	Year 1-actual	Year 2-proposed
Planned Operations Cost	\$90,000	\$45,000	\$45,000
Expended as of 6/30/2011	\$46,220	\$46,220	\$43,780
Percent Expended	51%	102%	100%

Eligible Training Provider List Expenditure Data for PY 10/11

The top five schools in terms of Individual Training Account (ITA) expenditures for PY 2010-11 were:

School Name	ITA Expenditures	% of ITA Expenditures
Office Star	\$135,943	18%
Cabrillo College	\$100,119	13%
Shoreline Workforce Development	\$82,390	11%
Truck Driver Institute	\$81,000	11%
Monsbey College	\$61,582	8%

PY 2010-11 WIA Formula Training and Support Services Budget was: \$892,393.

ETPL Vendor Performance will be provided to this committee as soon as the WIA participant exit data is obtained.

ATTACHMENTS: None.

INFORMATION ITEMS I.3

TO: Workforce Investment Board
Career Center Committee

DATE: January 11, 2012

FROM: Sara Paz-Nethercutt, Sr. Analyst
David Lundberg, Director



For Information



For Action

SUBJECT: I.3 Performance Data for WIA Adult and Dislocated Worker for the 1st Quarter PY 2011-12

DISCUSSION: The information below shows the 1st quarter PY 2011-12 WIA performance data. The goals on the chart are the State's local goals for PY 2010-11. Common Measures are for Adult and DW. The LWIA must meet 80% of each performance goal by the end of the year.

Adult and DW Performance Goals	Participant Categories	PY 2010-11 Santa Cruz LWIA Goals	10/20/2011 BWR	Met Goal	Met 80% Target?
Entered Employment Rate	Adult	73%	71.4%	No*	YES
	Dislocated Worker	73%	68.5%	No*	YES
Retention Rate – 9 months (1, 2, and 3 Quarters after exit)	Adult	78%	85.3%	YES	YES
	Dislocated Worker	81%	82%	YES	YES
Average Earnings 2 nd and 3 rd Qtr after exit to 2 nd and 3 rd Qtr prior to WIA participation	Adult	\$12,500	\$19,843	YES	YES
	Dislocated Worker	\$13,500	\$18,369	YES	YES

*This data can change over the course of the year and we expect to meet Entered Employment Rate.

ATTACHMENTS: None

INFORMATION ITEM I.4

TO: Workforce Investment Board
Career Center Committee

DATE: January 11, 2012

FROM: David Lundberg, Director

For Action

For Information

SUBJECT: Labor Market Information: Employment/Unemployment Information

This item provides a review of Santa Cruz labor market information (Updated December 2011). The unemployment rate in Santa Cruz County was 10.6% in November 2011, up from a revised 10.1% in October 2011, and below the year-ago estimate of 12.7%. This compares with an unadjusted unemployment rate of 10.9% for California and 8.2% for the nation during the same period. For comparison Watsonville City is 22.2%, Capitola is 6%, city of Santa Cruz is 8.8% and Boulder Creek is 12.3%.

Santa Cruz County

Data Not Adjusted for Seasonality

Industry Employment & Labor Force

March 2010 Benchmark

	Nov 10	Sep 11	Oct 11 Revised	Nov 11 Prelim	Percent Month	Change Year
Civilian Labor Force (1)	148,000	151,300	151,900	152,800	0.6%	3.2%
Civilian Employment	129,300	136,200	136,600	136,600	0.0%	5.6%
Civilian Unemployment	18,800	15,100	15,300	16,200	5.9%	-13.8%
Civilian Unemployment Rate	12.7%	10.0%	10.1%	10.6%		
(CA Unemployment Rate)	12.5%	11.4%	11.2%	10.9%		
(U.S. Unemployment Rate)	9.3%	8.8%	8.5%	8.2%		

Monthly Sub Region Unemployment Data/November 2011 (Preliminary)

Region –Sub-Region	Labor Force	Employment	Unemployment	
			Number	Rate
Santa Cruz County	152,800	136,600	16,200	10.6%
Amesti CDP	1,400	1,100	300	19.1%
Aptos CDP	5,900	5,700	200	4.1%
Aptos Hills Larkin Valley CDP	1,400	1,300	0	3.2%
Ben Lomond CDP	1,500	1,500	100	4.4%
Boulder Creek CDP	2,900	2,500	400	12.3%
Capitola city	6,700	6,300	400	6.0%
Corralitos CDP	1,600	1,500	0	1.4%
Day Valley CDP	2,100	1,900	200	7.5%
Felton CDP	600	600	0	0.0%
Freedom CDP	3,200	2,600	600	19.0%
Interlaken CDP	4,200	3,300	900	22.2%
Live Oak CDP	9,900	9,000	900	8.8%
Opal Cliffs CDP	4,300	3,900	400	8.8%
Rio del Mar CDP	5,900	5,500	400	6.4%
Santa Cruz city	33,200	30,300	2,900	8.8%
Scotts Valley city	6,100	5,800	300	5.1%
Soquel CDP	3,300	3,100	300	8.0%
Twin Lakes CDP	3,600	3,300	300	8.1%
Watsonville city	23,800	18,500	5,300	22.2%

INFORMATION ITEM I.5

TO: Workforce Investment Board
Career Center Committee

DATE: January 11, 2012

FROM: David Lundberg, Director

For Action

For Information

SUBJECT: Rapid Response Activities

DISCUSSION: For the first half of Program Year 2011-12 there have been 372 layoffs; not counting temporary seasonal layoffs. This is in comparison to the 297 layoffs for the entire PY 2010-11.

The table below includes Rapid Response (RR) activities and Trade Adjustment Act (TAA) petition services offered/provided during the second quarter of PY 2011-12.

October 1, 2011 to December 31, 2011

Name of Business	# of Employees Laid-off	Date of Site Visit/Action	Comments
Lintelle Engineering	26	10/4/11	RR Presentation, TAA
Reiter Affiliated Farms	75	10/17/11	Info given employer; workers to be relocated to other farms
Radiology Medical Group (RMG)	21	11/15/11	RR Presentation
City of Santa Cruz	12	11/15/11	RR Presentation
Chaminade Resort & Spa	170	12/1/11	Seasonal – Primary UI information given in RR event
West Marine	356	12/1/11	Seasonal – No RR services
2nd Quarter Total	134	<i><<< not including seasonal layoffs</i>	
1st Quarter Total	238	<i><<< not including seasonal layoffs</i>	
Total PY 2011-12-to-Date	372		

The table below includes Rapid Response activities offered/provided during the first quarter of PY 2011-12.

July 1, 2011 to September 30, 2011

Name of Business	# of Employees Laid-off	Date of Site Visit/Action	Comments
Jertberg Strawberries	62	7/5/11	Information given to employer
Bethany University	80	7/6/11	RR Presentation
State Farm Insurance	1	7/31/11	RR info provided to employer
B& H Flowers	40	7/31/11	RR Presentation
Sodexo/University Inn and Conference Center	55	8/19/11 & 8/25/11	RR Presentations
1st Quarter Total	238		

Note: Through the Early Alert System there have been six reports of business closures since November 1, 2011. Attempts were made to contact all businesses, but in some cases there was no contact made, or the closing businesses no longer had employees.

Attachments: None