

# WORKFORCE INVESTMENT BOARD 2010 AND 2011 ANNUAL REPORT TO THE SANTA CRUZ COUNTY BOARD OF SUPERVISORS

## **ROLE OF THE WORKFORCE INVESTMENT BOARD (WIB)**

Your Board approved in 2000 the County Ordinance to establish the WIB as the successor to the Private Industry Council. The WIB is the governing body required by the Workforce Investment Act (WIA) of 1998, in partnership with your Board to receive, administer, and oversee local workforce services and job training funds for unemployed adults, laid-off workers, and youth. The overall goal of the WIA is to increase employee earnings, job retention and skills attainment; and improve the quality of the local and regional labor force. Achievement of these goals will enhance local, regional, state and national business productivity and international competitiveness. The WIB is responsible for determining local workforce development policies, providing guidance and oversight for local WIA services and programs. The day-to-day WIA services are provided by contractors who manage local Career Centers and the WIA Youth program.

## **The WIB's STRATEGIC PRIORITIES**

In 2011, the WIB adopted new strategic goals for 2011 through 2014:

- Goal 1:** Increase effectiveness of the local and regional workforce development system to better meet job seekers, business and community needs
- Goal 2:** Align workforce development strategies to support local economic development
- Goal 3:** Develop strategic relationships with educators, employers and community partners to:
  - *increase the skill levels of youth and adult job seekers and*
  - *create opportunities for employment, career mobility and self-sufficiency*
- Goal 4:** Increase Board (WIB) effectiveness

## **WIB MEETINGS DATES, TIME AND LOCATION**

The full WIB meets on a Wednesday in November, February and June often at the Simpkins Family Swim Center. Committee meetings are held at the Career Centers, WIB offices on the Emeline Campus, and at other community meeting spaces. Meeting notices and agendas are posted for public review at the Workforce Investment Board's website ([www.santacruzwib.com](http://www.santacruzwib.com)) and emailed and/or mailed to interested parties in compliance with the provisions of the Brown Act. The meeting schedules for program years 2010 - 2011 and 2011 - 2012 are included as Attachment 1.

## **BOARD STRUCTURE AND ANNUAL ACCOMPLISHMENTS**

### *Board Structure*

The WIB is structured to meet state and federal regulations and contains local defined seats in accordance with the County ordinance. The 2008 state requirement for a 10% labor organization minimum representation on the WIB has been met with five (5) labor representatives. The commensurate number of business seats added to maintain the majority of 51% WIA required private business sector representatives has been a challenge to keep filled.

Through 2011, the required composition was as follows:

- 20 seats (18 filled): Private sector business seats
- 19 seats (18 filled):
  - Community based organizations (2);
  - Educational agencies (3);
  - Economic development agencies (2);
  - Labor organizations (5);
  - County Board of Supervisors Representative (1);
  - All required partner agencies: the Department of Rehabilitation (1), Welfare to Work/CalWORKs/WIA funded activities (1), the Employment Development Department (1), Community Services Block Grant (1), Title V of the Older Americans Act (1-currently vacant), and Migrant and Seasonal Farm Workers Programs (1) Center for Employment Training.

### Workforce Investment Board

The WIB has standing committees and time-limited work groups to respond to WIA and state policy changes and local implementation, as well as to address on-going business and operational needs. There are currently five committees: Executive, Career Center, Comprehensive Economic Development Strategy (CEDS), the Youth Council (WIA required) and an ad hoc Marketing/Public Outreach. As workforce service needs change, a work group may be established and committees' oversight roles adjusted. The following contains brief highlights of the WIB and its Subcommittees' 2010 and 2011 accomplishments.

### **2010 and 2011 Accomplishments**

- Accepted through your board the WIA allocations (all WIA funding sources including American Recovery and Reinvestment Act of 2009 funds) from the United States Department of Labor (DOL) via the California Employment Development Department \$7,326,332 for fiscal year 2009-10 and \$3,643,001 2010-11.
- Contributed to the economic vitality of the community through purchasing \$1,729,048 (2009-10) and \$1,644,324 (2010-11) in contracted client services, training services, and supportive services. In 2009-10, seventy one (71) community and regional training providers were used. In 2010-11, fifty nine (59) community and regional training providers were used.
- Successfully provided workforce services with \$3,919,347 of American Recovery and Reinvestment Act (ARRA) of 2009 funds through June 30, 2011. Services included operating the 2009 and 2010 Summer Youth Employment Program (SYEP) and a winter youth employment program from October 2009 through March 2010. A total of 690 youth were served: 228 in 2009 and 462 in winter and summer of 2010 at a cost of \$2,225 cost per youth (\$1,535,571 in total funds ÷ 690 youth). \$505,212 was paid in youth wages, incentives and support services (33% of funding) for an average of \$733 per youth.
- Partnered in a regional grant for a Monterey Bay Green Pre-apprenticeship Training Program that was funded to train 60 participants in Santa Cruz County and 80 participants in Monterey County in partnership with Monterey WIB, Cabrillo College, Hartnell College, and Ecology Action for Gray Water projects.

- Applied for and received a \$1.4 million Department of Labor National Emergency Grant to hire 57 temporary workers to work in cleanup and restoration projects resulting from the March 11, 2011 tsunami. Contracted with Central Coast Energy Services and the Community Action Board to operate work crews with the cities of Santa Cruz and Capitola, the Port District and state parks.
- Applied for and received in June 2011 from the state \$999,795 to provide services to 210 dislocated workers, including assessments and job search workshops. Funds are for 90 of the 210 to receive training, including scholarships administered by the Employment and Benefits Division WIA Services staff, On the Job Training through Shoreline Workforce Development Services, training through Cabrillo College and other educational entities, and through the Community Action Board's Job Connect.
- Developed an Early Alert System to identify small businesses at risk of layoffs or closure and to arrange to provide services through the WIB, Small Business Development Center and other workforce partners.
- Individuals served and WIA performance outcomes:

Youth Program		Adult Program		Dislocated Worker Program	
2009-10	2010-11	2009-10	2010-11	2009-10	2010-11
255	214	291	304	236	363

#### FY 2009-10 WIA Formula and ARRA WIA Budget Amounts

The 2009-10 WIA formula funding was nearly doubled by the addition of one-time only ARRA stimulus funding.

Program	Formula	ARRA (2009-10 and 2010-11)	DW State Stimulus	Total
Adult	\$1,165,084	\$584,513	0	\$1,749,597
DW	\$1,339,970	\$1,287,080	\$61,592	\$2,688,642
Youth	\$1,394,997	\$1,493,096	N/A	\$2,888,093
Total	<b>\$3,900,051</b>	<b>\$3,364,689</b>	\$61,592	<b>\$7,326,332</b>

#### FY 2010-11 WIA Formula and ARRA WIA Budget Amounts

Program	Formula	ARRA (ended June 30, 2011)	DW State Stimulus	Total
Adult	\$923,258	see above		\$923,258
DW	\$1,033,202			\$1,033,202
Youth	\$1,080,657			\$1,080,657
Total	<b>\$3,037,117</b>			<b>\$3,037,117</b>

Adult & Dislocated Worker and Youth Programs Performance - To quantify participant outcomes, the WIB uses the federal Common Measures local performance levels negotiated with the state: Entered Employment, Employment Retention Rate, and Earnings Increase. For the Youth Program the measures are Employment/post-secondary Education, Attainment of a degree or Technical Certification and

Improvements in Literacy and Math Skills. Performance data is reported to the WIB on a quarterly basis. The following performance outcomes are for PY 2009-10 for Adult, Dislocated Worker and Youth participants received in March 2011. The final PY 2010-11 report is not yet available from the state.

- Average of **80.4%** with a goal of 73% WIA Adult Program participants were employed upon completing the program.
- Average of **94%** Adults with a goal of 73% retained their job for 9 months.
- Average earnings gain **\$28,776** with a goal of \$12,500 for Adult participants.
- Average of **77%** with a goal of 73% WIA Dislocated Worker Program participants were employed upon completing the program.
- Average of **79%** Dislocated Workers with a goal of 81% retained their job for 9 months.
- Average earnings gain **\$15,461** with a goal of \$13,500 for Dislocated Worker participants.
- WIA Youth Program participants had an average of **65%** with a goal of 69% employed or entered an educational program upon completing the program.
- Youth had an average of **72%** with a goal of 65% earned a certificate or degree.
- Youth had an average of **75.4%** with a goal of 40% of youth made a literacy or numeracy gain.

#### Executive Committee

*Structure:* In 2011, the Executive Committee consisted of the WIB Chair and Vice-Chair, the chair and vice-chair of the two other committees along with the immediate-past WIB Chair. Annually, the slate of officers is recruited by an ad hoc Nominating Committee and then elected by the full WIB.

*Purpose:* This Committee meets between the WIB meetings and is empowered to:

- Oversee WIB Strategic Plan implementation;
- Provide overall direction to WIB activities, approve budgets and oversee WIA performance;
- Develop recommendations for grants and WIA incentive funds;
- Act on governance and overall WIB membership issues.

#### *2010 and 2011 Accomplishments*

- Provided oversight for the PY 2010-11 and PY 2011-12 Modifications to the Local Workforce Investment Area (LWIA) Strategic Plan to the State, the process and schedule for public comment, and final Plan approval.
- Provided oversight and approval to the WIA services and budgets, WIA performance and Career Center operations.
- Guided the development of the WIB's 2011-14 Strategic Plan which sets the Board's strategic priorities, including goals, associated action steps and benchmarks. Provides oversight of each Committee's progress toward actions to meet Strategic Plan goals.

#### Career Center Committee

*Structure:* A WIB business member is Chair and a labor representative is Vice-Chair with other appointed members from the WIB and workforce community partners. All Workforce Santa Cruz County Partners are invited to meetings.

*2010 and 2011 Accomplishments:*

- Oversaw strategic initiatives and services with ARRA funding.
- Provided coordination between workforce partners and WIB.
- In 2009, offered nine (9) Rapid Response events to 216 affected employees, providing dislocated workers with workforce services information and direction to services.
- In 2010, offered 18 Rapid Response events to 1,391 affected employees of businesses closing.

Comprehensive Economic Development Strategy (CEDS) Committee

*Structure:* WIB Chair and Vice-Chair and each jurisdiction Cities of Capitola, Santa Cruz, Scotts Valley and Watsonville, and County of Santa Cruz representative member.

*2010 and 2011 Accomplishments:*

- Worked with an economic development consultant to provide oversight to the development and drafting of the 2009 Annual Update to the CEDS Plan including concerns about the recession and the local economy which was approved by the WIB in February 2010, submitted to the Board of Supervisors for approval and submitted to the Economic Development Administration (EDA) on February 24, 2010. The Annual Update was approved and accepted by EDA.
- Provided oversight to the development and drafting of the 2010 Annual Update to the CEDS Plan (including concerns about slowly recovering economic conditions), which was approved by the WIB in February 2011, submitted to the Board of Supervisors for approval and submission to the Economic Development Administration (EDA) on February 24, 2011. The Annual Update was approved and accepted by EDA.
- Consultant Applied Development Economics updated the 2000 Santa Cruz County Economic Clusters Study that included data about the emerging environmental technologies cluster and established a baseline to determine whether the cluster is growing.
- Planned and hosted a Workforce and Economic Development Panel as part of the WIB June 6, 2011 meeting to identify growing and expanding businesses in the county and region in the healthcare, environmental technology, agriculture, and lifestyles sectors.

Youth Council

*Structure:* WIB members are Chair and Vice-Chair, interested WIB members, WIA regulation required partners and community youth serving agencies.

*2010 and 2011 Accomplishments:*

- Sponsored the first Extreme Entrepreneurship Tour in collaboration with Monterey County WIB for area youth to learn about opportunities to start their own businesses.
- Reviewed the program design and performance of the WIA Youth Services contractor to decide whether to go out to bid to procure a new vendor for PY 2011-12. The Youth Council recommended continuing the contract with County Office of Education for PY 2011-12. This recommendation and action was approved by the WIB.

- Supported the work experience program for youth which provides subsidized job placements in areas of interest to each youth with ARRA funds. The work experience component was utilized in the formula WIA Youth Services. Provided leadership in the development and implementation of a 2011 Summer Youth Employment Program funded by local resources and placed 78 youth in summer jobs. Continued to provide leadership, planning and organizing for the 2012 summer work season with a target of employing 100 or more youth in jobs funded with local contributions and support by private businesses.

## **CHALLENGES AND FUTURE GOALS**

### *Challenges*

#### Public Policy Issues for Workforce Systems and Partners

- With diminishing WIA allocations, the WIB continues to be challenged to find strategies to continue services for unemployed people and new job seekers.
- Elimination of Redevelopment Agencies and Congressional reevaluation of the effectiveness of the federal Economic Development Administration; and questions on the continuation of the Memorandum of Understanding among local jurisdictions that sponsor and support the CEDS may result in a review of the purposes of the Comprehensive Economic Development Strategy Committee in planning for the new 5 year Plan.
- Three new state laws will be implemented starting July 2012 that will require 25% of Adult and Dislocated Worker funds be used for skills training, will establish criteria for high performing WIBs for awarding other WIA and state funding, and designing new pathways to Apprenticeship Training Programs. Implementation information and requirements are in development and are not available at this time. The Santa Cruz County WIB already exceeds the minimum 25% for training; currently budgeting 34% Adult and 37% Dislocated Worker funds for training and support services for WIA participants.

#### WIB Governance Issues

- Recruiting and retaining business members remains an on-going challenge and an issue with state monitoring of WIB administration.
- WIB meetings consistently have a quorum of members present. Some members do not attend regularly.

### *Significant Events*

- In July 2011, the Human Services Department's Employment and Benefits Services Division began supervising the WIA services unit who provide direct services to customers at the Watsonville Career Center.

### *Opportunities*

- The Youth Council, County Office of Education and the WIB, along with local business champions the Santa Cruz Seaside Company and Good Times have taken on the challenge to provide summer jobs to youth in the absence of federal or other government funds to do this. Good Times included the summer jobs effort as one of its "Community Fund" donation challenges for 2012.
- Continuing to implement and refine the Early Alert System for information on businesses to help retain employees and prevent closures. And if there is a closure, to provide Rapid Response layoff information services to the employees.

### *Future Goals*

- Continue to implement WIB Strategic Goals for 2011-14 and measure progress.
- Assess current workforce service systems in order to reduce operating costs and streamline service delivery in response to the increased demand from job seekers and decreased funding to all partner agencies.
- Utilize web based services to provide easier access and more services for job seekers and businesses.

### *Recommendations*

- Board of Supervisors assistance to nominate business people to be members of the WIB.

### **BOARD STAFF for 2011-12**

- David Lundberg, Workforce Investment Board Director
- Three (3) Senior WIB Human Services Analysts: Teresita Hinojosa, Gary McNeil, and Sara Paz-Nethercutt
- One (1) Information Systems Administrative Aide
- .5 FTE Typist Clerk III

### *WIA Services staff funded by WIB:*

- One (1) Sr. Employment Training Specialist
- Five (5) Employment Training Specialists
- One (1) Typist Clerk III

### **ATTENDANCE**

See attached (Attachment 2) roster for 2010 and 2011 WIB Member attendance.

Attachment 1



[www.workforcescc.com](http://www.workforcescc.com)

## Program Year 2011-2012 Meeting Calendar

### WORKFORCE INVESTMENT BOARD

<p><i>Meets on Wednesday of the scheduled month starting at 8:30 am</i></p> <p><b>Simpkins Swim Center, 979 17<sup>th</sup> Ave., Santa Cruz .....</b></p> <p><b>Simpkins Swim Center, 979 17<sup>th</sup> Ave., Santa Cruz .....</b></p> <p><b>TBD</b></p>	<p><b>November 2, 2011</b></p> <p><b>February 22, 2012</b></p> <p><b>June 6, 2012</b></p>
---	---

### EXECUTIVE COMMITTEE

<p><i>Meets on Wednesdays as scheduled starting at 8:30 am</i></p> <p><b>County of Santa Cruz - 1000 Emeline Ave., Santa Cruz</b></p> <p><b>(all meetings)</b></p>	<p><b>October 19, 2011</b></p> <p><b>January 25, 2012</b></p> <p><b>March 21, 2012</b></p> <p><b>May 23, 2012</b></p>
--	---

### COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY COMMITTEE

<p><i>Meets on Wednesdays on dates consistent for the development of the annual CEDS Plan updates starting at 9:30 am</i></p> <p><b>County of Santa Cruz - 1000 Emeline Ave., Santa Cruz</b></p> <p><b>(all meetings) *</b></p>	<p><b>September 21, 2011</b></p> <p><b>January 18, 2012</b></p> <p><b>May 16, 2012</b></p>
---	--

### CAREER CENTER COMMITTEE

<p><i>Meets on Wednesdays as scheduled starting at 3:00 pm</i></p> <p><b>Watsonville Career Center - 18 W. Beach St., Watsonville</b></p> <p><b>(all meetings)</b></p>	<p><b>October 5, 2011</b></p> <p><b>January 11, 2012</b></p> <p><b>May 2, 2012</b></p>
--	--

### YOUTH COUNCIL

<p><i>Meets on Wednesdays as scheduled starting at 3:00 pm</i></p> <p><b>Watsonville Career Center - 18 W. Beach St., Watsonville...</b></p> <p><b>Community Foundation SC County - 7807 Soquel Dr., Aptos</b></p> <p><b>Watsonville Career Center - 18 W. Beach St., Watsonville....</b></p>	<p><b>September 28, 2011</b></p> <p><b>December 14, 2011</b></p> <p><b>April 25, 2012</b></p>
---	---

\*Note: Meeting location subject to change. Please check website for current information.

Attachment 1



1000 Emeline Avenue Santa Cruz, CA 95060 (831) 454-4130 [www.santacruzwb.com](http://www.santacruzwb.com)  
Workforce Santa Cruz County service information: [www.workforcescc.com](http://www.workforcescc.com)

## 2010-2011 Program Year Meeting Calendar

### WORKFORCE INVESTMENT BOARD

Meet on Wednesday of the scheduled month at 8:30 am*	<b>November 3, 2010</b> <b>February 23, 2011</b> <b>June 8, 2011</b>
--	--

### EXECUTIVE COMMITTEE

Meets on Wednesdays as scheduled at 8:30 am*	<b>October 20, 2010</b> <b>January 26, 2011</b> <b>March 23, 2011</b> <b>May 25, 2011</b>
--	--

### COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY COMMITTEE

Meets on Wednesdays from 9:30 am on dates consistent for the development of the annual CEDS Plan updates.	<b>September 15, 2010</b> <b>January 19, 2011</b> <b>May 18, 2011 (3<sup>rd</sup> Wed)</b>
---	--

### CAREER CENTER COMMITTEE

Meets on Wednesdays as scheduled at 3:00 pm	<b>October 6-13, 2010</b> <b>January 12, 2011</b> <b>May 4, 2011</b>
---	--

### YOUTH COUNCIL

Meets on Wednesdays as scheduled from 3:00 pm	<b>September 22, 2010</b> <b>December 15, 2010</b> <b>April 27, 2011</b>
---	--

### MARKETING COMMITTEE

Marketing actions will be brought to the Executive Committee; and the Committee will meet as requested by the Chair.	<b>As Needed.</b>
--	-------------------

\*Note time change.

Attachment 2

**Workforce Investment Board**  
**Full Board Roll Call for Calendar Year 2011**

Members	02/23/11	06/08/11	11/02/11
Aman, Alan	(A-1/2011)	E	●
Arsenault, Paul	●	E	●
Ayyad, Alia	●	E	●
Berry-Wahrer, Diane	E	X	X
Blackstone, Steve	X	(R-4/2011)	
Caput, Greg	(A-1/2011)	●	●
Collins, John T. II	●	●	●
Cuevas, Christina	●	E	●
Deraiche, Rick	●	E	●
Elliot, Russ	E	X	X
Espinola, Cecilia	E	●	●
Garfinkel, Aaron	X	X	(R-6/2011)
Gundersgaard, Jon	●	●	E
Heien, Janet	●	●	●
Hood, Dave	●	●	●
Johnson-Lyons, Christine	●	●	●
Lambert, Julie	●	●	●
Lara, Cesar	X	●	E
Lipscomb, Bonnie	X	E	X
Mangelsen, Steve	●	●	●
Miranda, Vicki	(A-1/2011)	●	E
Morr, Bonnie	X	E	X
Mulhearn, Patrick	(A-5/2011)	●	●
O'Laughlin, Denise		(A-9/2011)	E
Palacios, Carlos	●	●	E
Parker, James	(A-4/2011)	●	E
Pfotenhauer, Rock	●	●	●
Powers, Mary	●	E	E
Quist, James	X	X	X
Sherer, Howard	●	●	●
Siegel, Carol	●	●	●
Slack, Ron	●	●	●
Treanor, Mark	●	E	●
Tysseling, Bill	●	●	●
VanValkenburgh, Ned (Ed)	●	E	●
Watkins, Michael	●	E	E
Williamson, Bob	E	●	E
Wolfe, Chris	X	X	X

●= In Attendance E=Excused Absence X=Unexcused Absence R=Resigned A=Appointed  
P=Pending BOS Approval LOA=Leave of Absence RA=Removed due to attendance issues

Attachment 2

**Workforce Investment Board**  
**Full Board Roll Call for Calendar Year 2010**

Members	2/10/2010	6/9/2010	11/3/2010
Arsenault, Paul	E	E	E
Ayyad, Alia	●	●	●
Berry-Wahrer, Diane	●	●	●
Blackstone, Steve	guest (A-	X	X
Campos, Tony	●	X	E
Collins, John T. II	●	●	●
Cuevas, Christina	●	E	●
De Lorenzo, Nicholas	●	X	
Deraiche, Rick	E	E	●
Elliot, Russ	●	E	X
Espinola, Cecilia	●	●	●
Garfinkel, Aaron	guest (A-	X	●
Gilbert, Jeri	E	X	R-9/10
Gundersgaard, Jon	●	E	E
Heien, Janet	●	●	●
Hood, Dave	●	●	E
Johnson, Cheryl	E	R-9/10	
Johnson-Lyons, Christine	●	●	●
Lambert, Julie	●	●	E
Lara, Cesar		●	X
Lipscomb, Bonnie	E	E	E
Mangelsen, Steve			P
Morr, Bonnie	E	●	E
Nocella, Al	●	●	●
Palacios, Carlos		●	●
Pfotenhauer, Rock	●	●	X
Powers, Mary	●	●	E
Quist, James	E	X	X
Schaller, Glen	●	R-6/10	
Sherer, Howard	●	●	●
Siegel, Carol	●	●	●
Slack, Ron	●	●	●
Treanor, Mark	E	E	●
Tysselning, Bill	●	●	●
VanValkenburgh, Ned (Ed)	●	●	●
Watkins, Michael	●	X	●
Williamson, Bob	●	●	●
Wolfe, Chris	●	E	E

● = In Attendance E=Excused Absence X=Unexcused Absence R=Resigned A=Appointed  
P=Pending BOS Approval LOA=Leave of Absence RA=Removed due to attendance issues