



SANTA CRUZ COUNTY

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

www.santacruzwb.com

**Workforce Investment Board
Simpkins Family Swim Center
979 17th Ave., Santa Cruz, CA 95062
Wednesday, February 22, 2012 @ 8:30 am**

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
Approve November 2, 2011 Meeting Minutes..... 2-6

Committee Reports

- Career Center Committee
- Youth Council
- Comprehensive Economic Development Strategy (CEDS)

Consent Items

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 C.6 WIA Services: Fiscal, Operations and Performance Update
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Presentation: Dislocated Worker Services

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**Next Meetings
and Events:**

**Workforce Investment Board
Wednesday, June 6, 2012 @ 8:30 am
Location to be Determined**

**Summer Youth Employment Program Fundraiser
Saturday, May 19, 2012 @ (time to be determined)
Cabrillo College Crocker Theater**

MEMBERS:

- Ron Slack, Chair**
Good Times
Carol Siegel, Vice Chair
Santa Cruz Seaside Company
Alan Aman, Chief Operating Officer
PAMF Santa Cruz
Paul Arsenault, Business Representative
Sheet Metal Workers' Union, Local 104
Alia Ayyad, Director
Center for Employment Training
Diane Berry-Wahrer, Supervisor
Department of Rehabilitation
Greg Caput, Supervisor
SC County Board of Supervisors
John T. Collins II, Senior Vice President
Goodwill Industries
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
VACANT
National Council on the Aging
Rick Deraiche, Deputy Division Chief
Employment Development Department
Russ Elliot, Director, Human Resources
Easton-Bell Sports
Cecilia Espinola, Director
Santa Cruz County Human Services Department
Jon Gundersgaard, Senior, Technical Recruiter
Seagate Technology
Janet M. Heien, Human Resources Director
Driscoll's
Dave Hood, President
First Alarm
Christine Johnson-Lyons, Executive Director
Community Action Board
Julie Lambert, Director, Finance & Human Resources
S. Martinelli and Company
Cesar Lara, Executive Director
Monterey Bay Central Labor Council
Bonnie Lipscomb, Director
City of Santa Cruz Redevelopment Agency
Stephen Mangelsen, Partner
B2B CFO
Vicki Miranda, VP Human Resources
Dominican Hospital
Bonnie Morr, Chair
United Transportation Union, Local 23
Patrick Mulhearn, Business Representative
Aptos Chamber of Commerce
Denise O'Laughlin, Director of Human Resources
Chaminade Resort & Spa
Carlos Palacios, Manager
City of Watsonville
James Parker, Facility Team Leader
Whole Foods Market
**Rock Pfothenauer, Dean Career Education and
Economic Development**
Cabrillo College
Mary Powers, Principal
Santa Cruz Adult School
James Quist, Senior Vice President
Wells Fargo Bank
Howard Sherer, Co-Owner
Hutton Sherer Marketing
Mark Treanor, Branch Manager
Graniterock
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce
Ed (Ned) Van Valkenburgh, Marketing Representative
Carpenters Union Local 505
Michael Watkins, Superintendent
Santa Cruz County Office of Education
Robert Williamson, Business Representative
IAISE, Local 611
Chris Wolfe, Administrative Equipment Manager
Granite Construction, Inc.

DIRECTOR:

David Lundberg

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DIRECTOR:

David Lundberg

**Workforce Investment Board
Meeting Minutes
November 2, 2011 @ 8:30 am
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062**

The Chair called the meeting to order at 8:38 a.m.

WIB Members in Attendance

Aman, Alan
Arsenault, Paul
Ayyad, Alia
Caput, Greg
Collins, John T., II
Cuevas, Christina
Deraiche, Rick
Espinola, Cecilia
Heien, Janet
Hood, Dave

Johnson-Lyons, Chris
Mangelsen, Steve
Mulhearn, Patrick
Pfothenhauer, Rock
Sherer, Howard
Siegel, Carol
Slack, Ron
Treanor, Mark
Tysseling, Bill
Van Valkenburgh, Ed

Members Absent

Berry-Wahrer, Diane
Elliott, Russ
Gundersgaard, Jon
Lambert, Julie
Lara, Cesar
Lipscomb, Bonnie
Miranda, Vicki
Morr, Bonnie

O'Laughlin, Denise
Palacios, Carlos
Parker, James
Powers, Mary
Quist, James
Watkins, Michael
Williamson, Bob
Wolfe, Chris

Staff in Attendance

Lundberg, David
Gray, Lacie
McNeil, Gary

WIB Director
WIB Senior Analyst
WIB Senior Analyst

Guests

Allen, Jo Ann
Barnes, Allen
Bell, Shareen
Estrada, Francisco
Gamble, Rob
Groves, Gail
Jamison, Sara
Martinez, Genesis
Orlando, Doug

County Office of Education
Shoreline Workforce Development Services
Your Future Is Our Business
County Office of Education
Innovation Foundry
HSD Employment and Benefits Division
Shoreline Workforce Development Services
County Office of Education
CA Employment Development Department

Subject: Welcome and Introductions

Discussion: Chair Ron Slack welcomed all present and introduced WIB members, guests and WIB staff.

Subject: Changes to the Agenda

Discussion: Member John Collins asked that the Discussion and Action items be moved to after Consent items on the agenda.

Action: Consent was moved to precede Discussion and Action Items on the agenda.

Subject: Public Comment

Discussion: None

Subject: Chair/Director's Comments

Discussion: Director David Lundberg thanked the Board members for their service on the WIB during challenging economic times. He spoke about the status of the reauthorization of the Workforce Investment Act (WIA), under which WIBs are formed. He gave an overview of three pieces of legislation that might affect the WIB and WIA services. The Director advised the group that WIA services locally are now managed under the County Human Services Department's Employment and Benefits Division, rather than under the WIB staff. He noted that in order for the local WIB to be competitive with grant proposals it had to show its regional coordination and efforts.

Subject: Approval of the June 8, 2011 Meeting Minutes

Discussion: None

Action: Approve June 6, 2011 Meeting Minutes

Status:

Motion to Approve:	John T Collins, II
Motion Seconded:	Greg Caput
Abstentions:	None
Committee Action:	All voted in favor; motion passed.

Subject: Consent Items C.1 through C.8

Discussion: None

Action: Review and Approve Consent Agenda Items C.1 – C.8

Status:

Motion to Approve:	Ned Van Valkenburgh
Motion Seconded:	Christina Cuevas
Abstentions:	John T. Collins II (C.2, C.5, C.6) Chris Johnson-Lyons (C.5) Rock Pfothenauer (C.2, C.5, C.6)
Committee Action:	All voted in favor; motion passed.

Discussion and Action Items D.1 – D.8

Subject: D.1 WIB Strategic Plan: 2011-12 Executive Committee Action Items

Recommendation: *Review progress by WIB Committees on Actions to date as they relate to the strategic plan*

Discussion: Member and Strategic Plan Lead John Collins thanked staff and briefly discussed the Plan, noting the scorecard and next steps. He discussed the WIB's Strategic Plan Goal of increasing effectiveness.

Action: N/A

Subject: D.2 2011 and 2012 Summer Youth Employment Program (SYEP) Updates

Recommendation:

- *Review outcomes of 2011 Summer Youth Employment Program Pilot;*
- *Review progress on 2012 Summer Youth Employment Program Planning.*

Discussion: Chair Ron Slack gave an update on the SYEP, including a brief history of youth employment and federally funded youth jobs training programs in our country. He introduced the idea of WIB members contributing to the local SYEP initiative for 2012. He reported that the Good Times had chosen the SYEP as one of its programs for its Good Times Community Fund campaign. Funds donated to this campaign will be matched by the Packard Foundation up to \$31,000 between four different programs.

Action: N/A

Subject: D.3 New Youth Council Members

Recommendation and Action: *Approve the nomination of Shareen Bell to the Youth Council*

Discussion: Shareen Bell is the new Director of Your Future is Our Business.

Status:	Motion to Approve:	Christina Cuevas
	Motion Seconded:	John Collins
	Abstentions:	None
	Committee Action:	All voted in favor; motion passed.

Subject: D.4 WIB Actions, Grants, Proposals, Legislation and Regional Activities

Recommendation: *Outline of Current WIB Projects and Actions*

Discussion: Director David Lundberg gave an update on current WIB activities, grants, grant applications, regional coordination and legislation.

Action: N/A

Subject: D.5 Workforce Investment Board
2011 and 2012 Annual Report to the Board of Supervisors

Recommendation and Action: *For inclusion in the 2010 and 2011 Annual Report to the Board of Supervisors to be submitted in January 2012:*

- **Consider accomplishments and challenges to be include in the Workforce Investment Board Biennial Report.**
- **Direct the WIB Director to prepare the 2010 and 2011 Workforce Investment Board Report for the January 25, 2012 Executive Committee meeting for approval and submission to the Board of Supervisors.**

Discussion: Director David Lundberg explained that the WIB reports to the Board of Supervisors biennially its activities and challenges. WIB staff will ask the members for their thoughts on activities and challenges to include in the report. Staff will bring the draft report to the Executive Committee in January 2012 before submitting it to the Board of Supervisors.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Cecilia Espinola
 Abstentions: None
 Committee Action: All voted in favor; motion passed.

Subject: D.6 Approve Final PY 2011-12 WIA Budget with Carry-In Funds

Recommendation and Action:

- **Approve the PY 2011-12 Budget with carry-in funds for the Formula WIA Adult, Dislocated Worker (DW), and Youth programs and Rapid Response.**
- **Authorize the WIB Director to make minor adjustments as needed to meet program goals and report on any changes to the Executive Committee.**

Discussion: Director David Lundberg handed out an updated version of the Item D.6 narrative. He introduced the WIB's Regional Advisor, Doug Orlando, and thanked Doug for his assistance in helping the local WIB apply for funds to help laid off workers.

Status: Motion to Approve: Mark Treanor
 Motion Seconded: Chris Johnson-Lyons
 Abstentions: John Collins, Rock Pfothenauer
 Committee Action: All voted in favor; motion passed.

Subject: D.7 New Business Sector Board Members

Recommendation: Review Efforts to Recruit WIB Business Sector Members

Discussion: Director David Lundberg noted the federal and state WIB requirements of a business led (majority) board and efforts to meet this requirement. WIB staff will survey members as to their ideas for business member recruitment.

Action: N/A

Subject: D.8 2011-12 Rapid Response Plan

Recommendation: Rapid Response Service Plan Update and Early Alert System

Discussion: Director David Lundberg introduced Gary McNeil, Senior Analyst and Rapid Response lead and consultant Rob Gamble. Gary McNeil and Rob Gamble presented the Early Warning System of proactive prevention of layoffs and business closures. Rob Gamble explained the return on investment for funding services to prevent business closures. The savings to tax payers is the projected average unemployment insurance that would have been paid to laid off individuals in businesses that might have closed or downsized without WIB services. Regional Adviser Doug Orlando noted ways that Rapid Response funds can be used including for incumbent worker training although incumbent worker training must be justified

carefully. WIB members were asked to inform the WIB of any business closing or at risk of closing. A workgroup was formed to help with deployment of the services. Dave Hood, Denise O’Laughlin and Steve Mangelsen volunteered.

Action: *Accept report and Early Warning System*

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Carol Siegel
Abstentions: None.
Committee Action: All voted in favor; motion passed.

Presentation Item

Subject: P.1 Highlights of Business Presentation by James MacGregor

Recommendation: *No action required.*

Discussion: Santa Cruz Chamber Director Bill Tysseling presented highlights of a recent presentation by James MacGregor, publisher of the Silicon Valley/San Jose Business Journal.

Action: N/A

Information Items I.1 – I. 3

Subject: I.1 Labor Market Information: Employment/Unemployment Information

Action: None Required

Subject: I.2 Rapid Response Activities

Action: None Required

Subject: I.3 Hi Tech Study Recommendations by Four (4) WIBs

Action: None Required

Presentation Item

Subject: P.2 Road Trip Nation by WIA Youth Services Santa Cruz County Office of Education

Recommendation: *No action required.*

Discussion: Jo Ann Allen of the Santa Cruz County Office of Education introduced Francisco Estrada and Genesis Martinez who presented highlights of Road Trip Nation program.

Action: N/A

Meeting adjourned at: 11:38 am

**Next Meeting: February 22, 2012 at 8:30 am
Simpkins Family Swim Center
979 17th Avenue, Santa Cruz, CA**

CONSENT ITEM C.1

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, WIB Director
Gary McNeil, WIB Sr. Analyst
Sara Paz-Nethercutt, WIB Sr. Analyst
Teresita Hinojosa, WIB Sr. Analyst

For Information

For Action

SUBJECT: WIB Committee Reports

RECOMMENDATION: Accept and File Committee Reports:

- **Comprehensive Economic Development Strategy (CEDS)**
- **Career Center Committee**
- **Youth Council**

COMMITTEE ACTION: Executive Committee January 25, 2012
CEDS Committee..... January 18, 2012
Career Center Committee.... January 11, 2012
Youth Council..... December 14, 2011

DISCUSSION: Reports are attached for review.

ATTACHMENTS:

Committee Reports:

- CEDS Committee January 18, 2012
- Career Center Committee.... January 11, 2012
- Youth CouncilDecember 14, 2011

C.1 Attachment 1

FROM: Gary McNeil, WIB Sr. Analyst

SUBJECT: CEDS Committee Report

RECOMMENDATION: Accept and File CEDS Committee Report

COMMITTEE ACTION: Executive Committee January 25, 2012
CEDS Committee January 18, 2012

DISCUSSION: At the January 18, 2012 Comprehensive Economic Development Strategy (CEDS) Committee Meeting, the following items were considered.

Review of Draft 2011 CEDS Performance Update

The Workforce Investment Board and the CEDS Committee is in the process of preparing the 2011 CEDS annual performance update which must be submitted to the federal Economic Development Administration (EDA) by March 17, 2012. EDA regulations require the completion of an annual performance update to the CEDS, reporting on the status of identified key indicators, and progress in achieving the prioritized public projects referenced in the 5-year plan. Meeting the CEDS requirements is a prerequisite to eligibility for EDA funding to support local public projects. Preparation of the 2011 CEDS Update has been delayed by concern about loss of redevelopment agency resources and impact on local economic development efforts. The CEDS Committee reviewed and approved the draft 2011 CEDS annual update subject to the addition of data, information, and confirmation of the jurisdictional priority projects.

Options for Completing the 2012 5-Year CEDS Plan

The current CEDS for the Santa Cruz County planning area, consisting of the County of Santa Cruz unincorporated area, and the Cities of Capitola, Santa Cruz, Scotts Valley and Watsonville, was completed in 2007, will expire this year, and a new five-year plan must be developed and approved by the EDA. The Committee considered options for planning for the development and completion of the 5-year 2012 Comprehensive Economic Development Strategy. Completing a 5-year CEDS plan may be impacted by the lack of available funding from redevelopment agencies and reduced economic development activity. The Committee set up a work group to work with staff to further develop options and recommended that the CEDS formally request the Economic Development Agency allow for a 5th year performance update in lieu of a full CEDS plan.

Rapid Response Early Alert System

The CEDS Committee also received a presentation from WIB Rapid Response consultant Rob Gamble and Small Business Development Center Director Teresa Thomae on the Early Alert System for Rapid Response. The Early Alert System is a communication and information network that informs the WIB's Rapid Response Team of potential and actual job layoffs that may be happening or may occur due to business closure or scaled back operations. With this information, the WIB and its partners can plan for, offer, and provide layoff aversion services to employers and staff.

Jurisdictional Roundtable on the Status of Local and Regional Economic Development Strategies

Jurisdictional representatives from Capitola, Santa Cruz City, and Santa Cruz County reported on the status of economic development projects in their respective jurisdictions.

C.1 Attachment 2

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

SUBJECT: Career Center Committee Report

RECOMMENDATION: Accept and File Career Center Committee Report

COMMITTEE ACTION: Executive Committee January 25, 2012
Career Center Committee January 11, 2012

DISCUSSION: At the January 11, 2012 Career Center Committee meeting the following items were discussed and approved:

1) WIB Strategic Plan: PY 2011-12 Career Center Committee Action Items

Program Year (PY) 2012-13 workforce operations and possible strategic actions were discussed and in efforts to be more efficient, more effective, and more adaptive to serve unemployed customers and business by the workforce partners and system a committee workgroup was formed.

Reviewed Committee's Strategic Plan adopted action steps and progress to help the WIB meet its PY 2011-12 goals. Proposed name change for Committee. "Workforce System Oversight Committee" was tabled for future consideration.

2) WIB Laid Off Worker Grant Update

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.

3) Veterans Services

The committee reviewed the following Veteran's Services Initiatives:

- a. 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.

- b. 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
- The requirements are detailed on the DOL website at:
http://wdr.doleta.gov/directives/corr_doc.cfm?DOCN=2816.
- c. Santa Cruz County Vet-Net Summit 2012 on January 18th:

4) Information items received by the Committee:

- I.1 Update on career centers operations, including outcomes and Performance Data for WIA Adult and Dislocated Worker for Program Year 2010-11 and Performance Data for WIA Adult and Dislocated Worker for the 1st quarter PY 2011-12
- I.2 Labor Market Information
- I.3 Rapid Response Activities

C.1 Attachment 3

FROM: Teresita Hinojosa, WIB Sr. Analyst
David Lundberg, WIB Director

SUBJECT: Youth Council Report

RECOMMENDATION: Accept and File Youth Council Report

COMMITTEE ACTION: Executive Committee January 25, 2012
Youth Council December 14, 2011

DISCUSSION: The following items were presented and approved.

WIB Strategic Planning for Youth Council Action Items

The Youth Council members reported on efforts to recruit 2-3 new business members for PY 2011-12 targeting the following sectors: Hospitality, Food Service, Health Care, Retail, and Agriculture. New WIB board member Denise O’Laughlin, Director of Human Resources for Chaminade Resort & Spa, became a member of the Youth Council adding one new business member to the Youth Council. One to two additional business members are being recruited. No action was taken.

2012 Summer Youth Employment Program Report

Carol Siegel reported on updates for 2012 Summer Youth Employment Program (SYEP) that included the following:

- The annual Good Times Community Fund chose the SYEP to be one of its four nonprofits to raise local funding for this year. A big “thank you” to Ron Slack, Publisher of The Good Times, for his commitment to youth in our community! For every dollar donated, the Packard Foundation will provide a dollar-per dollar match. A letter was developed by Ron Slack that was distributed to the WIB board members, and is being distributed to businesses. Members were asked to please distribute the Community Fund letter to their contact lists. The Community Fund campaign ended on January 7, 2012.
- A major fundraiser is being planned for May 19, 2012 at Cabrillo College Crocker Theater. This event will be a youth talent search to benefit the SYEP and help raise \$300,000 to employ over 100 youth for the 2012 summer season. The event will include a VIP reception with a silent auction, multi-media throughout the program, plus a local and well known artist to MC and direct the program. The genres will include; music, dance, glee, bands, theatrical performance, and stand-up comedy.

WIB members are being asked to attend the VIP reception and event, as well as donate auction items, food, beverages, and gifts for all the winners. We will also be needing volunteers the day of the event, so if you know young people who might be interested in assisting, please contact Sarah Ferguson at segergus@hotmail.com.

YOUTH - Sueños Program

The chart below shows the Formula WIA Youth 1st quarter Performance goals of PY 2011-12. The Entered Education or Employment Rate will be watched for the 2nd quarter performance.

Youth Performance Goals	PY 2011-12 Santa Cruz LWIA Goals	1st Quarter Performance Level	Local Success Level (80%)	Met Goal	Met 80% Target?
Entered Education or Employment Rate	65%	40%	62%	NO	NO
Attained Degree or Certificate	61%	100%	164%	YES	YES
Literacy & Numeracy Gain	40%	27.27%	68%	YES	YES

Program Year (PY) 2011-12 1st Quarter Financial Status September 30, 2011 Report

It is usual for 1st quarter expenditures to be lower as the contractor and training provider invoices are received after the quarter has ended. These expenditures will show in the 2nd quarter report.

FY 11/12 YOUTH PROGRAMS	Budget Formula	Expend Formula	% Expend	Balance
	\$1,061,517	\$52,680	5.0%	\$1,008,837

CONSENT ITEM C.2

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: Additional WIA Formula Allocation for PY 2011-12

RECOMMENDATION:

- Directed staff to budget the additional Formula WIA Adult and Dislocated Worker (DW) Programs funds;
- Approved the additional Adult Formula program amount for more Training and Support Services; and the additional DW program funds to be used to develop and implement WIA Express Lane Services; and
- Authorized the WIB Director to make minor adjustments to the budgets as needed to meet program goals and expenditure goals; and to report on any changes to the Executive Committee.

COMMITTEE ACTION: Executive Committee January 25, 2012

DISCUSSION: On November 17, 2011, the State allocated additional WIA funds to Local Workforce Investment Areas including Santa Cruz County as a result of changes in federal requirements to reduce the Governor's Reserve to 5%.

WIA Formula 2011-12	Original Allocation	Augmentation	Carry-In from PY 2010-11	Final Budget
Adult	749,433	69,181	26,058	844,672
Dislocated Worker	905,056	105,780	38,074	1,048,910
Youth	989,120		72,396	1,061,156
Sub-total	\$2,643,609	174,961	\$ 136,528	\$2,954,738
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

Revised January 25, 2012 numbers in BOLD.

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 + 62,263	\$314,452		\$622,748
Emergency Dislocated Worker Grant			\$403,557	\$1,026,305
			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

Adult Formula Funds

In the January review of training commitments, the Formula Adult training funds are almost entirely committed to participants. The WIB Director recommends that the entire program additional allocation be used for direct services (\$62,263 of the \$69,181 augmentation) for participant's training and supportive service costs.

DW Formula Funds

The Dislocated Worker formula and Emergency training and support service funds are still available for customers. The WIB Director recommends the additional funds for services (\$95,203 of \$105,780) be used for the WIA Express Lane services. Currently, WIA services are provided at the Watsonville Career Center with some OJT services at Shoreline Workforce Development Services in Santa Cruz. The Express Lane services would include mobile services to other northern parts of the County, including the San Lorenzo Valley. The services would include expedited intake, assessment, enrollment and initiation of services (Intensive and/or Training). Express Lane services will include the development of virtual and technology-based enhancements to services for job seekers and businesses; and provide additional hours of operation at the Shoreline Santa Cruz Career Center.

ATTACHMENTS: None.

CONSENT ITEM C.3

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: Individual Training Account Cap Exception for PY 2011-12

RECOMMENDATION: Approved Individual Training Account Cap Exception to June 30, 2012.

COMMITTEE ACTION: Executive Committee January 25, 2012

DISCUSSION: As you may recall, the WIB's policy for Individual Training Accounts (ITA) has a \$4,500 cap (\$4,000 for training; \$500 for supportive services). Some training providers chosen by participants have adjusted their tuition to \$4,500 leaving no funds in their scholarship for supportive services. According to the current ITA Policy, exceptions to the \$4,500 cap can be made on a case by case basis with approval by the Program Manager and notification to the WIB Director. This is a time consuming process.

With the additional funds received by the WIB and an assessment of expenditures, there is funding to assist more WIA participants with supportive services. Supportive services include transportation to and from training (bus passes, mileage reimbursement) and/or childcare which can be approved when there is a demonstrated need. If the full ITA amount of \$4500 is used for training or tuition, then an additional \$500 can be approved for supportive services. Rather than having to make exceptions on a case by case basis to exceed the ITA Policy cap of \$4,500, the WIB Director recommends an overall exception to the Policy through June 30, 2012. This would give staff the ability to approve \$500 in supportive services to participants in the Adult, Dislocated Worker, and Emergency Dislocated Worker grant programs. Approval would mean that an individual waiver form will not need to be prepared by staff and approved by the Program Manager. The need for the additional \$500 for supportive services would be noted in the case file. The number of such exceptions will be monitored by the Program Manager.

Approve an ITA exception to be retroactive to January 1, 2012 through June 30, 2012 when needed by the participant to complete training and job search. ITAs can be written up to \$5,000 with \$500 for supportive services. This is only for ITAs where the training cost is \$4,500 or more. ITAs that meet this condition may be written without completing an individual exception/waiver.

ATTACHMENTS: None.

CONSENT ITEM C.4

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director

For Information

For Action

**SUBJECT: Workforce Investment Board
2010 and 2011 Annual Report to the Board of Supervisors**

RECOMMENDATION: For inclusion in the 2010 and 2011 Annual Report to the Board of Supervisors to be submitted by the end of January 2012:

- **Considered and approved in concept the draft 2010 and 2011 Annual Workforce Investment Board Report to the Santa Cruz County Board of Supervisors;**
- **Authorized the WIB Director to complete the Annual Report and submit it to the Board of Supervisors.**

COMMITTEE ACTION: Executive Committee January 25, 2012

DISCUSSION: Pursuant to County Ordinance, the Workforce Investment Board must submit a report to the Board of Supervisors every two years highlighting its activities, goals and accomplishments from the preceding two calendar years. The current WIB biennial report is due January 31, 2012. Other subjects to be included in the report are the future goals of the board, the role the board will play, meeting schedules, board member attendance, and board structure during the report period.

The Board of Supervisors accepted the WIB's 2010 and 2011 Annual Report at its February 7, 2012 meeting. The full text of the Report can be viewed at:
http://sccounty01.co.santa-cruz.ca.us/bds/Govstream/BDSvData/non_legacy/agendas/2012/20120207/PDF/023.pdf

ATTACHMENTS: None

CONSENT ITEM C.5

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: Performance Data and Fiscal Report for WIA Programs for the 1st Quarter PY 2011-12 and Updates on Special Services/Grants

RECOMMENDATION:

- **Accepted Workforce Investment Act Financial Reports and Performance Data for 1st Quarter PY 2011-12; and**
- **Reviewed Emergency Laid Off Grant service information.**

COMMITTEE ACTION: Executive Committee January 25, 2012

STRATEGIC PLAN:

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

Action 1.5: Develop an outcome measurement system (effectiveness, efficiency, customer satisfaction, cost) for WIA services and contractors to ensure continuous quality improvement.

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 that are proposed to continue for PY 2011-12. These are “Common Measures” for all WIA participants. The Local Workforce Investment Area (LWIA) must meet 80% of each performance goal by the end of the year. The LWIA is meeting Adult and DW performance standards in all areas at 80% or better.

Adult and DW Performance Goals	Participant Categories	PY 2010-11 Santa Cruz LWIA Goals	10/20/2011 Base Wage Report	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

YOUTH - Sueños Program for Watsonville/Freedom area youth

The chart below shows the Formula WIA Youth 1st Quarter Performance goals of PY 2011-12. The Entered Education or Employment Rate will be watched for the 1st Quarter performance.

Youth Performance Goals	PY 2011-12 Santa Cruz LWIA Goals	1st Quarter Performance Level	Local Success Level (80%)	Met Goal	Met 80% Target?
Entered Education or Employment Rate	65%	40%	62%	NO	NO
Attained Degree or Certificate	61%	100%	164%	YES	YES
Literacy & Numeracy Gain	40%	27.27%	68%	YES	YES

Program Year (PY) 2011-12 1st Quarter Financial Status September 30, 2011 Report

It is usual for 1st quarter expenditures to be lower as the contractor and training provider invoices are received after the quarter has ended. These expenditures will show in the 1st quarter report.

PY 2011-12 WIA PROGRAM EXPENDITURE SUMMARY

as of 9/30/11

FY 11/12 Adult Programs	Budget Formula	Expend Formula	% Expend	Balance
	775,493	143,845	18.5%	631,648

FY 11/12 DW Programs	Budget Formula	Expend Formula	% Expend	Balance
	943,130	162,979	17.3%	780,151

FY 11/12 Youth Programs	Budget Formula	Expend Formula	% Expend	Balance
	1,061,517	52,680	5.0%	1,008,837

FY 11/12 Rapid Response	Budget Formula	Expend Formula	% Expend	Balance
	184,691	25,473	13.8%	159,218

FY 11/12 Special Projects	Budget Formula	Expend Formula	% Expend	Balance
RR Additional Asst	999,795	120,682	12.1%	878,113
Incentive Grant	9,104		0.0%	9,104
NEG - OJT	160,985	30,798	19.1%	130,187
NEG - Tsunami	1,398,100	151,026	10.8%	1,247,074
	2,566,984	302,506	11.8%	2,264,478

The “Rapid Response Asst” in the chart is the Emergency Laid Off Worker Grant: 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 WIB application of additional funds for PY 2012-13.

ATTACHMENTS: 1st Quarter Financials for WIA PY 2011-12

C.5 Attachment 1

COUNTY OF SANTA CRUZ - WORKFORCE INVESTMENT BOARD
 Quarterly Financial Status Report Summary

Period Ending 9/30/2011

WIA FORMULA Grants	Formula Adult	Formula Dislocated Worker	Formula Youth	TOTAL
BUDGET				
Carry-In from FY 10/11	26,060	38,074	72,397	136,531
FY 11/12 Allocation	749,433	905,056	989,120	2,643,609
Total Budget	775,493	943,130	1,061,517	2,780,140
EXPENDITURE				
YTD Expend as of 9/30/11	143,845	162,979	52,680	359,504
Balance	631,648	780,151	1,008,837	2,420,636
Percent Expend	18.5%	17.3%	5.0%	87.1%

Rapid Response / Other Grants	RR Formula	DW Emergency Add Assist	NEG-OJT Program	NEG-Tsunami Program	Incentive Award	TOTAL
Budget	207,006	999,795	160,985	1,398,100	9,104	2,774,990
YTD Expend as of 9/30/11	25,473	120,682	30,798	151,026	-	327,979
Balance	181,533	879,113	130,187	1,247,074	9,104	2,447,011
Percent Expend	12.3%	12.1%	19.1%	10.8%	0.0%	11.8%

C.5 Attachment 2

COUNTY OF SANTA CRUZ - WORKFORCE INVESTMENT BOARD

Workforce Investment Act and Related Programs

Quarterly Financial Status Report

Period Ending **9/30/2011**

WIA CORE PROGRAMS	Adult	Dislocated Worker	Youth	TOTAL Core Programs	% of Total
BUDGET					
Carry-In from FY 10/11	26,060	38,074	72,397	136,531	4.9%
FY 11/12 Authorized Budget	749,433	905,056	989,120	2,643,609	95.1%
FY 11/12 Total	775,493	943,130	1,061,517	2,780,140	100.0%

EXPENDITURE					
WIB Services					
Administration	15,214	18,264	19,584	53,062	14.8%
Program Services	3,509	4,785	11,963	20,257	5.6%
Contracts	21,133	21,133	21,133	63,399	17.6%
Reserve	-	-	-	-	0.0%
WIB Total	39,856	44,182	52,680	136,718	38.0%
WFSCC Operations					
Career Center Operations	51,224	65,929	-	117,153	32.6%
Training-OJT-Support Svcs	52,765	52,868	-	105,633	29.4%
WFSCC Total	103,989	118,797	-	222,786	62.0%
Total	143,845	162,979	52,680	359,504	100.0%
Balance	631,648	780,151	1,008,837	2,420,636	
% Expended	18.5%	17.3%	5.0%	12.9%	

Admin Expenditure YTD	15,214	18,264	19,584	53,062	
Max. Allowable Expenditure	74,944	90,507	98,912	264,363	
% of Maximum	20.3%	20.2%	19.8%	20.1%	

Carry-In Budget (All Funds)	26,060	38,074	72,397	136,531	
Carry-In Exenditure (All Funds)	24,017	38,072	-	62,089	
Percent Expended	92.2%	100.0%	0.0%	45.5%	

Contracts

1 - WIB

Cabrillo College: Fast Track to Work (FT2W)
 Geographic Solutions: Virtual Career Center (VCC)
 Santa Cruz County Office of Education: Youth Services
 Shoreline Workforce Development: On the Job Training (OJT)

C.5 Attachment 3

COUNTY OF SANTA CRUZ - WORKFORCE INVESTMENT BOARD

**Workforce Investment Act and Related Programs
Quarterly Financial Status Report**

Period Ending **9/30/2011**

OTHER GRANTS	RR Formula	DW Emergency Add Assit	NEG_OJT Program	NEG- Tsunami Program	Incentive Award	TOTAL Programs	% of Total
BUDGET							
Carry-In from FY 10/11	22,315					22,315	0.8%
FY 11/12 Authorized	184,691	999,795	160,985	1,398,100	9,104	2,752,675	99.2%
FY 09/10 Total	207,006	999,795	160,985	1,398,100	9,104	2,774,990	100.0%

EXPENDITURE							
WIB Services							
Administration	-	25,520	-	35,090		60,610	18.5%
Program Services	25,473	25,999		12,867		64,339	19.6%
Contracts*	-	-	5,111	103,069	-	108,180	33.0%
Other	-			-	-	-	0.0%
WIB Total	25,473	51,519	5,111	151,026	-	233,129	71.1%
WFSCC Operations							
Career Center Operations	-	69,163	-	-	-	69,163	21.1%
Training-OJT-Support Svcs	-	-	25,687	-	-	25,687	7.8%
WFSCC Total	-	69,163	25,687	-	-	94,850	28.9%
Total	25,473	120,682	30,798	151,026	-	327,979	100.0%
Balance	181,533	879,113	130,187	1,247,074	9,104	2,447,011	
% Expended	12.3%	12.1%	19.1%	10.8%	0.0%	11.8%	

Projected Expenditure	207,006	999,795	160,985	1,398,100	9,104	2,774,990	
Year End Balance (Estimate)	-	-	-	-	-	-	
Percent Projected	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Contracts:

1-WIB

Santa Cruz County Office of Education: Youth Services
 Shoreline OJT & Job Skills - DW Emergency Rapid Response Additional Assistance
 Community Action Board - DW Emergency Rapid Response Additional Assistance
 Shoreline OJT - NEG OJT
 Cabrillo College SBDC - Rapid Response
 Central Coast Energy - NEG Tsunami
 Community Action Board - NEG Tsunami

C.5 Attachment 4

COUNTY OF SANTA CRUZ - WORKFORCE INVESTMENT BOARD

Workforce Investment Act Core Programs

Period Ending **9/30/2011**

BUDGET STATUS	Adult	Dislocated Worker	Youth	TOTAL Core Programs	Total
CARRY-IN from FY 10/11					
WIB Services					
Administration				-	0.0%
Program Services				-	0.0%
Contracts	-		36,710	36,710	26.9%
WIB Total	-	-	36,710	36,710	26.9%
WFSCC Operations					
Career Center Operations	15,852	20,549		36,401	26.7%
Training-OJT-Support Svcs	10,208	17,525		27,733	20.3%
Reserve			35,687	35,687	26.1%
WFSCC Total	26,060	38,074	35,687	99,821	73.1%
TOTAL CARRY-IN BUDGET	26,060	38,074	72,397	136,531	100.0%
% of Total	19.1%	27.9%	53.0%	100.0%	

FY 11/12 AUTHORIZED					
WIB Services					
Administration	74,944	90,507	98,912	264,363	10.0%
Program Services	33,724	40,728	44,510	118,962	4.5%
Contracts	81,420	85,846	845,698	1,012,964	38.3%
WIB Total	190,088	217,081	989,120	1,396,289	52.8%
WFSCC Operations					
Career Center Operations	323,518	391,048		714,566	27.0%
Training-OJT-Support Svcs	235,827	296,927	-	532,754	20.2%
WFSCC Total	559,345	687,975	-	1,247,320	47.2%
FY 11/12 AUTHORIZED	749,433	905,056	989,120	2,643,609	100.0%
% of Total	28.3%	34.2%	37.4%	100.0%	

FY 11/12 COMBINED					
WIB Services					
Administration	74,944	90,507	98,912	264,363	9.5%
Program Services	33,724	40,728	44,510	118,962	4.3%
Contracts	81,420	85,846	882,408	1,049,674	37.8%
Reserve	-	-	35,687	35,687	
WIB Total	190,088	217,081	1,061,517	1,468,686	52.8%
WFSCC Operations					
Career Center Operations	339,370	411,597	-	750,967	27.0%
Training-OJT-Support Svcs	246,035	314,452	-	560,487	20.2%
WFSCC Total	585,405	726,049	-	1,311,454	47.2%
FY 11/12 TOTAL	775,493	943,130	1,061,517	2,780,140	100.0%
% of Total	27.9%	33.9%	38.2%	100.0%	

CONSENT ITEM C.6

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director



For Information



For Action

SUBJECT: Performance Data and Fiscal Report for WIA Programs for the 2nd Quarter PY 2011-12 and Special Grants

RECOMMENDATION: Accept WIA 2nd Quarter PY 2011-12 Financial Reports and Performance Information

COMMITTEE ACTION: None.

STRATEGIC PLAN:

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

Action 1.5: Develop an outcome measurement system (effectiveness, efficiency, customer satisfaction, cost) for WIA services and contractors to ensure continuous quality improvement.

DISCUSSION: The 2nd Quarter ending December 31, 2011 information on WIA programs financial, participant numbers, and performance was received by WIB staff in February after the Executive Committee meeting and is presented below.

Program expenditures year-to-date are lower than expected due to several reasons including late notice and receipt of two new grants that WIB and WIA staff have been implementing; the Tsunami National Emergency grant and the Emergency Dislocated Worker grant. The WIB was closing ARRA (American Recovery and Reinvestment Act) federal stimulus fund projects and services at the same time as the new contracts for services were being implemented. Due to the end of ARRA funding for staff and operations, the WIA staff and services at the Watsonville Career Center were integrated into the Eligibility Benefits Services Division (EBS) of the Human Services Department under a new Program and Career Center Manager in August.

To increase the numbers of Adult and Dislocated Worker individuals being served and to increase training and support service expenditures in the 3rd Quarter, EBS has implemented a new orientation and intake model for the Watsonville Career Center that gets individuals enrolled into WIA services more quickly. The WIB has developed a contract amendment with Shoreline Workforce Development Services to perform outreach, eligibility, and intake in the northern part of Santa Cruz County to increase participants and training (see Item C.7-Plan and Service Provider Recommendation for WIA Express Lane Services). WIA services have been primarily at the Watsonville Career Center due to the high unemployment rate in the Watsonville and Freedom areas. The expanded services to be provided by Shoreline effective February 1, 2012 will be provided in the northern part of the County. The WIB staff together with contractors are closely monitoring the expenditures and participant numbers to increase them.

The Tsunami Recovery project is on track to expend 100% of the funds when it ends March 31, 2012 and projects 70 participants above the 57 planned.

	Annual Plan	Actual	% of Annual Plan
Adult Summary 201			
Cumulative Enrollments (new and carry-in)	263	177	67%
Total New Enrollments	110	43	39%
Dislocated Worker Summary 501			
Cumulative Enrollments (new and carry-in)	326	206	63%
Total New Enrollments	130	36	28%
NEG-Tsunami 342 (4/2011 thru 9/2011)			
Cumulative Enrollments (new and carry-in)	57	59	132%
Emergency DW Grant 527 (4/2011 thru 9/2011)			
Cumulative Enrollments (new and carry-in)	210	26	12%
Training Services	90	20	22%

2011-12 Program Year (PY) 2nd Quarter Financial Status December 31, 2011 Report
as of 12/31/11

FY 11/12 ADULT PROGRAMS	Budget Formula	Expend Formula	% Expend	Balance
	844,674	299,720	35.5%	544,954

FY 11/12 DW PROGRAMS	Budget Formula	Expend Formula	% Expend	Balance
	1,048,910	357,747	34.1%	691,163

FY 11/12 YOUTH PROGRAMS	Budget Formula	Expend Formula	% Expend	Balance
	1,061,517	227,259	21.4%	834,258

FY 11/12 RAPID RESPONSE	Budget Formula 11/12	Expend Formula	% Expend	Balance
	184,690	57,270	31.0%	127,420

FY 11/12 Special Projects	Budget Formula	Expend Formula	% Expend	Balance
RR Additional Asst	999,795	232,500	23.3%	767,295
Incentive Grant	9,104	-	0.0%	9,104
NEG - OJT	160,985	50,477	31.4%	110,508
NEG - Tsunami	1,398,100	539,333	38.6%	858,767
Economic Development CEDS	40,851	19,398	47.5%	21,453
	2,608,835	841,708	32.3%	1,767,127

Performance Information: This information is for the 2nd Quarter WIA performance. The goals are the PY 2010-11 goals that are proposed to continue for PY 2011-12. These are “Common Measures” for all WIA participants. The Local Workforce Investment Area (LWIA) wants to meet 80% of each performance goal by the end of the program year. Through the 2nd Quarter the LWIA is meeting the Adult, Dislocated Worker, and Youth performance standards in all areas.

Adult and Dislocated Worker Common Measures Performance

Common Measures Performance Goal	Participant Categories	PY 11-12 Santa Cruz LWIA Goals	2 nd Quarter Performance Report	Met Goal?	Met 80% Target?
Entered. Employment Rate	Adult	73%	65%	NO	YES
	Dislocated Worker	73%	75%	YES	YES
Retention Rate – 9 months (1, 2, & 3 Quarters after exit)	Adult	78%	86%	YES	YES
	Dislocated Worker	81%	84%	YES	YES
Average Earnings 2 nd & 3 rd Qtr. after exit to 2 nd & 3 rd Qtr. prior to WIA participation	Adult	\$12,500	\$22,364	YES	YES
	Dislocated Worker	\$13,500	\$16,950	YES	YES

Youth Common Measures Performance

Common Measures	PY 11-12 Performance LWIA Goals	2nd Quarter Performance Level	Performance to goal	Met Goal?	Met 80% Target?
Entered Education or Employment Rate	65%	56.60%	87%	NO	YES
Attained Degree or Certificate	61%	100%	164%	YES	YES
Literacy & Numeracy Gains	40%	56.52%	141%	YES	YES

ATTACHMENTS:

- 2nd Quarter Financial summary for WIA PY 2011-12

C.6 Attachment 1

COUNTY OF SANTA CRUZ - WORKFORCE INVESTMENT BOARD

Quarterly Financial Status Report Summary

Period Ending **12/31/2011**

WIA FORMULA Grants	Formula Adult	Formula Dislocated Worker	Formula Youth	TOTAL
BUDGET				
Carry-In from FY 10/11	26,060	38,074	72,397	136,531
FY 11/12 Allocation	818,614	1,010,836	989,120	2,818,570
Total Budget	844,674	1,048,910	1,061,517	2,955,101
EXPENDITURE				
YTD Expend as of 12/31/11	299,720	357,747	227,259	884,726
Balance	544,954	691,163	834,258	2,070,375
Percent Expend	35.5%	34.1%	21.4%	70.1%

Rapid Response/Other Grants	RR Formula	DW Emergency Add Assist	NEG-OJT Program	NEG-Tsunami Program	Incentive Award	TOTAL
Budget	207,006	999,795	160,985	1,398,100	9,104	2,774,990
YTD Expend as of 12/31/11	63,750	232,499	50,477	539,333	-	886,059
Balance	143,256	767,296	110,508	858,767	9,104	1,888,931
Percent Expend	30.8%	23.3%	31.4%	38.6%	0.0%	31.9%

C.6 Attachment 2

COUNTY OF SANTA CRUZ - WORKFORCE INVESTMENT BOARD

Workforce Investment Act and Related Programs

Quarterly Financial Status Report

Period Ending **12/31/2011**

WIA CORE PROGRAMS	Adult	Dislocated Worker	Youth	TOTAL Core Programs	% of Total
BUDGET					
Carry-In from FY 10/11	26,060	38,074	72,397	136,531	4.6%
FY 11/12 Authorized Budget	818,614	1,010,836	989,120	2,818,570	95.4%
FY 11/12 Total	844,674	1,048,910	1,061,517	2,955,101	100.0%

EXPENDITURE					
WIB Services					
Administration	36,230	44,177	44,341	124,748	14.1%
Program Services	3,509	4,785	35,325	43,619	4.9%
Contracts	38,799	37,362	147,593	223,754	25.3%
Reserve	-	-	-	-	0.0%
WIB Total	78,538	86,324	227,259	392,121	44.3%
WFSCC Operations					
Career Center Operations	126,299	156,057	-	282,356	31.9%
Training-OJT-Support Svcs	94,883	115,366	-	210,249	23.8%
WFSCC Total	221,182	271,423	-	492,605	55.7%
Total	299,720	357,747	227,259	884,726	100.0%
Balance	544,954	691,163	834,258	2,070,375	
% Expended	35.5%	34.1%	21.4%	29.9%	

Admin Expenditure YTD	36,230	44,177	44,341	124,748	
Max. Allowable Expenditure	81,861	101,083	98,912	281,856	
% of Maximum	44.3%	43.7%	44.8%	44.3%	

Carry-In Budget (All Funds)	26,060	38,074	72,397	136,531	
Carry-In Exenditure (All Funds)	26,059	38,072	72,397	136,528	
Percent Expended	100.0%	100.0%	100.0%	100.0%	

Contracts

1 - WIB

Cabrillo College: Fast Track to Work (FT2W)
 Geographic Solutions: Virtual Career Center (VCC)
 Santa Cruz County Office of Education: Youth Services
 Shoreline Workforce Development: On the Job Training (OJT)
 Shoreline Workforce Development: Mobile WIA Services

C.6 Attachment 3

COUNTY OF SANTA CRUZ - WORKFORCE INVESTMENT BOARD

**Workforce Investment Act and Related Programs
Quarterly Financial Status Report**

Period Ending **12/31/2011**

OTHER GRANTS	RR Formula	DW Emergency Add Assit	NEG_OJT Program	NEG- Tsunami Program	Incentive Award	TOTAL Programs	% of Total
BUDGET							
Carry-In from FY 10/11	22,315					22,315	0.8%
FY 11/12 Authorized	184,691	999,795	160,985	1,398,100	9,104	2,752,675	99.2%
FY 11/12 Total	207,006	999,795	160,985	1,398,100	9,104	2,774,990	100.0%

EXPENDITURE							
WIB Services							
Administration	-	26,560	-	90,205		116,765	13.2%
Program Services	52,187	52,031				104,218	11.8%
Contracts*	6,480	17,952	13,577	432,782	-	470,791	53.1%
Other	5,083			-	-	5,083	0.6%
WIB Total	63,750	96,543	13,577	522,987	-	696,857	78.6%
WFSCC Operations							
Career Center Operations	-	111,250	-	16,346	-	127,596	14.4%
Training-OJT-Support Svcs	-	24,706	36,900	-	-	61,606	7.0%
WFSCC Total	-	135,956	36,900	16,346	-	189,202	21.4%
Total	63,750	232,499	50,477	539,333	-	886,059	100.0%
Balance	143,256	767,296	110,508	858,767	9,104	1,888,931	
% Expended	30.8%	23.3%	31.4%	38.6%	0.0%	31.9%	

Projected Expenditure	207,006	999,795	160,985	1,398,100	9,104	2,774,990	
Year End Balance (Estimate)	-	-	-	-	-	-	
Percent Projected	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Contracts:

- 1-WIB
- Shoreline OJT & Job Skills - DW Emergency Rapid Response Additional Assistance
 - Community Action Board - DW Emergency Rapid Response Additional Assistance
 - Shoreline OJT - NEG OJT
 - Cabrillo College SBDC - Rapid Response
 - Central Coast Energy - NEG Tsunami
 - Community Action Board - NEG Tsunami

C.6 Attachment 4

COUNTY OF SANTA CRUZ - WORKFORCE INVESTMENT BOARD

Workforce Investment Act Core Programs

					Period Ending	12/31/2011
BUDGET STATUS	Adult	Dislocated Worker	Youth	TOTAL Core Programs	Total	
CARRY-IN from FY 10/11						
WIB Services						
Administration				-	0.0%	
Program Services				-	0.0%	
Contracts	-		72,397	72,397	53.0%	
WIB Total	-	-	72,397	72,397	53.0%	
WFSCC Operations						
Career Center Operations	15,852	20,549		36,401	26.7%	
Training-OJT-Support Svcs	10,208	17,525		27,733	20.3%	
Reserve				-	0.0%	
WFSCC Total	26,060	38,074	-	64,134	47.0%	
TOTAL CARRY-IN BUDGET	26,060	38,074	72,397	136,531	100.0%	
% of Total	19.1%	27.9%	53.0%	100.0%		

FY 11/12 AUTHORIZED						
WIB Services						
Administration	81,861	101,083	98,912	281,856	10.0%	
Program Services	33,724	40,728	44,510	118,962	4.2%	
Contracts	81,420	158,556	810,011	1,049,987	37.3%	
Reserve			35,687	35,687	1.3%	
WIB Total	197,005	300,367	989,120	1,486,492	52.7%	
WFSCC Operations						
Career Center Operations	323,518	342,048		665,566	23.6%	
Training-OJT-Support Svcs	298,091	368,421	-	666,512	23.6%	
WFSCC Total	621,609	710,469	-	1,332,078	47.3%	
FY 11/12 AUTHORIZED	818,614	1,010,836	989,120	2,818,570	100.0%	
% of Total	29.0%	35.9%	35.1%	100.0%		

FY 11/12 COMBINED						
WIB Services						
Administration	81,861	101,083	98,912	281,856	9.5%	
Program Services	33,724	40,728	44,510	118,962	4.0%	
Contracts	81,420	158,556	882,408	1,122,384	38.0%	
Reserve	-	-	35,687	35,687	1.2%	
WIB Total	197,005	300,367	1,061,517	1,558,889	52.8%	
WFSCC Operations						
Career Center Operations	339,370	362,597	-	701,967	23.8%	
Training-OJT-Support Svcs	308,299	385,946	-	694,245	23.5%	
WFSCC Total	647,669	748,543	-	1,396,212	47.2%	
FY 11/12 TOTAL	844,674	1,048,910	1,061,517	2,955,101	100.0%	
% of Total	28.6%	35.5%	35.9%	100.0%		

CONSENT ITEM C.7

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director



For Information



For Action

SUBJECT: WIA Express Lane Services Plan

RECOMMENDATION: Reviewed and approved the draft Plan for WIA Express Lane Services directing WIB staff to finalize a contract amendment with Shoreline Workforce Development Services to provide the services. The amendment will then go to the County Board of Supervisors for approval.

COMMITTEE ACTION: Executive Committee January 25, 2012

STRATEGIC PLAN:

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

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

DISCUSSION: As you know, the Workforce Investment Board received a special state Emergency Dislocated Worker Services grant. This grant has 5 months remaining to operate; all services must be completed by June 30, 2012. WIA services need to be more available in the northern part of the County. Currently WIA services are provided at the Watsonville Career Center due to the high unemployment rate in Watsonville area.

To provide more services to laid-off workers and mobile services to enroll participants from other geographical areas of the County, the WIB staff requested and received a proposal from Shoreline Workforce Development Services to provide immediate services through June 30, 2012 including:

- To develop a mobile staff position for outreach and WIA intake, eligibility and enrollment services.
- To respond to WIB staff requests to send service staff where needed in the county including Rapid Response events.
- To immediately enroll individuals into WIA at Career Center events and recruit individuals for WIA services directly at the event.
- To provide outreach information to the community about available Dislocated Workers services.

Shoreline Workforce Development Services has worked with WIB staff on the services that would begin retroactive to February 1, 2012 and will be approved by the County Board of Supervisors.

WIB staff brought the Plan to the meeting with information on the scope of services for the proposed contract amendment. Funding for these services will come from the Emergency Dislocated Worker grant, formula funds, and Rapid Response funds.

ATTACHMENTS: Express Lane WIA Services Description

C.7 Attachment

WIA Express Lane Services Plan

Shoreline Workforce Development Services has submitted a proposal and budget, at WIB staff request, to provide services to north Santa Cruz County to assist with expediting enrollment into WIA services including the Emergency Dislocated Worker grant. WIB staff will continue to negotiate and plan the services and budget and projects to have the contract amendment approved by the Board of Supervisors on February 28, 2012.

Services to be included in the contract:

- To develop a mobile staff position for outreach and WIA intake, eligibility and enrollment services.
 - Operate a Mobile Career Center (see description below)
- To respond to WIB staff requests to send staff where needed in the county including Rapid Response events.
- To immediately and quickly enroll individuals into WIA at Career Center events and recruit individuals for WIA services directly at the event.
- To provide outreach information to the community about available Dislocated Workers services.

Specifics:

- **Contract services through June 30, 2012.**
- Contract in place February 28, 2012 **retroactive to February 1, 2012.**
- **Number of Participants to be served: Up to 500 individuals***
 - *Core A, WIA Orientation: 500*
 - *Core B, WIA Intake: 353*
 - *Intensive Services/OJT/ITA: 25 (All remaining eligible job seekers will be referred to WIA staff in Watsonville.)*

**In order to meet enrollment goals, an increased number of individuals must be screened.*

- **Service Locations:** Santa Cruz-Shoreline Career Center and various sites throughout Santa Cruz County
- **Extended Santa Cruz-Shoreline Career Center hours:** The Career Center's hours will be extended to Friday to meet customer need. Services will be Monday through Friday, 9 am to 3:30 pm.
- **Weekly WIA Orientation and Intake meetings** at the Santa Cruz-Shoreline Career Center.
- **Mobile Services:** Will travel where needed to provide intake, eligibility, orientation, and other services.

Description of Services: Shoreline Workforce Development Services (Contractor) will perform WIA orientation, intake, and eligibility services, focusing on the areas not currently served by the Watsonville WIA orientations. A regularly scheduled WIA orientation and intake meeting will take place at the Santa Cruz-Shoreline Career Center on a weekly basis (to alternate with those scheduled at the Watsonville Career Center). Other orientation and intake opportunities will be offered at other locations depending upon need.

Staff person will be mobile, able to perform intake and eligibility where the customers may be at a given time (i.e.: onsite at lay-off or Rapid Response event, support the Watsonville Career Center, and/or at another WIA service provider's site).

Staff person will be trained in additional basic skills and work readiness assessment testing, including CASAS, TABE, and WorkKeys. Staff will become a certified WorkKeys proctor, able to provide tests at remote locations with internet access (the attached budget does not reflect any costs associated with WorkKeys proctoring).

The primary venue for delivering these services will be at the Santa Cruz-Shoreline Career Center. The services will take advantage of Shoreline's current WIA OJT and Career Center staff who have experience with VCC case management, WIA regulations, and WIA programs. Participants enrolled will be assessed for OJT eligibility and quickly referred to appropriate staff.

Proposed Budget:

WIA Eligibility / Enrollment Services 2012, (5 Month Program)	
Salaries and Wages <i>(2.5 FTE Job Placement Assistants; .20 FTE Supervisor; 10 FTE Clerical)</i>	36,985
Fringe Benefits & Taxes	8875
Total S&B	45860
OPERATING	
Total Operational	26850
Total Contract Costs	\$72,710.00

Mobile van for Career Center services: WIB has received an offer from Work2Future WIB to share this resource. This would increase capacity to take WIA and Rapid Response services, including computers, to the customer's location or other physical sites. Costs are not yet determined.

CONSENT ITEM C.8

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: New Youth Council Member

RECOMMENDATION: Approve the nomination of Ken Cole to the Youth Council

COMMITTEE ACTION: None

STRATEGIC PLAN:

Goal 4: Increase Board (WIB) Effectiveness

Action 4.1: Examine Board and Committee Structure to ensure Board is as effective as possible

DISCUSSION: Ken Cole has been the Executive Director for the Housing Authority of the County of Santa Cruz; which also serves the Cities of Hollister and San Juan Bautista; since 2008. Mr. Cole previously served as the Executive Director of the Homeless Services Center from 1999 – 2008. He is currently serving on the Homeless Action Partnership Steering Committee, the 2-1-1 Steering Committee, and was just appointed to the Board of Directors for the California Association of Housing Authorities. He also served as a volunteer on the Board of Directors for Pacific Collegiate School, and is a 12 year resident of Santa Cruz County.

The Youth Council is required by WIA and California legislation to have a representative of the local public housing authority. If your Board approves the appointment of Mr. Cole, the Youth Council will be in compliance with this requirement.

ATTACHMENTS:

- Application from Ken Cole (available upon request)

REPORT ITEM R.1

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: New Business Sector Board Members

RECOMMENDATION: Review Efforts to Recruit WIB Business Sector Members

COMMITTEE ACTION: Executive Committee January 25, 2012

DISCUSSION: As you know, your Board has been working on business sector recruitment to have a majority of business sector members as required by the Workforce Investment Act (WIA).

The total WIB target is 20 business members. There are currently two (2) business vacancies. The state is requesting a plan on how the WIB will fill these vacancies.

Pending: Ron Slack, WIB Chair, and the WIB director have contacted Plantronics for a replacement to Steve Blackstone, who took another job. We are waiting for an application to be submitted.

ATTACHMENTS:

- Updated WIB Membership by Business, Labor, and Other Categories

**WIB Members by Business, Labor, and Other
(Government, Education, Economic Development, Community)**

Category	Name	Title	Business/Agency
Business	Aman, Alan	Chief Operating Officer	Palo Alto Medical Foundation
Business	Elliot, Russ	Human Resources Director	Easton-Bell Sports
Business	Gundersgaard, Jon	Senior Technical Recruiter	Seagate Technology
Business	Heien, Janet M.	Human Resources Director	Driscoll's
Business	Hood, Dave	President	First Alarm
Business	Lambert, Julie	Director, Finance and Human Resources	S Martinelli & Co.
Business	Mangelsen, Stephen	Partner	B2B CFO
Business	Miranda, Vicki	VP Human Resources	Dominican Hospital
Business	Mulhearn, Patrick	Business Representative	Aptos Chamber of Commerce
Business	O'Laughlin, Denise	Human Resources Director	Chaminade Resort & Spa
Business	Parker, James	Facility Team Leader	Whole Foods Market
Business	Quist, James	Senior Vice President/ Regional Credit Manager	Wells Fargo Bank
Business	Sherer, Howard	Chief Executive	Hutton Sherer Marketing
Business	Siegel, Carol	Employment Manager	Santa Cruz Seaside Company
Business	Slack, Ron	Publisher	Good Times
Business	Treanor, Mark	Branch Manager	Graniterock
Business	Tysseling, William	Executive Director	Santa Cruz Area Chamber of Commerce
Business	Wolfe, Chris	Equipment Manager	Granite Construction, Inc.
Business	VACANT		
Business	VACANT		
Community Based Organization	Collins, John T.	Senior Vice President	Goodwill Industries
Community Based Organization	Cuevas, Christina	Program Director	Community Foundation of Santa Cruz County
Community Services Block Grant Act	Johnson-Lyons, Christine	Executive Director	Community Action Board
Economic Development Agency	Lipscomb, Bonnie	Director	City of Santa Cruz Redevelopment Agency
Economic Development Agency	Palacios, Carlos	City Manager	City of Watsonville

**WIB Members by Business, Labor, and Other
(Government, Education, Economic Development, Community)**

Category	Name	Title	Business/Agency
Labor Organizations	Arsenault, Paul	Business Representative	Sheet Metal Worker's Union, Local 104
Labor Organizations	Lara, Cesar	Executive Director	Monterey Bay Central Labor Council
Labor Organizations	Morr, Bonnie	Chair	United Transportation Union, Local 23
Labor Organizations	Van Valkenburgh, Ed (Ned)	Marketing Representative	Carpenters Union Local 505
Labor Organizations	Williamson, Bob	Business Representative	IATSE, Local 611
Local Education Entities	Pfotenhauer, Rock	Dean, Career Education and Economic Development	Cabrillo College
Local Education Entities	Powers, Mary	Principal	Santa Cruz Adult School
Local Education Entities	Watkins, Michael	Superintendent	Santa Cruz County Office of Education
Local Government	Caput, Greg	Supervisor	Santa Cruz County Board of Supervisors
Migrant and Seasonal Farmworker Programs	Ayyad, Alia	Director	Center for Employment Training
Older Worker Program - Title V	VACANT		National Council on Aging
Programs under the Wagner-Peyser Act	Deraiche, Rick	Deputy Division Chief	Employment Development Department
Programs under Title I of the Rehabilitation Act of 1973	Berry-Wahrer, Diane	Rehabilitation Supervisor	Department of Rehabilitation
WIA Youth; Adult and Dislocated Workers (Chapter 5)	Espinola, Cecilia	Director	Santa Cruz County Human Services Department
Total	Filled	Vacant	Total if all filled
Business	18	2	20
Labor	5	0	5
Government, Education, Economic Development, , and Other	13	1	14
Total	36	3	39
Business Percentage (required to be majority of 51%)	50%		51%

REPORT ITEM R.2

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: WIB Updates on Grants, Proposals, Legislation and Regional Activities

DISCUSSION: An Information update on current activities and projects was given to the Executive Committee on January 25, 2012 and any updates will be presented.

New:

- **Two regional grant applications by Work2Future to assist Solyndra and Cisco Systems company's laid off workers** includes some funds for Santa Cruz County WIB to assist local workers who were laid off. No new information is available.
- **WIB responded on February 6th to State Program Monitoring October 24-27** draft report that requested three actions: fill vacant seats of business members on WIB for a business majority, fill the Public Housing Authority vacancy on the Youth Council, and submit information on documentation in case records of supportive services approval by program manager. WIB provided information on the actions the WIB will take including filling business vacancies (on agenda) and Housing Authority's membership application for the Youth Council (on consent agenda).
- **Planning 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:
 - WIA funds for PY 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 on the amount of WIA funding. Future projections on WIA are for reduced funding in PY 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 city, county, state, and federal budget reductions. Restructuring and leaner operating systems are being assessed for implementation.
 - New technology is available to increase customer self-service and could be implemented by the WIB and workforce partners to improve customer services.
 - The Virtual Career Center (VCC) system used by the WIB and workforce partners for over 8 years will become a statewide system on July 2, 2012. A WIB staff person is attending many state training sessions to be able to train WIA staff and partner staff in use of the new system and features.

- 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 will require assessment and planning.
- **Approval of Local WIA Plan for PY 2011-12** by the state Workforce Board was received January 10, 2012.

Ongoing updates from previous reports:

- **Early Alert System** for responding to possible business closures or layoffs coordinated by WIB staff and the Small Business Development Center (SBDC) with support by Rob Gamble. Since November, there have been seven reports of business closures or downsizing, and SBDC has been referred to provide business services on two occasions.
- **Tsunami National Emergency Grant (NEG) \$1.4 M** implemented through WIB contracts with Central Coast Energy Services and Community Action Board to assist with tsunami damage and coastal clean-up. To date sixty-two (62) temporary workers have been hired (hiring projections have been exceeded) to work on projects in the Santa Cruz Harbor, cities of Santa Cruz and Capitola, and the coastal state parks. Project will end on March 31, 2012.
- **Regional coordination with Central Coast WIBs, NOVA WIB, and Work2Future WIB** continues for possible new ways to work together and apply for funding together from the Workforce Innovation Fund Grant – Request for Proposal from Department of Labor;
 1. For expanded work experience for youth concept in discussion with Central Coast WIBs; and locally with youth partners
 2. For job retention and increasing employment through services to small businesses and start-ups with expanded coordination and collaboration between the 3 Monterey Bay area WIBs, the 2 Small Business Development Centers, the 3 community colleges, and the economic development managers of municipalities and counties.
- **WIA Reauthorization is still pending in Congress** with several legislative proposals including increasing business membership to two-thirds of WIB; and consolidating 33 of 47 federal training program into 4 funding streams.
- **Regional Occupational Program (ROP) Advisory night February 21** at Harbor High School where WIB was represented by Chair Ron Slack and Vice-Chair Carol Siegel who presented the WIB's strategic goals and the youth summer work challenge.
- **The President's 2013 budget proposes \$12.5 billion for "Pathways to Work Fund" and \$8 billion for a "Community College to Career Fund".**

ATTACHMENTS: None.

DISCUSSION AND ACTION ITEM D.1

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director



For Information



For Action

SUBJECT: WIB Strategic Plan: PY 2011-12 Committee Action Items

RECOMMENDATION: Review progress on the Actions to date on implementing the strategic plan goals

DISCUSSION: The WIB adopted specific actions for each committee to accomplish in Program Year (PY) 2011-12 to achieve the goals in the WIB's 2011-14 Strategic Plan. The Executive Committee decided that it will be the Oversight Committee for assessing and guiding the planned actions and formed a work group. The work group recommended that it meet again soon to review WIB policies. It recommended having the ad hoc Marketing Committee meet to review efforts.

At today's meeting, we will discuss progress on achieving the strategic goals. We will take comments, questions, and recommendations on further achieving the goals in this program year. **We will ask the Board to brainstorm a short list of PY 2012-13 priorities to meet the Strategic Plan goals.**

The first attachment summarizes the Executive and Career Center Committee's and Youth Council's actions and progress toward the Strategic Plan goals. There will also be a presentation regarding the Strategic Plan progress.

Background:

The WIB adopted the 2011-14 Strategic Plan at its February 23, 2011 meeting with the following four goals:

2011-2014 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 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

ATTACHMENTS:

- WIB Strategic Plan: 2011-12 WIB Committee Action Items
- Strategic Dashboard (will bring to meeting)
- Scorecard (will bring to meeting)

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
Career Center		
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	<ul style="list-style-type: none"> No internships or WEX yet. Central Coast Regional Memorandum of Understanding in place. North Monterey County residents being served in Watsonville Career Center. 	<ul style="list-style-type: none"> Not yet underway Completed Underway
Goal 2: 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
Career Center		
<ul style="list-style-type: none"> Increase participation in On the Job Training (OJT). 	<ul style="list-style-type: none"> Added 15 OJTs through the Emergency Dislocated Worker (EDW) Grant. 	<ul style="list-style-type: none"> Contracted OJTs rose from 16 to 31 (over 200% increase): Adult (10); DW (6); EDW (15)
Goal 3: 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. 		
1.1 Action: Youth: 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
Youth Council		
<ul style="list-style-type: none"> Develop specific Plan for 2011 SYEP Implement 2011 SYEP Begin planning for 2012 SYEP 	-2011 SYEP completed -Completed -2012 SYEP Plan developed	<ul style="list-style-type: none"> Planning Completed Ended 8/31/11 Underway
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		
Career Center		
Changes to enhance relevancy of Career Center Committee	-Reconvene the Career Center Operators Meeting workgroup to address the workforce system operational topics. -Establish work groups to review and assess the workforce system for more efficient access for 2012-13 including GED, express lane services and labor market information.	<ul style="list-style-type: none"> First meeting scheduled Assessments being scheduled
Youth Council		
Revitalize the Youth Council/add more business membership: Add 2 - 3 new business members in the following sectors to the YC in 2011-12: -Hospitality -Food Service -Health Care -Retail -Agriculture	2 new business members recruited and approved by 11/2/11 in: 2 General business sector (works with a variety of businesses, introducing youth to different career paths); and Hospitality.	<ul style="list-style-type: none"> Completed
Executive		
4.1 Action: Examine Board and Committee Structure to ensure Board is as effective as possible 4.2 Action: Review Board's Oversight functions for effectiveness and efficiency 4.3 Action: Review Board's Policies and Procedures for effectiveness and to be sure they are up to date		
<ul style="list-style-type: none"> Develop WIB Oversight Committee to oversee Strategic Plan Actions 		
Consider if Executive Committee will be the Oversight Committee or if a separate task group will be formed	Executive Committee will be the oversight committee	<ul style="list-style-type: none"> Task group formed (John Collins, lead; Carol Siegel, Howard Sherer)
<ul style="list-style-type: none"> Developing strategic scorecard for actions by WIB and Committees Consider WIB Committee Structure Review WIB's policies and procedures 	Develop list of actions that the Executive Committee will take	<ul style="list-style-type: none"> Group reviewed Scorecard. In process—ad hoc group will consider WIB policies & take other actions.

PRESENTATION ITEM P.1

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: Workforce Investment Act (WIA) Success Stories

DISCUSSION: From time to time, the Workforce Investment Board (WIB) staff provides opportunities for the Board to hear about how the WIA services the Board oversees have helped individuals in the community. Please read the success stories that follow (additional success stories will be distributed at the meeting). As time allows during today's meeting, some WIB service providers will also give a brief oral report. Pseudonyms are used for participants.

ATTACHMENTS:

- WIA Success Stories 2011-12

Service Provider: Cabrillo College Central Coast Small Business Development Center (SBDC)

Program: Retain Your Employees

The owner of a fitness business was going to close the business at the end of the year and many employees were going to lose their jobs in this struggling economy with no other local options available. An employee and her partner discussed the difficult position the staff was in, and they made the decision to negotiate a purchase of the business. Once the couple gathered the information on the potential sale, they contacted the Central Coast SBDC to review the information, research marketing, and discuss employee policy and hiring options. The CCSBDC Advisor Keith Holtaway reviewed the acquisition and referred the couple to Advisor John Hibble, who provided marketing assistance to increase customers while Advisor Joy Hibble conducted a human resources audit. The Fitness Center stayed open and 7 jobs were retained to continue fitness services to the local community.

Service Provider: Cabrillo College

Program: Fast Track To Work (FTTW)

Eric was a re-entry student who was referred to FTTW after his employer downsized. Eric spent a year looking for work with no luck. He entered the FTTW program as a Dislocated Worker in May 2010. Eric received a Certificate of Achievement in Accounting and a Skills Certificate in Accounting in December 2011. His cumulative GPA is 3.55 and Eric was recently hired on the Cabrillo College campus as an employee in the CEED Fiscal Department as a Grants Assistant.

Service Provider: Community Action Board (CAB)/Community Restoration Project

Program: Tsunami National Emergency Grant (NEG)

Mary was unemployed for two years; since the closure of Gottschalks before she was hired to work on a Tsunami National Emergency Grant work crew. Doing the hard work on the work crew helped Mary realize that she didn't want to do manual labor for the rest of her life. She was motivated to get her life back on track and to get herself back to school. Her plans are to complete her certificate in medical assisting at Cabrillo College and further her education to obtain a degree in social justice. She has applied for part time work at Home Depot and plans to use the landscaping experience gained on the crew to provide excellent customer service.

Service Provider: Community Action Board (CAB) of Santa Cruz County, Inc.
Program: WIA Emergency Dislocated Worker Grant--Women Ventures Project (WVP)/Job Connect

During the summer of 2011, Sandra was laid off from the gardening company she had worked at for two years. In addition to needing to work again, Sandra missed the camaraderie and structure of work, and was becoming discouraged when she entered the CAB training session in October, 2011. She is the main care and financial provider for her family of seven, including her retired husband and 13 year old granddaughter who has special needs. Sandra highly benefitted from the structure, support, new skills, and confidence provided in the CAB WVP/Job Connect training. She also had excellent time and attendance in the program, and put in much effort and commitment. She desired a position that would provide her with health benefits, which she did not have after her summer 2011 layoff. The CAB Job Developer was successful in making a connection for a Greenhouse Technician position with a company that was just locating in Watsonville which handles plant research and propagation. Sandra interviewed for the position, was hired, and started February 2012. It is a full-time position with benefits and a beginning hourly wage rate of \$12.50. Sandra's last position paid her \$10/hr.

INFORMATION ITEM I.1

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: Veterans Services

DISCUSSION: Information was presented to the Executive Committee January 25 and Career Center Committee January 11, 2012 and sent to 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 servicesHighlights 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 was held on January 18.** See attached flyer and please contact the WIB Director if you would like to be connected to someone who attended this for an update.

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:

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 VEAP PROGRAM SPECIALIST
 350 Encinal St., Santa Cruz 95060
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For Monterey County:

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For San Luis Obispo County:

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 880 Industrial Way, SLO 93401
 805-903-1493
cberthiaume@scgoodwill.org

I.1 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.

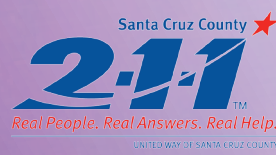
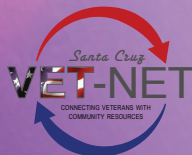
JANUARY 18TH 2012 | 10:30am-1:00pm

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.2

TO: Workforce Investment Board

DATE: February 22, 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 January 2012. The unemployment rate in Santa Cruz County was 12.2 % in December 2011, up from a revised 10.8 % in November 2011, and below the year-ago estimate of 13.8 %. This compares with an unadjusted unemployment rate of 10.9 % for California and 8.3 % for the nation during the same period. For comparison Watsonville city is 25.1%, Capitola is 6.9%, Santa Cruz city is 10.2% and Boulder Creek is 14.1%.

Santa Cruz County

Data Not Adjusted for Seasonality

Industry Employment & Labor Force

March 2010 Benchmark

	Dec 10	Oct 11	Nov 11 Revised	Dec 11 Prelim	Percent Change	
					Month	Year
Civilian Labor Force (1)	147,500	151,900	150,900	149,500	-0.9%	1.4%
Civilian Employment	127,200	136,600	134,600	131,200	-2.5%	3.1%
Civilian Unemployment	20,300	15,300	16,200	18,300	13.0%	-9.9%
Civilian Unemployment Rate	13.8%	10.1%	10.8%	12.2%		
(CA Unemployment Rate)	12.3%	11.2%	10.9%	10.9%		
(U.S. Unemployment Rate)	9.1%	8.5%	8.2%	8.3%		

Monthly Sub Region Unemployment Data/December 2011 (Preliminary)

Region –Sub-Region	Labor Force	Employment	Unemployment	
			Number	Rate
Santa Cruz County	149,500	131,200	18,300	12.2%
Amesti CDP	1,400	1,100	300	21.7%
Aptos CDP	5,700	5,400	300	4.8%
Aptos Hills Larkin Valley CDP	1,300	1,300	100	3.8%
Ben Lomond CDP	1,500	1,400	100	5.1%
Boulder Creek CDP	2,800	2,400	400	14.1%
Capitola city	6,500	6,000	500	6.9%
Corralitos CDP	1,500	1,500	0	1.7%
Day Valley CDP	2,000	1,800	200	8.7%
Felton CDP	600	600	0	0.0%
Freedom CDP	3,100	2,500	700	21.6%
Interlaken CDP	4,200	3,100	1,100	25.1%
Live Oak CDP	9,600	8,600	1,000	10.2%
Opal Cliffs CDP	4,200	3,800	400	10.2%
Rio del Mar CDP	5,700	5,300	400	7.5%
Santa Cruz city	32,400	29,100	3,300	10.2%
Scotts Valley city	5,900	5,600	400	5.9%
Soquel CDP	3,200	2,900	300	9.3%
Twin Lakes CDP	3,500	3,100	300	9.4%
Watsonville city	23,700	17,800	6,000	25.1%

INFORMATION ITEM I.3

TO: Workforce Investment Board

DATE: February 22, 2012

FROM: David Lundberg, Director

For Action

For Information

SUBJECT: Rapid Response Activities

DISCUSSION: For the first half of Program Year (PY) 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.

Through the Early Alert System there have been seven 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.

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 approved
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	<i><<< not including seasonal layoffs</i>	

Attachments: None