



SANTA CRUZ COUNTY

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

www.santacruzwb.com

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*
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- Janel 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*
IATSE, Local 611
- Chris Wolfe, Administrative Equipment Manager*
Granite Construction, Inc.

DIRECTOR:

David Lundberg

**Workforce Investment Board
Simpkins Swim Center
979 17th Avenue, Santa Cruz
Wednesday, November 2, 2011 @ 8:30 am**

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**Next Meetings: Workforce Investment Board
Wednesday, February 22, 2012 @ 8:30 am
Simpkins Swim Center, Santa Cruz**

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David Lundberg

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

The Chair called the meeting to order at 8:37 a.m.

WIB Members in Attendance

Caput, Greg	Miranda, Vicki
Collins, John T., II	Mulhearn, Patrick
Espinola, Cecilia	Palacios, Carlos
Gundersgaard, Jon	Parker, James
Heien, Janet	Pfothenhauer, Rock
Hood, Dave	Sherer, Howard
Johnson-Lyons, Chris	Siegel, Carol
Lambert, Julie	Slack, Ron
Lara, Cesar	Tysseling, Bill
Mangelsen, Steve	Williamson, Bob

Members Absent

Aman, Alan	Lipscomb, Bonnie
Arsenault, Paul	Morr, Bonnie
Ayyad, Alia	Powers, Mary
Berry-Wahrer, Diane	Quist, James
Cuevas, Christina	Treanor, Mark
Deraiche, Rick	Van Valkenburgh, Ed
Elliott, Russ	Watkins, Michael
Garfinkel, Aaron	Wolfe, Chris

Staff in Attendance

Lundberg, David
Gray, Lacie
McNeil, Gary
Paz-Nethercutt, Sara

WIB Director
WIB Senior Analyst
WIB Senior Analyst
WIB Senior Analyst

Guests

Allen, Jo Ann
Dobson, David

Enterline, Larry
Jamison, Sara
Merrill, Gary
Newell, George
Rector, James
Rousculp, Susan
Timberlake, Ellen
Wildman, Claudine

County Office of Education
Santa Cruz County Office of Economic Development
Fox Shox
Shoreline Workforce Development Services
Santa Cruz Business Council
Tannery Arts Center
Allterra Environmental
Community Action Board
Human Services Department
Human Services Department, Employment and Benefits Division

Subject: Welcome and Introductions

Discussion: Chair Ron Slack welcomed all present and asked the new members attending their first meeting to introduce themselves.

Subject: Changes to the Agenda

Discussion: Consent Item C.9 was changed to read (on page 2 of the WIB meeting packet, last paragraph)

Career Center Services: *There will be the Watsonville Career Center with full WIA services, the Shoreline-Santa Cruz Career Center- satellite with job seeker and OJT services, and the Capitola Career Center operated by Job Service of Employment Development Department. Participants completing training at Cabrillo College (WIA and ARRA funded) will have their cases sent back to the Employment Training Specialists at the Watsonville Career Center for job search and eventual exiting from WIA.*

Subject: Public Comment

Discussion: WIB member Julie Lambert commented on the status of the Enterprise Zone in Watsonville, which expires June 2012, apprising WIB members of how changes would affect businesses. John Collins commented on Senate Bill 776 and how it would change how Career Centers conduct business and serve participants. Goodwill is participating in negotiations on this bill.

Subject: Chair/Director's Comments

Discussion: Chair Ron Slack challenged the Board to assist in whatever capacity worked for individual member's businesses to serve youth through the Summer Youth Employment Program (SYEP). The committee working on SYEP, and its business champions, including the Seaside Company and the Goodtimes, are asking the business community to support SYEP in the following ways:

- Making a contribution of \$2,000 for investment in one (1) youth having a job for the summer; or
- Hiring a youth for the summer.

Chair Ron Slack also asked Joanne Allen to speak about the SYEP. She handed out the proposed SYEP flyers which ask for donations in any amount to help support youth in the program.

Director David Lundberg thanked the Board members for their service on the WIB and their efforts to support regional activities and services. He reported that Shoreline Workforce Development Services had been selected by the Monterey County WIB to provide WIA Adult Services and would be providing them regionally, perhaps serving Pajaro (Monterey County) participants in the Watsonville Career Center. The Santa Cruz County Office of Education was also selected to provide youth services and would also have a regional approach. The Santa Cruz County WIB was selected for a \$1.4 million National Emergency Grant to address the effects of the March Japanese Tsunami on our harbor and other areas. Community Action Board and Central Coast Energy Services will be the employers of record for the work crews. The project will last six to nine months and will serve dislocated workers.

Subject: Approval of the November 3, 2010 Meeting Minutes

Discussion: None

Action:

- **Approve February 23, 2011 Meeting Minutes**

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

Subject: Consent Items C.1 through C.10

- C.1 Committee Reports: Career Center, CEDS, Youth Council**
- C.2 WIB and Committees' 2011-12 Meeting Calendar**
- C.3 New Youth Council members**
- C.4 Efforts to Recruit WIB Business Members**
- C.5 WIB Actions, Grants, Proposals, Legislation, Regional Activities**
- C.6 Individual Training Account and Support Services (ITA) Policy changes for PY 2011-12**
- C.7 WIB PY 2010-11 Monitoring Reports on WIA Youth Services, Fast Track to Work and Shoreline Workforce Development Service**
- C.8 WIA 3rd Quarter Program Year (PY) 2010-11 Financial and Performance Report**
- C.9 2011-12 WIA Budget and Services Plan**
- C.10 Process for the LWIA Plan Modification for 2011-12**

Action:

- **Review and Approve Consent Agenda Items C.1 – C.10**

Status: Motion to Approve: Julie Lambert
Motion Seconded: Bob Williamson
Abstentions: John T. Collins II (C.1, C.6, C.7, C.9)
Chris Johnson-Lyons (C.7, C.8)
Rock Pfothenauer (C.1 – C.10)
Committee Action: All voted in favor; motion passed.

Discussion and Action Items D.1 – D.2

Subject: D.1 - Slate of WIB Officer Candidates/Elections

Recommendation:

- **Review and Approve Slate of Candidates to the Workforce Investment Board and its Subcommittees**

Discussion: The Committee briefly reviewed the slate of candidates for WIB governing body and committees for FY 2011-12, as follows:

- Full Board and Executive Committee: Chair – Ron Slack; Vice-Chair – Carol Siegel;
- Immediate Past Chair/At Large Member – Howard Sherer
- Career Center: Chair – Dave Hood; Vice-Chair – Bob Williamson
- Youth Council: chair – John Collins; Vice-Chair – Carol Siegel
- CEDS: Chair – Ron Slack; Vice-Chair – Carol Siegel

Action:

- **Approved Slate of Candidates to the Workforce Investment Board and its Subcommittees**

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

Subject: D.2 - 2011-14 WIB Strategic Plan

Recommendation:

- **Consider and adopt each Committee’s 2011-12 activity(ies) summarized below to support the targets to meet the WIB’s strategic goals;**
- **Direct each Committee to begin work on the activity(ies) and to regularly report progress on these activity(ies) to the Executive Committee;**
- **Direct the Executive Committee specifically to develop an oversight work group to oversee the accomplishment of Goal 4; and**
- **Adopt the Career Center Committee’s recommendation for the Committee’s name change to the Workforce System Oversight Committee (Executive Committee added the word “System” to the name).**

Committee	Recommended Actions for PY 2011-12 Implementation	Next Steps
Youth Council	<ul style="list-style-type: none"> • Pilot a Summer Youth Employment Program (SYEP) for 2011 and plan for 2012 • Revitalize the Youth Council by adding more business members 	<ul style="list-style-type: none"> • SYEP work group established
Career Center	<p>1st Priority (and to be undertaken by an ongoing work group(s)):</p> <ul style="list-style-type: none"> • Review Watsonville Career Center service delivery model (to include specific regional activities) with the following priorities (in order of priority): <ol style="list-style-type: none"> 1. Increase opportunities to provide internships, work experience, on the job training and reskill workshops 2. Develop regional strategic doing actions for employment and training programs including WorkKeys assessments/WIN skill upgrades and business certificates <p>Continuous improvement work of the Committee’s oversight of Workforce Santa Cruz County:</p> <ul style="list-style-type: none"> • Update the Committee to be a more relevant committee (including recommending an immediate name change and, in the future, adding more business members) 	<ul style="list-style-type: none"> • Establish work group
CEDS	<ul style="list-style-type: none"> • Convene businesses in potential regional growth clusters and promote strategies for economic and workforce development. 	<ul style="list-style-type: none"> • Convene one additional business cluster in PY 2011-12.
Executive Committee	<ul style="list-style-type: none"> • Develop oversight work group to work on Goal 4: <i>Increase Board (WIB) Effectiveness</i>, which would include developing a performance scorecard 	<ul style="list-style-type: none"> • Establish work group

Action:

- **The Board adopted the above recommendation.**

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

Information Items I.1 – I. 3

Subject: I.1 Report on Summer Youth Employment Program

Discussion: The Director referred the Board members to the final report on the Summer Youth Employment Program. The Board expressed interest in forming a workgroup to explore the feasibility of piloting a Summer Youth Employment Program in 2011. The work group would include volunteer Board members and the WIA Youth Program provider, Jo Ann Allen of the County Board of Education.

Action:

- **Establish a Workgroup to Explore the Feasibility of Operating a Summer Youth Employment Program in 2011.**

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Chris Johnson-Lyons
Abstentions: None
Committee Action: All voted in favor; motion passed.

Subject: I.2 Labor Market Information

Discussion: The Director referred the Board members to the latest labor market information for Santa Cruz County and the state.

Action:

- None Required
-

Subject: I.3 Rapid Response Activities

Discussion: The Director referred the Board members to the report on recent Rapid Response activities.

Action:

- None Required
-

Meeting adjourned at: 11:28 am

**Next Meeting: November 2, 2011 at 8:30 am
Simpkins Family Swim Center
979 17th Avenue, Santa Cruz, CA**

DISCUSSION AND ACTION ITEM D.1

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

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

RECOMMENDATION: *Review progress by WIB's Committee on Actions to date as they relate to the strategic plan*

COMMITTEE ACTION: Executive Committee (October 19, 2011—no quorum; group consensus)

VOTE REQUIRED: NO

DISCUSSION: As you know, the Workforce Investment Board adopted specific actions for each Committee to accomplish in 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.

The Executive Committee solicited volunteers for this workgroup and they are as follows:

John Collins (lead), Carol Siegel and Howard Sherer.

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: Strategic Plan Scorecard

WIB STRATEGIC PLAN STATUS REPORT: October 2011

Legend:	Green	= On track to meet or exceed planned target for the year
	Yellow	= Needs to be watched/Requires an Executive Committee discussion.
	Red	= Needs attention - in danger of not meeting target for the year.

<i>Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs</i>				
	<i>Benchmark (2009-10)</i>	<i>2011-12 Target</i>	<i>YTD</i>	<i>Meeting Annual Target?</i>
1.1 Increase number of people served through aligning resources & tracking system	Served 54% of job seekers	56%	1 st quarter 2011-12 universal counts for Career Centers will be available soon	Need data to determine
1.4 Increasing positive public outreach and education to businesses and job seekers		Set baseline	Accumulating 2011-12 media coverage to set baseline	In process
1.5 Develop an outcome measurement system for WIA services and contractors to ensure continuous quality improvement.	WIA performance measures	In 2011-12: Set baseline (start measuring) - determine what WIB wants to measure or Develop Return on Investment Measure		Develop discussion item for 1/12 Exec com meeting.
<i>Align workforce development strategies to support local economic development</i>				
2.1 Increase business access to workforce services	In 09-10, Served 59 of businesses through Job Fairs, 13 On the Job Training	Serve 10% more businesses than 2010	46 OJTs planned for 11-12 / 12 underway: Oct Job Fair Capitola CC	YES
2.2 Support current and emerging Business	Add or enhance one strategy per year <ul style="list-style-type: none"> Youth Services: Extreme Entrepreneurship Program National Emergency Grant: OJT SBDC Job Retention Services CEDS Planning 	Maintain or enhance one strategy per year	-Considering adding Virtual Career Center for business use -SBDC Retain Your Employees Program (Operating since 1/1/10; Over 60 jobs saved, continued into 11-12)	YES

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 3:				
3.2 Adult: Provide services that are relevant to the labor market	Provided Adult/Dislocated Worker (DW) WIA intensive/training. On the Job Training (OJT), Fast Track to Work training support.	<ul style="list-style-type: none"> Align, add or enhance one strategy per year Review functions and update as needed 	On the Job Training Services (including energy/green) Connect people to jobs in emerging green sector	YES
			Revise Individual Training Account and Supportive services Policies for PY 11/12	YES
Goal 4: Increase Board (WIB) Effectiveness				
4.1 Examine Board and Committee Structure to ensure Board is as effective as possible	Current Board and Committee Structure	<ul style="list-style-type: none"> Revitalize the Youth Council / add more business membership Updated CC Committee name to Workforce System Oversight Committee Assess current structure; reorganize as needed 	-YC adding business membership -CC Com changing name -Exec Com can consider Board effectiveness	Develop discussion item for 1/12 Exec com meeting.
4.2 Review Board's Policies and Procedures for effectiveness and to be sure they are up to date	Review Current Policies and Procedures	<ul style="list-style-type: none"> WIB Business Members lead an initiative Assess policies; update as needed 	-Led summer youth employment initiative -Exec Com can consider Board policies	Develop discussion item for 1/12 Exec com meeting.
4.3 Review Board's Oversight functions for effectiveness and efficiency	Annual WIA fiscal oversight; State monitoring	Review functions and update as needed	-Revised Individual Training Account and Supportive services Policies for PY 11/12 -Exec Com can consider best Board and Committee structure	Develop discussion item for 1/12 Exec com meeting.

DISCUSSION AND ACTION ITEM D.2

TO: Workforce Investment Board

DATE: November 2, 2011

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



For Action



For Information

SUBJECT: 2011 and 2012 Summer Youth Employment Program Updates

RECOMMENDATION:

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

COMMITTEE ACTION: Executive Committee (October 19, 2011 - no quorum; group consensus)

VOTE REQUIRED: NO

DISCUSSION AND ACTION ITEM:

2011 Summer Youth Employment Program (SYEP): The following WIB members volunteered for the 2011 SYEP workgroup: Ron Slack, Carol Siegel, John Collins, Alia Ayyad, and Chris Johnson-Lyons. JoAnn Allen and Chris McGriff, members of the Youth Council, also volunteered to participate on the SYEP workgroup. Ray Kaupp and Leslie Read of Cabrillo Career Technical Education have also been members of the committee.

The goal of the 2011 SYEP pilot was to serve 75-100 youth ages 14-24 from May 1 through August 31. The total number of unduplicated youth employed through August 31 was **78**. New hiring by month was as follows:

- 22 hired in May
- 17 hired in June
- 15 hired in July
- 24 hired in August

2012 SYEP Planning: The workgroup has been meeting to develop a marketing plan and fundraising strategies for a program that can be continuously funded by local resources. The current business champions for SYEP are Ron Slack for Good Times and Carol Siegel for the Santa Cruz Seaside Company. The Youth Council is grateful for their generosity in providing leadership for the development of a community-based and locally funded program.

The 2012 goal is to raise \$300,000 to fund 100 summer youth in a six week program countywide. The funds will be used to pay for wages, supportive services (bus passes, clothing, etc.), and case management. Other important elements of the program are:

- The Youth Resources Bank, which is the non-profit that is sponsoring the tax exemption status for the program that will help encourage donors
- A marketing plan that includes a power point presentation to be presented to various civic organizations and businesses throughout the county as part of the overall SYEP strategic approach for encouraging businesses to participate and or donate
- A "signature event" is being planned in order to raise donations, and COE is providing resources for an event coordinator
- WIB Board and Youth Council members are being encouraged to participate, inform other businesses in the community, and commit to hiring a youth (see attached draft letter).

WIB Action Requested: Ron Slack and Carol Siegel will present to the WIB on how WIB and Youth Council members can support and participate in the 2012 SYEP.

ATTACHMENT: None

DISCUSSION AND ACTION ITEM D.3

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: New Youth Council Members

RECOMMENDATION: *Approve the nomination of Shareen Bell to the Youth Council*

COMMITTEE ACTION: Executive Committee (October 19, 2011—no quorum; group consensus)

VOTE REQUIRED: YES

DISCUSSION: Shareen Bell has recently been appointed the new Executive Director of the Your Future Is Our Business (YFIOB) and is a 30 year resident of Santa Cruz County. Shareen has a Masters of Organizational and Education Administration from Stanford University as well as a Master of Organizational Development from the University of Oregon. Shareen serves on the Santa Cruz Chamber of Commerce (Chamber) Women in Business committee, and previously served on the Chambers' WIB Committee from 2005-2006. She was also a volunteer of her Neighborhood Association in 2010. She replaces Chris McGriff who retired as YFIOB Executive Director.

Denise O'Laughlin, Director of Human Resources at the Chaminade Resort & Spa whom was newly appointed to the WIB, has chosen to be a member of the Youth Council as of September 28, 2011.

ATTACHMENTS: Application from Shareen Bell is on file with the WIB

DISCUSSION AND ACTION ITEM D.4

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: **WIB Actions, Grants, Proposals, Legislation and Regional Activities**

RECOMMENDATION: Outline of Current WIB Projects and Actions

COMMITTEE ACTION: Executive Committee (October 19, 2011—no quorum; group consensus)

VOTE REQUIRED: **NO**

DISCUSSION: WIB Staff will present an overview of Workforce Investment Act (WIA) Services for 2011-12. There will be time for questions and answers from the WIB.

Background:

Staff has continued to be very busy since the August 24, 2011 Executive Committee meeting with possible proposals, new funding, legislation and regional activities. Highlights summarize information presented at prior meetings. WIB staff will provide any additional information at the meeting.

New:

- **HIB Visa Proposal** in discussion with NOVA Workforce Board staff about joining their proposal for hi-tech workers.
- **Solyndra closure and Cisco Systems regional proposal for WIA 25% funds** in discussion between WIBs and EDD management. Projected impact to 18 Santa Cruz County residents and Lintelle Engineering in Scotts Valley closing after 22 years (supplier to Solyndra) with 26 employees.
- **Community Corrections and Reentry Partnership Plan approved by the Board of Supervisors.** The plan is for the reentry of individuals paroled back into the communities from state prisons as a result of new state legislation. The effort is coordinated by the County Probation Department with the Sheriff's department and District Attorney. The WIB director is a member of the Partnership Committee.
- **Visit to San Francisco's subsidized employment program** by WIB staff and Employment and Benefits Division staff managers to see how their subsidized workers program supports business and job seekers.
- **Regional Healthcare Workforce Symposium** October 7th led by Shoreline Workforce Development Services at the Shoreline Marina Conference Center with WIB and workforce partners from Monterey, San Luis Obispo, and Santa Cruz counties, Cabrillo College Health Program managers, and other community members.
- **San Lorenzo Valley Chamber meeting October 25th at 9 a.m. and Felton Job Fair October 29th** to present information about WIB, summer youth jobs initiative, business services and workforce services.
- **A State WIA Program Monitoring** is to be conducted the week of October 24 – 28th.
- Additional new information will be presented by the WIB director and staff.

Ongoing actions from previous reports:

- **Dislocated Worker (DW) Additional Assistance grant of \$999,795** Governor's discretionary funds for the period to June 30, 2012. The additional services are being implemented as approved at August 24th Executive Committee meeting. Contracts with Shoreline for Job Search Workshops and Community Action Board for green construction skills training are scheduled for review by the Board of Supervisors on October 25th.

Purchase orders for Reskill Assessment Workshops by Cabrillo Contract Education and WorkKeys and WIN skill testing provided by Watsonville/Aptos Adult Education are in process of implementation and scheduling.

- **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 and coastal clean-up in the Santa Cruz Harbor, City of Capitola and Santa Cruz County areas impacted. Thirty-three (33) temporary workers employed, and target of 57 hires will be completed in November. Project will end on March 31, 2012.
- **Veterans services regional grant award 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 in on the job training (OJT) and 50 in short term industry recognized certificate training for re-skilling in health occupations. See attached flyer.
- **Equal Employment Opportunity (EEO) with Americans with Disabilities Act (ADA) review conducted June 27th** by EDD EEO. WIB staff are continuing to provide information to EEO staff on corrective actions.
- **More proactive Rapid Response service delivery and planning** continues to more quickly and effectively provide information and services due to closures and layoffs.
- **Workforce Collaborative of California's Central Coast (W4C) Memorandum of Understanding** has been approved and signed by 5 WIBs from the counties of Ventura, Santa Barbara, Monterey, San Benito, and Santa Cruz.
- **Regional collaboration with Monterey WIB director continues** on youth, health occupations, Rapid Response services, and WIA Adult Services by Shoreline for north Monterey County residents at the Watsonville Career Center.
- **Silicon Valley High Tech occupation study completed** and information disseminated to press, WIB members, and Workforce Santa Cruz County partners.
- **SB776 state legislation mandating a percentage of WIA funds to be spent on training and support services.** Legislation was signed by the Governor. Latest information on implementation not yet available.
- **Reorganization of WIA services at Watsonville Career Center with the Welfare to Work Program** under new Program Manager Gail Groves of the Employment and Benefits Division is complete. Planning is underway for how to coordinate the CalWORKs subsidized employment program with the WIA workforce OJT resources for business. Planning is underway for how to get the information to business effectively.
- **Watsonville Career Center becoming a regional Watsonville/Pajaro Valley Career Center** planning. Monterey WIB has funded Shoreline Workforce Development Services to provide WIA Adult services to north Monterey County residents from the Watsonville Career Center. Monterey WIB has funded WIB WIA Youth Services provider County Office of Education to provide services to Pajaro and north Monterey County youth with WIA services.
- **CA Association for Micro Enterprise Opportunity regional opportunity** with Monterey and San Benito WIBs and the El Pajaro Community Development Corporation.
- Two proposals submitted on Green Jobs and Youth Career Technical Education were not funded.

WIB Coordination:

- Participating in Career Technical Education (CTE) core leadership committees plans and discussions on business engagement; and plans for a CTE summit in 2012.

ATTACHMENTS:

- Veteran's Employment-Related Assistance Program (VEAP) Services flyer
- NEG Tsunami flyer
- Report on Tsunami National Emergency Grant Budget and Services Plan



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

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JOBS AVAILABLE!

TEMPORARY WORK AVAILABLE THROUGH TSUNAMI NATIONAL EMERGENCY GRANT (TNEG)

Help the Harbor and Community Recover from the Tsunami! The Workforce Investment Board (WIB) of Santa Cruz County has received a National Emergency Grant (NEG) to hire 57 workers to help repair tsunami damage. The NEG project will be administered by WIB with program operators Central Coast Energy Services (CCES) and the Community Action Board (CAB) of Santa Cruz County.

Who Can Apply? Anyone 18 years or older and who:

- Lost their job temporarily or permanently because of the March 11, 2011 tsunami, **or**
- Who is currently unemployed and qualifies as a “dislocated worker” (laid off or unemployed 15 out of the last 26 weeks, etc.). *Please refer to the Priority Tier Pre-Screening Form at www.energyservices.org under the “Jobs at CCES” tab.*

What Kind of Jobs?

57 or more **temporary** jobs at the Santa Cruz Harbor and county coastal areas will be created over the next nine months starting July 18, 2011, including Crew Leader \$18plus//hour and Crew Member \$11plus/hour. Each worker can earn a maximum of \$12,000 **or** 1040 hours of employment, whichever comes first.

How do I apply?

<p>CCES (46 jobs) - Find applications online:</p> <p>Web Address: http://www.energyservices.org/ (Refer to “Jobs at CCES” tab)</p> <p>Fax: (831) 539-2048</p> <p>Note: DMV printout required for interview</p>
--

Application information also available at www.workforcesc.com.



Candidates must be made WIA eligible before qualifying for employment. See information about required verifications on back of flyer. Applications will be considered in the order they are received. Based on the volume of applications received, only candidates who have been selected for interview will be contacted.



Documents required to establish WIA Eligibility

Please note: This is a federal program and after an initial screening interview with the Central Coast Energy Services and the Community Action Board, participants will be asked to establish Workforce Investment Act (WIA) eligibility by providing the following documentation to participate:

1. Right-to-work Documents:

- CA driver license **and** social security card, **or**
- Authorization to work in the United States (Mica) **and** social security card **or**
- Passport **and** social security card

2. Proof of Address:

- CA driver license or I.D. with current address **or**
- Utility bill (P.G. & E, phone statement, etc.)

3. If you lost your job due to a business closure or lay off:

- Bring company layoff letter, **and**
- Unemployment benefits verification, **or**
- Other documentation showing you were laid off or the business your were working for closed

4. If you are a male 18 years of age or older (applies if born after 01/01/60):

- Bring proof of selective service registration

5. If you are a veteran of any Armed Forces:

- Bring your DD-214 form **or** current military ID Card

About the Tsunami NEG Project Partners

Workforce Investment Board Santa Cruz County (www.santacruzwb.com) - The Workforce Investment Board (WIB) brings together business, education, local government, and residents of Santa Cruz County to identify workforce issues and create practical solutions, responsibly manage the employment services funded by the Department of Labor federal Workforce Investment Act to train workers, retrain employees who have been laid off; help all workers gain the skills they need to enter and prosper in the labor market; and help local employers find the skilled workers they need to compete and succeed. The Tsunami NEG project is authorized by the Santa Cruz County Board of Supervisors.

Central Coast Energy Services (www.energyservices.org) - Central Coast Energy Services (CCES) is the main Weatherization assistance program in Monterey, San Benito, Santa Cruz, and Santa Clara counties. CCES strives to improve household safety, health, and economic security within our communities by providing energy conservation, consumer education & advocacy, home improvement, utility assistance, job training, and other services to people in need. Operating numerous work crews, CCES promotes an environment of safety, hard work, teamwork, and high quality services.

Community Action Board of Santa Cruz County (www.cabinc.org) - The Community Action Board (CAB) has administered community programs to promote economic security for more than 46 years. Today these include the Davenport Resource Service Center, The Shelter Project, Women's Ventures Project, Gemma, and the Santa Cruz County Immigration Program as well as the Community Restoration Project. Working with various County and City of Santa Cruz departments, CAB also coordinates youth and adult work crews to complete environmental restoration and public improvement projects.

The Workforce Investment Board and its project operators are equal opportunity employers, and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, disability, medical condition (cancer related), marital status, sex, sexual orientation, age (over 18), veteran status, gender, pregnancy, or any other non-merit factor unrelated to job duties.



D.4 Attachment 3

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: Gary McNeil, WIB Analyst

For Information
 For Action

SUBJECT: Report on Tsunami National Emergency Grant Budget and Services Plan

DISCUSSION:

Background: On April 18, 2011 President Obama approved a disaster declaration for California to aid in the clean-up and recovery from the March 11, 2011 tsunami which struck the California coast. With the disaster declaration, the state applied for a Department of Labor National Emergency Grant (Tsunami NEG) to fund work crews to assist in clean-up, repair and restoration actions in impacted areas, including Santa Cruz County. Assisting the state with its application, the WIB met with the Port District, Cities of Santa Cruz and Capitola, State Parks, and potential work crew operators to identify damaged areas and develop the plan to provide temporary work crews to assist with the clean-up and restoration efforts. Through the state application, the Workforce Investment Board of Santa Cruz County (WIB) applied for and was awarded \$1,398,100.

Program Operations: On June 21, 2011 the WIB received Board of Supervisors approval to enter into agreements with the Central Coast Energy Services (CCES) and the Community Action Board of Santa Cruz County (CAB) to implement the project and serve as program operators. CCES and CAB will recruit and hire a minimum of 57 eligible Workforce Investment Act (WIA) Dislocated Workers for the work crews to assist in clean-up, repair and restoration of the areas damaged by the tsunami. Workers displaced by the tsunami are given priority for hiring. The jobs are temporary and limited to 1040 hours of work and no more than \$12,000 in wages and benefits. All work performed must be completed by March 31, 2012. The Port District, the City of Santa Cruz, and the City of Capitola have all identified tsunami eligible work areas for the crews; and additional work at eligible public and nonprofit sites will be identified as the project progresses. Both Central Coast Energy Services and the Community Action Board have a long history of managing job programs in the County and coordinating work crew projects. CCES will hire 46 workers. CAB will focus on hiring 11 younger adults age 18-24 who will count toward the WIB's goal of establishing an ongoing summer youth employment program. Below is the summary budget for the project:

Budget Item	Amount
Contract Services – Central Coast Energy Services	\$1,011,478
Contract Services – Community Action Board	\$230,412
WIA Program Services – Case Management Oversight	\$16,400
WIB Administration	\$139,810
Total	\$1,398,100

Implementation: On July 8, 2011 both CCES and CAB began recruitment for the project (see attached flyer), and initial hiring for temporary job positions began July 15. A work crew began working on a coastal clean-up operation in Santa Cruz on July 25, and on August 1 a crew started working at the Santa Cruz Harbor. In all 13 employees have been hired, with additional hires to be completed this month. A verbal update will be given by WIB staff at the meeting.

DISCUSSION AND ACTION ITEM D.5

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

**SUBJECT: Workforce Investment Board
2011 and 2012 Annual Report to the Board of Supervisors**

COMMITTEE ACTION: Executive Committee (October 19, 2011—no quorum; group consensus)

VOTE REQUIRED: YES

RECOMMENDATION: *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:

Every two years in January the Workforce Investment Board must submit a report to the Board of Supervisors highlighting its activities and accomplishments for the preceding two calendar years as well as noting challenges. The WIB's biennial report is now due January 31, 2012. Pursuant to County Ordinance, the report is to highlight the activities, accomplishments, and future goals of the board, including the role, meeting dates, board member attendance, and goals and accomplishments during the report period.

The Executive Committee, at its October 19, 2001 meeting, suggested accomplishments and challenges to include in the Workforce Investment Board Biennial Report, which will be incorporated into the draft report to be submitted to the Executive Committee for approval at its next meeting on January 25, 2012 as follows:

Accomplishments:

- The WIB 2011-14 Strategic Plan
- Summer Youth Employment Program
- Completion of American Recovery and Reinvestment Act (ARRA) funded programs and services:
 - Summer Youth Employment Program (2010)
 - Job Retention Contract Small Business Development Center (contract ongoing through other funding sources)
 - Green Job Corps
 - Green Careers Partnership
 - Monterey Bay Green Pre-apprenticeship program
 - High Tech Study with 4 regional WIBs (see 11/2 WIB meeting Information Item I.3)

- Regional Projects and Services:
 - Central coast WIBS collaboration (see 11/2 WIB meeting Consent Item C.4)
 - Comprehensive Economic Development Strategy (CEDS) 2010 and 2011 Updates.
- Grants (California Health Endowment; Health Occupations Study through Center for Excellence; National Emergency Grants: On the Job Training and Tsunami, Emergency Dislocated Worker Grant)

Challenges:

- Continued Recession and the continued ongoing number of lay-offs and closures
- How to effectively help small businesses which make up the vast majority of businesses in Santa Cruz County and our region

The WIB Executive Committee has tasked WIB staff with surveying your Board as to other possible accomplishments and challenges to include in the report. WIB staff will also do a systematic analysis of the last two years' work for other items.

ATTACHMENTS: WIB Roll Call for 2011

D.5 Attachment

Workforce Investment Board of Santa Cruz County
Full Board Roll Call for Calendar Year 2011

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

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

DISCUSSION AND ACTION ITEM D.6

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

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

RECOMMENDATION:

- *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.*

COMMITTEE ACTION: Executive Committee (October 19, 2011—no quorum; group consensus)

VOTE REQUIRED: YES

DISCUSSION: As is customary practice after the prior fiscal year books are closed, the carry-in unexpended funds are brought into the current program year's (PY) budget. The WIA formula budget of \$2,643,609 was approved by your Board on June 8, 2011. This is a 29% overall budget reduction (\$900,000) in the WIB's budget from the 2010-11 due to the end of ARRA stimulus funding. The carry-in funds are Adult \$26,508, Dislocated Worker \$38,074, and Youth \$72,396. The National Emergency Grant (NEG) On the Job Training (OJT) operated by Shoreline Workforce Development Services is for 2 years and funds are included in Shoreline's contract. The Rapid Response funds are in the WIB's budget. The percentage of funds for Training and Support Services will be 35% for the Adult program and 37% for the Dislocated Worker program in the revised budget. The special grants/funding are 50% of the PY 2011-12 budget. The budget is summarized below and is attached for review and approval.

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

In addition to the Formula funds, the WIB applied for and received the Emergency Dislocated Worker (EDW) Governor's discretionary grant for \$999,795 that ends on June 30, 2012 and the Tsunami Project NEG grant \$1,398,100 that ends on March 31, 2012. These funds are

for specific operations and services. Rapid Response funds are granted on an annual basis. The Incentive funds are awarded for meeting the performance goals for Adult, Dislocated Worker, and Youth services.

As authorized by the WIB and the County Board of Supervisors, WIA service contracts have been negotiated and approved by the County Board of Supervisors with:

- Fast Track to Work (FTTW) at Cabrillo College: to support WIA participants who chose Cabrillo College for training.
- Shoreline Workforce Development Services for OJT services for Adults and Dislocated Worker services. The Department of Labor National Emergency Grant (NEG) regional OJT program through June 2012. 15 OJT training slots for laid off workers through the EDW grant.
- Santa Cruz County Office of Education (COE) operates the WIA Youth Services Suenos Program.
- Geographic Solutions provides the WIA case management web based data site, the Virtual Career Center (VCC).

Career Center Services: There will be the Watsonville Career Center with full WIA service and Welfare to Work services with some EDD Job Service staff support, the Shoreline -Santa Cruz Career Center with job seeker services and OJT services, and the Capitola Career Center operated by the Job Services Employment Development Department. The Workforce Santa Cruz County website at www.workforcescc.com has a monthly calendar of workshops and service information and is updated by WIA and WIB staff.

Watsonville Career Center Operations are managed by Welfare to Work: Five (5) WIA Employment and Training Specialist (ETS) staff were funded with a combination of Formula Adult and Dislocated Worker funds, Emergency Governor’s funds, and Rapid Response funds. Due to the two new projects, the ETS role in the Center and leave time, it is clear there are too few ETS to operate the WIA services and Career Center. Services provided by the ETS include WIA orientations, Resource Room operations, eligibility, enrollment, case management for people in training, job search, to exiting from WIA when the participant becomes employed; Job Fairs and Rapid Response events with employers. Therefore, carry-in funds Adult and Dislocated Worker funds are proposed to add one (1) additional ETS for the remainder of the program year.

FY 11/12 current staff:

Staff Services	Adult	Dislocated Worker	Total
5 Employment and Training Specialist staff (ETS), 1 MIS and 1 clerical support staff and Management	\$ 313,312	\$ 373,523	\$ 686,835
Carry-in Funds to increase ETS staff by 1 for balance of the program year	26,058	38,074	64,132
Total	339,370	411,597	750,967
Emergency Dislocated Worker grant		262,327	262,397
Tsunami NEG Project		\$16,400	16,400
		Total	\$1,013,364

Training Services: Scholarships and support services continue to be the priority for enrolled WIA Adult and Dislocated Worker participants. Most of the eligibility and case management services are provided by the ETS in the Watsonville Career Center.

- The training and supportive services cap is \$4,500; up to \$500 can be spent on support services or used for training costs depending upon customer needs.
- 20% reserve of training funds for training in health occupations. The training reserve for the health industry sector priority was created by the WIB in 2005 to meet local need. With the changes coming in the Health Care Reform Act and the new positions being developed in the health care field, training and retraining will be needed for the workforce.
- Training will be approved in “demand occupations” based upon local and regional labor market information. Plan and increase training for eligible WTW customers in collaboration with the County’s Employment and Benefit Services Division (EBSD).
- Continue the coordination and collaboration with the Center for Employment Training (CET) for the Watsonville regional area to support agricultural workers entry into training for future work.
- Workkeys/WIN provided by the Watsonville/Aptos Adult Education begun in 2010 with the Central Coast Career Readiness Certificate with workforce partners, the Monterey WIB, and the Monterey County Business Council.

Revised Training and Support Services amounts: The funding amounts for FY 2011-12 WIA training and support services has been increased by the Governor’s Emergency Dislocated Worker services grant. The number of participants to receive a training scholarship has also increased.

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

Emergency Dislocated Worker Governor’s discretionary grant for \$999,795 that must be expended by June 30, 2012. From the procurement conducted by the WIB and the plan approved by the Executive Committee August 24th, contracts have been negotiated and sent to the Board of Supervisors for approval; and purchase orders entered into for:

- Fifteen (15) more OJT contracts were included in the Shoreline Workforce Services contract.
- Job Search Workshops to 210 laid-off workers to be provided by Shoreline Workforce Development Services.
- Green and construction skills training for 15 participants [CAB is providing to both men and women as requested by WIB in negotiations] to be provided by the Community Action Board.
- Four (4) Reskill Assessment 2-day workshops to be provided by Cabrillo College Contract Education for 100 laid-off workers.
- Workkeys skills assessments for 210 participants. Associated WIN skills upgrade training for 30 participants. Both provided by Watsonville/Aptos Adult Education.

Rapid Response Services for business layoffs, closures, and preventing employee layoffs:

- The layoff aversion Job Retention Services contract with the Central Coast Small Business Development Center to help business keep from closing and avoid laying-off their employees has been continued for \$40,000.
- The services of Rapid Response consultant Rob Gamble have been continued for \$15,000 to guide the implementation of a more proactive Rapid Response service.
- Staff salaries for WIB analyst time and WIA staff time is budgeted. Also some funds to support specialized recruitment events and job fairs.

Comprehensive Economic Development Strategy Committee (CEDS) function and Applied Development Economics (ADE) contract to prepare the CEDS annual plan has not been finalized. Most of the funding for the cost has been committed with two cities working on getting the funding to the WIB. The WIB will move forward with the contract for ADE's services and plan on receiving the funds.

Tsunami National Emergency Grant (NEG) Project for \$1,398,100: The project is underway with Central Coast Energy Services and Community Action Board hiring the 57 workers for the recovery and cleanup crews working at the Port District, City of Santa Cruz, City of Capitola, and soon the State Parks District.

ATTACHMENT: Workforce Investment Act final PY 11/12 Budget

WORKFORCE INVESTMENT ACT: FY 10/11 and FY 11/12 Budget Comparison

FY 10/11 Authorized Budget (Includes Carry-In)

AUTHORIZED BUDGET	Adult	DW	Youth	FY 10/11 FORMULA	% to Total
WIB Services					
Administration	95,857	105,856	139,172	340,885	9.3%
Program Services	61,504	82,253	27,780	171,537	4.7%
Unobligated Reserve			73,420	73,420	2.0%
Contracts	102,913	104,353	947,746	1,155,012	31.3%
Subtotal	260,274	292,462	1,188,118	1,740,854	47.2%
Workforce Operations					
Career Center Operations	501,424	542,366		1,043,790	28.3%
Training-OJT-Support Svcs	391,396	508,758		900,154	24.4%
Subtotal	892,820	1,051,124	-	1,943,944	52.8%
TOTAL	1,153,094	1,343,586	1,188,118	3,684,798	100.0%
	31.29%	36.46%	32.24%	100.00%	

FY 11/12 Authorized Budget (Includes Carry-In)

	Adult	DW	Youth	FY 11/12 FORMULA	% to Total
	74,944	90,507	98,912	264,363	9.5%
	33,724	40,728	44,510	118,962	4.3%
	-	-	72,396	72,396	2.6%
	81,420	85,846	845,698	1,012,964	36.4%
Subtotal	190,088	217,081	1,061,516	1,468,685	52.8%
	339,370	411,597	-	750,967	27.0%
	246,033	314,452	-	560,485	20.2%
Subtotal	585,403	726,049	-	1,311,452	47.2%
TOTAL	775,491	943,130	1,061,516	2,780,137	100.0%
	27.9%	33.9%	38.2%	100.0%	

Total Funds: Program

Total Funds: Program	1,057,237	1,237,730	1,048,946	3,343,913	
Total Funds: Training	391,396	508,758	-	900,154	
% Training	37.0%	41.1%	-	26.9%	

Total Funds: Program

Total Funds: Program	700,547	852,623	962,604	2,515,774	
Total Funds: Training	246,033	314,452	-	560,485	
% Training	35.1%	36.9%	-	22.3%	

CARRY-IN COMPARISON

	Adult	DW	Youth	FY 10/11 FORMULA	% to Total
Administration	3,531	2,536	31,106	37,173	5.7%
WIB Program Services	19,957	24,504	1,784	46,245	7.1%
Unobligated Reserve				-	0.0%
Contracts			74,571	74,571	11.5%
Career Center Operations	158,186	148,008		306,194	47.3%
Training-OJT-Support Svcs	48,162	135,336		183,498	28.3%
Total	229,836	310,384	107,461	647,681	100.0%

Difference

Difference	(37,173)	(46,245)	72,396	(74,571)	(269,793)
					(155,767)
Total	(511,153)				

CONTRACT COMPARISON

	Adult	DW	Youth	Total	% to Total
Geographic Solutions	21,133	21,133	21,134	63,400	5.5%
Cabrillo College, FT2W	54,280	60,720		115,000	10.0%
Shoreline, OJT	27,500	22,500		50,000	4.3%
SCCOE Youth Services			923,962	923,962	80.2%
Total	102,913	104,353	945,096	1,152,362	100.0%

FY 11/12 FORMULA

	Adult	DW	Youth	Total	% to Total
	21,133	21,133	21,134	63,400	
	32,787	42,213		75,000	
	27,500	22,500		50,000	
			824,565	824,565	
Total	81,420	85,846	845,699	1,012,965	

Difference

Difference	-	(40,000)	-	(99,397)	
					(139,397)

FY 11/12 OTHER FUNDING	Rapid Rsp Formula	NEG OJT	NEG Tsunami	DW Emergency	Incentive	TOTAL
WIB Services						
Administration			139,810	99,980		239,790
Program Services	69,032			118,121		187,153
To be Determined					9,104	9,104
Contracts	163,355	43,780	1,241,890	115,500		1,564,525
Subtotal	232,387	43,780	1,381,700	333,601	9,104	2,000,572
Workforce Operations						
Career Center Operations			16,400	262,637		279,037
Training-OJT-Support Svcs		117,205		403,557		520,762
Subtotal	-	117,205	16,400	666,194		799,799
TOTAL	232,387	160,985	1,398,100	999,795	9,104	2,800,371

DISCUSSION AND ACTION ITEM D.7

TO: Workforce Investment Board

DATE: November 2, 2011

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 (October 19, 2011—no quorum; group consensus)

VOTE REQUIRED: **NO**

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.

The total WIB target is 20 business members. There are currently two (2) business vacancies.

New appointment: Denise O’Laughlin, Chaminade Resort & Spa

Pending: Ron Slack, WIB Chair, and the WIB director have contacted Plantronics for a replacement to Steve Blackstone who took another job.

At the October 19, 2011 Executive Committee meeting, the Committee asked staff to survey WIB members as to their ideas of specific companies and/or individuals to recruit from the business sector. WIB staff will sent out this survey in the near future.

ATTACHMENTS: Updated WIB Membership by Business, Labor, and Other Categories

D.7 Attachment

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

D.7 Attachment

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%

DISCUSSION AND ACTION ITEM D.8

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: 2011-12 Rapid Response Plan

RECOMMENDATION: *Rapid Response Service Plan Update and Early Alert System*

COMMITTEE ACTION: Executive Committee (October 19, 2011—no quorum; group consensus)

VOTE REQUIRED: YES

DISCUSSION: WIB Senior Analyst Gary McNeil and WIB consultant Rob Gamble will give a brief presentation on the proposed Early Alert System for Rapid Response.

Background:

The Executive Committee approved the 2011-12 Rapid Response (RR) Services Plan at the August 24, 2011 meeting and authorized staff to implement actions. The following actions are completed:

- Rob Gamble, consultant for Rapid Response is retained with a \$15,000 purchase order to provide RR services and continue to support the WIB's implementation of more proactive and comprehensive services.
- The Central Coast Small Business Development Center contract for \$40,000 to provide layoff aversion job retention services to businesses at risk of closure and laying off staff is negotiated and being sent to the County Board of Supervisors for approval.
- A WIB Analyst will be lead for a Rapid Response Team coordinating with WIB staff, WIA services staff, EDD, and workforce partners. On a temporary basis, Gary McNeil, WIB Senior Analyst is the lead.
- An **Early Alert System** to get information about business at risk of closing or laying off workers has been designed and is being implemented.

What is the Early Alert System?

The Rapid Response 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.

Objective: To help preserve the business and the jobs. Or if the business is to close, work with the business management to inform employees who are to be laid off about the workforce services, unemployment benefits, training, and job search services for them.

How will it work?

1. Early Alert Coordination: lead Gary McNeil at 454-7543 email gary.mcneil@hsd.co.santa-cruz.ca.us for alerts.
2. Organize the Team: currently Small Business Development Center, WIB director and WIB analysts.
3. Ask WIB members to send **Alerts** and information to WIB lead Gary McNeil.
4. Expand Team to Economic Development Managers, Career Center Program Managers, Chambers of Commerce, workforce services staff and partners.
5. Set up an initial meeting and training with Team to work out the protocols and response plan; schedule monthly “check-in” by phone or e-mail.
6. Announce Early Alert System more formally.
7. Set time to evaluate and adjust the system based upon experience.

Still to be implemented as discussed at the August 24th Executive Committee meeting are:

- *Form a Work Group to advise/recommend on delivering workforce services including RR and other services to business.*

WIB member Dave Hood stated his interest. Newest member Denise O’Laughlin also expressed interest to the WIB director. The WIB has also spoken with Bill Tysseling, Santa Cruz Chamber, to participate on the work group and plans to speak with Peter Koht and Kurt Overmeyer.

The Work Group will continue the planning for proactive Rapid Response delivery methods and training with consultant Gamble. The WIB is also continuing to coordinate with Monterey County WIB for the regional Watsonville/Pajaro area.

- Planning for coordination of additional resources for business continues with the Employment and Business Services Division including OJT, subsidized workers, and specialized recruitment.

Committee Action requested: Review and approve Early Alert system implementation and give direction to staff on Work Group members and information to WIB members.

ATTACHMENTS:

- Rapid Response Current Model and Allowable Activities

D.8 Attachment

Rapid Response Services

Current Santa Cruz County Model of Rapid Response (RR) Services.

The current RR service model includes the following basic services:

- Job fairs (one per quarter plus “Access to Employment Job Fair”)
- Specialized recruitments for businesses which request this service
- Rapid Response lay-off events (where staff go with the Employment Development Department to meet the employees being laid off and inform them about available services to assist them with finding a new job)
- Contracted job retention and layoff prevention services through the Small Business Development Center
- Informational materials (flyers, packets for employees.)

In the past, Rapid Response funds have also covered Labor Market Information at the USWorks website through ERISS and Green Careers Partnership (to coordinate green careers job match for construction management).

The Department of Labor is communicating to WIB's the national priority to have RR services become more proactive to retain jobs and to keep business from closing.

Allowable (per the WIA) uses of WIA Rapid Response funds include:

- Developing strategies for addressing future dislocation events and/or for averting layoffs;
- Developing and maintaining means of exchanging information among local areas and with the State about potential dislocations, available adjustment assistance, and what RR strategies are effective;
- Collecting and analyzing information related to actual economic dislocations in the local area, including potential closings and layoffs in the local area;
- Participating in capacity building of other local areas through such means as providing information about innovative and successful strategies for serving dislocated workers to help the other local areas serve smaller layoffs;
- Assisting in devising and overseeing layoff aversion strategies for the local area;
- Assisting in devising and overseeing strategies for incumbent worker training, including loan programs set up by employers to upgrade their employees' skills, in the local area;
- Developing strategies for linking with economic development, business retention, and recruitment activities;
- Participation in business associations (such as chambers of commerce); joint labor management committees, labor associations, and resource centers;
- WIA staff participation on economic development boards and commissions, and work with economic development agencies, to:
 - i. Provide information about WIA programs,
 - ii. Assist in making informed decisions about community job training needs, and
 - iii. Promote the use of first source hiring agreements and enterprise zone vouchering services.
- Active participation in local business resource centers (incubators) to provide technical assistance to small and new business to reduce the rate of business failure;
- Subscriptions to relevant publications;
- General dissemination of information on WIA programs and activities;
- Conducting labor market surveys.

PRESENTATION ITEM P.1

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director



For Information



For Action

SUBJECT: Highlights of Business Presentation by James MacGregor

RECOMMENDATION: No Action Required.

DISCUSSION: The Santa Cruz Chamber recently hosted James MacGregor, publisher of the Silicon Valley/San Jose Business Journal. Bill Tysseling, Chamber Director will provide a brief overview of the presentation. The article posted in the Santa Cruz Sentinel on the presentation follows.

Silicon Valley/San Jose Business Journal publisher to Santa Cruz: Find a civic champion

By JONDI GUMZ -- Santa Cruz Sentinel

Posted: 10/19/2011 04:41:55 PM PDT

SANTA CRUZ - James MacGregor, publisher of the Silicon Valley/San Jose Business Journal, is happy to be where he is.

"Silicon Valley is the best business brand in the world, and I think it includes Santa Cruz," he said Wednesday morning. "(CEOs) know they need a presence in Silicon Valley. ... The talent is here."

He spoke to 50 people at the Coconut Grove, which hosted the Santa Cruz Chamber of Commerce breakfast briefing, noting signs of recovery over the hill:

- Office space going for \$6 a square foot in Palo Alto, and demand spilling over into Mountain View and Sunnyvale.
- The median home price in Palo Alto up 25 percent.
- Emerging tech companies getting funded and hiring people.

"Corporations are sitting on piles of money," MacGregor said. "There has to be a way to get companies to invest, add jobs."

The problem, as he sees it: "Too many cities, too many school boards, too many districts. ... All of these districts, these city councils, these mayors have to get together and get a strategy to bring companies here ... A dozen transportation agencies - we don't have the resources for all these agencies."

His advice: Stop reacting to news in places where you don't do business and come up with a plan to grow, hire people and expand your market.

"Only 2 percent of businesses have international operations," he said. "You don't do business with people in Greece and Ireland. You can't control what happens there, you can only control what happens here."

Communities in demand "have amenities people want" such as restaurants and housing, he said, warning that tech talent is mobile and may want a 24/7 lifestyle. "You can't say 'I'll put you in an office park.' That doesn't excite them."

Asked what people on his side of the hill think of Santa Cruz, he said, "Santa Cruz is part of the valley, we have to find ways to get closer. There's opportunities here, no question."

Asked to elaborate on what employees want, he said, "You have to sell Santa Cruz. You have the university, the view, the lifestyle, for many people that's appealing. For someone who's 25 and wants an urban lifestyle, that's a tough sell ... For the older more established (talent), Santa Cruz has a great story to tell."

MacGregor contends Santa Cruz should "engage companies that have a need," focus on "growing your own," and build on success.

"You have a tech incubator," he said, referring to NextSpace, which started downtown in 2008 and has grown to 550 members at four locations. "That is a great story. That story is one that hasn't been told that well."

His solution: "Find a civic champion, someone who's leading a large corporation, to help you tell the Santa Cruz story. If that person is making the call, it's going to be an easier call, an easier ask ... The companies you're calling on, can they take advantage of the work force that is here. If not, you're going to pound sand."

The challenge is that many living in Santa Cruz are driving over the hill to work but no one knows who they are. Paul Zech of the chamber staff suggested surveying people commuting over the hill to get a handle on the local talent pool and whether a business case can be made to employers.

Linda Gold, a veteran high-tech consultant, suggested the CEOs of Plantronics and Nordic Naturals as potential civic champions.

"You might need more than one," said Santa Cruz architect Craig Bagley.

"Successful businesses here have been home-grown," said David Heald, president and chief executive officer of Santa Cruz County Bank, citing Plantronics, Seagate and West Marine.

Doug Kaplan of Lomak Property Group, landlord for 180 businesses, said, "Sitting at the Coconut Grove, it's hard not to know what Santa Cruz has to offer."

The link to the Santa Cruz Sentinel article:

http://www.santacruzsentinel.com/ci_19149863?IADID=Search-www.santacruzsentinel.com-www.santacruzsentinel.com

ATTACHMENT: None

CONSENT ITEM C.1

TO: Workforce Investment Board

DATE: November 2, 2011

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

For Information

For Action

SUBJECT: WIB Committee Reports

RECOMMENDATION: *Accept and File Committee Reports:*

- ***Comprehensive Economic Development Strategy (CEDS)***
- ***Youth Council***

COMMITTEE ACTION: CEDS Committee (September 21, 2011)
Youth Council (September 28, 2011)
Executive Committee (October 19, 2011—no quorum; group consensus)

VOTE REQUIRED: YES

DISCUSSION: Reports are attached for review.

ATTACHMENTS: Committee Reports:

- CEDS Committee (September 21, 2011)
- Youth Council (September 28, 2011)

C.1 Attachment 1

FROM: Gary McNeil, WIB Sr. Analyst

SUBJECT: CEDS Committee Report

RECOMMENDATION: *Accept and File CEDS Committee Report*

COMMITTEE ACTION: CEDS Committee (September 21, 2011)
Executive Committee (October 19, 2011)

DISCUSSION: At the September 21, 2011 Comprehensive Economic Development Strategy (CEDS) Committee Meeting, the following items were considered.

Planning for 2011 CEDS Performance Update

Staff reported to the CEDS Committee that although a 2011-12 contract with CEDS consultant Applied Development Economics (ADE) has been drafted, the contract has not been completed due to concerns about funding for the CEDS operations this fiscal year. As a result of the Governor's initiative to terminate Redevelopment agencies and subsequent litigation over the constitutionality of that legislation, there has effectively been a freeze put on Redevelopment Agency expenditures. This has affected the jurisdictional contributions to fund 2011-12 CED operations. To date, Santa Cruz County and the cities of Capitola and Scotts Valley have committed or paid their proportionate shares for 2011-12 CEDS operations. It is anticipated that this funding delay will be resolved in October, 2011. The CEDS Committee did however review and approve the proposed ADE scope of work for preparing the 2011 CEDS Update.

Initiatives and Activities to be Included in the 2011-12 CEDS Committee Work Plan

The CEDS Committee considered additional activities to be included in its 2011-12 work plan, which are consistent with WIB strategic goals, and will be finalized once the CEDS consultant is retained. Possible projects are as follows:

1. Building on the June 8, 2011 Workforce and Economic Development Panel held as part of the WIB Board meeting, continue to engage business clusters in order to promote jobs and economic vitality in Santa Cruz County,
2. Plan for the 2012 Comprehensive Economic Development Plan Strategy, which will be the full scope plan completed by all planning areas every five years.
3. Develop a standard set of "real time" data tools to use as economic and labor market indicators, which could be incorporated into the CEDS and its updates and also available online.
4. Provide oversight to the WIB's proposed initiative to establish an "early warning system" to know when businesses or agencies are at risk in order to provide timely resources to prevent business and job loss.

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

SUBJECT: Youth Council Report

RECOMMENDATION: *Accept and File Youth Council Report*

COMMITTEE ACTION: Youth Council approved the April 27, 2011 meeting minutes.
Executive Committee (October 19, 2011 no quorum; consensus)

DISCUSSION: The following items were presented and approved.

WIB Strategic Planning for Youth Council Action Items

Briefly reviewed adopted 2011-14 WIB Strategic Plan, with updated benchmarks for the 2011 Summer Youth Employment Program and pre-planning for 2012. Additionally, the Youth Council decided to recruit 2-3 new business members for PY 2011-12 targeting the following sectors: Hospitality, Food Service, Health Care, Retail, and Agriculture. At the meeting, new WIB board member Denise O'Laughlin, Director of Human Resources for Chaminade Resort and Spa, volunteered to become a member of the Youth Council resulting in two additional business members recruited.

Summer Youth Employment Program (SYEP) Pilot Report

Staff reported on updates for 2011 SYEP accomplishments that included acknowledgement of the Santa Cruz Seaside Company and the Good Times as this year's "business champions". The pilot targeted 75-100 youth, and successfully employed a total of 78 youth between May 1 and August 31, 2011. This pilot was successful because it was supported by utilizing local resources through Santa Cruz County Office of Education Sueños program, Community Action Board (Women Ventures Project, Community Restoration and other CAB related programs), Shoreline, Santa Cruz Seaside Company, Cabrillo Career Technical Education, Your Future Is Our Business, and other partners as resources become identified.

CONSENT ITEM C.2

TO: Workforce Investment Board

DATE: November 2, 2011

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

For Information

For Action

SUBJECT: Training Provider (ETPL) Performance Report for PY 2009-10

RECOMMENDATION: *Accept and File Training Provider Performance Report for PY 2009-10*

COMMITTEE ACTION: Career Center Committee (May 4, 2011)
Executive Committee (August 24, 2011)

VOTE REQUIRED: YES

DISCUSSION: Workforce Investment Board (WIB) staff has reviewed the data on WIA participants who received training in PY 2009-10 in order to gauge the performance of each Employment Training Provider List (ETPL) WIB training vendor. WIA participants who need to upgrade skills and are eligible for training services select their training provider and program as required by the Workforce Investment Act regulations. The WIB currently has 69 vendor agreements with schools to provide training. If the WIB's list does not have the program for training, participants can choose a training program from the state's ETPL of approved training providers. The WIB will enter into an agreement with them. The attached report shows:

- 26 schools that were chosen for training by participants
- 782 participants in training (all funding sources)
- 60% exited from WIA - 467 participants
- 72% entered employment - 335 exits. (Employment performance goal is 73%)
- 91% had training related employment
- \$19.71 was the average wage for all trained participants exited.

This information is shared with Career Center staff and available for WIA participants who are choosing a training program and provider. The information is sent to each training vendor as data that they can use to improve performance, and vendors have been asked for their suggestions as to how to continue to improve completions, employment, retention, and wages. The top five schools in terms of enrollments for PY 2009-10 and their performance on entered employment and average wage were:

School Name	# Enrollments	Total Enrollments	Entered Employment Rate %	Average Wage
Cabrillo College	354	45%	65%	\$30.03
Office Star	101	13%	73%	\$21.36
Shoreline Workforce Development	71	9%	73%	\$13.21
Truck Driver Institute	55	7%	72%	\$13.72
UCSC Extension	32	4%	76%	\$31.64

The top five schools in terms of Individual Training Account (ITA) expenditures for PY 2009-10 were:

School Name	ITA Expenditures	% of ITA Expenditures
Office Star	\$341,873	20%
Truck Driver Institute	\$170,476	10%
Shoreline Workforce Development	\$94,295	6%
University of CA Santa Cruz	\$83,859	5%
Emergency Training Services	\$81,999	5%

PY 2009-10 Training and Support Services Budget was: \$1,697,636

ATTACHMENTS:

- PY 2009-10 ETPL Vendor Performance
- PY 2009-10 ETPL Vendor Expenditure Data

PY 2009-2010 ETPL Performance by Training Vendors of WIB Santa Cruz County

School	% of Total	Enrollments				Exits	Entered Employment	Training Related	Entered Employment Rate	Average Wage
		Adult	DW	ARRA Adult	ARRA DW					
Allied Business Schools	<1%	0	1	0	2	2	2	100%	14.25	
American Business College	<1%	0	1	0	0	1	0	0%	N/A	
Bauman College	1%	1	4	0	3	3	3	100%	14.50	
Boston Reed College	2%	3	6	0	7	8	6	75%	11.60	
CSU Monterey Bay	<1%	0	1	0	1	1	1	100%	25.00	
CSU East Bay	<1%	0	1	0	0	0	N/A	N/A	N/A	
Cabrillo College	45%	163	65	87	39	180	117	65%	30.03	
CET	2%	3	8	1	2	6	2	33%	21.48	
Central Coast College	1%	1	2	0	1	2	2	100%	14.00	
Coastal Trucking Institute	2%	3	2	2	7	11	10	91%	14.83	
College of Industrial Repairer	<1%	0	1	0	1	1	1	100%	10.50	
Deep Creek Construction School	<1%	0	1	0	0	1	1	100%	18.00	
Emergency Training Services	4%	16	6	4	3	16	14	88%	20.14	
Heald College School of Business	<1%	0	0	0	1	1	1	100%	15.00	
Institute for Business & Technology	<1%	0	1	0	1	2	2	100%	14.50	
Market Motive	<1%	0	0	0	1	0	N/A	N/A	N/A	
Monsbey	2%	2	7	3	4	12	7	58%	12.43	
Mt. Diablo Adult School	<1%	0	1	0	0	1	1	100%	28.10	
MTS Training Academy	1%	2	2	1	4	8	7	88%	12.13	
Office Star	13%	16	41	2	42	60	44	73%	21.36	
Foothill/De Anza	<1%	0	1	0	1	1	1	100%	32.00	
Regional Occupational Program	1%	5	0	0	0	5	4	80%	21.99	
Santa Cruz Adult School	<1%	0	1	0	1	1	1	100%	17.00	
Shoreline Occupational Services	9%	17	32	10	12	59	43	73%	13.21	
Tech Skills	1%	2	6	0	3	6	6	100%	19.21	
Truck Driver Institute	7%	16	15	3	21	47	34	72%	13.72	
Univ. CA Santa Cruz Extension	4%	2	19	0	11	17	13	76%	31.64	
Unitek	1%	1	2	0	1	2	2	100%	35.00	
Watsonville/Aptos Adult School	2%	3	11	0	3	13	10	77%	11.09	
Wyotech	1%	0	3	0	1	1	0	0%	N/A	
Total	100%	256	241	113	172	467	335	72%	19.71	

WIA Adult and DW Training Expenditure Status

July 1, 2009 - June 30, 2010	6/30/2010
WIB VENDORS	FY 09/10
Training Providers	
Allied Business Schools	8,191
Boston Reed	24,214
Cabrillo College	76,862
California State - East Bay	2,725
California State - Monterey	3,713
Center For Employment Training	48,217
Central Coast College-R. Schaffer	450
Coastal Trucking Institute	57,171
College of Industrial Repairs	6,000
Emergency Training Services	81,999
Foothill/DeAnza College	7,735
Heald Business College	2,400
Institute for Business & Tech	3,150
Institute for Educational Therapy	34,124
Monsbey College	18,768
MTS Training Academy	32,880
Office Star	341,873
SC County Office of Education (ROP)	885
Shoreline Occupational	94,295
Tech Skills	17,000
Truck Driver Institute	170,476
UCSC: University California Santa Cruz	83,859
Unitek College	9,000
Unitek Education LLC	2,326
Watsonville/Aptos Adult School	440
Wyotech	9,000
Total Training Providers	\$ 1,137,752.93

CONSENT ITEM C.3

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: Program Year 2011-12 Local Workforce Investment Area (LWIA) Plan

RECOMMENDATION: *The WIB Executive Committee took action to:*

- *Request public comment and close public comment period on the proposed Plan at the August 24th Executive Committee meeting.*
- *Approved the Program Year 2011-12 Local Workforce Investment Area (LWIA) Plan Modification submitted to the state on August 30, 2011.*

COMMITTEE ACTION: Executive Committee (August 24, 2011)

VOTE REQUIRED: YES

DISCUSSION: As you may recall, an annual plan is prepared for Workforce Investment Act (WIA) operations each Program Year (PY) for the Santa Cruz Local Workforce Investment Area (LWIA). The Plan modification is approved by the Workforce Investment Board (WIB) and then sent to the State for approval. At the May 25, 2011 Executive Committee meeting, the Board approved a process and schedule for development of the plan that was approved by the full board at the June 8, 2011 meeting. In the approved process, the Executive Committee was to review any public comments on the Plan, close the public comment period, review and approve the final Program Year 2011-12 Plan Modification.

The following actions have been taken to meet the State's final instructions:

1. Draft Plan narrative developed to meet new State requirements.
2. Draft Plan submitted to the State by June 30, 2011 due date with budgets and participant numbers approved by WIB.
3. Plan documents were posted at the WIB's website: www.santacruzwb.com for public comment.
4. Notice was sent by email to WIB members and workforce partners.
5. Plan documents were available upon request at the WIB's office at 1000 Emeline Ave., Santa Cruz, CA.
6. Legal notice was published on July 21, 2011 in Watsonville Register-Pajaronian and on July 28, 2011 in the GoodTimes for 30-day public comment period.
7. All public comment periods will expire on August 27, 2011.
8. WIB staff submitted the Plan on August 30, 2011. The plan was approved by the California Workforce Investment Board (letter received on October 21, 2011).

There were no public comments on the Plan received.

If the State requests additional information, the director may need to submit additional reports and/or plans to the State. Any actions needing to be taken would be consistent with the LWIA Plan and would be reported to the WIB.

ATTACHMENT: None.

CONSENT ITEM C.4

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: Approve Memorandum of Understanding (MOU) with Central Coast WIBs

RECOMMENDATION: *The WIB Executive Committee took action to:*

- *Approved the WIB to enter into the MOU with the 5 Central Coast WIBs to collaborate on workforce proposals, employment and training services, and sector initiatives; and*
- *Authorized WIB Chair and Director to sign the MOU.*

COMMITTEE ACTION: Executive Committee (August 24, 2011)

VOTE REQUIRED: YES

DISCUSSION: As you may recall from reports by WIB staff, we have coordinated and collaborated with 5 other WIBs on the Central Coast (Santa Cruz County to Ventura County) for the past 2 years on ARRA stimulus projects and a Health Endowment grant project. To be competitive for future funding, WIBs will need to collaborate regionally when applying for funds in response to Request for Proposals. The coordination meetings and telephone conference calls to share information and be active to respond to initiatives has been positive and beneficial for WIB staff.

The MOU:

- Does not compromise your WIB's freedom to enter into other arrangements or regions for proposals.
- Continues in operation unless a party wishes to withdraw by giving notice.
- Sets out that if funds are awarded on a proposal, the division of funds is based upon the proposal and amounts.
- States the Chief grant recipient is determined on each application for funding.
- Establishes a Steering Committee of WIB directors or their representative.

If and when funds are applied for, WIB staff will inform the Board. When awarded, WIB staff will inform your Board and bring a budget for approval. Then the WIB staff will go to the County Board of Supervisors for acceptance of the funds and authorization to provide the services through our customary practice following county procedures. County Counsel has reviewed and approved the MOU to form. San Benito and Monterey County WIBs have approved the MOU. Santa Barbara and Ventura County WIBs are in the process of approval.

ATTACHMENT: MOU with Central Coast WIBs

**MEMORANDUM OF UNDERSTANDING
AMONG
THE WORKFORCE INVESTMENT BOARDS OF
MONTEREY COUNTY
SAN BENITO COUNTY
SANTA BARBARA COUNTY
SANTA CRUZ COUNTY
VENTURA COUNTY
(Amended July 2011)**

WHEREAS, the local Workforce Investment Boards of the Central Coast counties of Monterey, San Benito, Santa Barbara, Santa Cruz and Ventura believe that a regional approach to the acquisition of funding is valuable;

WHEREAS, they agree to create the **Workforce Collaborative of California's Central Coast** (WCCCC) to promote collective efforts to obtain funding;

WHEREAS, they agree to pursue workforce development opportunities to ensure effective and efficient delivery of employment and training services to the region, where regional efforts are appropriate;

WHEREAS, they also agree that this Memorandum does not compromise the individual freedom of each WIB in any other respect.

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

1. PURPOSE

The purpose of this MOU is to establish a cooperative and mutually beneficial relationship among the undersigned parties. Participation in WCCCC will bring regional workforce funding opportunities to fruition by aligning and leveraging workforce investment funds to improve the workforce systems on the Central Coast. This MOU sets forth the responsibilities of the parties as they relate to this regional effort to plan and implement a collaborative workforce funding effort.

2. TERM OF THE AGREEMENT

This agreement will be operational as of the date of the last signature attached to it and will continue until it is terminated by any of the several parties to it. This Collaborative will continue to exist only as long as its members want it to exist, and any member may withdraw from it upon proper notice. Such notice will have two conditions: (1) Any party or parties wishing, for whatever reason, to withdraw from the Collaborative will give 90 days' notice to the other partners; (2) Any expenses associated with terminating this MOU will be paid in full by the party or parties owing the expenses. Failure to abide by this MOU is a cause for termination by the other parties.

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3. DECISION-MAKING PROCESS

The parties will work collaboratively for this regional approach to workforce issues and funding mechanisms. All parties agree to cooperate through WCCCC to carry out the responsibilities of this MOU. In recognition of this basic principle, the parties agree as follows:

- a. The Steering Committee of the Collaborative will consist of the Directors of the several WIBs or their designated representatives. Meetings will be held monthly, or at appropriate times, and may be conducted by telephonic or electronic means.
- b. The Steering Committee will make all decisions that the WIBs are authorized by law to delegate to their respective Directors, and these decisions will normally be made by consensus.
- c. Disputes over major policy matters relating to the allocation of funds or to the development and implementation of grants will be settled, wherever possible, by consensus.
- d. If consensus cannot be reached, unresolved issues may be decided by a majority vote of all the parties, by and through each County's WIB, if designated by its Board of Supervisors as the local grant sub-recipient under Title 42, Section 2832(d)(3)(B)(i)(II) of the United States Code or, if the WIB has not been so designated, then by and through the County's Board of Supervisors. Each party has one vote. A quorum for the conduct of business will be a majority of the voting parties to the agreement.
- e. If three of the five parties to this agreement decline to take part in a grant initiative, the remaining two will not take joint action under the aegis of this Collaborative. If one party decides not to participate in a particular project, it may decline. But once any party has committed to a project, it is incumbent on that party to abide by all the terms of any grant in which it participates.

4. OPERATIONAL PRINCIPLES

The day-to-day management of the Collaborative will be conducted like a consulting relationship among peers. Each county will be held individually responsible for managing the grant dollars entrusted to it and also any performance measures stipulated in the funding opportunity. Pursuant to these two general principles, the parties further agree as follows:

- a. The division of funds will be determined anew on the joint application for each grant proposal.
- b. The chief grant recipient will be determined on the occasion of each grant application and will continue in that role through the end of the grant.

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- c. The WCCCC will take no action that requires expenditures or involvement by any WIB that is a party to this agreement without prior approval from the named WIBs or Boards of Supervisors, as appropriate.
- d. The Collaborative will not have a separate staff. Existing staff on each WIB will be charged jointly with the research and writing of proposals and with their joint implementation if proposals are successful. No county will be called upon to subsidize the Collaborative with funds beyond those normally granted by WIA core funds. Each party will fund and implement its share of agreed-upon activities of WCCCC with either in-kind or cash contributions.
- e. All parties agree to respect each other's organizational practices and management structures.
- f. This MOU does not restrict the parties from the individual or collective pursuit of any policy, action, or funding mechanism that is open to WCCCC itself. But any such party or parties will make reasonable efforts to provide advance notice of their action to the other parties and allow them to comment upon, or join in, their anticipated action.
- g. All parties agree that employees of parties receiving compensation for work performed under this agreement will in no way be considered employees of WCCCC.
- h. The parties agree to abide by all applicable State and Federal laws, rules and regulations.
- i. Despite the agreement to work together to achieve common goals, the parties are not legally "partners" to the extent that the term implies joint and several liability. Each party under this MOU is responsible for its own employees, representatives, agents and subcontractors.

5. PROCEDURES FOR AMENDMENT

This agreement and any amendments to it will remain in effect until terminated by the parties. Parties may request, in writing, an amendment to this MOU; or agreement to amend may be reached by consensus. At least four of the parties must agree to the changes. If any provision of the MOU is held invalid, the remainder of the MOU will not be affected.

6. EXECUTION

This MOU may be executed and delivered in any number of copies ("counterparts") by the parties, including by means of facsimile. When each party has signed and delivered at least one counterpart to the MOU, each counterpart will be deemed an original; and

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all of them, taken together, will constitute one and the same MOU, which will be binding and effective on all parties.

PER SIGNATURE, WE AGREE TO THE PROVISIONS OF THIS MOU.

Alex Rwin
Chair, Workforce Investment Board of
Ventura County
09/16/2011
Date

Cheryl Moore
Executive Director, Workforce Investment Board of
Ventura County
9/16/11
Date

Patricia Manfredonia
Chair, Workforce Investment Board of
Santa Barbara County
8/25/11
Date

David L. Marshall
Executive Director, Workforce Investment Board of
Santa Barbara County
25 May 2011
Date

Glenn Olson
Chair, Workforce Investment Board of
Monterey County
8/3/11
Date

Leyanette
Acting Director, Workforce Investment Board of
Monterey County
9/6/11
Date

Ron Slack
Chair, Workforce Investment Board of
Santa Cruz County
8/31/11
Date

W. J. [Signature]
Director, Workforce Investment Board of
Santa Cruz County
8/31/11
Date

[Signature]
Chair, Workforce Investment Board of
San Benito County
8/8/11
Date

[Signature]
Executive Director, Workforce Investment Board of
San Benito County
8/5/11
Date

CONSENT ITEM C.5

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: Emergency Laid off Workers Grant

RECOMMENDATION:

Notice to the WIB that the WIB Executive Committee took action to:

- ***Approve the Grant funded services plan.***

COMMITTEE ACTION: Executive Committee (August 24, 2011)

VOTE REQUIRED: YES

DISCUSSION: As you may recall, the Workforce Investment Board (WIB) applied for a Governor's Discretionary 25% Workforce Investment Act (WIA) grant to respond to a higher than usual number of local lay-offs which resulted in the 2010-11 WIA Dislocated Worker training dollars being completely committed approximately mid-program year. WIA staff submitted the application in April 2011 and was notified officially on July 20, 2011 that the funds (\$999,795) were in our Local WIA grant retroactive to April 1, 2011.

Grant Application Summary:

- Total funds: \$999,795
- End date: 6/30/12
- 210 Dislocated Worker participants:
 - 90 in training

Other services:

- Skills assessment: 210 participants
- Career readiness skills upgrades: 30 participants
- 4 Reskill classes (up to 25 participants each)
- Job Fairs (4 quarterly; 1 Access to Employment annually—5 total)
- Flash drives for participants to easily take their resumes, job applications, etc. with them

Over 80% of grant funds are targeted directly to training (individual training accounts, on the job training) and training related staffing (case management) (please see attached budget).

- ETS Staff Services \$262,637
- Training-OJT-Spnt Svc \$455,182
- WIB Program Svcs \$118,121
- Subtotal \$835,940 (84% of budget)

Background on procured services:

Prior to the funds being officially notified, staff reviewed the grant and service plan to determine the most effective services to be offered, and also which could be effectively implemented during the short grant period. The review included the following:

1. Determining current most needed services:
 - a. Discussion with the WIA services supervisor as to what services would be most needed and effective for dislocated workers;

- b. Surveying WIA services staff as to what services would be most needed and effective for dislocated workers;
 - c. Surveying Workforce Santa Cruz County and other WIB partners' staff as to what services would be most needed and effective for dislocated workers.
2. Reviewing and determining which services could be competitively procured given the short timeframe to implement the grant and which should be sole sourced based on the short timeframe and the existence of ongoing contractors already providing a given service (thus providing further economy of scale by adding grant participants to the existing services). Given the short timeframe, to ensure completion of services by June 30, 2012, and capitalize on models in place, the following was sole sourced:
 - a. Shoreline Workforce Development Services (for on the job training to 15 participants);
3. Workforce Santa Cruz County and other WIB partners were invited to a meeting on August 11, 2011 to discuss grant services and to determine interest in providing services. Letters of interest with proposed services and budgets were solicited and due August 17, 2011.
4. A review team consisting of Bob Williamson, Career Center Committee Vice-Chair and two WIB Senior Analysts reviewed applications on August 18, then the WIB Director reviewed, and brought the resulting recommendations to the Executive Committee's August 24, 2011 meeting.

Agencies listed in the grant application; as well as; WIB and Workforce Santa Cruz County partners and providers on the WIB's Qualified Agencies list were invited to an August 11, 2011, meeting to discuss the following services:

Service	Description	Projected Budget
Skills Assessments	<ul style="list-style-type: none"> • Off the shelf: delivered as needed by individual participant or minimum on weekly basis • Should be an online or computerized assessment which provides detailed information as to what skills the participant has and which are needed • Should provide a take away results for the participant as well as for the case manager • For most or all of the dislocated workers receiving grant services (210) 	\$15,000
Career Readiness Training to prevent lay-offs or skill upgrades for dislocated workers	<ul style="list-style-type: none"> • Off the shelf: delivered as needed by individual participant- • May coordinate with skills assessments software • For up to 50 participants (minimum 30) 	\$15,000
Reskill Assessment Workshops	<ul style="list-style-type: none"> • English language curriculum developed and owned by the WIB • 4 workshops of up to 25 participants each to be delivered off the shelf as needed by the WIB • 2 day workshops/6 hours per day or equivalent as proposed • Translation to Spanish and instruction in Spanish for some or all workshops 	\$15,000

Service	Description	Projected Budget
Job Search Workshops	<ul style="list-style-type: none"> Job search workshops at Watsonville Career Center (or other locations by arrangement), 4 classes per month, 2- 3 hours each which may include: <ul style="list-style-type: none"> Job search Resume writing Interviewing 	\$20,000
Training	<ul style="list-style-type: none"> Could include incumbent worker training Minimum of 15 participants Santa Cruz County WIB policy: training not to exceed \$4,500 per participant including supportive services cost All training must be completed by June 30, 2012 	\$67,000

Interested organizations could propose to provide the service as described or propose an alternative model.

The following agencies attended the meeting on August 11, 2011: Cabrillo's Contract Education and Fast Track to Work, the Community Action Board, Green Careers Partnership, Shoreline Workforce Development Services, and Watsonville/Aptos Adult Education.

The attachment summarizes the recommendations that the Executive Committee accepted at its August 24, 2011 meeting. The grant budget follows.

WIA Discretionary RR Grant

DRAFT DW EMERGENCY	FY 11/12	TOTAL BUDGET	% to Total	Program % to Total
Administration			10.0%	
ETS Staff Services		262,637	26.3%	29.2%
Training-OJT-Support Services		455,182	45.5%	50.6%
Training: Reskill			1.9%	2.1%
Contract: Shoreline			4.5%	5.0%
WIB Program Svcs		118,121	11.8%	13.1%
TOTAL		999,795	100.0%	100.0%

Grant ends

Total WIB Staff Services:

ATTACHMENTS:

- August 24, 2011 WIB Executive Committee meeting final funding recommendations

C.5 Attachment

C.5 Attachment (November 2, 2011 WIB Meeting)

2011-12 Emergency Laid Off Worker Grant Services Recommendations					
Service Name	Applicants	Recommended for services?	Service Summary Recommendation	Recommended Amount to be renegotiated	Review Team and Director Notes/ Recommendations
Skills assessments	Watsonville Aptos Adult School	Yes (Purchase order currently being processed)	<ul style="list-style-type: none"> WorkKeys software 210 participants (40 provided a 2nd assessment if needed) Take away results provided 	<p>\$15,000 (purchase order)</p> <p>Cost per: \$60</p>	<ul style="list-style-type: none"> Ask WAAE to develop (in coordination with WIA services) referral system to ensure smooth transitions and minimize service barriers Ask WAAE to further delineate moving from the 9 in the pilot to 210 participants Same as above (assessment) Need to clarify that take away results will be provided
Career readiness training to prevent lay-offs or skill upgrades for dislocated workers	Watsonville Aptos Adult School	Yes (Purchase order currently being processed)	<ul style="list-style-type: none"> WIN software Provided to 30-50 participants in follow up to WorkKeys assessments (some can be provided the upgrade twice or more than one upgrade) 	<p>\$11,250 (purchase order)</p> <p>Cost per: \$225</p>	<ul style="list-style-type: none"> Ask Cabrillo to develop (in coordination with WIA services) referral system to ensure smooth transitions and minimize service barriers Need to develop system with Cabrillo to track who gets a job after the workshop
Reskill Assessment workshops	Cabrillo College	Yes (Purchase order currently being processed)	<ul style="list-style-type: none"> 4 two day workshops provided to up to 25 people each Translated to Spanish as requested Provided "off the shelf" as needed by the WIB 	<p>\$15,000 (purchase order)</p> <p>Cost per: \$150</p>	<ul style="list-style-type: none"> Strong application (WIA service experience and past experience with job search workshops well articulated) Ask Shoreline to work with WIA services to delineate how referrals happen so that class attendance is maximized and Employment and Training specialists can provide this service in the workshops (rather than 1 on 1) Do they need to hire additional staff for this or are staff already in place? Could be done through in Individual Training Account (ITA)
Job search workshops	Shoreline Workforce Development Services	Yes (SCC Board of Supervisors approved contract 10/25/11)	<ul style="list-style-type: none"> Provided once a week, 2.5 hours each at Shoreline and/or Watsonville Career Center Up to 700 participants served (210 through this grant; 90 in training) 	<p>\$20,000 (contract amendment—additional service modality)</p> <p>Cost per: \$95 (if 210 served)</p>	<ul style="list-style-type: none"> Strong application (WIA service experience, past entered employment rate (77%) and past experience with this training service well articulated) Good entered employment rates proposed; need to negotiate to 73% in keeping with grant proposal to the state To ensure enrollments, contract with payments points: 1. Enrollments & 2. Completions Define training fields to ensure they are high demand Can CAB provide basic computer literacy as part of training? Could be done through in Individual Training Account (ITA)
Training	Cabrillo College	No			
	Community Action Board	Yes (SCC Board of Supervisors approved contract 10/25/11)	<ul style="list-style-type: none"> Pilot a cohort of 15 women provided short term (5 weeks) training in high demand, non-traditional field through Women's Ventures Project 	<p>\$50,250 (contract)</p> <p>Cost per: \$3,350</p>	
	Watsonville Aptos Adult School	No			

CONSENT ITEM C.6

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: Updated Policy for skill assessment prior to receiving an Individual Training Account (ITA) scholarships for Workforce Investment Act (WIA) Participants and Service Providers

RECOMMENDATIONS: *The WIB Executive Committee took action to add language to the current ITA policy which makes assessment a prerequisite to receiving an Individual Training Account (ITA)/training scholarship.*

COMMITTEE ACTION: Executive Committee (August 24, 2011)

VOTE REQUIRED: YES

DISCUSSION: As you may recall, the WIB has piloted a WorkKeys skills assessment/WIN Skills upgrade with Watsonville/Aptos Adult School. Assessments help ensure that participants are ready to go into training and can indicate where a participant may need assistance prior to training.

Some of our regional partners have developed policies regarding required assessment prior to training. The Monterey County WIB requires that all individuals obtaining a WIA training scholarship must first be assessed via WorkKeys.

In your WIB's recently awarded application for an emergency dislocated worker grant, assessment for every individual enrolled was included. A smaller subset was also proposed to receive skills upgrade training if needed.

In keeping with our regional partners' policies and to implement the new grant, staff recommends that all individuals, prior to receiving a WIA scholarship, be assessed via a standardized instrument such as WorkKeys.

The ITA policy with prerequisite assessment language added is attached for your consideration.

ATTACHMENTS: Updated ITA Policy

**Santa Cruz County Workforce Investment Board
Individual Training Account (ITA) Policy**

Effective Date: July 1, 2011

Background:

The Local Workforce Investment Board is required under the Workforce Investment Act to set policies for Adults and Dislocated Workers using training services that define time limits and dollar limits (caps).

Policy: In accordance with WIA regulation, if available, other funding sources (non-WIA) will be utilized as the first source of payment for training programs. This includes but is not limited to Pell grants, BOG grants, scholarships, other.

ITAs will be capped/limited to **\$4,500** for the duration of WIA enrollment. This amount is meant to be an average. Depending upon customer needs, **\$500** of the **\$4,500** can be spent on supportive services or used for training costs. The **\$4,500** includes the cost of Supportive services for adult and dislocated workers which are available to a maximum total of **\$500** for the duration of enrollment. On a case-by-case basis and with proper justification, a counselor could request a waiver to exceed the **\$4,500** from the Program Manager and with approval from the Workforce Investment Board Director.

If similar training (curricula and timeframes) is available at both public and private training institutions, the local WIB will only pay up to the cost of training at the public training institution. The WIA participant could opt for the private school but would only receive an ITA for an amount equal to the Public Schools cost.

The standard training is considered to be one year. Maximum training time will be 2 years. In instances where training extends over a two-year period (Cabrillo), **the ETS will prepare one voucher to reflect the total cost of the training that is to be committed.** Vouchers should be submitted for the training and supply costs outlined by the institution such as Cabrillo.

ITAs and OJTs can be combined as long as total funding stays below a **\$4,500** cap. Under special circumstance, on a case-by-case basis and with proper justification, a counselor could request a waiver to exceed the **\$4,500** from the Program Manager with approval by the Workforce Investment Board Director.

The maximum amount for an ITA will be paid for sector occupations including health care careers, construction, and the retail sub sector of trade transportation and utilities sectors for occupations on the priority occupations list. Annually, 5% of all ITAs can be written for non-priority occupations that will be paid at \$3,000 maximum.

Eligibility for Training:

WIA funds for the provision of occupational classroom training will be provided in accordance with Section 134 (d) (4) (A) of the Act. Eligible populations include adults, dislocated workers, and incumbent workers who:

- A. After an interview, evaluation or assessment and case management have been determined to:
 - 1. Are unable to obtain employment that leads to self-sufficiency through core and intensive services
 - 2. Be in need of training services
 - 3. Have the skills and qualifications necessary to successfully participate in the selected program
 - a. *Have been assessed using an initial indicator of skills and work readiness tool, such as through WorkKeys®. Based upon the testing results, participants may be referred for:*
 - *further assessments, which are available through sources such as WorkKeys;*
 - *to a skills upgrade training, such as the Worldwide Interactive Network (WIN).*
 - If using WorkKeys, Authorized WorkKeys® assessments and WIN remedial training may be provided by appointment through partners of the Central Coast Career Readiness Consortium by contacting:*
 - *Monterey County Business Council at (831) 883-9443*
 - *Watsonville Aptos Adult School contact info or*
 - *Watsonville Career Center at (831) 763-8700.*
 - 4. Have selected programs of training services that are directly linked to employment opportunities in Santa Cruz County as certified through the priority occupation list
 - 5. Are unable to obtain sufficient grant assistance, including PELL grants;
 - 6. Require support beyond the assistance made available under other grant assistance programs

B. Training priority will be given to Santa Cruz County residents in the Adult program

C. Training priority will be given to Veterans and the spouses of Veterans, as well as those individuals who have attended a Rapid Response event in the Dislocated Worker Program.

DISCUSSION ITEM C.7

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: Financial Status Report

RECOMMENDATION: *The WIB Executive Committee took action to Review and Approve the Program Year 4th Quarter (PY) 2010-11 Financial Status June 30, 2011 Report.*

COMMITTEE ACTION: Executive Committee (August 24, 2011)

VOTE REQUIRED: YES

DISCUSSION: The *WIA Financial Status Report* (attached) for the 4th Quarter (June 30, 2011) of PY 2010-11 presents the expenditure status of the Workforce Investment Act (WIA) core programs Adult, Dislocated Worker, and Youth, the ARRA allocation for Adult, Dislocated Worker, Youth, and other ARRA and special grants. Carry-in funds from the prior year were budgeted in the same categories of service to maintain staffing levels and provide training to WIA participants. The budget and expenditures are summarized below.

Period Ending 6/30/2011

WIA FORMULA Grants	Formula Adult	Formula Dislocated Worker	Formula Youth	TOTAL
BUDGET				
Carry-In from FY 09/10	229,836	310,384	107,461	647,681
FY 10/11 Allocation	923,258	1,033,202	1,080,657	3,037,117
Total Budget	1,153,094	1,343,586	1,188,118	3,684,798
EXPENDITURE				
YTD Expend as of 6/30/11	1,130,348	1,308,108	1,115,721	3,554,176
Balance	22,746	35,478	72,397	130,622
Percent Expend	98.0%	97.4%	93.9%	3.5%

WIA ARRA Grants	ARRA Adult	ARRA Dislocated Worker	ARRA Youth	TOTAL
Total Authorized Budget FY 08/09 – 10/11	584,513	1,287,078	1,535,571	3,407,162
YTD Expend as of 6/30/11	584,613	1,287,078	1,535,571	3,407,262
Balance	(100)			(100)
Percent Expend	100.0%	100.0%	100.0%	100.0%

<i>Rapid Response/Other Grants</i>	Rapid Response	ARRA Rapid Response	ARRA RR Add. Assist	ARRA Incentive	NEG OJT	TOTAL
Budget	167,572	203,173	261,018	7,924	243,000	882,687
YTD Expend as of 6/30/11	119,875	203,173	261,018	7,924	71,409	663,399
Balance	47,697				171,591	219,288
Percent Expend	71.5%	100.0%	100.0%	100.0%	29.4%	75.2%

WIA ADULT, DISLOCATED WORKER & YOUTH PROGRAMS: All Program Year (PY) 2010-11 WIA Programs' fiscal performance reflects their service delivery. All services spent over 90% of funds. Any funds not fully expended will be programmed into PY 2011-12.

AMERICAN RECOVERY AND REINVESTMENT ACT OF 2009 PROGRAMS: This program is 100% fully expended as noted above. WIB staff will be preparing a report on the outcomes of this program.

NEG OJT: This Department of Labor grant to California and to the WIB continues through June 30, 2012. Shoreline Workforce Development Services, the contractor will continue to provide these OJT services regionally in Santa Cruz, Monterey, and San Luis Obispo counties. Some prior year expenditures are not included in the 30% expenditure and the costs have been accrued to this year. The 70% balance of funds are budgeted to be expended this year.

WIA participant service and performance is not available at this time and will be brought to the October Executive Committee meeting.

ATTACHMENTS: 4th Quarter: June 30, 2011 – Financial Reports

COUNTY OF SANTA CRUZ - WORKFORCE INVESTMENT BOARD

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

Period Ending **6/30/2011**

ARRA GRANTS	Adult ARRA	Dislocated Wkr ARRA	Youth ARRA	TOTAL Core Programs	% of Total
BUDGET					
FY 08/09 Authorized	41,737	85,377	26,377	153,491	4.5%
FY 09/10 Authorized	435,058	932,260	862,381	2,229,699	65.4%
FY 10/11 Authorized	107,718	269,441	646,813	1,023,972	
FY 09/10 Total	584,513	1,287,078	1,535,571	3,407,162	69.9%

EXPENDITURE					
WIB Services					
Administration	54,709	128,707	153,558	336,974	9.9%
Program Services	20,324	52,471	47,861	120,656	3.5%
Contracts*	136,292	78,210	1,334,152	1,548,654	45.5%
Reserve				-	0.0%
WIB Total	211,325	259,388	1,535,571	2,006,284	58.9%
WFSCC Operations					
Career Center Operations	117,375	450,216		567,591	16.7%
Training-OJT-Support Svcs	255,913	577,474		833,387	24.5%
WFSCC Total	373,288	1,027,690	-	1,400,978	41.1%
Total	584,613	1,287,078	1,535,571	3,407,262	100.0%
Balance	(100)	-	-	(100)	
% Expended	100.0%	100.0%	100.0%	100.0%	

Contracts:

1 - WIB

Cabrillo College: Fast Track to Work (FT2W)
Santa Cruz County Office of Education: Youth Services

CONSENT ITEM C.8

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director



For Information



For Action

SUBJECT: 2011-12 Rapid Response Plan

RECOMMENDATION: *The WIB Executive Committee took action to Review and Approve 2011-12 Rapid Response Plan for Services and authorizes staff to proceed with actions*

COMMITTEE ACTION: Executive Committee (August 24, 2011)

VOTE REQUIRED: YES

DISCUSSION: As you may know, each year our Local Workforce Investment Area is allocated funds for Rapid Response (RR) services based upon a state formula. Santa Cruz County was notified June 16, 2011, that it was awarded \$184,690 for 2011-12 Rapid Response services. The funds have been used in the past for salaries and benefits for WIB staff and Employment Training Specialists staff to provide the RR services. The WIB in May – June asked the RR consultant Rob Gamble to review the RR services we provide to assess how we are doing. With the purpose to advise and recommend to us what we could possibly do differently to be more proactive and effective in preventing layoffs and getting WIA services to employees being laid off. Our current RR service model includes the following basic services:

- Job fairs (one per quarter plus “Access to Employment Job Fair”)
- Specialized recruitments for businesses which request this service
- Rapid Response lay-off events (where staff go with the Employment Development Department to meet the employees being laid off to tell them about available services to assist them with finding a new job)
- Contracted job retention and layoff prevention services through the Small Business Development Center
- Informational materials (flyers, packets for employees.)

In the past, Rapid Response funds have also covered:

- Labor Market Information at the USWorks website through ERISS.
- Green Careers Partnership (to coordinate green careers job match for construction management)

The WIB’s consultant, Rob Gamble, noted in his report that our current Rapid Response model is solid (provides the above listed current services well) in addition to meeting all of our minimum mandates. He has developed several options for what we could do in the future. The options presented depend on the funds to pay for services:

- maintain the current model
- develop a much more proactive and comprehensive model that could include:
 - Fund a Business Services Representative who could work directly with local Economic Development staff, Chambers of Commerce, the Small Business Development Center, and business to prevent lay-offs. Specifically, this position (which would require special/grant funding), could develop public relations.
 - Fund WIB staff to develop and keep a database for “instant labor exchange” whereby people being laid off are matched to another company with job openings for the same skill set; and/or transitioned to growing companies after having appropriate upgrade training.

The Department of Labor communicated to WIB's the national priority to have RR services become more proactive to retain jobs to keep business from closing. As you may recall, the WIB's proactive "Retain Your Employees" \$55,000 services contract with the Small Business Development Center is estimated to have saved 87 jobs and saved the California Unemployment Insurance fund (UI) over \$500,000. The Return on Investment (ROI) assessment done by the RR consultant is attached. Keeping business open and retaining their employees is important because the CA UI system owes the federal government over \$20 Billion for UI claim payments.

The Gamble recommendations are under review by the WIB with the Human Services Department (HSD) to assess how we can be most effective and strategic with proactive services to business; and how to provide quality information to business on services that could grow their business: OJT, subsidized workers, SBDC information, Job Fairs, specialized recruitments. The HSD Employment and Benefits Service Division (CaWORKs/Welfare to Work) is in planning with WIB staff on a new model for the "subsidized worker" program that could leverage other resources and services; and how to coordinate contacts to business. We are in dialogue with Monterey WIB on how to coordinate RR services, functions, and language describing services in the Watsonville, Pajaro Valley, and the Moss Landing region.

Based upon the amount of funding allocation of \$184,690 plus a projected \$45,288 carry-in = \$229,978 and the planning for RR services, WIB staff recommends:

- Form a Work Group to advise/recommend on delivering workforce services including RR and other services to business.
- Approve the following actions and budget: for RR activities; and authorize staff to proceed with negotiations for services on purchase orders and contracts.
- Continue planning for proactive delivery methods and training with consultant Gamble and the Work Group

Rapid Response Budget Plan	\$229,978	
Activity	Amount	Notes
WIB staff RR Services	\$90,954	Budgeted for WIB salaries
Gamble RR professional services	\$15,000	Renew purchase order to train staff and assist with new service model
Job Retention contract with Small Business Development Center	\$40,000	Negotiate new contract for 1 year of services.
Information for Business services	\$10 - 20,000 estimates	Services, amount, and provider TBD.
Job Fairs and recruitments	\$5,000 est.	Planning in process.
Professional services	TBD	Possible joint effort with partners.
Entrepreneurs and business start-ups support/coordination	TBD	Need more planning with SBDC and Monterey WIB.
Sub total	\$165,954	
Balance	\$64,024	TBD for service models

WIB staff will return to the Executive Committee on October 19, 2011 with final plans and recommendations on Rapid Response services. Staff will respond to any questions and recommendations.

ATTACHMENTS:

- Santa Cruz WIB beats the ROI Gold Standard news item

Santa Cruz WIB beats the ROI Gold Standard

The gold standard for venture capitalist is a 10X return on investment. What this means is for every dollar invested you get \$10 back. The Santa Cruz California WIB beat that goal with a \$50,000 investment in Layoff Aversion.

Working together, David Lundberg and the staff at the Santa Cruz County WIB, and Teresa Thomae and her group at the Central Coast Small Business Development Center have shown how a small investment in layoff aversion can pay off in a big way.

What the WIB did was establish a working partnership with the SBDC. Through a \$50,000 contract the WIB engaged the SBDC to help small businesses in their community weather the economic down turn and avoid the need for layoffs. From the project inception in January 2010 to today it has preserved 87 jobs, preventing the need for an equal number of layoffs.

A few weeks ago I posted a blog entitled *Imagine that, a program that pays for itself*. [https://rapidresponse.workforce3onc.org/view/Imagine that a program that pays for itself/info](https://rapidresponse.workforce3onc.org/view/Imagine+that+a+program+that+pays+for+itself/info) in which I outlined a simple mathematical formula to identify ROI with respect to unemployment insurance. As a reminder, that formula is:

Average National UI Weekly Benefit X Average Weekly UI Duration = Value of Saved Job

We conservatively estimated average duration at 18.8 weeks nationally, but in many areas this number is SIGNIFICANTLY higher—perhaps as high as 30 weeks or more. And while the average weekly benefit amount would vary nationwide, using this average gives us a good benchmark at \$309.60.

So, to the math—simple enough that even I, as a psychology major, can figure it out: $\$309.60 \times 18.8 = \5280.48 per job. Santa Cruz saved 87 jobs. A bit more math: $\$5280.48 \times 87 = \$506,381.76$.

So, what does this mean? It means that for a \$50,000 investment the Santa Cruz WIB saved the UI fund \$506,381.76. This alone beat the 10X ROI standard. And this is just the immediate ROI for UI funds. The WIB reports that the project has also saved local businesses and help garner over \$1million in loans and equity financing.

Just another example of practitioners solving problems! And another example of the power of partnerships. You can't do it all on your own, and you shouldn't try. Using your networks and developing new ones can create solutions for your customers that benefit everyone. One of the most critical aspects of successful Rapid Response.

Do you have success stories to share about jobs saved, workers reemployed, and metrics you've developed to show success, or have questions? Share or ask them here.

INFORMATION ITEM I.1

TO: Workforce Investment Board

DATE: November 2, 2011

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 October 2011)

The unemployment rate in the Santa Cruz County was 10.1 percent in September 2011, down from a revised 10.7 percent in August 2011, and below the year-ago estimate of 10.8 percent. This compares with an unadjusted unemployment rate of 11.4 percent for California and 8.8 percent for the nation during the same period.

Santa Cruz County

Data Not Adjusted for Seasonality

Industry Employment & Labor Force

March 2010 Benchmark

	Sep 10	Jul 11	Aug 11 Revised	Sep 11 Prelim	Percent Month	Change Year
Civilian Labor Force (1)	147,200	151,700	151,200	150,300	-0.6%	2.1%
Civilian Employment	131,300	134,700	135,100	135,100	0.0%	2.9%
Civilian Unemployment	15,900	17,000	16,100	15,200	-5.6%	-4.4%
Civilian Unemployment Rate	10.8%	11.2%	10.7%	10.1%		
(CA Unemployment Rate)	12.1%	12.4%	11.9%	11.4%		
(U.S. Unemployment Rate)	9.2%	9.3%	9.1%	8.8%		

Monthly Sub Region Unemployment Data/September 2011 (Preliminary)

Region –Sub-Region	Labor Force	Employment	Unemployment	
			Number	Rate
Santa Cruz County	150,300	135,100	15,200	10.1%
Amesti CDP	1,400	1,100	300	18.3%
Aptos CDP	5,800	5,600	200	3.9%
Aptos Hills Larkin Valley CDP	1,400	1,300	0	3.1%
Ben Lomond CDP	1,500	1,400	100	4.1%
Boulder Creek CDP	2,900	2,500	300	11.7%
Capitola city	6,600	6,200	400	5.7%
Corralitos CDP	1,500	1,500	0	1.4%
Day Valley CDP	2,000	1,900	100	7.1%
Felton CDP	600	600	0	0.0%
Freedom CDP	3,100	2,500	600	18.2%
Interlaken CDP	4,100	3,200	900	21.3%
Live Oak CDP	9,700	8,900	800	8.4%
Opal Cliffs CDP	4,200	3,900	400	8.4%
Rio del Mar CDP	5,800	5,400	400	6.1%
Santa Cruz city	32,700	30,000	2,700	8.4%
Scotts Valley city	6,000	5,700	300	4.8%
Soquel CDP	3,300	3,000	300	7.7%
Twin Lakes CDP	3,500	3,200	300	7.7%
Watsonville city	23,300	18,300	5,000	21.3%

INFORMATION ITEM I.2

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Action

For Information

SUBJECT: Rapid Response Activities

DISCUSSION: For each program year we begin a new count of services provided to business in response to WARN notices received, the Early Alert system on business closing, and information from newspapers and community. The table below includes Rapid Response activities offered/provided during the program year 2011-12.

In comparison, PY 2010-11 through June 30, 2011, there were 297 layoffs (not counting temporary seasonal layoffs). This was a 78% increase above the 167 layoffs in PY 09-10.

TOTAL for year	370	
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October 1, 2011 to Year to Date October 13th

Name of Business	# of Employees Laid Off	WARN Date/ Orientation or Contact Date	Comments
City of Santa Cruz	tbd	10/19/11	Meetings in November
Reiter Affiliated Companies	76	10/19/11	Meeting pending, Job transfers to be offered
Scotts Valley Fitness Club	10	Alert 10/9/11	Information Provided
Radiology Medical Group Santa Cruz, CA	21	10/6/11	Meeting pending
Lintelle Engineering Scotts Valley, CA	26	Alert 10/4/11	TAA petition pending, Solyndra supplier
West Marine Watsonville, CA 95076	356*	Yes 9/21/11	*Temporary yearly holiday closure (12/26/11-01/2/11)
2nd Quarter Total to date	133*		Did not count temporary layoff

July 1, 2011 to September 30, 2011

Name of Business	# of Employees Laid-off	WARN Notice Date	Comments
University Inn & Conference Center Santa Cruz, CA	55	Alert 8/19/11	Meetings with 16 employees
B & H Flowers. Watsonville, CA	40	Alert 7/31/11	Meeting with 14 employees
Bethany University, Scotts Valley CA	80	Alert 7/6/11	Meeting with 14 employees
Jertberg Strawberries Watsonville, CA 95076	62	Yes 7/5/11	Rapid Response services provided and Trade Adjustment Act petition filed.
1st Quarter Total	237		

ATTACHMENTS: None

INFORMATION ITEM I.3

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Action

For Information

SUBJECT: Hi Tech Study Recommendations by Four (4) WIBs

DISCUSSION: As you may recall, the WIB of Santa Cruz County was one of four regional WIBs to collaborate in a Hi Tech Study. The study – Silicon Valley in Transition – was conducted by a national research team for the NOVA (Sunnyvale), work2future (San Jose), San Mateo Co. and Santa Cruz Co. Workforce Boards.

From the study overview released by NOVA: *Based on 250 employer surveys and over 50 executive interviews, this research initiative will provide a roadmap for Silicon Valley's efforts to enhance its global competitive advantages through the strategic development and utilization of tech talent.*

For job seekers, employers and other stakeholders, the study will provide real-time labor market intelligence and establish a regional process for ongoing collection and analysis of relevant and timely workforce and economic development data.

Here are key preliminary findings:

- *Silicon Valley will see growing demand for high skill jobs such as software engineers and user interface designers but flat to fleeting demand for lower and middle skill tech positions. Tech cluster employment should grow by almost 15 percent over the next two years.*
- *60% of employers expect to grow*
- *15% growth rate expected across all jobs*
- *Flexibility and entrepreneurship are key*
- *Job-seekers must demonstrate problem solving areas*
- *Technical skills are still important, but demonstration of talent is critical*
- ***Successful job applicants will need entrepreneurial skills, flexibility, adaptability and a passion for life-long learning in addition to relevant technical skills.***
- *Tech employers will experience increasing difficulty finding qualified applicants in specific occupations.*
- *In spite of relatively high labor and property costs, Silicon Valley will retain its global competitive advantages due to a well-developed innovation ecosystem featuring entrepreneurial talent, strong universities and a good quality of life.*
- *Through providing job seekers with employer-informed resume strategies and the opportunity to demonstrate their tech savvy and passion through portfolio labs, the public workforce system is positioned to better connect job seekers with employer talent demands.*

- ***Despite constrained public budgets in Washington, Sacramento and Silicon Valley, regional leaders must increase investments in human infrastructure – such as K-12 science, technology, engineering and math education – and physical infrastructure – including Caltrain – in order to continue to attract the talent required to feed the region’s innovation engine.***

We believe this study will be valuable to other regions and industries because it provides a template for addressing workforce supply and demand issues in the face of globalization and fast-paced technological change.

As a result, it is critical that Silicon Valley’s four workforce investment boards build on their recent historic efforts to collaborate. Collaborations, such as this study, allow the WIBs to serve the Valley economy better by providing targeted, coordinated services with minimal duplication of effort. In doing so, the Silicon Valley WIBs can serve as a model for other regions and help transform jobseeker services to meet the demands of the new world of work.

The study is at: www.SantaCruzWIB.com and can also be found out:
http://www.work2future.biz/images/documents/TechStudyFullReport_03.pdf

A powerpoint overview of the study findings can also be found at the WIB’s website:
www.SantaCruzWIB.com

ATTACHMENTS: None

PRESENTATION ITEM P.2

TO: Workforce Investment Board

DATE: November 2, 2011

FROM: David Lundberg, Director

For Information

For Action

SUBJECT: Highlights of the Road Trip Nation Project

RECOMMENDATION: No Action Required.

DISCUSSION: WIB members who wish to stay after the business portion of the meeting may hear the highlights of the Road Trip Nation by WIA Youth Services Santa Cruz County Office of Education tour given by Jo Ann Allen of the Santa Cruz County Office of Education. There will be time for questions and answers about this youth program.

ATTACHMENT: None