

**Career Center Committee  
Meeting Minutes  
November 15, 2006, 3:00 p.m. – 4:30 p.m.  
Career Center at Capitola  
2045 40<sup>th</sup> Avenue  
Capitola, CA 95010**



**MEMBERS:**

*Howard Sherer, Chair*  
Hutton Sherer Marketing  
*Paul Arsenaull, Business Representative*  
Sheet Metal Workers Local Union, #104  
*Alia Ayyad, Director*  
Center for Employment Training  
*Donna Blitzler, Director, Govt. & Community Relations*  
UC Santa Cruz  
*Dene Bustichi, President*  
Bustichi Construction  
*Tony Campos, Supervisor*  
SC County Board of Supervisors  
*Greg Carter, Executive Director*  
Santa Cruz Chamber of Commerce  
*John T. Collins II, Senior Vice President*  
Goodwill Industries  
*Christina Cuevas, Program Director*  
Community Foundation of Santa Cruz County  
*Janeen Ditttrick, Manager*  
Employment Development Department  
*Jo Anne Dlott, VP, Human Resources*  
Santa Cruz Seaside Company  
*Russ Elliot, Human Resources Manager*  
O'Neill, Inc.  
*Cecilia Espinola, Director*  
Santa Cruz County Human Resources Agency  
*Bob Harper, Director*  
Watsonville/Aptos Adult School.  
*Janel M. Heien, Human Resources Manager*  
Discol Strawberry Associates, Inc.  
*Christine Johnson-Lyons, Executive Director*  
Community Action Board  
*Linda Kennedy, VP, Human Resources*  
West Marine, Inc.  
*Marvin Labrie, Executive Director*  
Physicians Medical Group of Santa Cruz, Inc.  
*Julie Lambert, Controller*  
S. Martinelli and Company  
*Bonnie Morr, Chair*  
United Transportation Union, Local 23  
*Al Nocella, VP Human Resources*  
Sutter Santa Cruz  
*Karen O'Brien, Sr. Human Resources Director*  
Agere Systems  
*Carlos Palacios, City Manager*  
City of Watsonville  
*Rock Pfothenhauer, Dean of Instruction*  
Cabrillo College  
*Tonee' Picard, VP, Marketing*  
Bay Federal Credit Union  
*Ron Slack, Publisher*  
Good Times  
*William Waggy, Equipment Manager*  
Granite Construction

**DIRECTOR:**  
*Kathy Zwart*  
WIB Director

The Chair called the meeting to order at 3:08 p.m.

**Committee Members in Attendance**

Ayyad, Alia	Director, CET
Dittrick, Janeen	Manager, EDD
Elliot, Russ	HR Manager, O'Neill, Inc.
Gelwicks, Bob	Supervisor, Dept of Rehabilitation
Harper, Bob	Director, Watsonville/Aptos Adult Ed.
Nocella, Al	VP, HR, Sutter Santa Cruz
Pfothenhauer, Rock	Dean, Cabrillo College
Powers, Mary	Principal, Santa Cruz Adult School

**Committee Members Absent**

Reiber, Robert	Director, ROP
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**Staff in Attendance**

Zwart, Kathy	WIB Director
Lundberg, David	WIB Senior Analyst

**Guests**

Corbett, Connie	CareerWorks – Capitola Manager
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**Subject: Welcome and Introductions**

**Discussion:** Russ Elliott, Chair welcomed everyone to the meeting.

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**Subject: Public Comment**

**Discussion:** None.

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**Subject: Approval of the August 30, 2006 Minutes**

**Discussion:** None.

**Action:**

- **Approve August 30, 2006 Minutes.**

**Status:** Motion: Janeen Dittrick  
Seconded: Al Nocella  
Abstentions: None.  
Committee: All voted in favor, motion passed.

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**Subject: Chair's Report**

**Discussion:** The Chair reviewed the agenda; and announced that Jan Picolorich who has been on the Committee for 5 years has resigned as CareerWorks Director and has moved on to a new position with Santa Clara County Social Services. Appreciation was expressed for the work Jan did with the committee.

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**Subject: Director's Report**

**Discussion:** Kathy Zwart reported that Sue Gilchrist was selected to be the new director of CareerWorks. Sue has worked with business in her past position with the County Planning Department, worked with HRA, for a short time with the WIB as an analyst, and most recently was the Assistant Director of Benefits Division within HRA. Connie Corbett, the Capitola CareerWorks Manager is representing CareerWorks at today's meeting.

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**Subject: Short Discussion and Action Item  
SD.1 Bird's Eye Layoff Planning**

**Discussion:** Bird's Eye filed an application to the Department of Labor for Trade Adjustment Assistance (TAA) by certifying that the closure resulted from the impact of foreign trade. The TAA benefits are significantly higher than WIA benefits. The WIB submitted a \$1.6 million application for additional Dislocated Worker funding to provide services to the Bird's Eye laid off employees for an eighteen-month period commencing in January 2007. The application is under review by the State.

WFSCC and the WIB have continued to provide Rapid Response services including:

- C An orientation for 300 workers by the WIB, CareerWorks, EDD, and Watsonville Aptos Adult School to provide information. There was a presentation on the changing Watsonville economy by the Assistant Manager, City of Watsonville presenting a picture of the need to retrain for the current local economy.
- C Workshops to prepare the workers for a Job Fair scheduled in November by the Career Center conducted in English and Spanish. Many have had their job for over 16 years and need skills on how to job search.
- C Contacting local and regional companies who may have an interest in hiring qualified Bird's Eye workers.
- C Meeting to be conducted with training providers on November 13<sup>th</sup> who are WIA eligible to plant how to match workers skill and education needs with training resources and ascertain training provider interest in providing services.

**Action:**

- **Accept and File Report on Bird's Eye Layoff**

**Status:** Motion: Bob Harper  
Seconded: Alia Ayyad  
Abstentions: None.  
Committee: All voted in favor, motion passed.

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**Subject: SD.2 Short Discussion Item  
Update on funding and Operations for Adult and Dislocated  
Worker Programs for PY 2006-07**

**Discussion:** The final WIA Adult allocation was received in late September and Santa Cruz received a 13.8% cut. This was a smaller cut than previously projected by the State. Overall, the Adult and Dislocated Worker funding for Santa Cruz was reduced by 15.8% from last year, a significant reduction. The State had an 8% reduction overall. WIA services and staffing have been adjusted and CareerWorks WIA staff time was reduced an equivalent of 2 staff persons. The Career Center Operator (EDD and CareerWorks) has redesigned Front Door services. Funds for training scholarships were also reduced. Training commitments at the end of the 1<sup>st</sup> quarter are for the Adult program at 82.9% of budget and Dislocated Worker at 43.6% of budget. A larger number of WIA participants are going to Cabrillo College for training and the WIB increased Fast Track to Work funding and responsibilities to support the larger number. The WIB's monitoring recommendations for Fast Track to Work and CareerWorks have been implemented in the new operational scope of work for both contractors.

**Action:** None.

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**Subject: SD.3 Short Discussion Item  
Eligible Training Provider List (ETPL) Report**

**Discussion:** Workforce Investment Board (WIB) staff has reviewed the training expenditures and placements from PY 2005-06 in order to assess the return on investment of WIA training funds, as well as to gauge the performance of each ETPL vendor. An expenditure and enrollment report by vendor was attached for review. Although the WIB currently has 62 schools approved to provide training, the attached report lists only those 38 schools that were utilized during PY 2005-06.

With regard to the effectiveness of the ETPL training providers, a review of performance data from PY 2004-05 and PY 2005-06 shows an improvement in employment placement rates over PY 2004-05 at each of the most utilized ETPL schools. Staff attributes these improvements in large part to policies implemented by the WIB at the beginning of PY 2004-05 that includes a 10% holdback of tuition payments contingent on employment of the WIA participant in a training related field upon exit from the WIA program. This information has been shared with Career Center staff and each vendor in an attempt to improve performance. Central Coast College was the only vendor that responded to the report, asking for a list of their students who had exited in PY 2005-06.

**Action:**

- **Accept and File Eligible Training Provider List Reports on Performance, Expenditures and Enrollments**

**Status:** Motion: Janeen Dittrick  
Seconded: Bob Gelwicks  
Abstentions: None.  
Committee: All voted in favor, motion passed.

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**Subject: Discussion and Action Item**  
**D.1 Report on Plans and Actions: Career Center Certification moving to a Business Focused System**

**Discussion:**

**Goal Outcome 1: Complete Year 2 Certification with focus on business services.**

The certification will be conducted in March 2007 using the Level II certification instrument. Al Nocella, WIB member will facilitate the meetings of the certification team. The 5 person team will include Alia Ayyad and Mary Powers, WIB members and Career Center Operator Janeen Dittrick, EDD and WIB member and Sue Gilchrist, CareerWorks Director and Career Center Committee member. A report will be made to the Committee on May 16, 2007, to the Executive Committee on May 23, 2007, and to the full Board on June 6, 2007.

**Goal Outcome 2: Increase business utilization from 13% recorded through the 2005 ERRIS Survey in 2005.**

The Career Centers reported on the changes made to have a more business focused system that emphasizes that business has the jobs and needs a reliable workforce. A business consultant recommended 5 priorities that are the basis of the changes. Priority 1: Prepare a well-trained workforce. Services provided by staff were reorganized between CareerWorks and EDD (the Career Center Operator) to support business getting the job seekers they need. An Employment Readiness service plan was developed to help job seekers prepare themselves and find businesses seeking workers. Priority 2: Value added Job Orders. Take action on job orders coming from businesses and develop on-going relationships with businesses that use the Career Center to get their employee needs filled. Priority 3: Job Fairs as a business service. More organized and targeted job fairs for specific industries and employers. Priority 4: Employer Information and Referral. Have good business relations and provide labor market information, information on tax credits, the seminars of the Employer Advisory Council, and organizing training for employed workers who need skills upgrading through scholarships for training, OJT (on-the job training) or other training resources. Priority 5: Internal and external marketing. This phase is still under development with the assistance of the business consultant. The word of business and job seeker customers using the Center is an important part of informing the business community of the services. There is a Business Services Steering Committee to help keep the focus on making continued improvements to the Career Center services.

**a. Increase staff knowledge of select businesses and their personnel needs.**

A training outline for staff has been developed and will be implemented.

**b. Assess job fairs and develop plan for PY 2006-07 Job Fair operations.**

The Job Fair Committee will finalize the job fair schedule for Capitola and Watsonville Centers and the targeted industries.

**c. Utilize the Employer Advisory Committee (EAC) to increase business use of services.**

The EAC conducts regular seminars and has over 500 businesses on the mailing list. Services of the Career Centers and Workforce Santa Cruz County such as the Job Fairs will be announced at the meetings. An announcement on the next seminar was disseminated.

The Career Center Operator will continue to report to the committee on the actions taken. The Committee will review how to assess the increase in business usage of the centers.

**Action:**

- **Accept the Reports and Plans from the Career Center Operator**

**Status:** Motion to Approve: Mary Powers  
Seconded: Bob Gelwicks  
Abstentions: None  
Committee Action: All voted in favor, motion passed.

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**Subject: Announcements-Workforce Issues**

**Discussion:** Kathy Zwart provided information on the Rapid Response Special Project grant proposal that the WIB has submitted to the State. The costs of the WIB's January 30<sup>th</sup> Economic and Workforce Business Forum's cost is included. There is funding proposed to develop a curriculum for customer service skills training. Cabrillo College and the adult schools expressed interest in the planning for the curriculum development. Cabrillo and the adult schools could possibly provide instructors or certify instructors who could teach the classes in the Career Centers. WIB staff will convene a meeting to plan how to proceed once the grant is received.

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Meeting adjourned by general agreement at 4:37 p.m.

**Next Meeting:** February 21, 2007  
Career Center at Capitola  
3:00 p.m.-4:30 p.m.  
2045 40<sup>th</sup> Avenue  
Capitola