



**Career Center Committee
Meeting Minutes
May 4, 2005, 3:00 p.m. – 4:30 p.m.
Career Center at Capitola, Room 1
2045 40th Avenue, Ste. B
Capitola, CA 95010**

MEMBERS:

- William E. Wagy, Chair*
Granite Construction Company
 - Howard Sherer, Vice-Chair*
Hutton Sherer Marketing
 - Paul Arsenault, Business Representative*
Sheet Metal Workers Local Union, #104
 - Alia Ayyad, Director*
Center for Employment Training
 - Kathy Bisbee, Marketing Director*
Cruzio, The Internet Store
 - Donna Blitzer, 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
 - Ceil Cirillo, Executive Director*
City of Santa Cruz Redevelopment Agency
 - John T. Collins II, Senior Vice President*
Goodwill Industries
 - Christina Cuevas, Program Director*
Community Foundation of Santa Cruz County
 - Janeen Dittrick, 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.
 - Janet M. Heien, Human Resources Manager*
Discod Strawberry Associates, Inc.
 - Rich Hill, City Manager*
City of Capitola
 - Christine Johnson-Lyons, Executive Director*
Community Action Board
 - Linda Kennedy, VP, Human Resources*
West Marine
 - Laura Kuhn, Community Development Director*
City of Scotts Valley
 - Marvin Labrie, Executive Director*
Physicians Medical Group of Santa Cruz, Inc.
 - Susan LaForge, Senior Project Director*
The National Council on the Aging
 - 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, Human Resources Director*
Surf Control, Inc.
 - Carlos Palacios, City Manager*
City of Watsonville
 - Rock Pfothenhauer, Dean of Instruction*
Cabrillo College
 - Tonee Picard, VP, Business Development*
Thuridion Software Engineering
 - Emily Reilly, Owner*
Emily's Bakery
 - Howard Sherer, President*
Hutton Sherer Marketing
 - Ron Slack, Publisher*
Good Times
 - Deborah Sweeney, Rehabilitation Supervisor*
Department of Rehabilitation
 - Alice S. Tainack, Assistant Superintendent*
SC County Office of Education
 - Lou Tuosto, Owner*
Tuosto Insurance and Financial
 - Dick Wood, Principal*
Santa Cruz Adult School
- DIRECTOR:**
Kathy Zwart
WIB Director

The Chair called the meeting to order at 3:04 p.m.

Committee Members in Attendance

Ayyad, Alia	Director, CET
Dittrick, Janeen	Manager, EDD
Elliot, Russ	Chair, HR Manager, O'Neill, Inc.
LaForge, Susan	Director, National Council on the Aging
Picolorich, Jan	Director, CareerWorks, HRA
Pfothenhauer, Rock	Dean, Cabrillo College
Reiber, Robert	Assistant Director, ROP
Sweeney, Deborah	Supervisor, DOR
Wood, Dick	Principal, Santa Cruz Adult School

Committee Members Absent

Harper, Bob	Director, Watsonville/Aptos Adult Ed.
Nocella, Al	VP, HR, Sutter Santa Cruz

Staff in Attendance

Zwart, Kathy	WIB Director
Lundberg, David	WIB Senior Analyst

Guests

Powers, Mary	Santa Cruz Adult School
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Subject: Welcome and Introductions

Discussion: Russ Elliot, Chair welcomed everyone to the meeting. A special introduction was made of Janeen Dittrick, the new Manager of EDD.

Subject: Public Comment

Discussion: The Chair, WIB Director, and members acknowledged Dick Wood who is retiring as Director of Santa Cruz Adult School; and thanked him for his contributions to the Committee, the WIB, and supportive actions for Workforce Santa Cruz County.

Subject: Approval of the February 2, 2005 Minutes

Discussion: None.

Action:

- **Approval of the February 2, 2005 Minutes.**

Status: Motion: Alia Ayyad
Seconded: Janeen Dittrick
Abstentions: None
Committee: All voted in favor, motion passed

Subject: Director's Report

Discussion: Kathy Zwart disseminated a revised WFSCC referral form which has been modified to include the Housing Authority. This action was recommended by the State.

Subject: Discussion and Action

D.1 Review and Accept Adult and Dislocated Worker Service Provider Monitoring Reports

Discussion: The monitoring reports were presented by Kathy Zwart, WIB Director. An overview of the WIB's annual monitoring process and the responsibility of the Career Center Committee to review and accept the reports was presented. The Fast Track to Work – Cabrillo College and CareerWorks monitoring findings and recommendations were summarized. The provider's responses to the findings/recommendations from the contractors were included in the information.

Action:

- **Accept and file the monitoring reports for the WIB's Adult and Dislocated Worker service providers for PY 2004-05: CareerWorks and Fast Track to Work – Cabrillo College**

Status: Motion to Approve: Deborah Sweeney
Seconded: Dick Wood
Abstentions: Jan Picolorich and Rock Pfothenauer
Committee: Motion passed

D.2 Review Customer Numbers in the Career Centers and Appoint Members to Workgroup

Discussion: The Virtual Career Center (VCC) customer membership card system for Workforce Santa Cruz County (WFSCC) was described as the method for tracking universal and unduplicated customer counts at the career centers. The year-to-date numbers were reviewed. Jan Picolorich explained the challenges presented in the implementation of the VCC system to track customer numbers and requested assistance from WFSCC partners. The numbers may present a reason to realign services in the Santa Cruz Local Workforce Area and assess how the WIA dollars are being invested in the career centers. The Career Center Operations Committee is meeting and will be examining numbers and services in the two centers in Watsonville and Capitola.

To gather good customer information, the operation of the VCC scan machines and the location in the centers will need to be determined for the new program year. The VCC data needs to be reviewed and interpreted by the WFSCC members. To assist in the refinement and future development of the customer tracking system a work group was proposed to work with the Career Center Operations Committee on the operation of VCC in PY 2005-06. The second and fourth Tuesdays were proposed as possible meeting times. May 10th and 24th from 10 – 11:30 were proposed as initial meeting times. CareerWorks will send out the notices for the work group meetings.

Action:

- **Appointing a work group to review and assess the VCC customer tracking system improvements with Susan LaForge and Alia Ayyad to be work group members.**

Status: Motion to Approve: Rock Pfothenauer
Seconded: Jan Picolorich
Abstentions: None
Committee: Motion passed

D.3 Review Committee Work Priorities and Select Focus for PY 2005-06

Discussion: The committee has reviewed over the past few meetings members interest in work priorities and the focus of the committee. Work has been done on employer engagement with the development of the Business Plan for WFSCC. Ideas from the prior meetings were reviewed and discussed.

The members voiced their interest in the health care sector which is being reviewed in the WIB's 2005 labor market survey and where efforts have been coordinated through the Health Careers Partnership. The need to look at certification of the career centers was also discussed as this has become a priority of Congress in the reauthorization of the WIA. Other boards have

established certification processes even though the State has not issued final guidelines.

Action:

A. Focus on the health care industry sector for PY 2005-06.

Status: Motion to Approve: Jan Picolorich
Seconded: Rock Pfothenauer

B. The Committee will work on certification of the Career Centers in PY 2005-06

Status: Motion to Approve: Sue LaForge
Seconded: Dick Wood

Abstentions: None
Committee: Motion passed

Subject: Short Discussion and Possible Action

SD.1 Review and Approve Proposed Committee Meeting Calendar

Discussion: None.

Action: Approve the meeting dates.

Status: Motion to Approve: Sue LaForge
Seconded: Alia Ayyad
Abstentions: None
Committee: Motion passed

SD.2 Review Business Engagement: Business Services 3rd Quarter Report and OJT Services

Discussion: A Business Services Steering Committee comprised of CareerWorks, EDD, and the WIB is reviewing business services and preparing a PY 2005-06 Business Services Plan. The Plan will be presented at the Committee's August meeting.

CareerWorks reported on actions taken to improve OJT performance. Members gave several suggestions and ideas to CareerWorks on possible actions that could be taken to enhance OJT including:

- Request WIB members and WFSCC partners to try an OJT for an open position, possibly 5 in the first quarter of PY 2005-06. After the OJT is

completed, the businesses who provided OJT would assess the OJT service and the outcome and make recommendations.

- Have job developers who work with participants and employers on arranging an OJT.
- At employer seminars and at Employer Advisory Committee meetings, have employers speak (testimonial) about their success with OJT.
- Have a more coordinated approach from the Business Services Team on job identification and interest in OJT for possible job candidates for the employer.

Action: Accept the 3rd Quarter Business Services Report from the Career Center Consortium

Status: Motion: Dick Wood
Seconded: Sue LaForge
Abstentions: None
Committee: All voted in favor, motion passed

SD.3 Labor Market Survey Schedule and Plan for Analysis

Discussion: The WIB's 2005 labor market survey is to begin in early May and be conducted into June. The Executive Committee recommended and approved some changes to the survey scope and questions with additional funding for the project including:

- Surveying businesses with 5 or more employees: 3468 doubling the number of businesses to be surveyed from last year (10 or more employees).
- Adding a multi-year analysis of the health sector occupations and changes to the health drill down questions.
- Adding a multi-year analysis of the 5 local questions and changes to the questions.

The list of revised questions was disseminated in the packet. The committee recommended adding OJT to the local question on services of interest to the employer.

Any ideas and/or suggestions from members on how to present the survey data to the WIB is requested to be emailed to the WIB analyst or WIB Director.

Action:

- **Accept and file the Labor Market Survey Report with the recommended change to add OJT in the local question on services of interest.**

Status: Motion: Dick Wood
Seconded: Sue LaForge
Abstentions: None
Committee: All voted in favor, motion passed.

Subject: Information Items
I.1 New Member and Member Introductions with Reports on any Workforce Issues

Discussion: None.

I.2 Older Worker Services -WFSCC

Discussion: Information was disseminated “A Protocol for Serving Older Workers” on actions to assist older workers in the labor market. Committee member Sue LaForge of the National Council on Aging Senior Employment Services Program commented on the information.

- The increasing number of older workers;
- The need for older workers in the labor force to help business stay competitive;
- The value older workers have to the economy with their good work ethic, skills, and productivity;
- The need of older citizens for more money to live on; and
- The need for a flexible work schedule to retain older workers.

I.3 “Employment 2005 and Beyond” training – San Jose Department of Rehabilitation

Discussion: The training announcement on “Employment 2005 and Beyond” scheduled for May 25, 2005 in Santa Clara was disseminated. An overview was presented by Deborah Sweeney on the training which is to increase employment for persons with disabilities. The training is for vocational specialists and counselors, job developers and other employment professionals. For additional information, members were to contact Deborah Sweeney of the Santa Cruz area office Department of Rehabilitation.

Meeting adjourned by general agreement at 4:32 p.m.

Next Meeting: August 17, 2005, 3:00 p.m. – 4:30 p.m.
Career Center at Capitola
2045 40th Avenue
Capitola, CA