



SANTA CRUZ COUNTY

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Hutton Sherer Marketing

Linda Kennedy, Vice-Chair
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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

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SC County Board of Supervisors

Greg Carter, Executive Director
Santa Cruz Chamber of Commerce

Ceill 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.

Janel M. Heien, Human Resources Manager
Discol Strawberry Associates, Inc.

Rich Hill, City Manager
City of Capitola

Christine Johnson-Lyons, Executive Director
Community Action Board

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

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

William Wagy, Equipment Manager
Granite Construction

DIRECTOR:
Kathy Zwart
WIB Director

**Career Center Committee
Meeting Minutes
May 17, 2006, 3:00 p.m. – 4:30 p.m.
Career Center at Capitola
2045 40th Avenue
Capitola, CA 95010**

The Chair called the meeting to order at 3:10 p.m.

Committee Members in Attendance

Dittrick, Janeen	Manager, EDD
Elliot, Russ	Chair, HR Manager, O'Neill, Inc.
Nocella, Al	VP, HR, Sutter Santa Cruz
Pfothenhauer, Rock	Dean, Cabrillo College
Picolorich, Jan	Director, CareerWorks, HRA
Powers, Mary	Principal, Santa Cruz Adult School

Committee Members Absent

Ayyad, Alia	Director, CET
Harper, Bob	Director, Watsonville/Aptos Adult Ed.
LaForge, Susan	Director, National Council on the Aging
Reiber, Robert	Director, ROP

Staff in Attendance

Zwart, Kathy	WIB Director
Lundberg, David	WIB Senior Analyst

Guests

Wall, Bryan	Assistant Director ROP
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Subject: Welcome and Introductions

Discussion: Russ Elliot, Chair welcomed everyone to the meeting.

Subject: Public Comment

Discussion: None.

Subject: Approval of the February 15, 2006 Minutes

Discussion: None.

Action:

- **Approval of the February 15, 2006 Minutes.**

Status: Motion: Jan Picolorich
Seconded: Al Nocella
Abstentions: None.
Committee: All voted in favor, motion passed.

Subject: Chair's Report

Discussion: The Chair reviewed the agenda.

Subject: Director's Report

Discussion: Kathy Zwart announced that the WIB has retained a consultant Capitola Ventures – John Cirillo to assess business services in the career centers. The assessment is being coordinated by the WIB director with Jan Picolorich - CareerWorks and Janeen Dittrick - EDD. John will be attending a California Workforce Association summit on business services in the WIA career center system.

The WIB labor market survey by USWorks has begun. The surveyors have improved the method of scheduling the interviews with the business. Al Nocella recommended emailing out the survey questions in advance in order that there is preparation time for the person being interviewed.

Subject: Announcements-Workforce Issues

Discussion: Kathy Zwart reported on a proposal that refines concepts to train more health care workers developed previously with the Adult Schools, CareerWorks, and LADDERS.

Rock Pfothenhauer reported on two proposals under development. First, a proposal to develop a high school/college career pathway to construction and mechanical trades occupations. The proposal uses the findings and recommendations of the Pajaro Valley Training Facility project report. The second proposal is in health care information technology with something on gerontology services.

Subject: Discussion and Action Item
D.1 Review and Accept Adult and Dislocated Worker Program
Monitoring Reports

Discussion: Kathy Zwart and David Lundberg reviewed the WIB's monitoring requirements for the Adult and Dislocated Worker services. The two service providers CareerWorks and Fast Track to Work-Cabrillo College were monitored in December 2005 (reports in the packet). The participants that were randomly selected for interviews during the monitoring were very satisfied with the services they received. On a scale of 1-10 with 1 being "Very Dissatisfied" and 10 being "Very Satisfied", CareerWorks received a 9 from participants and Fast Track to Work

received a 9.2 from participants. The recommended corrective action for CareerWorks to transfer additional funds from the Dislocated Worker program to the Adult program has been implemented and approved by the WIB. The OJT budget amount has been consolidated into the regular training account.

Monitoring report Observations and the program recommendations are in the planning and implementation stages. The recommendations include giving Fast Track to Work access to the VCC electronic case management system; improving the bookstore voucher process to streamline and reduce changes; giving participants a copy of the voucher and the approved semester training amount; and increasing the supportive services amounts.

Action:

- **Accept and File the monitoring reports for the WIB's Adult and Dislocated Worker service providers for PY 2005-06; CareerWorks and Fast Track to Work-Cabrillo College; and recommend funding of the services.**

Status: Motion to Approve: Al Nocella
Seconded: Mary Powers
Abstentions: Jan Picolorich and Rock Pfothenhauer
Committee Action: All voted in favor, motion passed.

**Subject: Discussion and Action Item
D.2 Review and Approve Career Center Certification Report**

Discussion: Janeen Dittrick introduced the item and reviewed the report process and calendar for preparing for the PY 2006-07 certification and level 2 criteria development. Kathy Zwart informed members that the State WIB has not yet determined certification standards for local areas and is considering approving local certification standards developed by WIBs.

Members discussed aligning the certification process with the business services focus of the committee and with the WIB's strategic plan goal: Increased Use and Effectiveness of the Career Centers. This will be discussed more in the second part of the agenda. Members who participated in the first review recommended more time for the review, more clarity on what information was required, and the method(s) for the Career Center operator to give the information to the certification review team.

A work group was established to play for PY 2006-07 certification to be led by Jan Picolorich and Janeen Dittrick and include Mary Powers and Al Nocella. There will be a report back at the August 2006 committee meeting.

Action:

- **Approve the Certification Report; share the report with the WIB; and establish a work group to review and propose criteria for certification in PY 2006-07.**

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

Subject: Discussion and Action Item
D.3 Review and Approve 2006 Business Services Report

Discussion: Janeen Dittrick presented the business services 3rd Quarter Report.

Action:

- **Approve the Business Services 3rd Quarter Report**

Status: Motion to Amend: Jan Picolorich
Seconded: Al Nocella
Abstentions: None.
Committee Action: All voted in favor, motion passed.

Subject: Discussion and Action Item
D.4 Review and Approve PY 2006-07 Meeting Calendar

Discussion: The proposed schedule for Career Center Committee Meetings for PY 2006-07 was presented.

Action:

- **Approve the PY 2006-07 Meeting Calendar for the Career Center Committee and forward to the Executive Committee**

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

Meeting adjourned by general agreement at 3:45 p.m. to have a workgroup discussion on the WIB's strategic Retreat planning next steps.

Next Meeting: **August 16, 2006**
Career Center at Capitola
3:00 p.m.-4:30 p.m.
2045 40th Avenue
Capitola