WORKFORCE DEVELOPMENT BOARD



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Division Director

CONTACT US

If you are a job seeker, or if you know someone who is looking for work, visit or have them visit one of our Career Centers located throughout Santa Cruz County to access a range of no-cost services.

CLICK HERE FOR LOCATIONS

The Santa Cruz County Workforce Development Board helps residents prepare for better-paying jobs and helps local businesses find and develop skilled workers. We guide the county's workforce development system, oversee publicly funded employment and training programs, and bring employers, educators, and community organizations together. Our goal is to expand access to quality jobs, strengthen career pathways, and build a stronger local economy.

Our work focuses on five key areas:

Job Seeker Services for Youth and Adults

Through Workforce Santa Cruz County and our community partners, we connect young people and adults with free career guidance, job search assistance, skills training, and work experience opportunities. We help residents overcome barriers to employment, explore career options, and build the skills needed for stable, better-paying jobs with opportunities for advancement.

Hiring & Training Support for Employers

We help local businesses find qualified workers, advertise job openings, host hiring events, and train new and existing employees. Employers can also explore apprenticeships, on-the-job training, and financial assistance for eligible hiring and training activities. We work closely with businesses to understand their workforce challenges and develop practical solutions.

Resources & Support for Laid-Off Workers

We help workers affected by layoffs or business closures find new employment and prepare for their next career opportunity. Our Rapid Response services provide guidance on unemployment benefits, job searching, retraining, and available community resources. We also work with employers to help prevent layoffs when possible and support workers through job transitions.

Labor Market Research

We study local employment trends, wages, growing industries, and the skills employers need. Through labor market reports, research tools, and our annual State of the Workforce Report, we help residents, businesses, educators, and community leaders understand the changing job market. This information helps guide training investments toward careers with strong demand, better wages, and opportunities for advancement.

Workforce Strategy & Partnerships

We bring employers, educators, labor organizations, and community partners together to strengthen Santa Cruz County's workforce system. We set priorities, guide public workforce investments, oversee program performance, and develop strategies that connect education and training to real employment opportunities. Our focus is on expanding access to living-wage jobs, supporting local businesses, and making workforce services more effective and accessible to everyone.