



Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs to train, educate, and support the workforce to develop key and timely skills. We assist Business to secure the talent they need to thrive now, and into the future.

**Workforce Development Board-Career Services Committee
Wednesday, September 22, 2021 @ 3:00 p.m.**

[Click Here to Join the Meeting Online](#)

If you don't have Microsoft Teams: Select the "continue on this browser" option

**Call in: (916) 318-9542
Meeting ID: 914 421 460#**

Call to Order/Welcome

Non-agenda public comment

Chairperson's Report

Action Items (vote required) :

- 1. Approval of minutes: July 28, 20212-5

Report Items (no vote required):

- 2. WDB Staff Updates..... 6
- 3. WIOA Contracted Service Provider Activity Reports..... 7-9
 - Career Center Operator
 - Goodwill Central Coast
 - Santa Cruz County Office of Education
 - Cabrillo College, Student Resource and Support Network
- 4. CalWORKs Contracted Service Provider Activity Reports 10-11
 - Cabrillo College, Student Resource and Support Network
 - Goodwill Central Coast
 - Community Action Board, SmartHIRE Program

Information Items (no vote required):

- 5. Presentation: Food What?! 12
- 6. AJCC Certification Indicator Assessments PY 21/22..... 13

Committee Member Announcements

Adjournment

**Next Meeting: Workforce Development Board-Career Services Committee
January 19, 2022 @3:00pm**

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefit of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please call (831) 763-8900 (TDD/TTY- 711) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.

Action Item 1: Approval of July 28, 2021 Meeting Minutes

(Action required)

Recommendation

Request approval of the July 28, 2021 Career Services Committee meeting minutes as attached.

Suggested motion

I move to approve the July 28, 2021 Career Services Committee meeting minutes.



**Workforce Development Board
Career Services Committee
Watsonville Career Center,
Wednesday, July 28, 2021, 3:00 p.m.**

Item 1 Attachment

18 W. Beach Street
Watsonville, CA 95076
(831) 763-8900
www.santacruzwb.com

NOTE: Due to the COVID-19 pandemic, and the directive of Governor Gavin Newsom in adjusting the Brown Act rules, public meetings will be allowed to be attended virtually until further notice. A public meeting room was made available for this meeting, but all participants chose to attend virtually, via Microsoft Teams.

The Chair, Elyse Destout called the meeting to order at 3:01 p.m., and a quorum was virtually established.

Committee Members in Attendance

Christina Cuevas
Elyse Destout - Chair
Burr Guthrie
Sara Jamison (for Fernando Giraldo)
LeNae Liebetrau
Denise Moss – Vice Chair
Annabelle Rodriguez

Committee Members Absent

Alia Ayyad
MariaElena De La Garza
Malina Long

Staff in Attendance

Katy Chevalier – EBSD Program Manager
Peter Detlefs – WDB Business Services Manager
Josie Montes – WTW Analyst
Sara Paz-Nethercutt – WDB Senior Analyst
Andy Stone – WDB Director
Marcy Villalobos – WDB Office Assistant

Guests

Claudia Cortes
Laura Gomez
Barbara Mason
Shelby Mason
Bea Munoz
Paz Padilla
Maria Rodriguez
Barry Scott
Yoseline Soriano
Kate Turek
Amanda Winter

Career Services Committee MEMBERS:

Elyse Destout, Chair
Photography by Elyse Destout

Denise Moss, Vice Chair
Cabrillo College

Alia Ayyad
Center for Employment Training

Christina Cuevas, Trustee
Cabrillo College

MariaElena De La Garza,
Executive Director
Community Action Board

Burr Guthrie,
Watsonville/Aptos/Santa Cruz Adult Ed.

Malina Long,
Executive Director
Your Future Is Our Business

Fernando Giraldo, Chief Probation Officer
Santa Cruz County Probation Department

LeNae Liebetrau,
Senior Vocational Rehabilitation Counselor
Department of Rehabilitation

Henry Michel,
Santa Cruz County Office of Education

Annabelle Rodriguez
GOAL/Cabrillo College

DIRECTOR:
Andy Stone

Subject: Public Comment

There were no public comments.

Subject: Action Items:

Item 1 - Approval of the April 21, 2021 Meeting Minutes

Action: It was moved to approve the Action Item.

Status:	Motion to Approve Action Item:	LeNae Liebetrau
	Motion Seconded:	Denise Moss
	Abstention:	None
	Committee Action:	All in favor, motion passed

Subject: Report Items:

Item 2 – WDB Staff Updates

WDB staff gave updates on current WIOA career services including the recruitment for FIRE Project participants, filling the current Administrative Aide vacancy, recapped the AJCC Certification process, launching a new WIOA paperless case file approach, the Prison to Employment Grant Services, and SB1 Pre-Apprenticeship Training Grant.

Action: No action taken, informational item only.

Item 3 – WIOA Contracted Service Provider Activity Report

Career Center Operator, Amanda Winter, reported on current WIOA contracted service provider activities and information on enrollments from Goodwill Central Coast, Santa Cruz County Office of Education Suenos Youth Program.

Action: No action taken, informational item only.

Item 4 – CalWORKs Contracted Service Provider Activity Report

Community Action Board Program Director, Maria Rodriguez, presented information on the SmartHIRE program including data on current job placements and the success of their most recent job fair that was held in late June.

Action: No action taken, informational item only.

Item 5 – Presentation: WatsonvilleWorks!

Housing Prevention and Intervention Services Director, Paz Padilla, gave a presentation on the WatsonvilleWorks! program offered through Community Action Board which is a transitional work experience program for the homeless to provide the necessary tools to get them back in the workforce and resolve their homelessness.

Action: No action taken, informational item only.

Item 6 – AJCC Hallmarks of Excellence Action Plans PY 20/21 Q4

WDB Sr. Analyst, Sara Paz-Nethercutt, gave a final update on the AJCC Hallmarks of Excellence Action Plans and stated that the Hallmarks of Excellence Action Plan is being replaced by the new Employment Development Department (EDD) policy directive, *Continuous Improvement (CI) Plans*.

Action: No action taken, informational item only.

Chairperson’s Report – No report given.

Committee Member Announcements

Anabelle Rodriguez, Director for Greater Opportunities through Adult Learning (GOAL), shared information regarding the upcoming Community Registration Fair event which will be held on August 10th at the Watsonville Center.

Meeting adjourned at 3:44 p.m.

Next Meeting: **Career Services Committee Meeting**
Wednesday, September 22, 2021 @ 3:00 pm
****Virtual Attendance via Microsoft Teams****

Report Item 2: Workforce Development Board Staff Updates

(No vote required)


WIOA Career Services:

1. WIOA Procurement
2. New Hire: Administrative Aide
3. WIOA Out of School expenditure waiver
4. FIRE project

Regional Projects/Grants Report:

1. Prison to Employment Grant
2. SB1 Pre-apprenticeship Training Grant

Report Item 3: WIOA Contracted Service Provider Activity Report
(No vote required)



Career Center Operator,
Amanda Winter

Goodwill Central Coast,
Career Center Services


SCCOE, Sueños
WIOA Youth

Cabrillo
Student Resource & Support Network

1


Career Center Operator

- Started an Operators Monthly Newsletter
- Comprehensive AJCC now offering group typing certificate appointments and in-person WIOA eligibility intake sessions along with limited computer use appointments
- Capitola EDD pushed back their reopening without appointment to September 20th.
- Partner Training and RoundTable schedule release with topics. First training – WIOA Program Overview – Scheduled for Oct. 5th
- Business Expo promoted the WDB Business Services Program, WEX, OJT, and TJ programs. Connected with two radio stations for free program marketing.
- Working on increasing public outreach for the NDWG FIRE grant. Successfully partnered with the Santa Cruz Metro for free marketing within 48 buses across the county.



2

Goodwill Central Coast



goodwill
central
coast

Donate Stuff. Create Jobs.

PY 21/22 YTD Outcomes

Category	Enrollments	Completions	Employed
Adult	9	2	5
DW	8	7	6

What's New?

- In-person group intakes
- Financial Literacy workshops

Challenges

- NDWG FIRE Enrollments
- Participant financial struggles
- Training: Online vs In-Person

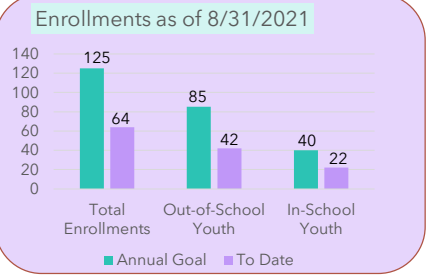
Success Story

- Janet - WIOA/CWES

3

Sueños ~ WIOA Youth

Enrollments as of 8/31/2021




Category	Annual Goal	To Date
Total Enrollments	125	64
Out-of-School Youth	85	42
In-School Youth	40	22

Recruiting all youth!!!

- 16-24 years old
- 229 Green Valley Rd.
- (831) 466-5672
- wioasuenos@santacruzcoe.org

Recruiting OSY has been a challenge, so we appreciate all referrals sent our way.

Gabriela




Gabriela is one of the many resilient youth Sueños staff have had a pleasure of working with.

NEW


Participants can now earn Apple AirPods!!!

Here is Roberto picking up his cool new set of wireless earbuds. 😁

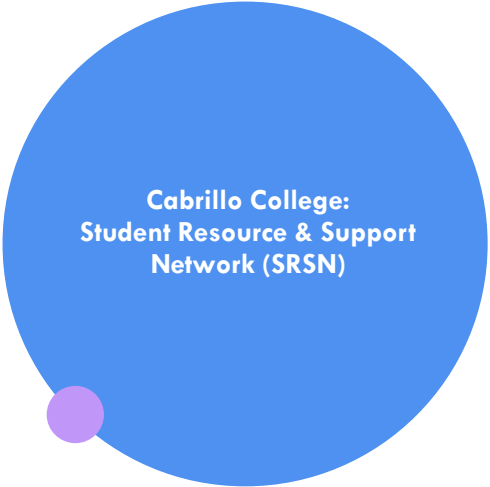


Now Hiring:

- Receptionist
- Guidance Counselor



4



**Cabrillo College:
Student Resource & Support
Network (SRSN)**

Contractor Outcomes PY 21/22, YTD:

- **Adult:**
 - Carry-Ins - 8
 - New - 4
 - Completers - 1
 - Non-Completers - 0
- **Dislocated Worker:**
 - Carry-Ins - 14
 - New - 2
 - Completers - 0
 - Non-Completers - 0
- **Total Participants - 27**

What's New:

- Transitioned Back to Face-to-Face Services

Challenges:

- Low Student Enrollment Due to the COVID-19 Pandemic

Success Story: Sophie started with Workforce Innovation and Opportunity Act (WIOA) during the Fall 2019 semester. Sophie graduated during the Spring 2021 semester and has passed her NCLEX exams and certifications. She is currently in the hiring process with one of the local hospitals.

Career Services Committee Meeting

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COUNTY OF SANTA CRUZ

CalWORKs

EMPLOYMENT SERVICES

Contracted Employment & Training Services

Goodwill Central Coast,
Job Search Workshop & STEP
Subsidized Employment Program

Community Action Board,
SmarHIRE Subsidized Employment

Cabrillo,
Student Resource & Support Network

9/22/2021

1

Goodwill Central Coast

Contract Outcomes for CalWORKs Employment Services

STEP-TEMP Subsidized Employment Programs

- 19 total enrollments
- 83% of completions obtained employment
- 80% of those who obtained employment did so at Goodwill Central Coast.

Job Search Workshop (JSW)

- 8 enrollments
- 88% completion rate
- 57% of completions obtained employment
- \$14.88 average wage

What's New?

- JSW Service Location
- Remote Work

Challenges

- Low Referral Levels
- Low Completion Rates

Success Story

9/22/2021
2

2

Community Action Board - SmartHIRE Program

Contract Outcomes for CalWORKs Employment Services

SmartHIRE Subsidized Employment Program

- 11 referrals received; 11 intakes completed
- 5 new job placements
- Earnings: \$15-24/hour
- Completed 6-month subsidy: 1

What's New?

- Current staffing update
- Outreach to 6 new employers
- 2 new employer agreements

Challenges

- COVID-19 Variant
- Day Care
- Transportation
- Family Responsibilities

Success Story

A new client was placed in a retail store, earning \$15 per hour as a lead clerk. He is happy with his new job and responsibilities. The employer shared excitement regarding the client's motivation and commitment.

9/22/2021

3

3

No Report Provided

Cabrillo College SRSN

CalWORKs Contracted Service Provider
FY 21/22 Allocation: \$190,748

9/22/2021

Career Services Committee Meeting

4

4

Information Item 5: Presentation: Food What?!

(No vote required)



Kayla Kumar, Development Director

Development Director Kayla Kumar has dedicated her entire career to organizing people around the love, resilience and possibility found within community. Prior to joining FoodWhat, Kayla worked with youth in environments ranging from music classrooms, basketball courts and juvenile halls. For the last eight years, she has successfully led development within liberation-focused grassroots organizations. Kayla believes the purpose of her work is to contribute to the wellbeing and liberation of marginalized communities. In her role at FoodWhat, Kayla supports programming by cultivating community partnerships that are impactful, down-to-earth, deeply heartfelt and all about the youth served. Kayla has worked on projects related to restorative justice, substance abuse recovery, economic policy research, and program evaluation. She holds a Master's Degree in Economics from San Jose State University. She also serves on the Board of Santa Cruz Community Ventures.

Information Item 6: AJCC Certification Indicator Assessments

(No vote required)

Workforce Development Board (WDB) Staff previously informed this committee of the Employment Development Department (EDD) Workforce Services Directive, WSD20-08, dated March 1, 2021 which provides policy and guidance for conducting the new AJCC certification process.

The process includes two (2) levels of AJCC Certification:

1. The Baseline Certification approved by the Workforce Development Board (WDB) at its May 26, 2021 meeting is intended to ensure that every AJCC site is in compliance with WIOA statutory and regulatory requirements;
2. The Certification Indicator Assessments have been completed and are before this committee. They are intended to measure continuous improvements in service delivery with seven (7) indicators.

At the May 26, 2021 WDB meeting, the board approved a subcontract with Racy Ming and Associates be used to conduct the assessments for the AJCC certification and assist with the creation of the Continuous Improvement (CI) Plans.

The completed AJCC Certification Indicator Assessments will be submitted to the EDD Regional Advisor by the state deadline of November 1, 2021; the recommendations and evaluations from the assessments will be used to create a CI Plan for the AJCC and submitted to the state by the deadline of December 31, 2021. The drafted CI Plans will be shared with this committee and the WDB.

The link to view the assessments is found here: <https://bit.ly/2Xo83yy>

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