



**Workforce Development Board**  
**Wednesday, September 16, 2020 @ 8:30 a.m.**  
**18 W. Beach St. Watsonville**

18 W. Beach Street  
 Watsonville, CA 95076  
 (831) 763-8900  
[www.santacruzwb.com](http://www.santacruzwb.com)

**[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: 331 847 456#**

**MEMBERS:**

- Carol Siegel, Chair  
Santa Cruz Seaside Company
- Rob Morse, Vice Chair  
Pacific Gas and Electric Company
- Lamont Adams, Business Manager  
Local IBEW234
- Alia Ayyad, Director  
Center for Employment Training
- Diane Berry-Wahrer, Supervisor  
California Department of Rehabilitation
- Katie Borges, Director of Human Resources  
Palo Alto Medical Foundation
- Christina Cuevas, Program Director  
Community Foundation of Santa Cruz County
- MariaElena De La Garza  
Executive Director  
Community Action Board
- Marshall Delk, Vice President  
Santa Cruz County Bank
- Elyse Destout, Owner  
Photography by Elyse Destout
- Yuko Duckworth  
Employment Program Manager  
Employment Development Department
- Candice Elliott, HR Director  
Glass Jar Company
- Sean Hebard  
Carpenters Local 505
- Carmen Herrera-Mansir, Director  
El Pajaro CDC
- Todd Livingstone, Assistant Director  
Career and Technical Education  
Watsonville/Aptos Adult Education
- Barbara Mason,  
Economic Development Coordinator  
Santa Cruz County Economic Development
- Chris Miller, Founder  
ScratchSpace, LLC
- Elisa Orona, Executive Director  
Health Improvement Partnership of SC County
- Shaz Roth, President/CEO  
Pajaro Valley Chamber of Commerce  
and Agriculture
- Glen Schaller, Political Coordinator  
Monterey Bay Central Labor Council, AFL-CIO
- Dustin Vereker, Chief Beer Ambassador  
Discretion Brewing
- DIRECTOR:  
Andy Stone

**Agenda**

- I. Call to Order/Welcome**
- II. Public Comment**
- III. Director's Report**
- IV. Consent Items**
  - C.1 Approval of Minutes: May 27, 2020 meeting ..... **2-7**
  - C.2 Data Dashboard..... **8-9**
  - C.3 AJCC Hallmarks of Excellence Action Plan PY 2020/21..... **10**
  - C.4 Contractor Activity Reports PY 2019/20 Q3..... **11**
  - C.5 Re-contracting Updates PY 2020/21..... **12**
  - C.6 WIOA PY 2020/21 Budget and Updates ..... **13-14**
  - C.7 ETPL Annual Report..... **15-18**
  - C.8 WIOA Co-enrollment Policy ..... **19-21**
  - C.9 WDB Member Recruitment Update..... **22**
- V. Presentation**
  - P.1 Racial Equity in Workforce Development ..... **23**  
 Molly Bashay, Senior Policy Analyst,  
 Center for Law And Social Policy (CLASP)
- VI. Administration**
  - A.1 WDB Staff Response to Covid-19 ..... **24**
  - A.2 Strategic Plan Report Update..... **25-26**
- VII. Chairperson's Report**
- VIII. Adjournment**

**Next Meeting: Workforce Development Board**  
**December 9, 2020 @ 8:30 a.m.**  
**Location TBD**

*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.*

*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 Consent Information Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## C.1 Approval of Meeting Minutes

<b>COMMITTEE:</b> Workforce Development Board	<b>MEETING DATE:</b> September 16, 2020
<b>STAFF NAME:</b> Andy Stone, WDB Director; Laurel Gazza, Administrative Aide	

**SUMMARY:**

Requesting Consent approval of the May 27, 2020 Full WDB meeting minutes.

Attachment(s)

---

---

**SUGGESTED MOTION: (if applicable)**

I move to approve the May 27, 2020 Full WDB Board meeting minutes.

<b>COMMITTEE DATE</b>	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



**Workforce Development Board  
Full Board Meeting  
Watsonville Career Center, Room 2  
18 W. Beach Street, Watsonville CA.  
Wednesday, May 27, 2020, 8:30 a.m.**

18 W. Beach Street  
Watsonville, CA 95076  
(831) 763-8900  
[www.santacruzwb.com](http://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.**

**Chair Carol Siegel called the meeting to order at 8:33 a.m., when a quorum of 16 members were present. All Board members and guests attended the meeting virtually.**

**Board Members in Attendance**

- Adams, Lamont
- Berry-Wahrer, Diane
- Cuevas, Christina
- De La Garza, MariaElena
- Delk, Marshall
- Destout, Elyse
- Duckworth, Yuko
- Hebard, Sean
- Hodges, Mark
- Livingstone, Todd
- Mason, Barbara
- Miller, Chris
- Morse, Rob – Vice Chair
- Orona, Elisa
- Roth, Shaz
- Siegel, Carol - Chair

**Board Members Absent**

- Ayyad, Alia
- Elliott, Candice
- Herrera-Mansir, Carmen
- Schaller, Glen
- Setzler, Katie
- Vereker, Dustin

**MEMBERS:**

- Carol Siegel, Chair  
Santa Cruz Seaside Company
- Rob Morse, Vice Chair  
Pacific Gas and Electric Company
- Lamont Adams, Business Manager  
IBEW, Local 234
- Alia Ayyad, Director  
Center for Employment Training
- Diane Berry-Wahrer, Supervisor  
California Department of Rehabilitation
- Katie Setzler, Director of Human Resources  
Palo Alto Medical Foundation
- Christina Cuevas, Program Director  
Community Foundation of Santa Cruz County
- MariaElena De La Garza  
Executive Director  
Community Action Board
- Marshall Delk, Vice President  
Santa Cruz County Bank
- Elyse Destout, Owner  
Photography by Elyse Destout
- Yuko Duckworth  
Employment Program Manager  
Employment Development Department
- Candice Elliott, Principal Consultant  
Fortress and Flourish
- Sean Hebard  
Carpenters Local 505
- Herrera-Mansir, Carmen  
El Pajaro CDC
- Mark Hodges, Director,  
CTEP  
Santa Cruz County Office of Education
- Todd Livingstone, Assistant Director  
Career and Technical Education  
Watsonville/Aptos Adult Education
- Barbara Mason,  
Economic Development Coordinator  
Santa Cruz County Economic Development
- Miller, Chris, President  
ScratchSpace, Inc.
- Orona, Elisa, Executive Director  
SC Health Improvement Partnership
- Shaz Roth, President/CEO  
Pajaro Valley Chamber of Commerce  
and Agriculture
- Glen Schaller, Political Coordinator  
Monterey Bay Central Labor Council, AFL-CIO
- Dustin Vereker, Chief Beer Ambassador  
Discretion Brewing Co.

**DIRECTOR:  
Andy Stone**

**Staff in Attendance**

Barr, Belinda – WDB Business Services Mgr.  
Chevalier, Katy – EBSD Program Manager  
Gazza, Laurel – WDB Administrative Aide  
Gray, Lacie – WDB Sr. Analyst  
Paz-Nethercutt, Sara – WDB Sr. Analyst  
Stone, Andy - WDB Director

**Guests**

A total of 22 guests participated in the meeting, virtually.

---

**Subject: II. Public Comment**

There was no public comment.

---

**Subject: III. Directors' Report**

WDB Director Andy Stone touched on the current unemployment rate for Santa Cruz County, 17.4%, as a result of the shelter-in-place COVID-19 situation. He also gave a brief statement on the current state of the workforce in the county and the increased need for WIOA services.

---

**Subject: IV. Approval of Consent Agenda**

- C.1 – Approval of December 5, 2019 Meeting Minutes**
- C.2 – Data Dashboard**
- C.3 – CEDS 5-Year Plan Update**
- C.4 – AJCC Hallmarks of Excellence Action Plans**
- C.5 – Local Monitoring Reports PY 2019-20**
- C.6 – Proposed WDB Meeting Calendar PY 2020-21**
- C.7 – Re-contracting PY 2020-21 WIOA Services**
- C.8 – Eligible Training Provider List Appeals Policy**
- C.9 – Regional Planning Update**
- C.10 – Contractor Activity Report PY 2019-20 Q2**

**Action:** It was moved to approve the Consent Agenda.

**Status:** Motion to Approve: Marshall Delk  
Motion Seconded: Christina Cuevas  
Abstentions: None  
Committee Action: All in favor, motion passed.

---

**V. Presentation:**

Dan Sumner, Director of UC Agricultural Issues Center, presented “The Future of Agriculture in Santa Cruz County Study”.

---

**Subject:** VI. Administration items:

**A.1 WDB Staff Response to COVID-19**

WDB staff gave current report outs on WIOA/WTW program services affected by the COVID-19 crisis, and changes that have been implemented to better serve clients during the pandemic.

**Action:** None, informational item only

---

**A.2 Budget Modification PY 19/20**

WDB Director Andy Stone recapped the current status of WIOA budget expenditures and proposed budget modifications between the Dislocated Worker (DW) and Adult budgets.

**Action:** It was moved approve the proposed WIOA budget modifications for PY 2019-2020 (Transfer \$350,000 from FY 2018-19 DW to FY 2018-19 Adult). Additionally, it was moved to authorize WDB staff to send a budget modification request to the state to move WIOA DW funds to WIOA Adult Services.

**Status:** Motion to Approve: Rob Morse  
Motion Seconded: Marshall Delk  
Abstentions: None  
Committee Action: All in favor, motion passed.

---

### A.3 Strategic Plan Report Update

WDB Director Andy Stone informed the board of the obstacles that have formed in accomplishing certain Workforce Santa Cruz County strategic goals, and impacts due to Shelter in Place (SIP) restrictions.

**Action:** It was moved to accept the WDB Directors' Operational Plan Update for PY 2019-20.

**Status:** Motion to Approve: Lamont Adams  
Motion Seconded: Marshall Delk  
Abstentions: None  
Committee Action: All in favor, motion passed.

---

### A.4 WDB Officer Nominations PY 2020-21

WDB Director Andy Stone stated that this years' Officer Nominating Committee consisted of board members Alia Ayyad, Christina Cuevas, Marshall Delk, and prior board member Ron Slack. The slate of candidates presented for approval for the 2020-21 FY are:

#### **WDB full board**

Chair – Carol Siegel  
Vice Chair – Rob Morse

#### **Executive Committee**

Chair – Carol Siegel  
Vice Chair – Rob Morse (Ron Slack, prior Chair)

#### **Career Services Committee**

Chair – Elyse Destout  
Vice Chair – Denise Moss

#### **Business Services/CEDS**

Chair – Marshall Delk  
Vice Chair - Elyse Destout

**Action:** It was moved to approve the proposed slate of Officers for the WDB full board and committees for PY 2020-21

**Status:** Motion to Approve: Christina Cuevas  
Motion Seconded: Sean Hebard  
Abstentions: None  
Committee Action: All in favor, motion passed.

**Chairperson's Report:** WDB Chair Carol Siegel thanked retiring Board Member Mark Hodges for his service on the board and Youth Council.

**Meeting adjourned at 10:05 a.m.**

**Next Meeting:**        **Executive Committee Meeting**  
**Wednesday, August 26th, 2020 @ 8:30 a.m.**  
**Sesnon House, Cabrillo College**  
**6500 Soquel Drive,**  
**Aptos, CA 95003**

**Workforce Development Board**  
**Wednesday, September 16th, 2020 @ 8:30 a.m.**  
**Location - TBD**



Action  Consent  Information  Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## C.2 Data Dashboard

<b>COMMITTEE:</b> WDB Full Board	<b>MEETING DATE:</b> September 16, 2020
<b>STAFF NAME:</b> Andy Stone, WDB Director; Laurel Gazza, Administrative Aide	

**SUMMARY:**

In addition to the Data Dashboard, Workforce Santa Cruz County responded to layoffs during PY 19-20, thru Quarter 4. Specific employer information, (Layoffs/Industry/Employer/Location) can be found at: <https://bit.ly/3aIXs1C>

Attachment(s)

---

---

**SUGGESTED MOTION: (if applicable)**

N/A

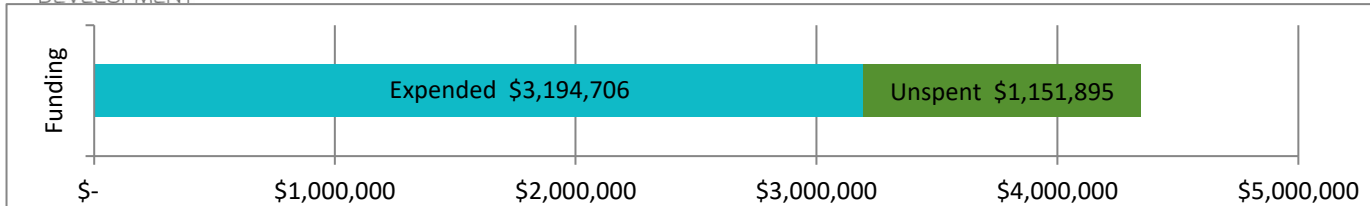
<b>COMMITTEE DATE</b> 08/26/20	<b>COMMITTEE APPROVAL:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



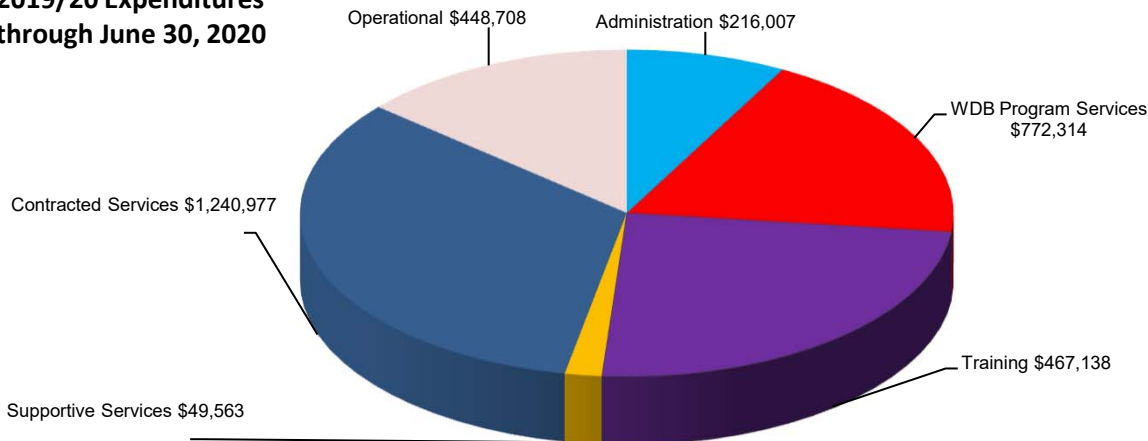


PY 2019/2020 thru Quarter 4 (thru June 30, 2020)

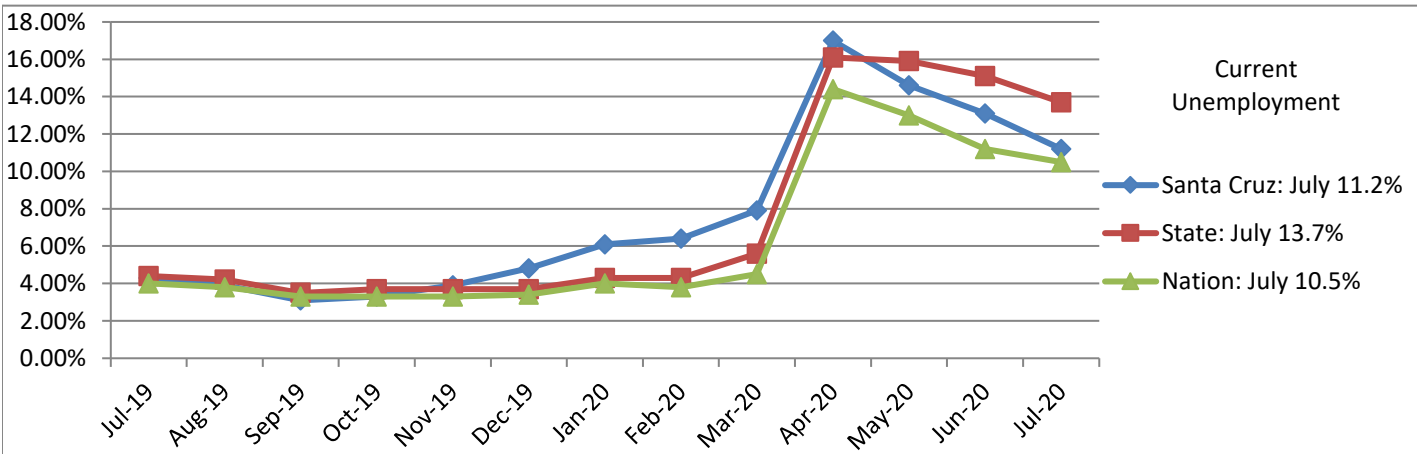
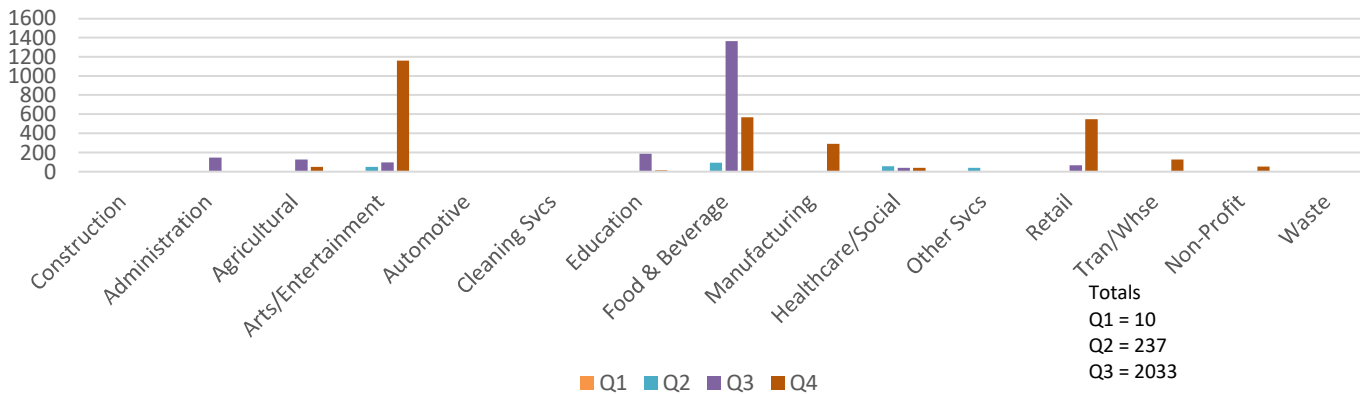
Program Year (PY) 2019-20 Budget: \$4,346,601



2019/20 Expenditures through June 30, 2020



Layoff Assistance by Industry 2019-2020





Action Consent Information Discussion

### C.3 Hallmarks of Excellence Plans

<b>COMMITTEE:</b> Workforce Development Board	<b>MEETING DATE:</b> September 16, 2020
---	---

**STAFF NAME:** Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst

**SUMMARY:**

Background:

As you may recall, on September 11, 2018, the WDB approved the Hallmarks of Excellence Assessment and Certification Action Plan for the Comprehensive AJCC. Using the criteria and procedures established by the State Board, the independent and objective assessment will be conducted every three (3) years and will be due again to the State in 2021. Under EDD guidance Directive WSD, 18-11, March 14, 2019, this same methodology was applied to the other AJCC sites at the Capitola Employment Development Department (EDD) and WIOA Youth Suenos. This process was submitted to the state by the deadline of June 30, 2019 and will be in effect for two (2) years in order to align with the comprehensive AJCC certification due in 2021.

Update: Program year action plans for each AJCC site have been developed and progress is displayed for your review. The link to view the action plans is found here : <https://bit.ly/35kNowJ>

Attachment(s)

---

---

**SUGGESTED MOTION: (if applicable)**

I move to direct WDB staff to continue working on Hallmarks of Excellence Action Plans and to report back to the board on ongoing progress.

<b>COMMITTEE DATE</b> 08/26/20	<b>COMMITTEE APPROVAL:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action  Consent  Information  Discussion

## C.4 Contractor Activity Reports

<b>COMMITTEE:</b> Workforce Development Board	<b>MEETING DATE:</b> September 16, 2020
---	---

**STAFF NAME:** Andy Stone, WDB Director; Katy Chevalier, Program Manager; Sara Paz-Nethercutt, Sr.Analyst

**SUMMARY:**

Reports outlining each workforce services contractor's financial, federal (if applicable), and contract performance can be found here : <https://bit.ly/3k2m8Hy>

Attachment(s)

---

---

**SUGGESTED MOTION: (if applicable)**

<b>COMMITTEE DATE</b> 08/26/20	<b>COMMITTEE APPROVAL:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action Consent Information Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## C.5 Recontracting PY 20/21 WIOA GCC

<b>COMMITTEE:</b> Workforce Development Board	<b>MEETING DATE:</b> September 16, 2020
<b>STAFF NAME:</b> Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst	

### SUMMARY:

As you may recall, at the May 27, 2020 meeting of this board the Workforce Innovation and Opportunity Act (WIOA) Adult, Dislocated Worker(DW) third year (of a possible four year procurement cycle) contract with Goodwill Central Coast (GCC) was approved for re-contracting for PY 2020/21 in the amount of \$625,000. As a result of the resignation of the WDB business services manager, the GCC contract will be revised to include a lead role in the deployment of WIOA rapid response services to business to avoid a gap in required services.

It is recommended that the WIOA GCC contract be increased as follows:

1. Goodwill Central Coast (GCC) from \$625,000 to \$691,460; an increase of \$66,460 (9.6%) to cover an additional staff and associated costs.

Attachment(s)

---



---

### **SUGGESTED MOTION: (if applicable)**

I move to approve the revised re-contracting allocation for Goodwill Central Coast PY 20/21 and direct staff to finalize contract negotiations with Goodwill Central Coast.

<b>COMMITTEE DATE</b> 08/26/20	<b>COMMITTEE APPROVAL:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



Action Consent Information Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## C.6 WIOA Budget PY 2020-21

<b>COMMITTEE:</b> Workforce Development Board	<b>MEETING DATE:</b> September 16, 2020
<b>STAFF NAME:</b> Andy Stone, WDB Director; Lacie Gray, Sr. Analyst	

**SUMMARY:**

On June 19, 2019, and on April 24, 2019, the Employment Development Department (EDD) released the Workforce Innovation and Opportunity Act (WIOA) Program Year (PY) 2020-21, Formula Allocations for the Adult, Dislocated Worker (DW) and Youth programs.

Attachment(s)

---

---

**SUGGESTED MOTION: (if applicable)**

I move to accept the WIOA budgets for PY 2018-19 & 2019-20.

<b>COMMITTEE DATE</b> 8/26/2020	<b>COMMITTEE APPROVAL:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

Workforce Development Board Fiscal Year 19/20 Financial Report

C.6 Attachment

	Fiscal Year 19/20 Activities							Fiscal Year 20/21 Activities		
	FY 19/20 Grant Allocations	FY 19/20 Addtl Grant Allocations	Carried in from FY 18/19 Allocations	Transfer of 18/19 funds from DW to Adult	Total FY 19/20 Budget	Expended in FY 19/20	Unspent Funds Carried into FY 20/21	FY 20/21 Grant Allocations	Carried in from FY 19/20 Allocations	Total Funds Available for FY 20/21
<b>ADULT</b>										
<b>Budget / Expenditure Categories</b>										
Administration	86,671	-	64,431	34,990	186,092	101,622	84,471	99,847	84,471	184,318
Program Services	248,624	-	-	220,507	469,131	428,295	40,836	292,348	40,836	333,184
Contracts	156,149	-	-	-	156,149	146,149	10,000	250,230	10,000	260,230
Operational	57,821	-	100,017	-	157,838	105,853	51,984	45,290	51,984	97,274
Training	291,503	-	208,268	94,503	594,274	302,449	291,825	313,493	291,825	605,317
Supportive Services	34,678	-	22,441	-	57,119	30,466	26,652	7,350	26,652	34,002
<b>Subtotal</b>	<b>875,446</b>	<b>-</b>	<b>395,156</b>	<b>350,000</b>	<b>1,620,602</b>	<b>1,114,834</b>	<b>505,768</b>	<b>1,008,557</b>	<b>505,768</b>	<b>1,514,325</b>
<b>DW</b>										
Administration	88,687	253	51,511	(34,990)	105,461	89,087	16,374	87,104	16,374	103,478
Program Services	211,605	2,279	13,593	(220,507)	6,969	6,969	-	242,923	-	242,923
Contracts	191,636	-	180,864	-	372,500	241,781	130,720	215,814	130,720	346,534
Operational	123,100	-	271,162	-	394,262	326,349	67,913	57,994	67,913	125,907
Training	277,543	-	281,230	(94,503)	464,270	164,689	299,582	272,751	299,582	572,333
Supportive Services	3,254	-	18,897	-	22,151	19,097	3,054	3,254	3,054	6,308
<b>Subtotal</b>	<b>895,824</b>	<b>2,532</b>	<b>817,258</b>	<b>(350,000)</b>	<b>1,365,614</b>	<b>847,971</b>	<b>517,643</b>	<b>879,840</b>	<b>517,643</b>	<b>1,397,483</b>
<b>Youth</b>										
Administration	27,673	-	25,282	-	52,955	25,298	27,657	113,830	27,657	141,487
Program Services	250,453	-	(0)	-	250,453	241,986	8,467	219,861	8,467	228,328
Contracts	671,970	-	198,188	-	870,158	809,047	61,111	797,609	61,111	858,720
Operational	46,229	-	(0)	-	46,229	16,506	29,723	18,500	29,723	48,223
<b>Subtotal</b>	<b>996,325</b>	<b>-</b>	<b>223,470</b>	<b>-</b>	<b>1,219,795</b>	<b>1,092,837</b>	<b>126,958</b>	<b>1,149,800</b>	<b>126,958</b>	<b>1,276,758</b>
<b>RR</b>										
Administration	-	-	-	-	-	-	-	27,485	-	27,485
Program Services	96,590	-	-	-	96,590	95,064	1,526	206,141	1,526	207,667
Contracts	44,000	-	-	-	44,000	44,000	-	44,000	-	44,000
<b>Subtotal</b>	<b>140,590</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>140,590</b>	<b>139,064</b>	<b>1,526</b>	<b>277,626</b>	<b>1,526</b>	<b>279,152</b>
<b>Non WIOA Funds</b>										
<b>SB1 HighRoad Career</b>										
Program Services	-	5,000	-	-	5,000	-	5,000	-	5,000	5,000
<b>Subtotal</b>	<b>-</b>	<b>5,000</b>	<b>-</b>	<b>-</b>	<b>5,000</b>	<b>-</b>	<b>5,000</b>	<b>-</b>	<b>5,000</b>	<b>5,000</b>
<b>SlingShot Healthcare 2.0</b>										
Program Services	-	5,200	-	-	5,200	-	5,200	-	5,200	5,200
<b>Subtotal</b>	<b>-</b>	<b>5,200</b>	<b>-</b>	<b>-</b>	<b>5,200</b>	<b>-</b>	<b>5,200</b>	<b>-</b>	<b>5,200</b>	<b>5,200</b>
<b>Third Sector Grant</b>										
Program Services	-	20,000	-	-	20,000	-	20,000	-	20,000	20,000
<b>Subtotal</b>	<b>-</b>	<b>20,000</b>	<b>-</b>	<b>-</b>	<b>20,000</b>	<b>-</b>	<b>20,000</b>	<b>-</b>	<b>20,000</b>	<b>20,000</b>
<b>CEDS*</b>										
Program Services	40,000	-	-	-	40,000	34,535	5,465	-	5,465	5,465
<b>Subtotal</b>	<b>40,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>40,000</b>	<b>34,535</b>	<b>5,465</b>	<b>-</b>	<b>5,465</b>	<b>5,465</b>
<b>Grand Total</b>	<b>2,948,185</b>	<b>32,732</b>	<b>1,435,884</b>	<b>-</b>	<b>4,416,801</b>	<b>3,229,240</b>	<b>1,187,561</b>	<b>3,315,823</b>	<b>1,187,561</b>	<b>4,503,384</b>



Action Consent Information Discussion

## C.7 ETPL Annual Report PY 2019-20

<b>COMMITTEE:</b> Workforce Development Board	<b>MEETING DATE:</b> September 16, 2020
---	---

<b>STAFF NAME:</b> Andy Stone, WDB Director; Lacie Gray, Sr. Analyst
--

**SUMMARY:**

The Workforce Development Board (WDB) staff has reviewed the training placements from Program Year (PY) 2019-20 in order to gauge the performance of each Eligible Training Provider List (ETPL) vendor (Attachment 1). Although the WDB has 18 schools eligible to provide training, the attached chart (Attachment 2) lists the expenditures for only those schools that were attended during the 2019-20 Program Year. Additionally, the charts (Attachment 3) indicate the top five schools in terms of enrollments, and the top five schools'

Attachment(s)

---

---

**SUGGESTED MOTION: (if applicable)**

I move to accept the annual ETPL Report for PY 2019-20.

<b>COMMITTEE DATE</b> 8/26/2020	<b>COMMITTEE APPROVAL:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

**PY 2019-20 ETPL Performance by Training Vendors of WDB Santa Cruz County**

School	Percentage of Total	Provider Activity Participation 2019-20				Completions 2019-20				
		Adult	DW	Other	Total	Successful Completions	Credential Attained	Entered Employment	Training Related	Average Wage
Advanced (aka Alliance) Computer Training School	2.3%	2	3	0	5	4	0	1	1	\$17.00
Amfasoft	0.5%	0	1	0	1	1	0	0	0	N/A
Bay Area Medical Academy	1.4%	0	3	0	3	0	0	0	0	N/A
Cabrillo College	45.1%	61	36	0	97	32	0	6	6	\$38.36
Center for Employment Training - Main Campus	0.5%	1	0	0	1	1	0	0	0	N/A
Central Coast College	1.4%	3	0	0	3	1	0	0	0	N/A
Division of Apprenticeship Standards	0.5%	1	0	0	1	0	0	0	0	N/A
Goodwill Central Coast	0.5%	1	0	0	1	1	0	1	1	\$16.00
MTS Training Academy	1.4%	2	1	0	3	0	0	0	0	N/A
Dharma Management (aka OSC Computer Training)	0.0%	0	0	0	0	0	0	0	0	N/A
Santa Cruz County ROP	9.8%	20	1	0	21	18	0	4	4	\$20.35
The Cosmo Factory Cosmetology Academy	0.5%	0	1	0	1	0	0	0	0	N/A
Truck Driver Institute	19.1%	26	15	0	41	15	0	6	5	\$22.54
UCSC Extension Silicon Valley	6.0%	4	9	0	13	4	0	0	0	N/A
Watsonville Institute of Cosmetology	1.4%	3	0	0	3	2	0	0	0	N/A
Watsonville/Aptos/Santa Cruz Adult Education	9.8%	14	7	0	21	11	0	0	0	N/A
<b>Totals</b>	<b>100.0%</b>	<b>138</b>	<b>77</b>	<b>0</b>	<b>215</b>	<b>90</b>	<b>0</b>	<b>18</b>	<b>17</b>	<b>\$22.85</b>

C:7 Attachment 1



The top five schools in terms of Individual Training Account (ITA) expenditures for PY 2019-20 were:

School/Provider Name	Participants	ITA Expenditures	% of ITA Expenditures	Average cost of training* per participant	Average Wage
TRUCK DRIVER INSTITUTE	41	\$118,255	29%	\$2,884	\$22.54
SANTA CRUZ COUNTY OFFICE OF EDUCATION	21	\$87,939	22%	\$4,188	\$20.35
CABRILLO COMMUNITY COLLEGE DISTRICT	97	\$60,254	15%	\$621	\$38.36
WATSONVILLE/APTOS ADULT SCHOOL - PVUSD	21	\$42,403	10%	\$2,019	N/A
REGENTS OF THE UNIVERSITY OF CA	13	\$30,088	7%	\$2,314	N/A

\*Cost to vendors only, does not include supportive services amounts

### WIOA Adult and DW Training Expenditures (FY2019-20)

PROVIDER	FY2019-20	% OF TOTAL
TRUCK DRIVER INSTITUTE	\$118,255	29.2%
SANTA CRUZ COUNTY OFFICE OF EDUCATION	\$87,939	21.7%
CABRILLO COMMUNITY COLLEGE DISTRICT	\$60,254	14.9%
WATSONVILLE/APTOS ADULT SCHOOL - PVUSD	\$42,403	10.5%
REGENTS OF THE UNIVERSITY OF CA	\$30,088	7.4%
ADVANCED COMPUTER TRAINING SCHOOLS, INC.	\$18,500	4.6%
CENTRAL COAST COLLEGE OF BUSINESS DATA PROCESSING	\$14,127	3.5%
MTS TRAINING ACADEMY INC	\$10,313	2.5%
BAY AREA MEDICAL ACADEMY INC	\$8,338	2.1%
CENTER FOR EMPLOYMENT TRAINING INC	\$6,130	1.5%
WATSONVILLE INSTITUTE OF COSMETOLOGY	\$4,360	1.1%
AMFASOFT CORPORATION	\$2,534	0.6%
SILICON VALLEY APPRENTICESHIP BARBERING	\$2,250	0.6%
<b>Total Training Providers</b>	<b>\$405,489</b>	<b>100.0%</b>

The top five schools in terms of enrollments for PY 2019-20 were:

School Name	# of Enrollments	% of Total Enrollments
Cabrillo College	97	45%
Truck Driver Institute	41	19%
Santa Cruz County CTEP (formerly ROP)	21	10%
Watsonville/Aptos/Santa Cruz Adult Education	21	10%
UCSC Extension Silicon Valley	13	6%

PROVIDER	TOTAL	% OF TOTAL
<b>Cabrillo College</b>	<b>97</b>	<b>45.1%</b>
<b>Truck Driver Institute</b>	<b>41</b>	<b>19.1%</b>
<b>Santa Cruz County CTEP (formerly ROP)</b>	<b>21</b>	<b>9.8%</b>
<b>Watsonville/Aptos/Santa Cruz Adult Education</b>	<b>21</b>	<b>9.8%</b>
<b>UCSC Extension Silicon Valley</b>	<b>13</b>	<b>6.0%</b>
Advanced (aka Alliance) Computer Training School	5	2.3%
Bay Area Medical Academy	3	1.4%
Central Coast College	3	1.4%
MTS Training Academy	3	1.4%
Watsonville Institute of Cosmetology	3	1.4%
Amfasoft	1	0.5%
Center for Employment Training - Main Campus	1	0.5%
Division of Apprenticeship Standards	1	0.5%
Goodwill Central Coast	1	0.5%
The Cosmo Factory Cosmetology Academy	1	0.5%
Dharma Management (aka OSC Computer Training)	0	0.0%
<b>TOTAL</b>	<b>215</b>	<b>100.0%</b>



Action Consent Information Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## C.8 WIOA Co-enrollment Policy

<b>COMMITTEE:</b> Workforce Development Board	<b>MEETING DATE:</b> September 16, 2020
<b>STAFF NAME:</b> Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr.Analyst	

### SUMMARY:

The Workforce Innovation and Opportunity Act (WIOA) places a strong emphasis on multiple partner program alignment. Co-enrollments between programs are strongly encouraged as a strategy to further leverage resources for maximum benefit to participants. Strategic co-enrollments can increase program and participant success. WDB Staff have been leading a Co-enrollment workgroup with partners, including CalWORKs Employment Training Services staff (CWES) to create the necessary tools for effective co-enrollments between programs. WIOA and CWES staff collaborated to create a co-enrollment staff guide which provides detailed staff instructions for co-enrolling.

Attached is a local WIOA policy developed to provide co-enrollment guidance to WIOA contracted service providers. This local WDB policy will further advance the local strategic plan to ensure participants have the supports needed for economic self-sufficiency.

Attachment(s)

---

---

### **SUGGESTED MOTION: (if applicable)**

I move to approve the locally developed WIOA Co-enrollment policy.

<b>COMMITTEE DATE</b> 08/26/20	<b>COMMITTEE APPROVAL:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



## WIOA Co-enrollment Policy

### Policy Memorandum 20-01

**Date:** August 17, 2020

**To:** All Workforce Innovation Opportunity Act (WIOA) Service Providers

**Purpose:** To provide guidance to contractors (service providers) for WIOA applicants and participants.

**Rescissions:** None.

**References:** Training and Employment Guidance Letter (TEGL) 4-15, August 13, 2015, Vision for the One-Stop Delivery System under WIOA; TEGL 16-16, January 18, 2017, One-Stop Operations Guidance for American Job Center Network; Employment Development Department (EDD) Workforce Services Directive (WSD) 19-09, February 12, 2020, Strategic Co-Enrollment- Unified Plan Partners;

#### Background:

Workforce Innovation and Opportunity Act (WIOA) vision includes bringing together the necessary partners to provide job seekers with high quality career services, education and training to obtain good jobs and stay employed. Under WIOA, partner programs are jointly responsible for workforce and economic development and collaborate to create a seamless customer-focused one stop delivery system that integrates service delivery across all WIOA title programs and enhances access to services. WIOA identifies the America's Job Center of California (AJCC) network to promote the partnerships and their direct services to job seekers. The shared client base across multiple partner programs provides access to information and services that lead to positive employment outcomes.

#### Policy:

##### A. General Provisions

Co-enrollment referrals shall be completed/utilized across WIOA programs to access multiple resources for leveraging and braiding resources across partnerships for the benefit of the customer. Customers can access staff across programs for multiple levels of staff expertise, guidance and advice.

Referral opportunities exist in the AJCC resource room during basic career services or upon WIOA application, individualized career services, follow-up services or anytime customers financial situation has changed.

##### 1. Referral between WIOA programs

Individuals between the ages of 18-24 should be assessed/considered for a referral between the WIOA Youth and Adult/Dislocated Worker programs. It is appropriate to refer individuals between the ages of 18-24 to the WIOA Youth program who have applied for ADULT/Dislocated Worker program services when the individual is not attending an educational institution and is considered out-of-school. Referrals between programs allows for concurrent program participation.

##### 2. Referral for Government Benefit Programs

All low-income individuals who are not yet receiving government public assistance benefits such as Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP) and Medicaid should be referred for program eligibility determination.

TANF is a federally funded program which provides financial assistance and related support services to help families achieve self-sufficiency. The state-administered program, CalWORKs provides additional services such as childcare assistance, job preparation and work assistance.

SNAP is a federal program that provides nutrition benefits to supplement the food budget of families so they can move towards self-sufficiency. In California, CalFresh provides monthly food benefits to low-income individuals. For individuals receiving CalFresh, the CalFresh Employment and Training program (CFET) can assist individuals gain marketable job skills, basic education, training and work experience.

Medicaid is a public health insurance programs which provides coverage to eligible low-income individuals. Medicaid is administered by states, according to federal requirements. California's Medicaid program, Medi-Cal, is funded jointly by states and the federal government.

## B. Co-Enrollment Guidelines

### 1. Co-enrollment between WIOA Programs

Co-enrolled individuals must meet requirements of both programs separately and independently and a referral to each program is a determination that the individual could benefit from the other program, however, not a guarantee of qualifying or eligibility determination.

WIOA Contracted service provider responsibilities include the following:

- Assessing for referral
- Reviewing/Discussing referral with individual
- Initiating/Submitting referral
- Creating CalJOBS case note entry regarding referral and outcome of referral
- Track referrals between WIOA programs

A strategic co-enrollment is intended to further reduce employment barriers and be participant - centered, avoiding duplication of services between programs. The Universal Referral Form (URF) should be used to make the appropriate referral.

Co-enrolled customers will count in the WIOA performance measures for all programs for which they are enrolled. Since the co-enrolled customer may have differing closure dates for each program, follow-up services will be coordinated between service providers.

### 2. Co-enrollment with CalWORKs Employment Services Program (CWES)

Co-enrollments between programs are to be utilized as a strategy to further leverage resources and maximize benefit to the participant. WIOA and CalWORKs Employment Services program staff collaborated to create the *Staff Guide for Co-Enrollment* and should be used for co-enrolling instructions.

The *Frequently Asked Question (FAQ)* document provides individuals with more information about co-enrollments from the perspective of the customer. FAQ can be shared to address common questions about a WIOA-CWES co-enrollment.

*Staff Guide for Co-Enrollment* and *FAQ* can be found in shared staff platforms: *Dropbox* and/or *Employment Benefit Services Division forms portal*.

**Action:** All WIOA Service Providers shall comply with this policy. This policy memorandum is on-going and effective immediately.

**Inquiries:** Any questions regarding this policy memorandum may be directed to the WDB Director.

#### Attachments:

- I. Universal Referral Form (URF)

This policy authorized by:



Action Consent Information Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## C.9 WDB Member Recruitment Update

<b>COMMITTEE:</b> Workforce Development Board	<b>MEETING DATE:</b> September 16, 2020
<b>STAFF NAME:</b> Andy Stone, WDB Director	

### SUMMARY:

The Workforce Innovation and Opportunity Act (WIOA) requires that the WDB have a Local Business representation majority of 51%. Our current Board representation requirement is thirteen (13) business members and there are currently two (2) business vacancies.

According to the Department of Labor's Training and Employment Guidance Letter WIOA 27-14, a majority of members must be business representatives who are owners, chief executive or operating officers, or other business executives, or employers with optimum policy making or hiring authority. They are to be representatives of businesses, including small businesses, or organizations representing businesses, that provide employment opportunities in the local area in in-demand industry sectors or occupations (as defined in WIOA section 3(23)). These representatives are uniquely suited to communicate the emerging workforce needs of employers in high-growth, in-demand sectors to the Local Board.

Attachment(s)

---

---

### **SUGGESTED MOTION: (if applicable)**

I move to accept the WDB Member Recruitment Update.

<b>COMMITTEE DATE</b>	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

**Workforce Development Board  
Guest Presenter  
September 16, 2020**

**P.1 Racial Equity in Workforce Development**



**Molly Bashay**  
Senior Policy Analyst  
Center for Law and Social Policy (CLASP)

**Molly Bashay** is a Senior Policy Analyst with the Postsecondary Education and Workforce Development team at CLASP. Her work centers around building equitable pathways to quality training and employment opportunities for workers and their families.

Prior to joining CLASP, Molly worked as a Policy Analyst with National Skills Coalition, focusing on state-facing policy and technical assistance across issues of workforce development, supportive services, and racial equity. Molly has also worked with the federal government on issues of the future of work and public trust in government institutions, and with a small Mississippi nonprofit on community economic development and education and workforce policy.

Molly received her master's degree in European Union public policy from James Madison University, and a bachelor's degree in government and environmental policy from the College of William & Mary.



Action  Consent  Information  Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## A.1 WDB Staff Response to COVID-19

<b>COMMITTEE:</b> Workforce Development Board	<b>MEETING DATE:</b> September 16, 2020
<b>STAFF NAME:</b> Andy Stone, WDB Director; WDB Staff	

### SUMMARY:

Workforce Development Board Staff will report out on recent developments on program services as a result of COVID-19.

### WIOA Career Services:

1. WIOA Staffing: County Furloughs 156 hours for PY 2020/21
2. National Dislocated Worker Grant application: food bank worker deployment
3. Qless system deployment
4. Online WIOA applicant Orientation
5. Personal Protective Equipment bundle for Cabrillo Dental Hygiene students

### Business Services:

1. HR Hotline - Established partnership with California Employers Association
2. SCC Small Business Grant Program - CARES Act Funding - \$1 million
3. Rapid Response Services - Goodwill Central Coast

### CalWORKs Employment Services:

1. CalWORKs Staffing: County Furloughs 156 hours for FY 2020/21
2. Appointments and orientations continue to be done remotely
3. Walk-in Service Centers are open for emergency services only
4. All contracted services are being offered remotely
5. Subsidized Employment services, including new job placements, have continued to occur

Attachment(s)

---

---

### SUGGESTED MOTION: (if applicable)

<b>COMMITTEE DATE</b>	<b>COMMITTEE APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b>	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:





Action Consent Information Discussion

SANTA CRUZ COUNTY  
**WORKFORCE**  
DEVELOPMENT

## A.2 Strategic Plan Update

<b>COMMITTEE:</b> Workforce Development Board	<b>MEETING DATE:</b> September 16, 2020
<b>STAFF NAME:</b> Andy Stone, WDB Director	

### SUMMARY:

On September 11, 2019 the WDB approved the WDB Director's Program Year (PY) 2019-20 Operational Plan which lays out the specific actions for the program year designed to ensure that the Strategic Plan's goals are met. The attached scorecard represents the updated PY 2020-21 outcomes for the approved goals and action steps.

Both the Strategic Plan and the WDB Director's Operational Plan incorporate the Strategic Goals referenced below.

#### Strategic Goals for Workforce Santa Cruz County

**Goal 1:** Increase effectiveness of local and regional workforce development system to better meet job seekers, business and community needs

**Goal 2:** Align workforce development strategies to support local economic development

**Goal 3:** Develop strategic relationships with educators, employers and community partners

Attachment(s)


### **SUGGESTED MOTION: (if applicable)**


I move to adopt the WDB Director's Operational Plan update for PY 20-21.

<b>COMMITTEE DATE</b> 08/26/20	<b>COMMITTEE APPROVAL:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Other:
<b>BOARD DATE</b> 09/16/20	<b>BOARD APPROVAL:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

**A.2 Attachment - Workforce Development Board of Santa Cruz County  
STRATEGIC PLAN STATUS REPORT Program Year (PY) 2020-2021**

	<i>Status</i>	<i>2020-21 Operational Targets</i>	<i>YTD</i>
<p><b><u>Goal 1</u></b></p> <p><b>Increase effectiveness of local and regional workforce development system</b></p>		<ul style="list-style-type: none"> <li>• WDB Meeting focused on Racial Equity in Workforce Development</li> <li>• Redesign WIOA Youth Program and provide presentation to WDB</li> <li>• Virtual Career Service Platform - Design and Launch</li> </ul>	
<p><b><u>Goal 2</u></b></p> <p><b>Align workforce development strategies to support local economic development</b></p>		<ul style="list-style-type: none"> <li>• Report on COVID 19's impact on local businesses</li> <li>• Report on IT careers in hospitality and retail</li> <li>• Establish virtual hiring services for local employers</li> </ul>	
<p><b><u>Goal 3</u></b></p> <p><b>Develop strategic relationships with educators, employers and community partners</b></p>		<ul style="list-style-type: none"> <li>• Assist Second Harvest Food Bank with pandemic staffing needs</li> <li>• Hold Community Partner engagement meetings as part of local plan update</li> </ul>	

 on track to meet planned target for the year

 not on track to meet planned target for the year