



SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

Workforce Development Board Executive Committee

Wednesday, August 26, 2020 @ 8:30 a.m.
18 W. Beach St. Watsonville

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

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Call in: (916) 318-9542

Meeting ID: 528 509 546#

Agenda

- I. Call to Order/Welcome**
- II. Public Comment**
- III. Consent Items**
 - C.1 Approval of Minutes: May 6, 2020; July 8, 2020 meetings **2-9**
 - C.2 Data Dashboard **10-11**
 - C.3 AJCC Hallmarks of Excellence Action Plans..... **12**
 - C.4 Contractor Activity Reports PY 2019/20 Q3 **13**
 - C.5 Re-contracting Updates PY 2020/21 **14**
 - C.6 ETPL Annual Report **15-18**
 - C.7 WIOA Co-enrollment Policy **19-21**
 - C.8 WIOA PY 2020/21 Budget and Updates **22-23**
- IV. Administration**
 - A.1 WDB Staff Response to Covid-19 **24**
 - A.2 Strategic Plan Report Update **25-26**
 - A.3 WDB Member Recruitment Update **27**
 - A.4 WDB September 16, 2020 Meeting Planning **28**
- V. Chairperson's Report**
- VI. Adjournment**

Next Meeting: Workforce Development Board Meeting
Wednesday, September 16, 2020 @ 8:30 a.m.
Location TBD

Executive Committee Meeting
November 4, 2020 @ 8:30 a.m.
Location TBD

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

Maria Elena 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

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

C.1 Approval of Meeting Minutes

COMMITTEE: Executive Committee	MEETING DATE: August 26, 2020
STAFF NAME: Andy Stone, WDB Director; Laurel Gazza, Administrative Aide	

SUMMARY:

Requesting Consent approval of the May 6, 2020 and July 8, 2020 Executive Committee meeting minutes.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the May 6, 2020 and July 8, 2020 Executive Committee meeting minutes.

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



**Workforce Development Board
Executive Committee**
Watsonville Career Center, Room 2
Wednesday, May 6, 2020 8:30 a.m.

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 called the meeting to order at 8:38 a.m., and a quorum was established. All participants attended virtually.

Committee Members in Attendance

Destout, Elyse
Morse, Rob
Moss, Denise
Siegel, Carol – Chair
Slack, Ron

Committee Members Absent

Delk, Marshall

Staff in Attendance

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

Guests

Winter, Amanda – Career Center Operator

Subject: Public Comment

There was no public comment.

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, Human Resources Director
Palo Alto Medical Foundation

Todd Livingstone, Assistant Director
Career and Technical Education
Watsonville/Aptos Adult Education

Christina Cuevas, Governing Board Trustee
Cabrillo College

Maria Elena 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

Carmen Herrera-Mansir
Director, El Pajaro CDC

Sean Hebard
Carpenters Local 505

Mark Hodges, Director,
Regional Occupational Program
Santa Cruz County Office of Education

Barbara Mason,
Economic Development Coordinator
Santa Cruz County Economic Development

Chris Miller, Founder
ScratchSpace, LLC

Elisa Orona, Director
SC Health Improvement Partnership

Glen Schaller, Political Coordinator
Monterey Bay Central Labor Council, AFL-CIO

Bryce Root, Founder Owner
The Root Group

Shaz Roth, Executive Director & CEO
Pajaro Valley Chamber of Commerce

Dustin Vereker, Chief Beer Ambassador
Discretion Brewing Company

DIRECTOR:
Andy Stone

Subject: III. Consent Items:

- C.1 – Approval of March 4, 2020 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 20-21**

Action: It was moved to approve the Consent Agenda

Status: Motion to Approve: Rob Morse

Motion Seconded: Ron Slack

Abstentions: None

Committee Action: All in favor, motion passed

Subject: IV. Administration Items:

A.1 – WDB Staff Response to COVID-19

WDB Director Andy Stone and WDB staff gave the latest updates on recent developments on program services as a result of COVID-19. New developments included providing CalJOBS guidance on providing electronic signatures for program paperwork, business services response, and CalWORKs employment services response to participants who've been furloughed.

Action: No action taken, informational item only.

A.2 – Strategic Plan Report Update

WDB Director Andy Stone gave a current update on the status of the three goals for Workforce Santa Cruz County, and the effects COVID-19 had on reaching certain goals. He also included the latest status of the Prison 2 Employment grant program.

Action: It was moved to accept the WDB Directors' Operational Plan update for PY 19-20

Status: Motion to Approve: Ron Slack
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, motion passed.

A.3 – WDB Officer Nominations PY 20-21

Past WDB Chair Ron Slack presented the ballot for the PY 20-21 WDB Officer nominations.

Action: It was moved to approve the proposed slate of Officers and to forward to the WDB board for approval.

Status: Motion to Approve: Ron Slack
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, motion passed.

A.4 – WDB Member Recruitment Update

Director Andy Stone mentioned new labor sector member, Lamont Adams, was just appointed to the WDB by the County Board of Supervisors, in February. He also mentioned that one business sector vacancy was still unfilled, but proposed ideas to possibly shrink the board down to 21 members in the future.

Action: It was moved to accept the WDB Member Recruitment Update.

Status: Motion to Approve: Elyse Destout
Motion Seconded: Ron Slack
Abstentions: None
Committee Action: All in favor, motion passed.

A.5 – WDB Meeting Planning

Director Andy Stone noted that the upcoming May 27, 2020 meeting, would be held virtually, due to ongoing COVID-19 restrictions, and that the scheduled presentation on “Future of Agriculture in Santa Cruz County” was still on track. He also stated that there would be several items carried over to the May 27th agenda from the cancelled April 2, 2020 meeting.

Action: It was moved to direct the WDB staff include the items mentioned above in the May 27th, 2020 WDB meeting agenda.

Status: Motion to Approve: Rob Morse
Motion Seconded: Ron Slack
Abstentions: None
Committee Action: All in favor, motion passed.

V. Chairperson's Report

Chair Carol Siegel thanked WDB staff for their efforts and flexibility during the COVID-19 pandemic.

Meeting adjourned at 9:49 a.m.

Next Meeting: Workforce Development Board Meeting
May 27, 2020 @ 8:30 am
Watsonville Career Center, Room 2
Virtual Attendance via Microsoft Teams

Executive Committee Meeting
August 26, 2020 @ 8:30 am *pending final approval of calendar*
Location to be determined.



**Workforce Development Board
Executive Committee
Watsonville Career Center, Room 2
Wednesday, July 8, 2020 9:00 a.m.**

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 called the meeting to order at 9:01 a.m., and a quorum was established. All participants attended virtually.

Committee Members in Attendance

Destout, Elyse
Morse, Rob
Moss, Denise
Siegel, Carol – Chair
Slack, Ron (attended, but left before item vote)

Committee Members Absent

Delk, Marshall

Staff in Attendance

Barr, Belinda – WDB Business Services Manager
Beardsley, David – WDB Sr. Analyst
Chevalier, Katy – WTW Program Manager
Gazza, Laurel – WDB Administrative Aide
Gray, Lacie – WDB Sr. Analyst
Montes, Josie – WDB/WTW Assoc. Analyst
Paz-Nethercutt, Sara – WDB Sr. Analyst
Stone, Andy – WDB Director

Guests

Winter, Amanda – Career Center Operator
Spickler, Adam – CCU

Subject: Public Comment

There was no public comment.

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, Human Resources Director
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Maria Elena De La Garza,
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Elyse Destout, Owner
Photography by Elyse Destout

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Dustin Vereker, Chief Beer Ambassador
Discretion Brewing Company

DIRECTOR:
Andy Stone

Subject: III. Administration Item:

A.1 – Board meeting planning for PY 2020-21

WDB Director Andy Stone gave the committee various examples of potential presentation topics for the PY 2020-21 WDB meetings (from agenda item 1 attachment), and the Executive Committee came up with several more ideas of their own for presentation topics. At the end of the discussion the following topics were agreed upon:

1. Report on businesses thriving under COVID-19 conditions, and skills they require.
2. Future of IT in hospitality and retail
3. Creating Meaningful Youth Programs
4. Marketing WIOA Services
5. Designing Programs and Policies that Advance Racial Equity
6. Building and Maintaining an Effective Board

Action: It was moved to direct the WDB staff to include the above 6 topics in future WDB meeting agendas.

Status: Motion to Approve: Rob Morse
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, motion passed.

V. Chairperson's Report

Chair Carol Siegel thanked everyone for working on the agenda item and for working in the community.

Meeting adjourned at 10:22 a.m.

**Next Meeting: Workforce Development Board Meeting
September 16, 2020 @ 8:30 am
Watsonville Career Center, Room 2
Virtual Attendance via Microsoft Teams**

Executive Committee Meeting
August 26, 2020 @ 8:30 am
Watsonville Career Center, Room 2
****Virtual Attendance via Microsoft Teams****



☐ Action ☒ Consent ☒ Information ☐ Discussion

C.2 Data Dashboard

COMMITTEE:	Executive Committee	MEETING DATE:	August 26, 2020
STAFF NAME: Andy Stone, WDB Director; Laurel Gazza, Administrative Aide			

SUMMARY:

In addition to the Data Dashboard, Workforce Santa Cruz County responded to 2444 layoffs during PY 19-20, thru Quarter 4. Specific employer information, (Layoffs/Industry/Employer/Location) can be found at: <https://bit.ly/3alXs1C>

☒ Attachment(s)

SUGGESTED MOTION: (if applicable)

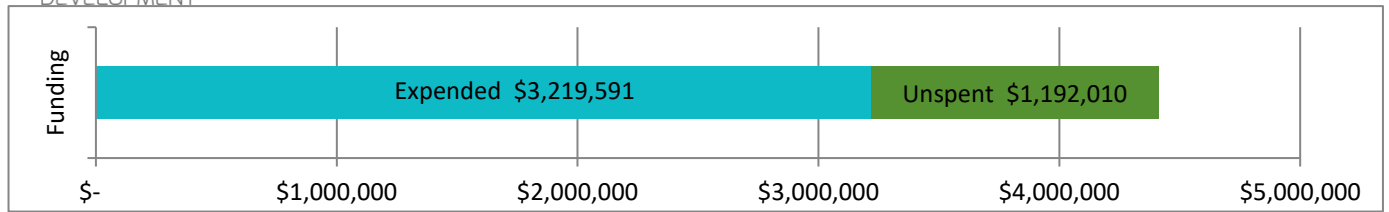
N/A

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

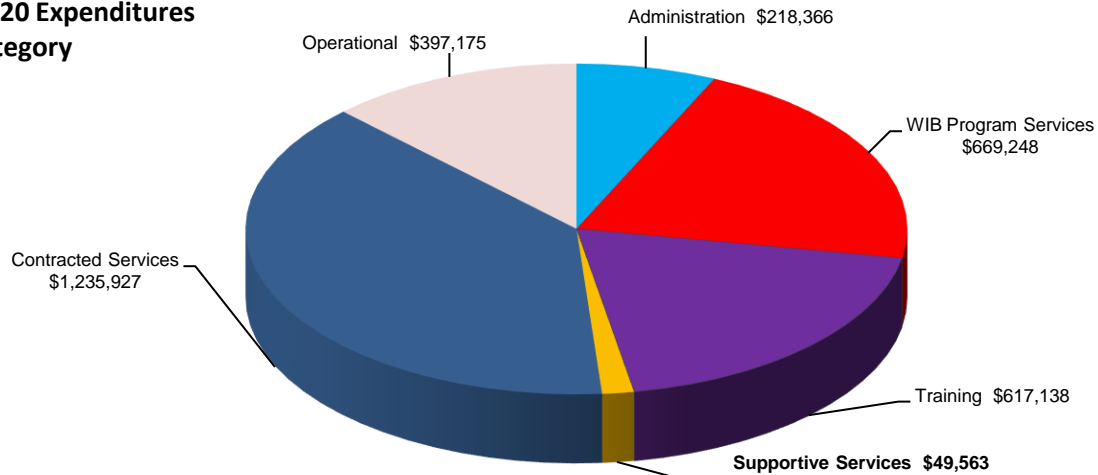


PY 2019/2020 thru Quarter 4 (thru June 30, 2020)

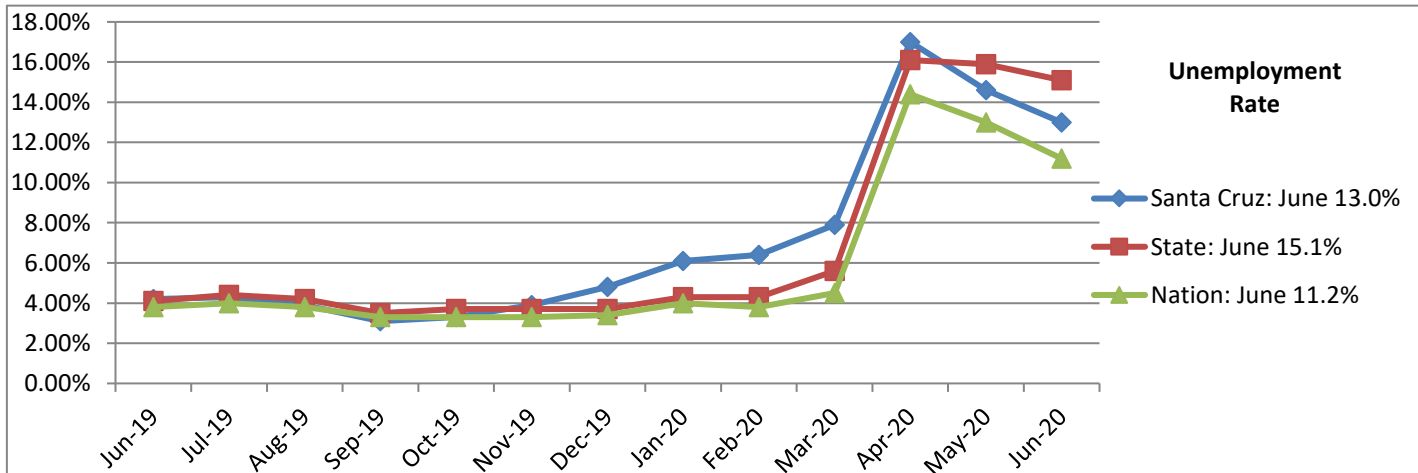
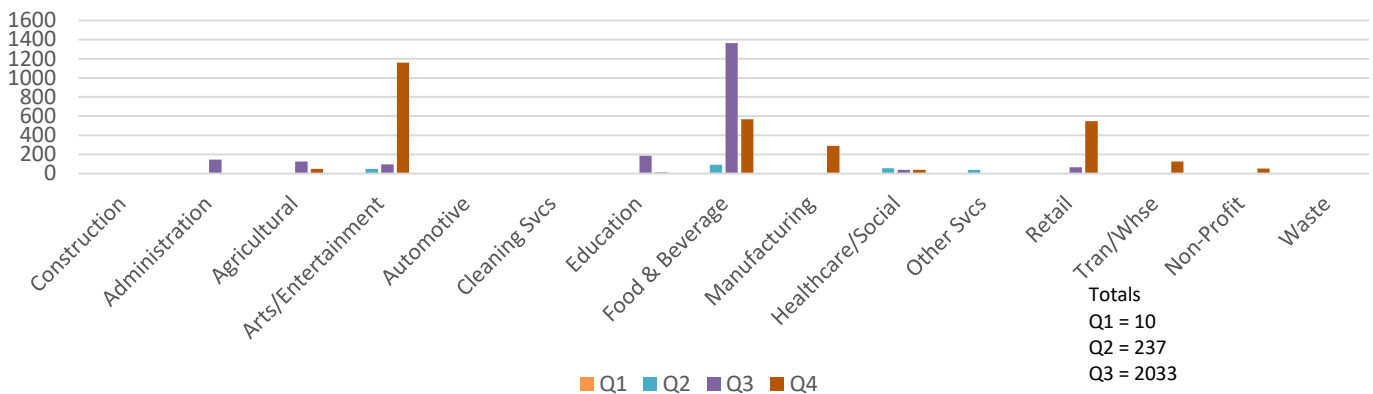
Program Year (PY) 2019-20 Budget: \$4,411,601



2019/20 Expenditures by Category



Layoff Assistance by Industry 2019-2020





☒Action ☒Consent ☐Information ☐Discussion

C.3 Hallmarks of Excellence Plans

COMMITTEE:	Executive Committee	MEETING DATE:	August 26, 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/3235qQS>

☒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 committee on ongoing progress.

COMMITTEE DATE	07/26/20	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Other:



☐ Action
 ☒ Consent
 ☒ Information
 ☐ Discussion

C.4 Contractor Activity Reports

COMMITTEE:	Executive Committee	MEETING DATE:	August 26, 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/31bHZFD>

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE	07/29/20	COMMITTEE APPROVAL:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Other:
BOARD DATE		BOARD APPROVAL:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Other:



☒Action ☒Consent ☐Information ☐Discussion

C.5 Recontracting PY 20/21 WIOA GCC

COMMITTEE:	Executive Committee	MEETING DATE:	August 26, 2020
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst			

SUMMARY:

As you may recall, at the March 4, 2020 meeting of this committee, 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 numerous COVID-19 related layoffs and resignation of the WDB Business Services Manager, the GCC contract will be revised to include an increased role in the deployment of WIOA Rapid Response services to businesses 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.

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



☒Action ☒Consent ☐Information ☐Discussion

C.6 ETPL Annual Report PY 2019-20

COMMITTEE:	Executive Committee	MEETING DATE:	August 26, 2020
STAFF NAME: 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' Individual Training Account expenditures for PY 2019-20.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

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

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <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
Totals	100.0%	138	77	0	215	90	0	18	17	\$22.85

C.6 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%
Total Training Providers	\$405,489	100.0%

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
Cabrillo College	97	45.1%
Truck Driver Institute	41	19.1%
Santa Cruz County CTEP (formerly ROP)	21	9.8%
Watsonville/Aptos/Santa Cruz Adult Education	21	9.8%
UCSC Extension Silicon Valley	13	6.0%
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%
TOTAL	215	100.0%



☒Action ☒Consent ☐Information ☐Discussion

C.7 WIOA Co-enrollment Policy

COMMITTEE:	Executive Committee	MEETING DATE:	August 26, 2020
STAFF NAME: 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.

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

C.8 WIOA Budget PY 2020-21

COMMITTEE:	Executive Committee	MEETING DATE:	August 26, 2020
STAFF NAME: 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.

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

Workforce Development Board Fiscal Year 19/20 Financial Report

C.8 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
ADULT										
Budget / Expenditure Categories										
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
Subtotal	875,446	-	395,156	350,000	1,620,602	1,114,834	505,768	1,008,557	505,768	1,514,325
DW										
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
Subtotal	895,824	2,532	817,258	(350,000)	1,365,614	847,971	517,643	879,840	517,643	1,397,483
Youth										
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
Subtotal	996,325	-	223,470	-	1,219,795	1,092,837	126,958	1,149,800	126,958	1,276,758
RR										
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
Subtotal	140,590	-	-	-	140,590	139,064	1,526	277,626	1,526	279,152
Non WIOA Funds										
SB1 HighRoad Career										
Program Services	-	5,000	-	-	5,000	-	5,000	-	5,000	5,000
Subtotal	-	5,000	-	-	5,000	-	5,000	-	5,000	5,000
SlingShot Healthcare 2.0										
Program Services	-	5,200	-	-	5,200	-	5,200	-	5,200	5,200
Subtotal	-	5,200	-	-	5,200	-	5,200	-	5,200	5,200
Third Sector Grant										
Program Services	-	20,000	-	-	20,000	-	20,000	-	20,000	20,000
Subtotal	-	20,000	-	-	20,000	-	20,000	-	20,000	20,000
CEDS*										
Program Services	40,000	-	-	-	40,000	34,535	5,465	-	5,465	5,465
Subtotal	40,000	-	-	-	40,000	34,535	5,465	-	5,465	5,465
Grand Total	2,948,185	32,732	1,435,884	-	4,416,801	3,229,240	1,187,561	3,315,823	1,187,561	4,503,384



☐ Action ☐ Consent ☐ Information ☒ Discussion

A.1 WDB Staff Response to COVID-19

COMMITTEE:	Executive Committee	MEETING DATE:	August 26, 2020
STAFF NAME: 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)

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



☒ Action ☐ Consent ☐ Information ☒ Discussion

A.2 Strategic Plan Update

COMMITTEE:	Executive Committee	MEETING DATE:	August 26, 2020
STAFF NAME: 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 and recommend approval by the Workforce Development Board.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <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>
<u>Goal 1</u> Increase effectiveness of local and regional workforce development system		<ul style="list-style-type: none"> • WDB Meeting focused on Racial Equity in Workforce Development • Redesign WIOA Youth Program and provide presentation to WDB • Virtual Career Service Platform - Design and Launch 	
<u>Goal 2</u> Align workforce development strategies to support local economic development		<ul style="list-style-type: none"> • Report on COVID 19's impact on local businesses • Report on IT careers in hospitality and retail • Establish virtual hiring services for local employers 	
<u>Goal 3</u> Develop strategic relationships with educators, employers and community partners		<ul style="list-style-type: none"> • Assist Second Harvest Food Bank with pandemic staffing needs • Hold Community Partner engagement meetings as part of local plan update 	

 on track to meet planned target for the year

 not on track to meet planned target for the year



☒Action ☐Consent ☐Information ☒Discussion

A.3 WDB Member Recruitment Update

COMMITTEE:	Executive Committee	MEETING DATE:	August 26, 2020
STAFF NAME: 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.

At this meeting, the Committee will discuss potential strategies and actions to ensure that the WDB meets the membership requirements of WIOA.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the WDB Member Recruitment Update.

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



☒ Action ☐ Consent ☐ Information ☒ Discussion

A.4 WDB Sept 16, 2020 Meeting Planning

COMMITTEE:	Executive Committee	MEETING DATE:	August 26, 2020
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

At a special meeting of the Executive Committee on July 8, 2020, the Committee identified four topics to be presented at full Workforce Development Board (WDB) Meetings in Program Year 2020-2021. The identified topics are:

- Racial Equity in Workforce Development (scheduled for the September 16, 2020 meeting);
- Building and Maintaining an Effective Board (scheduled for the December 9, 2020 meeting);
- Creating Meaningful Youth Programs (scheduled for the April 1, 2021 meeting); and
- State of the Workforce/Economic Impacts of COVID-19 (scheduled for the May 26, 2021 meeting)

The next Workforce Development Board (full board) meeting is scheduled for Wednesday, September 16, 2020.

At this meeting, the Executive Committee will consider if it would like to add any additional agenda items to the September 16, 2020 full board meeting agenda.

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to direct that the WDB staff include the following items in the September 16, 2020 WDB meeting agenda:

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