



County of Santa Cruz

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BOARD OF SUPERVISORS

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TONY CAMPOS
FOURTH DISTRICT

JEFF ALMQUIST
FIFTH DISTRICT

AGENDA: 2/12/02

January 31, 2002

BOARD OF SUPERVISORS
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

RE: ANNUAL REPORT OF THE WORKFORCE INVESTMENT **BOARD**

Dear Members of the Board:

Attached is the Annual Report of the Workforce Investment Board for calendar year 2001. I recommend that the Board accept and file this report and direct the Chairperson to thank the members of the WIB for their efforts **on** the County's behalf.

Sincerely,


JANET K. BEAUTZ, Chairperson
Board of Supervisors

JKB:ted

cc: Workforce Investment Board

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SANTA CRUZ COUNTY WORKFORCE INVESTMENT BOARD

2001

The Workforce Investment Board (WIB) was formally appointed by your Board in 2000. The WIB is the governing body required, in partnership with your Board, to receive local job training funds through the Workforce Investment Act (WIA) of 1998.

WIA was required to be implemented no later than July 1, 2000. WIA principles include universal access for all customers, customer choice, streamlined services, local flexibility, increased accountability, improved youth programs, and coordinated, comprehensive One Stop Career Centers open to the community. The overall goal of the Act is to increase earnings, retention and skills attainment and improve the quality of the local, and ultimately, the national labor force. Achievement of these goals will enhance national productivity and international competitiveness.

The WIB is responsible for determining local workforce development policy in addition to providing guidance and oversight for local WIA services and activities. The day to day WIA operations and services have been delegated to the One-Stop Career Center management.

The full WIB meets on the fourth Thursday in the months of January, March, June and September at various locations throughout the County which have included the One-Stop Career Centers, Simpkins Swim Center, the West Coast Santa Cruz Hotel and the Santa Cruz County Office of Education. Meeting notices and agendas are posted for public review and mailed to interested parties at least one week in advance. The WIB is currently comprised of 36 seated members with federally prescribed and locally added membership including:

- a majority of private sector business people (17 seated, 4 vacancies, 1 in process);
- community based organizations (2), educational agencies (4), economic development agencies (2), labor organizations (2);
- all required partner agencies including the Department of Rehabilitation (1), Welfare to Work/CalWORKs/WIA funded activities (1), the Employment Development Department (1), Community Services Block Grant (1), Title V of the Older Americans Act (1 vacancy), and Migrant and Seasonal Farmworkers Programs (1); and

- representatives from the County Board of Supervisors (1) and City Councils (3 seated with 1 vacancy).

The WIA also requires that local areas maintain a Youth Council with responsibilities to develop portions of the Local Plan relating to youth; recommend eligible providers of youth activities; conduct oversight with respect to the eligible providers of youth activities; and coordinate authorized youth activities. The Youth Council currently has eight seated WIB members with interests and expertise in youth issues. The balance of the membership includes both individuals representing entities required to be on the Youth Council as well as individuals representing entities recommended by the Youth Task Force, the precursor to the Youth Council, as well as those recommended by the Youth Council.

In addition to the Youth Council, the WIB has also established both standing committees and time-limited task forces to respond to critical elements of WIA legislation and its local implementation, as well as to address on-going business.

There are currently four subcommittees: WIA Executive Committee, Career Center, Budget /Certification/Accountability, and Marketing. A Governance Committee was planned initially but not established. Instead, the Executive Committee has added those duties under its purview. In the future, as appropriate, additional or different subcommittees may be established as others sunset.

A brief description of each standing subcommittee follows:

- The Executive Committee consists of the WIB Chair and Vice-Chair together with the Chair and Co-Chair of each of the other subcommittees. Two at-large members are included to bring additional resources and input to the committee. This Committee meets between the WIB quarterly business meetings to provide overall direction to WIB activities, provide recommendations for Incentive funding and act on governance and membership issues.
- The Career Center Committee consists of the One-Stop Career Center (Workforce Santa Cruz County Career Center) partner agencies required in the WIA and two WIB business members. This Committee meets every other month to oversee the Workforce Santa Cruz County system operations.
- The Marketing/Community Awareness Committee consists of WIB members with an interest and/or expertise in marketing. This Committee meets as needed

to develop and implement a focused marketing strategy to promote the Workforce Santa Cruz County Career Center system and the work of the WIB.

- The Budget and Certification/Accountability Committee consists of WIB members with an interest and/or expertise in this area. This Committee meets as needed to research and create a framework of quality standards for the local workforce development system; review Federal and Local funding streams to determine the availability of administrative and program funds to finance Board and Career Center activities; and recommend the budget for WIB operations.

The WIB developed the Workforce Investment Act Five-Year Strategic Local Plan for Santa Cruz County in 2000. A Plan Modification was completed in 2001. The Plan is a blueprint for the delivery of workforce development services through the One-Stop Career Center system to displaced workers, adults and economically disadvantaged youth by the Human Resource Agency's (HRA's) Careerworks Division and for-profit and non-profit vendors. One of the most important aspects of the Act is its focus on meeting the needs of businesses for skilled workers and the training, education and employment needs of individuals through a customer-focused One-Stop Career Center System.

The WIB and Board of Supervisors jointly accept annual allocations from the United State Department of Labor (DOL), via the California Employment Development Department, to underwrite WIA programs. Santa Cruz County's level of WIA funding takes into account local population, unemployment and income statistics. Any failure by service providers, including HRA's Careerworks Division and the various vendors, to meet federally prescribed performance standards will factor into the State of California's overall WIA performance and may trigger sanctions and adversely impact future state and/or local allocations. Supplemental grants or incentive awards may be made available for exceptional achievement.

A matrix of member attendance of WIB meetings during calendar year 2001 is attached. WIB Accomplishments for the Year 2001 also follow.

WorkForce Investment Board
Roll Call of Members
January 1, 2001 – December 31, 2001

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Members	Meeting Dates			
	1/25/01	3/22/01	6/28/01	9/19/01
Diott, Jo Anne – Chair	✓	✓	✓	✓
Andrews, Leslie	✓	✓	✓	✓
Ayyad, Alia	✓	✓		
Bisbee, Kathy		✓		✓
Campos, Tony, Supervisor				✓
Cirillo, Ceil	✓	✓		✓
Click, Shari		✓	✓	✓
Collins, John T. II	✓	✓	✓	✓
Dermer, Manuel	✓	✓	✓	✓
Dobbins, Lisa		✓		✓
Espinola, Cecilia	✓	✓	✓	✓
Gracida-Ankele, Karen	✓	✓	R-3/01	
Grossi, Claudia			R-6/29/01	
Harper, Bob				A-12/4/01
Heien, Janet M	✓	✓	✓	✓
Hill, Rich			A-4/17/01	✓
Jay, Quinton			R-3/9/01	
Johnson-Lyons, Christine	✓	✓	✓	✓
Kennedy, Linda	✓	✓	✓	✓
Labrie, Marvin	✓	✓		✓
Lambert, Julie			A-8/7/01	✓
Lanphere, Devi				✓
Loesch, Stephanie	✓			
Marquez, Eddie	✓			✓
Masik, Don	✓	✓	✓	✓
McClendon, Pam	✓	✓	✓	
McNally, Ginger	✓	✓		✓
Molloy, Kathy		R-4/01		
Moriarty, Terry		✓	✓	✓
Palacios, Carlos	✓	✓	✓	✓
Pfotenhauer, Rock	✓	✓		✓
Powers, Tim	✓		✓	
Reilly, Emily		✓	✓	
Schmidt, Michael	✓	✓	✓	R-7/26/01
Sherer, Howard	✓	✓	✓	✓
Sweeney, Deborah	✓	✓	✓	✓
Talnack, Alice S.	✓	✓	✓	✓
Tillman, Cliff Leo, Jr.				✓
Wagy, William E		✓		
Wood, Dick	✓	✓		✓
Woolpert, Bruce	✓			✓

R= Resigned A=Appointed

2001 WORKFORCE INVESTMENT BOARD ACCOMPLISHMENTS

As you may recall, on April 27, 1999, the Board of Supervisors designated the Private Industry Council (PIC) as the Interim Workforce Investment Board (IWIB) in preparation for the end of the Job Training Partnership Act, effective June 30, 2000, and the beginning of the Workforce Investment Act (WIA), effective July 1, 2000. Your Board appointed Workforce Investment Board (WIB) members and established the WIB itself through an ordinance in August and September 2000. The Workforce Investment Act consolidates more than 60 federal training programs through three block grants to the states: Adult Employment and Training, Youth Employment and Training and Adult Education and Literacy.

A brief description of the WIB's activities and accomplishments for 2001 follow.

WIB COMMITTEE ACTIONS SUMMARY 2001

Executive Committee

The Executive Committee acts on membership, governance, Incentive funding issues as well as acting on behalf of the WIB in between its quarterly meetings. In regard to membership, the Executive Committee recruits new members on an as needed basis. During 2001, one new business and two public sector members were recruited and appointed to the Board. Additionally, there is currently one additional application for business membership that has been forwarded to your Board. Two additional potential business members are discussing membership with the WIB's Chairperson and staff.

Applications for membership are reviewed by the Executive Committee, then forwarded to the WIB and the Board of Supervisors, respectively, for final appointment.

Youth Council

The Youth Council has oversight for WIA youth programs, recommends eligible providers for youth services and acts as a convener of local youth workforce development stakeholders. The Council, at its October 17, 2001, retreat adopted an *all youth* focus. While the Workforce Investment Act funded programs are primarily for low income youth with barriers to employment (ie at risk youth), in 2002, the Council will build an action plan to expand its focus to all youth ages 14-21. Such a focus will mean that resources in addition to WIA will have to be integrated through partnerships and through grants, to support the work of the group. Overall, it means that all youth, whether presently at risk or not, will be served through a system developed by the Youth Council which builds on and leverages current systems, identifies gaps and seams and takes action to address system needs.

The Youth Council also took actions to support several youth proposals and grants in 2001. These included: the Youth Development and Crime Prevention Proposal submitted in late 2000 and awarded on June 26, 2001; Youthbuild; the Governor's 15% WIA Discretionary Grant applications; amongst others. Descriptions of the actions and grants are included in the section describing each grant.

Budget and Certification/Accountability Committee

The Budget and Certification/Accountability Committee is creating a framework of quality standards for the local workforce development system. In 2001, the Committee began researching and developing a process for Career Center certification and continuous improvement (see *Certification of the Santa Cruz County Workforce Investment Board*). The Committee also approved the WIA budgets, including budget modifications to provide services as needed in the Career Centers.

Career Center Committee

The Career Center Committee oversees the Workforce Santa Cruz County system operations. They are currently developing a coordinated, comprehensive business services plan. Additionally, they have considered and developed recommendations for space allocation in the Workforce Santa Cruz County Career Centers, Center hours that best serve customers and a policy on limited funds for training as required by WIA.

Marketing Committee

The WIB, through the work of its Marketing Committee, developed and adopted its new logo, developed its webpage and held its first awards luncheon. The WIB logo is now included on the WIB's webpage and on WIB stationary and is used for all WIB correspondence.

The WIB webpage (www.santacruzwb.com) contains WIB meeting agendas, request for proposals and other information of interest to the community. According to data on the use of the webpage, from its beginning early in 2000, usage is up almost 300%. There were nearly 450 visits to the site in November, 2001.

The WIB's marketing awards event was held on September 19, 2001. Romney Dunbar of KION News 46 acted as master of ceremonies. Supervisor Tony Campos and WIB Chair Jo Anne Dlott each made remarks at the event. The WIB integrated its new logo and mission (Building Economic Prosperity Through Workforce Development) into its invitation (mailed to over 450 individuals/businesses), program and event decorations as part of its marketing effort to familiarize the community with the WIB, its logo and its community contributions. Awarded were exceptional participants as well as business and community members who have made outstanding contributions to employment and training in our community.

WORKFORCE INVESTMENT BOARD PROGRAM OVERSIGHT 2001
WORKFORCE INVESTMENT ACT AND WELFARE TO WORK

WIA Prouam Performance and Incentive Funding

In FY 2000-2001, according to state data, 339 adults, 226 dislocated workers and 193 youth were served through the Career Centers and associated contractors.

Program results for Fiscal year 2000-2001 were released on December 4, 2001. The Santa Cruz County Career Centers, through the WIB's guidance and oversight, exceeded program performance expectations on 11 of the 15 core performance measures. Several measures were exceeded by 50% or more of requirements including:

- Older Youth Earnings Change Rate: plan: \$2,357 actual: \$5,390
- Adult Earnings Change Rate: plan: \$3,467 actual: \$6,727
- Younger Youth Retention Rate: plan: 40% actual: 68.6%

Data was incomplete for the four performance measures which were not exceeded. Internal data shows that Santa Cruz County would have also exceeded on those measures.

As we noted in the 2000 Annual Report to the Board of Supervisors, for exceeding all four adult core standards and the rates for hard-to-serve adult participants and for employed with benefits, the County was awarded Job Training Partnership Act (JTPA) Incentive funds. The WIB authorized at its January, 2001, meeting, using unexpended Incentive funds to develop a demonstration mechanic training program, funding Phase Two of the Collaborative Economics Cluster Project; and retaining funding for the Community Audit in the event it was not funded by the Department of Labor discretionary grant. Since the Community Audit for adults was funded by a Department of Labor grant, other projects were undertaken with these incentive funds.

Additional efforts funded with Incentive Funds in 2001 include supplementary funds to the Youth Development and Crime Prevention initiative consortium; funding Santa Cruz County's portion of the Community Audit expansion to include youth; and funding a marketing consultant to build a coordinated, comprehensive marketing plan for the WIB. The latter will take place and come before your Board in early 2002.

Although our area exceeded performance expectations, due to the end of JTPA, the California Employment Development Department will not award Incentive funds for Program Year 99/00 JTPA program results. Incentive Awards for FY 2000-2001 have not yet been announced.

Workforce Investment Act Five-Year Strategic Local Plan for Santa Cruz County
Two Year Plan Modification

The WIB developed the Workforce Investment Act Five-Year Strategic Local Plan (Plan) for Santa Cruz County in 2000. This Plan was approved by both your Board and the state.

On May 21, 2001, the state announced a requirement that all local Workforce Investment Boards submit a Two Year Modification to the Plan. The Plan Modification included a requirement to submit Memorandums of Understanding for the One-Stop Career Centers, including cost allocation plans, that were not submitted with the initial plan or that had been revised, to address continual improvement for service provision and for service providers, and to submit updated participant and service plans.

The WIB delegated authority to its Executive Committee to implement the required process, including public hearings, for the Two Year Plan Modification and also to develop and submit the Plan Modification. The Executive Committee opened the public hearing at its August 6, 2001 meeting and closed the public hearing at its September 5, 2001 meeting. Public comment was solicited at both meetings.

The Executive Committee approved the Plan Modification, gathered required signatures, and forwarded the modification to the state to meet the August 31, 2001, deadline. As you may recall, on June 28, 2000, your Board adopted a resolution allowing the HRA Administrator to sign Plan modifications on its behalf. This resolution was employed for this Modification. The WIB is awaiting notice from the state of the acceptance of its Plan Modification.

Welfare to Work

The Welfare-to-Work (WtW) Grant's purpose is to provide the hardest to employ welfare recipients with work experience, job training and other services to transition to, and retain participants in, employment. The Welfare to Work Amendments (H.R. 3424) were passed November 29, 1999, and provided relief to the program eligibility criteria making it easier to successfully implement the DOL WtW Grant program in California. The most significant change was the removal of the "barriers to employment" requirement. Previously, under the 70 percent provision, long-term welfare recipients and non-custodial parents (NCPs) were required to not only meet the eligibility criteria, but also to have at least two of three "barriers to employment" to participate in the WtW Grant program.

State-wide there was a critical underspending of WtW funds. However, this was not the case in Santa Cruz County. Actual service provision for Santa Cruz County greatly exceeded planned service numbers. Additionally, the program provided work experience for the highly successful and recognized Connections Shuttle program, an essential CalWORKs transportation service for families who cannot use

the bus and must have reliable transportation to work and child care, and developed a successful NCP program.

As a result of the program's success in providing services and to meet the requirements the WtW Amendments, the WIB approved a WtW plan modification on September 27, 2000, which was subsequently approved by the California Employment Development Department on November 16, 2000. On May 21, 2001, the state released a directive requiring an additional plan modification for all local areas having spent any funds after January 1, 2001. The Plan Modification included language incorporating the recent WtW Amendments and referencing any plan to extend grants beyond their original end dates based on a recent allowance for extension by the State of California. Because Santa Cruz County has been so successful in implementing its WtW services, no extension was required. Additionally, because Santa Cruz County had updated the plan in late 2000, the 2001 modification was mostly administrative in nature. On June 28, 2001, the WIB approved the WtW Plan modification and service number revision and it was subsequently forwarded to the state. The WIB received approval of the Amendment on June 8, 2001.

WORKFORCE INVESTMENT BOARD
ACCOMPLISHMENTS/ PRODUCTS/ PROJECTS 2001

Business Retention

As you may recall, on February 15, 2000, your Board approved JTPA Rapid Response funded contracts to conduct County-wide business retention surveys with the cities of Santa Cruz, Scotts Valley, and Watsonville and the unincorporated areas of the county. The survey was designed to gather information in selected key economic sectors on business trends, unmet employer labor and employee training needs and to provide information on how best to develop the services for businesses at the Workforce Santa Cruz County Career Centers in Santa Cruz, Mid-County, and Watsonville. HRA and the County's Economic Development Coordinator conducted a series of meetings with the cities' economic development managers to explore their interest in a collaborative survey effort using a business visitation survey model. The preliminary results of this study were presented by a panel representing each of the jurisdictions involved at the September 27, 2000, WIB meeting. At the March 22, 2001 WIB meeting, the WIB adopted a series of recommendations as a result of the outcomes of the 2000 Santa Cruz County Business Visitation Project Report, including that an Executive Summary be developed. The Executive Summary was developed and was mailed to all businesses and public entities which participated in the survey.

The additional recommendations included improving the marketing of Career Center services; increasing planning on how WFSCC could provide training to employed workers to increase skills for job/career enhancement or advancement to a self-sufficient wage; continuing to develop the Career Center service model design to serve the working person not earning a self-sufficient wage and to serve the business community; assessing what mix of services businesses need from Workforce Santa Cruz County (WFSCC) and the Career Centers; and funding projects which identify the workforce gaps and which better prepare job seekers to fill the labor demand of Santa Cruz County businesses.

Certification of the Santa Cruz County Workforce Investment Board

The State of California awarded Santa Cruz County a conditional two-year designation as a Workforce Investment Area in 2000. In order to complete the required application for certification, the WIB had to establish criteria that met the representation requirements of WIA and the California Workforce Investment Board; WIB representatives had to be appointed to the Local WIB; and the Youth Council had to be appointed. Your Board took actions on these items on August 22, 2000, to allow the certification application including these elements to be submitted to the California Workforce Investment Board to meet the October 1, 2000, deadline. Certification award notification was received in December, 2000.

In addition to board certification, the WIB has delegated responsibility to the WIB Budget and Certification Committee for developing a process for meeting a WIA

requirement of Career Center certification and continuous improvement. On September 19, 2001, the WIB approved the action plan for the process. At their October 10, 2001 meeting, the Budget and Certification Committee approved the "next steps" for the process including establishing a Certification Process Team to carry out the hands on implementation of the process and to draft the certification standards. The Committee agreed to use *the Performance Excellence in One Stop Career Center Operations* as a guide. The guide uses the Malcolm Baldrige criteria as a framework for the process.

A Task Force has been developed to determine how the process will proceed. The Year 1 draft standards are to be presented to the Budget and Certification Committee on February 13, 2002.

Diesel/General Mechanics Training Project

On January 25, 2001, the WIB approved funding for development of a Diesel/General Mechanics Training Project using \$21,600 of WIA Incentive funds. Your Board approved this project and contract on March 6, 2001. The project is funded for the period January 1, 2001 to June 30, 2002. The need for diesel and general mechanics was identified by business leaders on the WIB and is supported by Labor Market data released by the Employment Development Department. Cabrillo College agreed to be the lead partner working with an employer leadership team, the Adult Education schools, Regional Occupational Program, and Workforce Santa Cruz County. Cabrillo planned and developed strategies with potential training providers with implementation planned for fall 2001. However, due to the complexity of coordinating the partners and planning the training program, the timeline has been modified and the training implementation plan is being discussed by the WIB and community college partners. Cabrillo is also developing a plan for sustainable expansion of the project.

Fast Track to Work

On February 27, 2001 your Board approved a contract amendment to the Cabrillo contract which consolidated the Fast Track to Work program and LADDERS project. Cabrillo College's Fast Track to Work program provides the One Stop Career Center Consortium WIA program participants, ages 18 and above, and laid off workers, with professional and matriculation services that include, but are not limited to: early and priority registration assistance, individual and career guidance counseling, attendance tracking, academic progress reporting, and tutoring. To make the services easily accessible to these participant customers, Cabrillo maintained regular office hours at the One-Stop Career Centers. The WIB maintains oversight for this contract and its services. Fast Track served 101 people in program year 2000-2001, including 54 adults and 47 Dislocated Workers. Fast Track provided registration assistance, individual and career counseling, and supportive services to help WIA participants reach their training goals to prepare them for employment or reemployment.

I-Train

The WIA mandated training system is the Eligible Training Provider List (ETPL) which I-Train hosts for the State. "I-Train" is the name of a web service developed by the South Bay Workforce Investment Board and California Municipal Technologies in the late 1980s to help laid off workers find new jobs. The I-Train service will enable local customers in the three Career Centers and Careerworks, the Career Center operator, direct access to information on Santa Cruz procured training. The I-Train information service is designed to help a job seeking customer make an informed choice on which instructional program to enter using their WIA training scholarship.

With the implementation of the I-Train service, customers will be able to access the Santa Cruz Eligible Training Provider List at the Workforce Santa Cruz County web site. There will be curriculum, cost and performance information on each instructional program. The information will be used by Career Center customers researching how to gain new skills, upgrade current skills or receive training to enter or reenter the job market. There are separate information fields for staff to use to share comments on the schools and customer experience with the school. Your Board approved the I-Train contract on November 6, 2001.

LADDERS

Cabrillo College developed the LADDERS Project in conjunction with the Santa Cruz County Coalition for Workforce Preparation. The David and Lucile Packard Foundation granted \$250,000 annually for two years which was matched with \$70,000 from HRA and \$20,000 from Cabrillo College. Through this grant, LADDERS coordinated with the One-Stop Career Center system agency partners (WFSCC) to initiate actions to improve partner agency efforts and develop a more comprehensive, integrated, employment driven workforce development system. The project identifies and responds to the needs of CalWORKs recipients and other low-income persons by creating opportunities for upward mobility, family supporting wages, and increasing work skills.

In Year One, LADDERS developed three career ladders: health, office systems, and careers with children; managed the Santa Cruz Regional Cluster project; and designed a Career Ladder Institute for job shadowing funded and operated by the Fast Track to Work program for CalWORKs clients. Additionally, in coordination with HRA, Cabrillo College, and the Adult Education programs, LADDERS researched possible additional responses to improve English proficiency and computer proficiency for unemployed and underemployed persons. A computer proficiency certificate was developed.

For Year Two, HRA funded LADDERS with a \$70,000 CalWORKS single allocation match to the Packard grant for the period July 1, 2000 to June 30, 2001. Year Two activities include coordinating Phase II of the Santa Cruz Regional Cluster Leadership Team meetings as well as developing three new career ladders (retail, computer technology, and public safety). The project researched, designed, and developed a local Vocational English as a Second Language pilot to serve the hardest to employ CalWORKs

customers; further developed and tested the computer proficiency certificate; and continued to coordinate and deliver work based learning activities to CalWORKs clients.

Occupational Outlook Report

The WIB, in partnership with EDD's State/Local Cooperative Labor Market Information Program (CCOIS), annually produces the Occupational Outlook Report (OOR). The report aims to improve the match between employers' labor needs and the skills of job seekers by providing targeted, community-specific, and timely information for use in making labor market decisions. For the 2000-2001 Report, the WIB selected 30 demand occupations for study, including occupations that are growing and are in demand. This included accounting, medical/dental assisting, automotive/engine repair, high technology, and truck driving fields. The report is widely disseminated to public, private non-profit and educational agencies, including high schools, the community college, social service agencies and One-Stop Career Centers state-wide for use in establishing policies regarding the delivery of employment services and to over 100 private sector businesses for formulating workforce decisions. In 2001, it was available on disk and on the WIB web page as well.

The Occupational Outlook Report for 2000" 2001 was released on April 26, 2001. The event was held at Sesnon House at Cabrillo College. The keynote speaker was Steven Levy, Director of the the Center for Continuing Study of the California Economy at Stanford University. Mr. Levy presented Workforce Challenges in the Decades Ahead. The event was well attended and received.

1000 Local Jobs for Local People

The 1000 Local Jobs for Local People campaign is an action plan developed by a leadership team of the Santa Cruz Region Cluster Project. On May 25, 1999, your Board approved an agreement with Collaborative Economics, Inc. to perform a regional economic cluster analysis and action plan. The Cluster Project is a collaborative effort of Cabrillo College, HRA, the Workforce Investment Board (WIB), the Redevelopment Agencies of Santa Cruz City and the County, and the County Administrative Office in partnership with the Pajaro Valley Action Group. The Santa Cruz Region Cluster Project recommended that three action teams be formed to address various issues identified in Phase I of the Project. One of these action teams is Preparing Local People for Local Jobs - Finding the Right Fit between Employees and the Workforce that sustains the economy and provides quality employment opportunities.

This team has established a business plan that includes conducting a campaign with the long-term goal of moving 1000 local residents of Santa Cruz into local jobs with career potential within 5 years. The emphasis was on filling the growing number of technical and administrative support positions with local people, particularly those who have been under-represented in these jobs. The focus of action was working with local employers to identify a limited number of major "occupational" strands to give the campaign focus. The first strand identified was "manufacturing technicians" with Texas Instruments and Cabrillo College prototyping a new certificate program in this area. The development of

certificate programs that match the needs of local industry is a key step in this campaign. Other key steps include basic preparation for high school students, career awareness for local residents, recruitment, outreach and placement and a way to develop a system that allows employers to communicate changing workforce needs to local education and training organizations.

On January 25, 2001, the WIB approved a total of \$52,555 in Incentive funding for the LADDERS Project of Cabrillo College to coordinate the activities of the campaign. Funding is for eighteen months effective July 1, 2001 and June 30, 2002 to implement these strategies. The funding supports one half of the salary of a Project Coordinator and operating costs. Matching funds from the LADDERS project finance an administrative assistant. The project reports to the WIB and coordinates with partners in WFSCC and the Career Center system.

Report from National Association of Workforce Boards Conference

On February 25 - 27, 2001, Staff and Board Members attended the National Association of Workforce Boards Forum, *Workforce Boards: leading the Way*, in Washington, DC. As a part of this conference, staff and Board Members participated in presentations entitled "Board Recruitment" and "Developing and Maintaining Multiple Partners, Seamless Services in the Career Centers." The presentations were well received and reviewed.

WIB Labor Market Study

As you may know, the Workforce Investment Board (WIB) conducts periodic job market surveys and surveys of the business climate to assess local workforce development, training, education, and employment issues. On September 19, 2001, the WIB approved the purchase of the ERISS service. ERISS provides job market surveys and data analysis services to Workforce Investment Boards to produce information tools that are available in an internet interactive format that is accessible to employers, job seekers, and workforce development professionals. Your Board approved the resulting contract on January 8, 2002.

The ERISS services will provide the WIB with information on the changing job market in Santa Cruz County since the slowing of the U.S. economy and business layoffs in the "dot.com" industry in Santa Cruz County and the Silicon Valley. A projected 3,500 business with five or more employees will be surveyed by telephone. The survey report will be presented to the WIB and will be used to examine current Workforce Investment Act (WIA) service priorities and policies of the Workforce Santa Cruz County system.

The information can be accessed by businesses, job seekers, employment counselors, and the public. Included in the information will be charts on 120-130 occupations with the number of new hires, the pay range, job openings, short and medium term hiring needs, work qualifications and job benefits. Employers, training providers and career counselors can access critical wage information for Santa Cruz County. Employers will also be offered a personalized web site link to list open positions for job seekers.

WIB AND WIB SUBCOMMITTEE/YOUTH COUNCIL SUPPORTED PROJECTS/GRANTS

Caregiver Training Initiative

On January 31, 2001, Governor Davis awarded the Greater Bay Area Training Initiative \$2,690,250 in Caregiver Training Initiative (CTI) funds. The WIB, as a Greater Bay Area Training Initiative partner, was awarded \$300,028 of this award to implement the CTI locally, including serving 30 participants. The purpose of the CTI, which supports the Governor's Aging with Dignity Initiative, is to recruit, train and retain caregivers including Certified Nurse Assistants, Licensed Vocational Nurses, Personal Care Assistants and In-Home Supportive Service Workers, as well as to develop career paths and build capacity in the caregiving field. The San Jose/Silicon Valley Workforce Investment Board is the fiscal agent for the project.

The regional service strategy, as outlined in the proposal to the state, contains two distinct categories of deliverables: system building and training to individuals. In regard to the former, the WIB will continue to develop the system building strategy with its regional partners. In regard to the latter, the individual training strategy includes On-the-Job training to new and current caregivers as a key element with appropriate supports, including transportation and child care. The system is designed to recruit new individuals to the caregiving field, as well as retain current caregivers by allowing them to upgrade their skills and move up the career ladder. Eligible populations for services provided through this DOL funded grant include public assistance recipients, former foster care youth and WIA customers.

At its January 25, 2001 meeting, the WIB recommended that Associates for Research and Behavior (Arbor), Inc., a longtime local provider of On-the-Job training services, be utilized to deliver services in Santa Cruz County. Your Board approved this action on April 17, 2001 and took related actions for the associated contract on November 6, 2001.

Community Audit

The WIB was awarded \$99,987 by the DOL, Employment and Training Administration, to conduct a Community Audit Demonstration project in collaboration with the San Benito and Monterey County Workforce Investment Boards. Your Board accepted these unanticipated revenues, and took actions related to the community audit, at its September 11, 2001 meeting. Santa Cruz County is the lead administrative entity in the tri-county regional project. The WIB tri-county proposal was selected as one of only thirty-four demonstration sites nationally.

The purpose of the project is to identify workforce development resources beyond the WIA and to conduct strategic research on public and private funding streams and their mission. This strategic research will identify the programs and services available in the community, as well as new sources of funds that can be accessed to address particular community concerns. The Santa Cruz, San Benito and Monterey County Workforce Investment Boards are committed to using the information gathered in the community

audit to shape strategic interventions and create new policy or revise current policy to reflect the findings.

This audit will bring together information on resources, their funding streams, the primary mission associated with these funds, deliverables, gaps in resources, possible redundancies, benefits and future gains. The outcomes will benefit all stakeholders. One product of this audit will be the development of an on-line database of all funded and non-funded proposals for workforce development. The database will provide the necessary information to make informed decisions and offer an opportunity to view the range of proposals submitted by regional organizations for future use. The final goal of the project is to develop a community portfolio of investments in order that local Workforce Investment Boards and the Local Elected Officials can better direct resources to build a truly cohesive workforce development system in our region.

The tri-county project steering committee is currently releasing a request for proposals for a vendor to conduct the audit and develop results during 2002 and early 2003.

Governor's 15% Discretionary Grants Solicitation for Proposal

The Governor's 15% discretionary grants Solicitation for Proposal (SFP) was released in October, 2001. Proposals in response to the SFP were due November 9, 2001. WIB staff notified the WIB, Youth Council and other community organizations of the SFP grant opportunity. Organizations interested in applying and discussing collaboration on the proposal development were invited to attend a meeting on October 23, 2001.

As a result of the meeting, the WIB supported the Your Future is Our Business application as it furthered the Youth Council's new focus of "all youth". Two other agencies, Cabrillo College for its Digital Bridges concept and the City of Watsonville for its Youthbuild project, were given letters of support for their applications. The WIB is awaiting notification on the status of its application in partnership with Your Future is Our Business as of this writing.

Rapid Response Funding

In November 2001, Governor Gray Davis announced \$38.9 million in grants to help Californians who have lost their jobs find new employment. Included in this funding is Rapid Response and grants specifically for the Silicon Valley. Funds for these grants are drawn from the Governor's 25 percent Dislocated Worker Services portion of the Workforce Investment Act Title I. The statewide rapid response grants, totaling \$24.7 million, are administered by the California Employment Development Department. These funds will be used to provide the WIB Labor Market Survey through a subcontract with ERIS business services which include a local job market survey as well as marketing to local businesses involved in the survey. Santa Cruz County will receive \$309,000 in Rapid Response funding.

Regional ReTech Grant

Santa Cruz County joined a "Greater Area Technology Employment Collaborative", a multi-jurisdictional partnership comprised of interested Workforce Investment Boards from around the Greater Bay Area. The Silicon Valley Workforce Investment Board is the lead administrative entity in this area wide collaborative of Workforce Boards that will develop and implement strategies to address high tech, support and re-employment needs for displaced workers including: unified and centralized systems, cooperative Rapid Response to Worker Displacement, Internet Based Access and Services, Technology Appropriate Training Options.

The Collaborative designed an "E-Commerce Re-employment Project", now called the "Retech Grant", which will develop and implement cohesive area-wide strategies for managing workforce and reemployment needs of workers displaced from E-Commerce and related businesses. This is in response to regional needs including recent business failures and downsizing which began to reach significant levels in the last quarter of 2000 and many companies requesting that the workforce delivery system be more unified and less cumbersome.

In November 2002, Governor Davis announced that the consortium was granted \$7 million. The areas served through the grant include Sonoma County in the north to San Joaquin to the east and San Benito, Monterey and Santa Cruz counties to the south. The Santa Cruz County WIB is currently negotiating its portion of the funding for local activities.

Youth Development and Crime Prevention

The WIB was awarded \$1,767,228 in Youth Development and Crime Prevention Initiative (Initiative) funds to provide services locally for Fiscal Years (FY) 01-02 through **03-04**. The WIB is the lead agency in a consortium that also includes the Health Services Agency (Children's Mental Health and Alcohol and Drug Programs) and four community based organizations (the Community Action Board of Santa Cruz County, Inc.; Mountain Community Resources; Pajaro Valley Prevention and Student Assistance, Inc.; and the Santa Cruz Community Counseling Center, Inc.). The Initiative is funded by a collaborative of state Health and Human Services Agency departments, including Alcohol and Drug Programs, Mental Health and Employment Development.

Through contracts with Human Resources Agency/WIB, the local consortium plans to provide services to 88 youth per year, ages 12 to 21, whose low levels of developmental assets place them at risk of first time or continued criminal involvement and other negative outcomes. Youth participants have an individualized, holistic and comprehensive youth development menu of services, which include mentoring, counseling, work experience and follow up.

To support the consortium's application to provide these services, the WIB and WIB Youth Council expanded the Youth Council as required for oversight of the grant. Furthermore, the WIB Executive Committee recommended **\$31,006** in Workforce Investment Act incentive funds to augment first year funding for the Initiative. These funds will provide the difference between first year funding as requested in the proposal **(\$620,082)** and the amount awarded **(\$589,076)**, allowing the consortium to fully implement its direct services program plan.