



MONTEREY COUNTY ECONOMIC DEVELOPMENT

MONTEREY COUNTY WORKFORCE INVESTMENT BOARD

ERIK CUSHMAN, WIB CHAIR

Monterey County Workforce Investment Board (WIB) BUSINESS SERVICES COMMITTEE

Marina Library, 190 Seaside Avenue, Marina, CA

**Oversight Committee
Members:**

Anthony Aniello, Chair

Wendy Brickman

Kimberly Schnader

Mark Verbonich

Andrea Zeller-Nield

Tuesday, June 18, 2013

4:00pm

AGENDA

CALL TO ORDER/INTRODUCTIONS:	Anthony Aniello, <i>Chair</i>
CHANGES TO AGENDA:	
PUBLIC COMMENT:	
CONSENT CALENDAR:	Anthony Aniello
1. Approve the February 12, 2013 minutes.	
DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:	
1. Presentation from Darius Sadeghi, founder of Bio-Chek and inventor of the AgMeter™.	Darius Sadeghi
2. Discussion regarding the Career Readiness Certification (WorkKeys and WIN Career Readiness Courseware).	Committee Members
3. Report on the required Rapid Response activities to private sector employers in Monterey County, including small businesses.	Joyce Aldrich
4. Discussion on the WIB's Business Services Plan which integrates local business involvement with workforce initiatives.	Joyce Aldrich
5. Update on the schedule of future meeting dates and times.	Joyce Aldrich
ANNOUNCEMENTS OF EVENTS:	Anthony Aniello
SUBCOMMITTEE MEETINGS: Executive: 6/19/2013 – Shoreline, Marina Oversight: 7/11/2013 – Shoreline, Marina Youth: 7/9/2013 – Shoreline, Marina Business Services: 8/13/2013 – Marina Library	WIB MEETINGS: 8/7/2013: Marina Library, Marina
ADJOURN:	Anthony Aniello
To request information, please contact the Monterey County Workforce Investment Board staff at (831) 796-6434 or visit our website at www.montereycountywib.org .	

**Monterey County
Workforce Investment
Board (WIB)**

Joyce Aldrich,
Executive Director

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UNADOPTED

**Monterey County Workforce Investment Board
Business Services Committee**

Meeting Minutes

Marina Library, 190 Seaside Avenue, Marina, CA

February 12, 2013, 4:00-5:00pm

Members Present: Anthony Aniello (Chair), Wendy Brickman, Kimberly Schnader, Mark Verbonich and Andrea Zeller-Nield

Members Absent: Ralph Rubio

Staff Present: Joyce Aldrich, Marleen Esquerra and Flor Galvan

Others Present: Samantha Harrison

Call to Order/Introductions: Mr. Aniello called the meeting to order at 4:05pm and asked for introductions. A quorum was established.

Changes to Agenda: None

Public Comment: None

Discussion or Review of Business Calendar Action Items:

- 1. Welcome and discussion on the Business Services Committee's purpose, composition and objectives.** Ms. Aldrich welcomed all the members and thanked them for their attendance. She stated that the WIB Bylaws were updated, amended and approved by the Board of Supervisors to create a Business Services Committee as a standing committee of the Workforce Investment Board. She stated the responsibility of the members is to develop and recommend a business services plan which will accompany the WIB's Strategic Local Plan for submission to the State. She also stated that the Committee should conduct a Labor Market Intelligence analysis on an on-going basis and provide oversight of the Rapid Response Program. She stated another responsibility is championing the Career Readiness Certificate, WorkKeys and Worldwide Interactive Network. She stated that moving forward the committee will see more integration with the Economic Development Committee.
- 2. Presentation on the Career Readiness Certificate.** Ms. Harrison stated that the Central Coast Career Readiness Consortium was created by the Monterey County Business Council. The Career Readiness program is being accomplished as a statewide effort and benefits businesses and One-Stop Career Centers. She stated that there are two components of the program that include the assessment component known as WorkKeys and the training component known as Worldwide Interactive Network (WIN). WorkKeys is a web based program that evaluates a participant's skill level by using different assessments to include applied mathematics, locating information and reading for information. After completion of the test, the participant will either receive a bronze, silver, gold or platinum certificate showing their skill level. She stated the test was created to increase employment retention, and to reduce employers' time with assessment and training new hires. The total cost is \$75.00 for all three tests with an additional \$25.00 for the training component.
- 3. Discussion on the California's Strategic Workforce Development Plan for 2012 – 2017 and the development of a Business Services Plan which integrates local business involvement with workforce initiatives.** Ms. Aldrich reported that the plan is currently in draft form however it has been submitted to the Department of Labor for final approval. The State of CA Workforce Investment Board's (CWIB) staff have been visiting regions of the State to inform local WIB's of the Local Plan guidance and expectations. WIB staff had the opportunity to attend one of these technical assistance meetings on February 9th, hosted by the CWIB, to learn more about the Local Plan guidance, its requirements and submission timeline..
- 4. Report on local labor market statistics for Monterey County.** Ms. Esquerra reported that the information is received from the State's Labor Market Information Division. She stated the information

Consent Item #1

is a snapshot of Monterey County and how it differed monthly, yearly and from different regions. The job listings are retrieved from the Virtual One-Stop System (VOS) that spiders all open job opportunities that are listed online throughout Monterey County and is updated nightly into the VOS system.

5. **Report on required Rapid Response activities to private sector employers in Monterey County, including small businesses.** Ms. Aldrich stated the list shows employers impacted by layoffs to date. She also stated that the list shows how many employees were laid off and how many attended presentations and signed up for services. She reported that 97 Capital One Associates have signed up for services; 14 workers who were laid off from Fresh Express attended an orientation and 2 signed up; and information about our One-Stop services was sent to General Vineyard's employees.
6. **Report on Employment Training Panel funding award.** Ms. Aldrich reported that the Employment Training Panel (ETP) provides reimbursement to employer to offset the cost of jobs skills training. She reported that it applies to incumbent workers for training opportunities. She stated that the WIB applied for ETP funding in partnership with SBDC as part of a multiple employer contract application and were awarded funding to provide manufacturing training to Nature's Energy Group. She also stated that as the WIB moves forward and shows success with this ETP project, the WIB can reapply for additional funding opportunities.
7. **Establish schedule of future meeting dates and times.** Ms. Aldrich asked the Business Services Committee when and how often they would like to hold their regular meetings. It was agreed that the meetings will be held every other month on the second Tuesday, (opposite of the Youth Council's meetings), scheduled at 4:00pm and held at the Marina Library,. The next meeting will be held on April 9, 2013.

Announcements of Events: Mr. Aniello announced that he and Joyce will be attending the National Association of Workforce Board's conference in DC in March. He also asked the committee members to refer business members to the WIB as the WIB has five business member vacancies.

Adjournment: Mr. Aniello moved to adjourn the meeting 5:25pm.

Second: Ms. Schnader

Motion Passed Unanimously

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE, WORKFORCE INVESTMENT BOARD

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR, WORKFORCE INVESTMENT BOARD

SUBJECT: PRESENTATION FROM DARIUS SADEGHI, FOUNDER OF BIO-CHEK AND INVENTOR OF THE AGMETER™

DATE: JUNE 18, 2013

INFORMATION:

Mr. Darius Sadeghi, founder of Bio-Chek and inventor of the AgMeter™ plans to give a presentation at the Business Services Committee meeting on June 18, 2013 on creative technology related to the agricultural industry sector that could potentially lead to job creation opportunities.

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE, WORKFORCE INVESTMENT BOARD

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR, WORKFORCE INVESTMENT BOARD

SUBJECT: DISCUSSION REGARDING THE CAREER READINESS CERTIFICATION (WORKKEYS AND WIN CAREER READINESS COURSEWARE)

DATE: JUNE 18, 2013

INFORMATION / DISCUSSION:

At the last Business Services Committee meeting held on February 12, 2013, the members were presented with information on the Career Readiness Certification, to include the two main components: WorkKeys® Assessments and Worldwide Interactive Network (WIN) training. A combination of these two components is used to certify worker proficiencies and provide online and self-paced workplace skills training.

More specifically, WorkKeys® profiled over 16,000 jobs which demonstrated that workers who possess the core employability skills in the following three WorkKeys® Assessments: 1) Reading for Information, 2) Applied Mathematics, and 3) Locating Information, have the foundational skills necessary to qualify for at least 85 percent of the jobs profiled.

By testing the workforce through WorkKeys®, our local workforce system can:

- Gain an understanding of the current talent pool
- Document, qualify and quantify skills
- Fundamentally, it's much better to match a job to skills vs. a degree
- Identify opportunities to target training dollars
- Fill skill gaps
- Increase skills of incumbent workers that lead to career advancement opportunities
- Encourage employer engagement and build awareness that the local workforce system is helping to provide employers with skilled workers to also include a reduction in turn-overs, training and hiring costs
- Helps to integrate the K-12 system to the workforce system and employers through a common assessment tool.

WIB Member Evaluation:

At the last Business Services Committee meeting, the members expressed an interest in reviewing and evaluating the WorkKeys® Assessments and WIN training component. Members who were able to evaluate WorkKeys® and WIN will be providing an overview of their experience at the meeting on June 18, and what parts they thought were most valuable, especially for businesses.

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE, WORKFORCE INVESTMENT BOARD

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR, WORKFORCE INVESTMENT BOARD

SUBJECT: REPORT ON REQUIRED RAPID RESPONSE ACTIVITIES TO PRIVATE SECTOR EMPLOYERS IN MONTEREY COUNTY, INCLUDING SMALL BUSINESSES

DATE: JUNE 18, 2013

INFORMATION:

At the Business Services Committee meeting scheduled on June 18, 2013, WIB staff will present an update on the most recent Rapid Response activities provided to employers in Monterey County, including small businesses.

Below is a list of employers impacted by layoffs in 2013:

Company Name	City	Date of Initial Layoff	Anticipated number of affected employees	# of those attended RR orientation	# of those who signed up for services YTD
Chevys	Salinas	February 2013	Approx. 50 Many of the laid off workers from Chevys sought positions with the new restaurant Hacienda Mexican Grill that opened on May 5, 2013. They hired about 80% of the workers that were laid off from Chevy's that filled positions as cooks, bartenders, bussers and servers.	N/A	To date only 1 person came to the One Stop seeking services.
Sequoia Insurance	Monterey	May-June 2013	33+		
Monterey Herald	Monterey	June 2013	7		

ATTACHMENT:

Rapid Response Flyer



Rapid Response Program

Help for Employers Facing Cutbacks, Layoffs or Closures

What is Rapid Response?

The Monterey County Workforce Investment Board's Rapid Response Program offers a full range of coordinated services to employers and workers affected by cutbacks, mass layoffs, and plant closures. Our Rapid Response Team of professionals conducts on-site sessions where employees can learn about unemployment benefits, job search techniques, and reemployment and training opportunities. Our team also actively participates in developing strategies to help employers to sustain and retain jobs to avert layoffs within Monterey County.

Benefits to Employers include:

- Referrals to local resources and incentives that could provide employers with information, support and aid in retaining and strengthening their business.
- Information on the Shared Work Program, to protect workers during temporary business downturns. Under this program, instead of cutting jobs, employers can reduce the hours employees work and they can collect partial Unemployment Insurance (UI) benefits to offset the loss in income. It helps employers to retain a skilled workforce and ramp up faster once the economy rebounds.
- After a business has tried every option to minimize layoffs, our team will outreach to employers and workers to provide guidance, options and solutions before layoffs occur, while helping to maintain employee morale and productivity.

Benefits to Employees include:

- On-site informational sessions covering topics such as unemployment insurance, community resources, small business, entrepreneurship, reemployment and training opportunities.
- Assessment of job readiness
- Job search, job placement, and resume prep assistance
- Career guidance and access to labor market information
- Help to prepare for interviews
- Access to networking groups
- Referrals to area employers that are hiring
- Focused career fairs

For more information about unemployment insurance, employment and training opportunities, please contact the following:

Employment & Training:
Monterey County
One-Stop Career Center
Office for Employment Training
Business Service Specialist
(831) 796-3387
BSR-Team@co.monterey.ca.us

Unemployment Insurance:
Employment Development Dept (EDD)
Unemployment Insurance:
(800) 300-5616
www.edd.ca.gov/unemployment

Employment & Training:
EDD Workforce Services
(831) 796-3636

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE, WORKFORCE INVESTMENT BOARD

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR, WORKFORCE INVESTMENT BOARD

SUBJECT: DISCUSSION ON WIB'S BUSINESS SERVICES PLAN WHICH INTEGRATES LOCAL BUSINESS INVOLVEMENT WITH WORKFORCE INITIATIVES

DATE: JUNE 18, 2013

INFORMATION:

Joyce Aldrich, WIB Executive Director plans to review the WIB's Business Services Plan which integrates local business involvement with workforce initiatives, based on the California's Strategic Workforce Development Plan for 2013–17.

A copy of the Business Services Plan will be brought to the meeting for review and discussion.

BACKGROUND:

The new Strategic Workforce Development Plan serves as a framework for public policy, fiscal investment, and workforce training programs for use by local WIBs for the development, planning efforts, and submission of their new five-year Local Plans.

Local WIBs are required to comply with the Workforce Investment Act (WIA) Section 118, which requires their plans to be consistent with the State's plan on the realignment of workforce programs with a strong emphasis on regional partnerships and integrated service delivery systems.

Local WIB's are also encouraged to develop a common workforce accountability system. This includes a new bi-annual certification process of mandated requirements, beyond what has been required in previous Local Plans. It also requires the development of a standing Business Services Committee and business services plan.

DISCUSSION:

In support of the Governor's vision, goals, and policy priorities of the State Strategic Workforce Development Plan, the Monterey County WIB plans to host meetings with various stakeholders, to elicit input and recommendations for the development of an actionable Local Plan that organizes the WIB and its stakeholders work over the next five years.

Throughout the Local Plan, the following four key strategic goals will be highlighted to guide the activities of the workforce system in alignment with the State Plan goals:

- **Goal #1 – Business and Industry:** Meet the workforce needs of high demand sectors of the state and regional economies.
- **Goal #2 – Adults:** Increase the number of Californians who obtain a marketable and industry-recognized credential or degree, with special emphasis on unemployed, underemployed, low skilled, low-income, veterans, individuals with disabilities, and other at-risk populations.
- **Goal #3 – Youth:** Increase the number of high school students, with emphasis on at-risk youth and those from low-income communities, who graduate prepared for postsecondary vocational training, further education, and/or a career.
- **Goal #4 – System Alignment and Accountability Local Strategy:** Support system alignment, service integration and continuous improvement using data to support evidence-based policymaking.

At the Business Services Committee meeting, the focus will be on “**Goal #1 – Business and Industry:** Meet the workforce needs of high demand sectors of the state and regional economies”.

Local Plan requirements:

1. Consistent with the Workforce Investment Act, the Chief Local Elected Officials (Board of Supervisors) and the Local WIB shall establish a Business Service Plan that integrates local business involvement with workforce initiatives. This Business Service Plan at a minimum shall include the following:
 - Description of a sub-committee of the Local Board that develops recommendations for the Business Service Plan to the Local Board in an effort to increase employer involvement in the activities of the Local Board. The sub-committee members should be comprised of business representatives on the Local Board who represent both the leading industries and employers in the relevant regional economy and emerging sectors that have significant potential to contribute to job growth and openings in the local area or regional economy. If such a sub-committee does not currently exist, describe the steps the Local Board will take to establish this sub-committee and include its formation in the Local Board’s bylaws [UI Code Section 14200(c)(9)(C)];
 - Description of the types of services the Local Board offers to businesses, including a description of how the CLEO and Local Board intend to:
 - Determine the employer needs in the local or regional area;
 - Integrate business services, including WP Act services, to employers through the One-Stop delivery system; and
 - Leverage and braid other resources through education, economic development and industry associations to support OJT and other customized training ventures.
 - Describe how the CLEO/Local Board intend to accomplish the following:
 - Identify training and educational barriers that hinder job creation in the regional economy;
 - Identify skill gaps in the available labor force that contribute to the lack of local business competitiveness; &
 - Identify priority sectors that would likely contribute to job growth in the local area or regional economy if investments were made for training and educational programs.
 - Describe how the CLEO/Local Board will accomplish the following:
 - Partner with priority-sector employers to develop potential OJT and other customized training strategies;
 - Encourage business partners to help drive the demand-driven strategy through joint planning, competency and curriculum development; and determining appropriate lengths of training;
 - Work collaboratively with business and industry and the education community to develop strategies to overcome barriers to skill achievement and employment experienced by the populations in high-growth, high-demand industries and to ensure they are being identified as a critical pipeline of workers;
 - Foster collaboration between community colleges and DIR-DAS approved/Registered apprenticeship programs, through MOUs or other formal mechanisms. Explain how services funded by WIA and directed to apprenticeable occupations, including pre-apprenticeship training, are conducted in coordination with one or more apprenticeship programs approved by the DIR-DAS for the occupation and geographic area (UI Code Section 14230(3));
 - Use innovative training strategies to fill skills gaps [include the Local Board’s efforts to leverage additional resources to maximize the use of Individual Training Accounts through partnerships with business, education (in particular, community and technical colleges), economic development agencies, and industry associations, and how business and industry involvement is used to drive this strategy];
 - Promote Rapid Response as a proactive intermediary for priority industry sectors (rather than as a reactive service only for layoff response); and
 - Identify how Rapid Response will develop effective early layoff warning systems and layoff aversion strategies;
 - Identify how Rapid Response assistance and appropriate core and intensive services are made available to those covered by the TAA program.

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE, WORKFORCE INVESTMENT BOARD

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR, WORKFORCE INVESTMENT BOARD

SUBJECT: UPDATE ON THE SCHEDULE OF FUTURE MEETING DATES AND TIMES

DATE: JUNE 18, 2013

INFORMATION:

This report is in response to the Business Services Committee's request for information on the committee's current calendar of meetings and locations for Program Year 2013-14.

All Business Services Committee meetings will be held on the 2nd Tuesday of every *other* month at 4:00pm, unless otherwise noted.

WORKFORCE INVESTMENT BOARD
Business Services Committee – Meeting Calendar
Program Year 2013-14

DATE	TIME	LOCATION	ADDRESS
June 18, 2013, (formerly 6/11)	4:00 pm	Marina Library	190 Seaside Avenue, Marina
August 13, 2013	4:00 pm	Marina Library	190 Seaside Avenue, Marina
October 8, 2013	4:00 pm	Marina Library	190 Seaside Avenue, Marina
December 10, 2013	4:00 pm	Marina Library	190 Seaside Avenue, Marina
February 11, 2014	4:00 pm	Marina Library	190 Seaside Avenue, Marina
April 8, 2014	4:00 pm	Marina Library	190 Seaside Avenue, Marina
June 10, 2014	4:00 pm	Marina Library	190 Seaside Avenue, Marina