



PUBLIC NOTICE

Monterey County Workforce Investment Board Business Services Committee

Tuesday, August 27, 2013
4:00pm

Marina Library, 190 Seaside Avenue, Marina, CA

AGENDA

CALL TO ORDER/INTRODUCTIONS: CHANGES TO AGENDA: PUBLIC COMMENT:	Anthony Aniello, <i>Chair</i>	
CONSENT CALENDAR:	Anthony Aniello	
1. ACTION: Approve the June 18, 2013 minutes.		
DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:	Anthony Aniello	
1. Welcome new members to the Business Services Committee.	Anthony Aniello	
2. Report on the delivery of business outreach opportunities and services provided to the business community.	Business Services Team Members	
3. Discussion on the WIB's Local Plan Business and Industry Goals.	Joyce Aldrich	
4. Report out Monterey County's local labor market.	Marleen Esquerra	
5. Discussion regarding the Career Readiness Certification (WorkKeys and WIN Career Readiness Courseware).	Marleen Esquerra Committee Members	
6. Report on the Monterey Peninsula Chamber's Education Committee survey of its business members.	Marleen Esquerra	
ANNOUNCEMENTS OF EVENTS:	Anthony Aniello	
SUBCOMMITTEE MEETINGS: Executive: 9/18/2013 – Shoreline, Marina Oversight: 9/12/2013 – Shoreline, Marina Youth: 9/10/2013 – Shoreline, Marina Business Services: 10/8/2013 – Marina Library	WIB MEETINGS: 10/2/2013: Marina Library, Marina	
ADJOURNMENT:	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 .		

**Business Services
Committee Members:**

- Anthony Aniello, Chair*
- Wendy Brickman
Paul Farmer
Stephen Lenard
Kimberly Schnader
Andrea Zeller-Nield

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

Joyce Aldrich,
WIB Executive Director

730 La Guardia Street
Salinas, CA 93905
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www.montereycountywib.org

UNADOPTED
Monterey County Workforce Investment Board
Business Services Committee
Tuesday, June 18, 2013
Marina Library, 190 Seaside Avenue, Marina, CA

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

Members Absent: Mark Verbonich

Staff Present: Joyce Aldrich, Marleen Esquerra and Flor Galvan

Others Present: Darius Sadeghi

Call to Order/Introductions: Mr. Aniello called the meeting to order at 4:13pm and asked for introductions. A quorum was established.

Changes to Agenda: None

Public Comment: None

Consent Calendar:

1. Approve the February 12, 2013 minutes.

Motion: Ms. Zeller-Nield motioned to accept the action as stated.

Second: Ms. Schnader

Motion Passed Unanimously

Discussion or Review of Business Calendar Action Item:

1. **Presentation from Darius Sadeghi, founder of Bio-Chek and inventor of the AgMeter.** Mr. Darius Sadeghi, founder of Bio-Chek and inventor of the AgMeter™ gave a presentation on creative technology related to the agricultural industry sector that could potentially lead to job creation opportunities.
2. **Discussion regarding the Career Readiness Certification (WorkKeys and WIN Career Readiness Courseware).** Ms. Esquerra reported on the WIB member's evaluation and review of the WIN Career Readiness Courseware. All of the members were given an opportunity to review the WIN program and complete a WorkKeys Assessment and those that were able to evaluate the programs are prepared to give a briefing on their experience. Ms. Brickman completed the WorkKeys Readiness Indicator test and Reading for Information Assessment. She liked the WorkKeys Readiness Indicator and was able to ace it. In the Reading for Information Assessment, some of the questions were clear and mirrored something found and used in the workplace which is valuable. However, she found that it included many poorly written memos that were difficult to understand. Ms. Nield stated that she reviewed the WIN program and found plenty of useful topics that could benefit employers and employees. She can see how this would benefit some of SBDC's clients as well. The program was easily accessible and is offered in both Spanish and English. She also liked how it connects to O.Net. She would like her SBDC team of advisors to be trained in WIN, O.Net and WorkKeys. Ms. Schnader stated that the WIN program was much more complex than she anticipated. She found the Listening Skills, Business Writing and Team Work modules to be most helpful. Ms. Esquerra stated that the WIB is planning to reevaluate its training policy to incorporate language that encourages all individuals who visit the One-Stop Career Center to complete a WorkKeys assessment. This will help to assess the local labor talent pool of our workforce. The members asked WIB staff for a fact sheet that better explains the benefits of using WorkKeys and WIN and how they function together to better promote the value to employers. Ms. Brickman recommended using client testimonials from business owners that have utilized WorkKeys to help promote the program.
3. **Report on the required Rapid Response activities to private sector employers in Monterey County, including small businesses.** Ms. Aldrich reported that the business that took over the building where Chevy's was located hired about 80% of the workers that were laid off. Ms. Aldrich also reported that staff has been unable to connect with the laid off employees from Sequoia Insurance. However, she stated that it appears that the new company laid off all workers and is rehiring employees at a lower salary range. Ms. Aldrich reported that a number of the affected employees laid off from the

Herald are being relocated to Fremont. Ms. Aldrich also reported that Capital One employees are continuing to come into the One-Stop to enroll for services. Ms. Aldrich stated that staff has asked Capital One for more information as to how many more employees will be laid off.

4. **Discussion on the WIB's Business Services Plan which integrates local business involvement with workforce initiatives.** Ms. Aldrich reported that she received input from the Business Services Committee members on the Business Services Plan. Based on feedback from members, she incorporated a business outreach component and social media strategy into the plan. Ms. Schnader recommended adding LinkedIn to the social media strategy. Ms. Aldrich asked that the members review the Business Services Plan one final time and provide comments and feedback.
5. **Update on the schedule of future meeting dates and times.** Ms. Aldrich presented an update on the Business Services calendar of meetings which are to occur bi-monthly, on the 2nd Tuesday at 4pm.

Adjournment: Mr. Aneillo motioned to adjourn the meeting at 5:40 p.m.

Motion: Ms. Schnader motioned to accept the action as stated.

Second: Ms. Brickman

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE, WORKFORCE INVESTMENT BOARD
FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR, WORKFORCE INVESTMENT BOARD
SUBJECT: WELCOME NEW WIB MEMBERS TO THE BUSINESS SERVICES COMMITTEE
DATE: AUGUST 27, 2013

INFORMATION:

The Monterey County Workforce Investment Board (WIB) welcomes Mr. Paul Farmer and Mr. Stephen Lenard as new members to the WIB's Business Services Committee, both representing business on the full WIB.

Mr. Paul Farmer is the President and CEO of the Salinas Valley Chamber of Commerce. Through the Chamber, Mr. Farmer serves as the liaison to a membership of 600+ businesses located within Monterey County. He comes with experience and personal knowledge of the local labor market and has been a student of workforce policy development for close to ten years. Mr. Farmer is known as an energetic, intelligent community leader with a background in small business.

Mr. Stephen Lenard is a Partner with Passion Fire Media, a global media marketing company. Mr. Stephen hopes to bring his skills gained from working in finance and marketing as well as his knowledge gained as a small business owner to help the WIB continue to provide excellent strategic planning, policy development, oversight and evaluation of the local workforce investment system.

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE, WORKFORCE INVESTMENT BOARD

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR, WORKFORCE INVESTMENT BOARD

SUBJECT: REPORT ON THE DELIVERY OF BUSINESS OUTREACH OPPORTUNITIES AND SERVICES PROVIDED TO THE BUSINESS COMMUNITY

DATE: AUGUST 27, 2013

INFORMATION:

At the Business Services Committee meeting scheduled on August 27, 2013, the Business Services Team plan to present an update on the delivery of business outreach opportunities and services provided to the business community throughout Monterey County. This includes the most recent Rapid Response activities provided to employers, including small businesses.

In addition, the team plan to provide an update on the EZ survey “synchronist” program used to gather intelligence on business growth, development and overall trends.

ATTACHMENT:

Business Services Activities Report

To: Monterey County Business Services Committee
From: Business Services Team (Economic Development and Office for Employment Training)
Subject: Business Services Report
Date of Report: July 31, 2013

	Jul-13	Aug-13	Sep-13	Q1
List of Businesses Supported				
WM Wollborg	7/1/2013			
Acrobat Outsourcing	7/2/2013			
Full-Steam Staffing	7/9/2013			
EZ Zone Meeting with Andy Myrick	7/9/2013			
Adecco in San Jose, CA	7/10/2013			
Triad America-New Hire Orientation	7/10/2013			
NCI Affiliates	7/12/2013			
ABM Janitorial	7/12/2013			
Select Staffing	7/12/2013			
King City Manager Meeting-Michael Powers	7/16/2013			
Nelson Staffing	7/17/2013			
Pride Staff in Fresno, CA	7/17/2013			
Petra Thom	7/17/2013			
All State Insurance	7/18/2013			
Staff-It from Whittier, CA	7/18/2013			
Susan Stanton-Greenfield, City Manager	7/19/2013			
Adecco in Modesto, CA	7/19/2013			
Triad America	7/19/2013			
Staff-It from Whittier, CA	7/19/2013			
All Things Green Landscape Services	7/22/2013			
MCOE-Rapid Response Presentation	7/23/2013			
Pride Staff in Fresno, CA	7/23/2013			
D'arrigo Brothers	7/23/2013			
Deer Point	7/23/2013			
D'arrigo Brothers	7/24/2013			
Bernardus Lodge	7/24/2013			
Full-Steam Staffing	7/24/2013			
Triad America	7/25/2013			
Steven Sloan & Shah, CPA	7/25/2013			
Soledad Economic Dev. Director-Brent Slama	7/25/2013			
Gonzales City Manager-Renee Mendez & Tom Truskowski	7/25/2013			
NCI Affiliates-Seaside One Stop	7/26/2013			
New China Chinese Restaurant	7/26/2013			
Martinelli's	7/26/2013			
Adecco-from Modesto, CA	7/26/2013			
Domino's Pizza	7/26/2013			
Martinelli's	7/29/2013			
Alisal Tax Service	7/29/2013			
D'arrigo Brothers	7/29/2013			
Nelson Staffing	7/29/2013			
Steven Sloan & Shah, CPA	7/29/2013			
All Things Green Landscape Services	7/30/2013			
Encore	7/30/2013			
Ameri-Kleen	7/30/2013			
Nelson Staffing	7/30/2013			
All Health Services	7/31/2013			
Center for Employment Training (CET)-Watsonville	7/31/2013			
La Plaza Bakery-Greenfield	7/31/2013			
Ameri-Kleen	7/31/2013			
Full-Steam Staffing	7/31/2013			

Human Resources Support				
Applicants Pre-screened	15			
Job Descriptions Created				
Job Openings Posted to VOS	11			
Job Referrals to Employers	84			
Job Placements	TBD			
Job Fairs & Custom Recruiting Events				
Job Fairs & Custom Recruiting Events	10			
Businesses Attended	10			
Job Seekers Attended	84			
Job Seekers Reported Hired	TBD			
Tax Credits & Benefits				
EZ Hiring & Tax Credits				
Work Opportunity Tax Credit				
Workers with Disabilities Tax Credit				
RR & Layoff Aversion				
Layoff Aversion				
RR Orientations	1			
Trade Adjustment Assistance				
Training Assistance				
Classroom Training	N/A			
Incumbent Worker Training (ETP)				
On-the-Job Training	2 Referrals			
Work Experience				
Skills Testing/Assessments				
SkillCheck				
Labor Market Info				
Labor Market Research & Info				
WorkKeys Assessments				
Applied Mathematics				
Locating Information				
Reading for Information				
WIN Remedial Training				
WIN Training Accounts				

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE, WORKFORCE INVESTMENT BOARD
FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR, WORKFORCE INVESTMENT BOARD
SUBJECT: DISCUSSION ON THE WIB'S LOCAL PLAN BUSINESS AND INDUSTRY GOALS
DATE: AUGUST 27, 2013

SUMMARY:

On August 7, 2013, the full WIB approved the attached "blue print" of WIB Key Strategic Goals, Strategies and Actions that emerged from various stakeholder meetings held to develop the WIB's Local Plan for Program Years 2013-17.

The purpose of the "blueprint" of key strategic Local Plan goals, objectives and action oriented strategies are intended to guide the activities of the workforce system in alignment with the State Plan goals over the next five years.

DISCUSSION/INFORMATION:

At the request of the full WIB, the "blue print" was modified to increase accountability of staff and stakeholders responsible for meeting the strategic goals. The following includes the recommended changes suggested by the WIB members:

- Adding specific dates of WHEN each action will be completed.
- Adding specifics as to WHO will be responsible for completing each action.
- Adding specifics on the STATUS of when actions are DONE, ON TARGET, or need to be REVISED.
- Adding a COMMENT area.

ATTACHMENT:

The attached document reflects the latest "blue print" of WIB Key Strategic Goals, Strategies and Actions, with the changes incorporated above.

**Monterey County Workforce Investment Board
Key Strategic Goals, Strategies and Actions – PY 2013-17**

GOAL #1 – BUSINESS AND INDUSTRY: Meet workforce needs of high demand sectors.

Strategy 1 – Actions: Develop LMI to identify workforce needs, shortages & skills gaps.

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
May 2013	ADE, EMSI, EconoVue, WIB Staff, Stakeholders	1. Develop LMI on priority industry sectors and needs to include interviews w/stakeholders.	May 2013 Ongoing	Yes		LMI posted to WIB website. Data used in Local Plan.
June 2013	WIB Staff & MPC Chamber	2. Work with local chambers to survey members on workforce development needs.		No	Aug 2013	Prelim data to be presented at WIB Youth Council 9/10.
July 2013	Business Services Team	3. Use EZ survey “synchronist” for info on business growth, development and overall trends.	July 2013	Yes		Report to Bus Services Committee 8/27.
Aug 2013	Business Services Team	4. Develop survey to assess workforce needs of employers participating in OJT.	Aug 2013	Yes		Report to Bus Services Committee 8/27.
Sep 2013	SBDC & Business Services Committee	5. Work with SBDC and National Info Clearinghouse to identify resources to small businesses.				
Sep 2013	SBDC & Business Services Committee	6. Attend SBDC roundtables of industries that have high growth, ask how to close gaps.				
Sep/Oct 2013	WIB Staff & Business Services Team	7. Use WIN® to prepare individuals for WorkKeys® assessments at AJCC.				
Sep/Oct 2013	WIB Staff & Business Services Team	8. Use WorkKeys® assessments to identify skill gaps and certify worker proficiencies at AJCC.				

Strategy 2 – Actions: Develop Business Services Plan.

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
June 2013	WIB Staff & Business Services Committee	1. Develop Business Services Plan with Business Services Committee input.	June 2013	Yes		Plan submitted to State and posted on WIB website.
Aug 2013	WIB & Business Services Team	2. Business Services and RR Team to enhance business retention and layoff aversion strategies.	Aug 2013 Ongoing	Yes		Team convened 8/6. Report to Bus Services Committee 8/27.
Aug 2013	Business Services Team	3. Work with Business Services to conduct customized job fairs and recruitments.	Aug 2013 Ongoing	Yes		Report to Bus Services Committee 8/27.

Strategy 3 – Actions: Develop and operate regional workforce and economic development network.

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
Aug 2013	WIB & Economic Development Staff	1. Align WIB with Econ Dev Committee to understand opportunities for job seekers, business & education.	Aug 2013 In progress	Yes		Director of Econ Dev is attending WIB meetings.
Sep 2013	WIB Members	2. Evaluate LMI tools for use to identify industry sectors and partnerships and WIB's role in each sector.				WIB members evaluating EconoVue & EMSI.
Sep 2013	WIB & Business Services Team	3. Convene roundtables (industry, educators & policy makers) to identify training needs & career pathways.				

GOAL #2 – SYSTEM ALIGNMENT AND ACCOUNTABILITY: Support system alignment, service integration and continuous improvement using data to support evidence-based policymaking.

Strategy 1 – Actions: Ensure active engagement of WIB and workforce stakeholders.

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
June 2013	WIB Staff & Members	1. Recruit members to serve on WIB (Ag, Tourism/Hospitality, Healthcare, and Education).		No	Aug 2013	Report to Executive Committee 8/21.
July 2013	WIB Staff	2. Convene WIA provider meetings to share info on programs, roles, benefits/value, and challenges.		No	Sep 2013	Convene when new contracts are approved for PY 2013-14.
Aug 2013	WIB Staff & AJCC partners	3. Institute national branding of “America’s Job Center”, formerly known as One-Stop Career Center.	Aug 2013	Yes		In progress. Report to Executive Committee 8/21.

Strategy 2 – Actions: Ensure services delivered are accessible and meet diverse groups.

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
Sep 2013	WIB Staff & AJCC partners	1. Work with America’s Job Center (One-Stop) partners to ensure continuation of integrated services.				
Sep 2013	WIB Staff & AJCC partners	2. Ensure services are available to diverse groups (disabled, vets, older workers, migrant workers, etc.)				In progress of updating MOUs to re-evaluate offerings.

Strategy 3 – Actions: Demonstrate value and impact of workforce system.

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
Aug 2013	WIB Staff & Members	1. Inform staff on mission and vision of WIB and Local Plan strategic initiatives.	Pending BOS approval			In progress. Pending approval from BOS on 8/27.
July 2013	WIB Staff & AJCC partners	2. Report on services and outcomes to Oversight Committee. (Ensure jobs align w/industry sectors)	July 2013 Ongoing	Yes		
Aug 2013	WIB Staff & AJCC partners	3. Promote accomplishments, program benefits/value, outcomes and client testimonials.	Aug 2013 Ongoing	Yes		Testimonials scheduled at all WIB and YC meetings.

GOAL #3 – ADULTS: Increase number of people who obtain industry-recognized credentials or degree, with emphasis on unemployed, underemployed, low skilled, low-income, vets, disabled & other at-risk populations.

Strategy 1 – Actions: Increase the number of career pathway programs in demand industries.

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
PY 2012-13	WIB Staff & AJCC partners	1. Increase availability of training to WIA enrollments.	Since PY 2012-13 On-going	Yes		Started in PY 2012-13. Monitored through Oversight.
Oct 2013	WIB Staff & AJCC partners, Business Council	2. Work with education and WIA providers to promote and implement Career Readiness Certification.				
Nov 2013	WIB Staff	3. Inventory and update training in ETP and align programs to occupations in target industry sectors.				Reference new ETP guidance from the State.

Strategy 2 – Consider strategies that would avert lay-offs, help retain workers jobs or provide rapid transition to new employment.

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
Aug 2013	WIB Staff & AJCC partners, SBDC, Stakeholders	1. Secure ETP funding opportunities to provide incumbent worker training.	Started in Mar 2013			Updates to be presented at Oversight & Executive Committees.
Aug 2013	Business Services & Rapid Response Team	2. Ensure BSR and RR Teams promote services and resources that benefit employers (tax credits, incentives, OJT subsidies, ETP funding, TAA, Work Share, WorkKeys and WIN).	Aug 2013 Ongoing	Yes		Updates to be presented at Business Svcs Committee regularly.
Sep 2013	WIB Staff & AJCC partners	3. Effectively use UI claimant data, mass layoff and WARN data to strategize layoff aversion efforts.				

Strategy 3 – Actions: Increase the number of career pathway programs available in our area that are directly connected to our demand industries. Use models like apprenticeship, on-the-job training, “Earn and Learn” or customized training most effectively.

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
Sep/Oct 2013	WIB Staff & Members, AJCC Partners	1. Ensure local WIB policies align with demand priority industry sectors.				
Oct 2013	AJCC Partners, Business Services & Rapid Response Team	2. Streamline processes for employers to participate in on-the-job training.				
Oct 2013	AJCC Partners	3. Ensure training funds target apprentice occupations, including pre-apprenticeships, coordinated with Dept of Industrial Relations/Div of Apprenticeship Standards (DIR-DAS) approved apprenticeship programs.				

Goal #4 – YOUTH: Increase number of HS students, with emphasis on at-risk and low-income youth, who graduate prepared for postsecondary vocational training, further education, and/or a career.

Strategy 1 – Actions: Facilitate collaborations necessary to better serve youth and successfully connect them to education and training opportunities that lead to successful employment.

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
Aug/Sep 2013		1. Include a Youth related item on every WIB meeting agenda that focuses on helping youth.	Aug 2013 Ongoing	Yes		
Sep 2013		2. Strengthen linkages with education through a speakers' bureau "classroom to careers" effort.				
Sep 2013		3. Ask Youth Council members to bring in job leads and market programs with business.				
Jan 2014		4. Partner with educators to promote job leads, workshops, tutoring, and other youth related resources. (i.e. Choices)				Sep 2013 meeting includes CHOICES presentation.

Strategy 2 – Actions: Increase educational, training and career attainment of youth.

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
Jan 2014		1. Identify, promote and increase the use of enrollment in Career Technical Education programs, career-based academies, Job Corps, and industry-themed HS as a viable pathway to career readiness.				
Jan 2014		2. Align, promote, and increase the use of career exploration resources to ensure successful transition into postsecondary ed (e.g. CA Career Zone, CA Career Center, Community College Career Café, etc.)				

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE, WORKFORCE INVESTMENT BOARD
FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR, WORKFORCE INVESTMENT BOARD
SUBJECT: REPORT OUT ON MONTEREY COUNTY'S LOCAL LABOR MARKET
DATE: AUGUST 27, 2013

INFORMATION:

At the Business Services Committee meeting, WIB staff plan to review the most up-to-date labor market statistics for Monterey County. This data can be found on the Monterey County Workforce Investment Board's website at www.montereycountywib.org.

Top Labor Market Stats:

- Labor Market Snapshot: 7/2013
- Unemployment Rate: 8.2%
- Labor Force: 237,300
- Employed: 217,800
- Unemployed: 19,400

The source of data is the State's Employment Development Department (EDD) Labor Market Information Division, EDD Monthly Press Release and EDD Monthly Labor Force Data for Cities and Census Designated Places (CDP) for July 2013.

ATTACHMENT:

Monterey County Labor Market Snapshot – July 2013

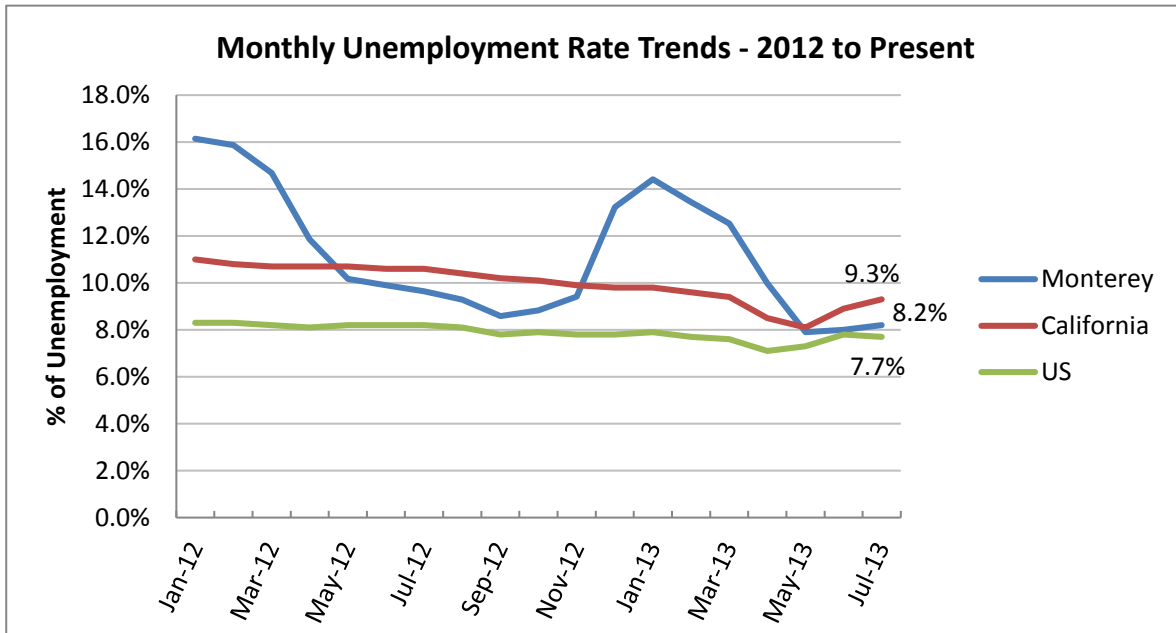
Monterey County Labor Market Snapshot

July 2013

Unadjusted Unemployment Rates

	July 2013	June 2013*	May 2013*
Monterey County	8.2%	8.0%	7.9%
California	9.3%	8.9%	8.1%
United States	7.7%	7.8%	7.3%

(Source: EDD Monthly Press Release, Aug 2013. * Includes revised % from State EDD.)



July 2013 Unemployment Stats

- The unemployment rate in Monterey County is 8.2% in July 2013, up from a revised 8.0% in June 2013, and below the year-ago estimate of 9.6%.
- The number of unemployed is 19,400, up 500 from 18,900 in June 2013 and down 3,700 compared to July 2012.
- Seven cities throughout Monterey County had unemployment rates less than 5%; and five cities had unemployment rates between 10.5 – 16.0%.
- The City of Gonzales' unemployment rate of 16.0% is the highest in the County, followed by King City at 14.0%, Greenfield at 13.0% and Salinas at 11.6%. Of the unincorporated areas of the County, Chular's unemployment rate is 22.0%, followed by San Ardo at 19.3%, Moss Landing at 18.6%, Las Lomas at 18.1%, San Lucas at 17.1% and Castroville at 15.9%.

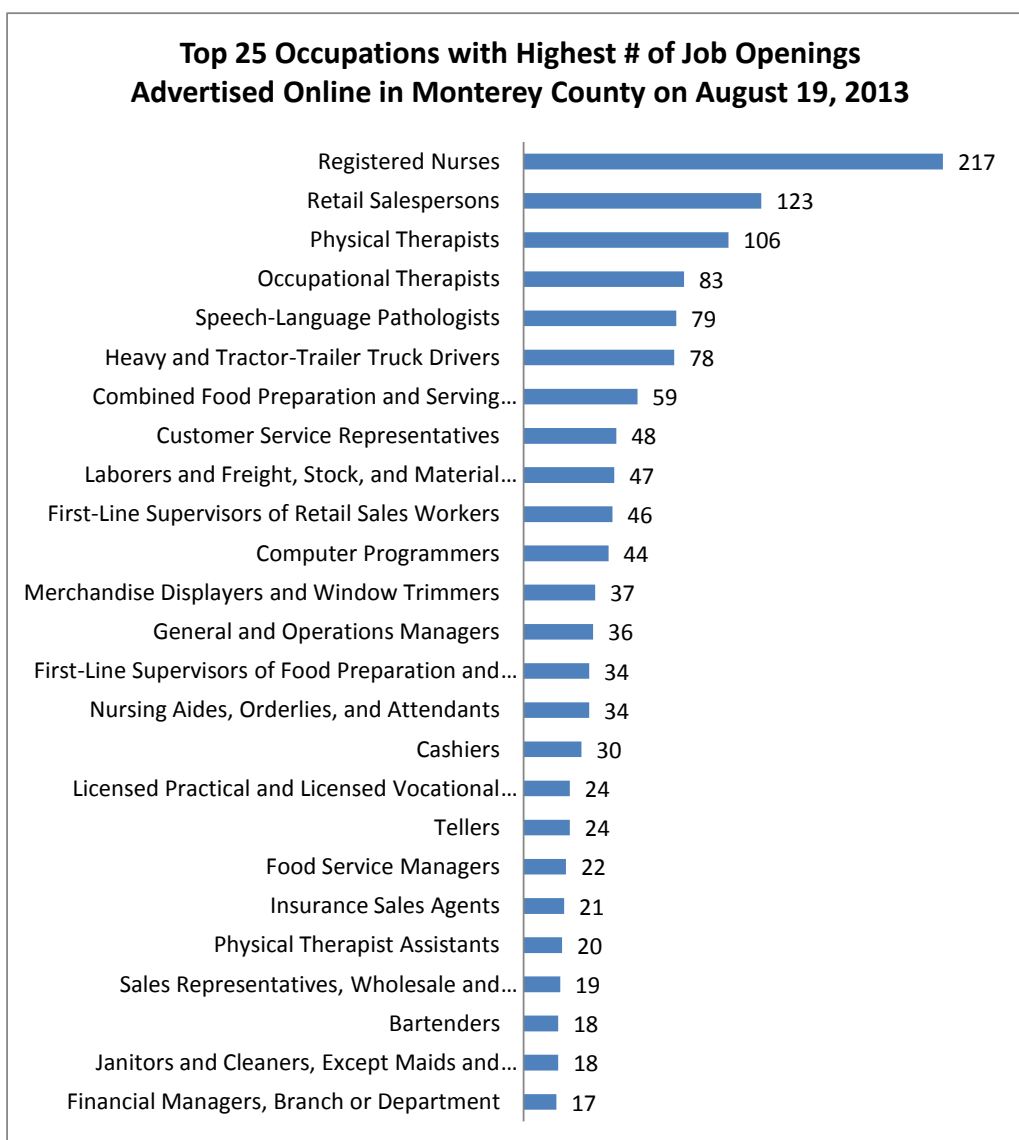
(Source: EDD Monthly Press Release and EDD Monthly Labor Force Data for Cities and Census Designated Places (CDP), Aug 2013)

Top 10 Employers with the Highest # of Job Openings Advertised Online in Monterey County on Aug 19, 2013

Rank	Employers with Highest Number of Job Openings	Openings
1	CSU Monterey Bay – Admin Pg Support, Coordinator of Student Org & Leadership Development, Graduate Admissions Coordinator, Payroll Specialist, and more.	76
2	Pebble Beach Company – Accounts Payable Supervisor, Customer Service Rep, Greenkeeper, Golf Shop Assistant, Assistant Guest Services Mgr, Cook II, and more.	65
3	CVS Caremark Corporation – Retail Store Manager, Beauty Advisor, and more.	52

Rank	Employers with Highest Number of Job Openings	Openings
4	Community Hospital of the Monterey Peninsula – Wound Healing Tech, Cash Applications Rep, Clinical Lab Scientist, CPD Tech, EEG Technologist, and more.	46
5	Monterey County, California – Ag Programs Biologist, IT Supervisor Desktop Specialist, IT Manager Radio Comm., Admin Secretary Confidential, and more.	42
6	Mee Memorial Hospital – Emergency Dept/In-patient Services Manager, Diagnostic Sonographer, Infection Control Manager, Registered Nurse, and more.	40
7	Monterey Peninsula Unified School District – Math Science Instructor, ROP Film Video/Cinema Arts Instructor, Family & Student Services Director, and more.	39
8	State of California – Painter II, Business Services Officer, Fish and Wildlife Scientific Aide, Legal Counsel, Office Assistant, Correctional Business Manager, and more.	36
9	Kindred Healthcare, Inc. – Certified Nursing Assistant, Physical Therapist, Physical Therapy Assistant, Speech Language Pathologist, and more.	30
10	Sodexo – Food Service Workers, Lead Chef, Cook, Utility Worker, and more.	30

Visit www.onestopmonterey.org to register and apply for these job openings!
(Job Source: Online advertised jobs data)



Visit www.onestopmonterey.org to register and apply for these job openings!
(Job Source: Online advertised jobs data)

Distribution of industries in Monterey County for the 4th quarter, 2012

Rank	Industry Sector	Establishments	Employees
1	Agriculture, Forestry, Fishing & Hunting	533	46,540
2	Accommodation and Food Services	907	18,803
3	Retail Trade (44 & 45)	1,198	16,589
4	Health Care and Social Assistance	976	15,003
5	Public Administration	148	13,477
6	Education Services	389	12,543
7	Other Services (except Public Admin.)	3,835	7,423
8	Professional, Scientific & Technical Svc	777	5,428
9	Admin., Support, Waste Mgmt, Remediation	463	5,403
10	Manufacturing (31-33)	255	5,194
11	Wholesale Trade	378	5,179
12	Construction	790	4,197
13	Transportation and Warehousing (48 & 49)	263	3,689
14	Finance and Insurance	352	2,452
15	Arts, Entertainment, and Recreation	128	2,375
16	Real Estate and Rental and Leasing	373	1,637
17	Information	106	1,531
18	Utilities	30	1,025
19	Management of Companies and Enterprises	37	991
20	Unclassified establishments	481	362
21	Mining	8	209

(Job Source: Labor Market Statistics, Quarterly Census of Employment and Wages Program)

Occupations from Job Openings Advertised Online with the Highest Paying Mean (Annual) Wages in Monterey County on Aug 19, 2013.

Rank	Occupation	Mean Annual Advertised Wage
1	Physical Therapists ✨	\$80,496
2	Computer Programmers	\$79,983
3	Education Administrators, Postsecondary	\$73,929
4	Registered Nurses ✨	\$71,219
5	Speech-Language Pathologists	\$60,452
6	Laborers and Freight, Stock, and Material Movers, Hand ✨	\$22,267
7	Combined Food Preparation and Serving Workers, Including Fast Food ✨	\$16,640

✨ BRIGHT OUTLOOK NATIONALLY | ✨ BRIGHT OUTLOOK STATEWIDE | 🌱 GREEN OCCUPATIONS
(Job Source: Online advertised jobs data)

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: AUGUST 27, 2013

INFORMATION:

At the Business Services Committee meeting held in February 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.

DISCUSSION:

In June 2013, the members had an opportunity to share their experience and evaluation of the WIN training component.

WIB members who were able to evaluate the WorkKeys® Assessments plan to provide an overview of their experience at the meeting on August 27, 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 THE MONTEREY PENINSULA CHAMBER'S EDUCATION COMMITTEE SURVEY OF ITS BUSINESS MEMBERS

DATE: AUGUST 27, 2013

INFORMATION:

WIB staff plan to provide a brief update on the Monterey Peninsula Chamber of Commerce's survey of its business members. The survey was developed by the Chamber's Education Committee in partnership with many stakeholders to include the Monterey County WIB.

The purpose of the survey is to gather information from business members about their past experience and future interest in activities that support local students. The survey also aims to assess the interests of businesses in order to support professional development opportunities that may help employers to be better skilled and more effective in their business, resulting in a growing economic community.

The Chamber is in the process of reviewing a summary of its survey results and discussing the roll-out plan through its Education Committee.

Preliminary results of the survey will be released at the WIB's Youth Council meeting scheduled for September 10, 2013.