



**MONTEREY COUNTY ECONOMIC DEVELOPMENT DEPARTMENT
WORKFORCE DEVELOPMENT BOARD (WDB)**

ERIK CUSHMAN, WDB CHAIR

BUSINESS SERVICES COMMITTEE

MBEST, 3239 Imjin Road #101, Marina, CA
Conference Room B
Tuesday, October 13, 2015
4:00-5:30 pm

**Business Services
Committee Members:**

Mary Ann Leffel, Chair

Paula Calvetti

Wendy Brickman

Harbhajan "Harvey" Dadwal

Paul Farmer

Kimberly Schnader

AGENDA

CALL TO ORDER/INTRODUCTIONS:	<i>Mary Ann Leffel, Chair</i>
CHANGES TO AGENDA:	
PUBLIC COMMENT/TESTIMONIAL:	
CONSENT CALENDAR:	Mary Ann Leffel
1. ACTION: Approve minutes from June 9, 2015.	
DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:	
1. ACTION: Review and approve newly refined talking points for Board members.	Marleen Bush
2. Report on the delivery of business outreach and services to the business community, Rapid Response and Layoff Aversion Activities.	Marleen Bush
3. Review and discuss the "Business and Industry" goals and current outcomes as part of the WDB Board Strategic Initiatives for FY2015-16.	Joyce Aldrich
4. Update on the Work Ready Communities initiative and Ad-Hoc Committee developed to discuss WorkKeys certifications.	All
5. Current Report on Monterey County's local labor market.	Marleen Bush
ANNOUNCEMENTS:	Mary Ann Leffel
SUBCOMMITTEE MEETINGS: Business Services: 12/8/2015, MBEST Executive: 10/21/2015 – Marina Library Oversight: 11/12/2015 – Marina Library Youth: 11/23/2015 – Shoreline (Goodwill)	WDB MEETING: 12/2/2015 – Marina Library
ADJOURNMENT:	Mary Ann Leffel
To request information, please contact the Monterey County Workforce Development Board (WDB) staff at (831) 796-6434 or visit our website at www.montereycountywdb.org .	
ALTERNATE AGENDA FORMATS: If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Individuals with a disability requiring a modification or accommodation, including auxiliary aids or services, in order to participate in the public meeting may make these requests to the Secretary to the WDB at (831)796-6434.	

**Monterey County
Workforce Development
Board (WDB)**

Joyce Aldrich,
WDB Executive Director

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UNADOPTED

Monterey County Workforce Development Board (WDB)

Business Services Committee

Marina Library, 190 Seaside Circle, Marina, CA

Tuesday, June 9, 2015

Members Present: Brian Turlington (Chair), Harvey Dadwal, Paul Farmer and Kimberly Schnader

Members Absent: Paula Calvetti and Wendy Brickman

Staff Present: Joyce Aldrich, Marleen Bush and Flor Galvan

Call to Order/Introductions: Mr. Turlington called the meeting to order at 4:14 p.m. and asked for introductions. A quorum was established.

Changes to Agenda: None

Public Comment: None

Consent Calendar:

1. Action: Approve the February 11, 2015 minutes.

Motion: Mr. Farmer

Second: Mrs. Schnader

Approved unanimously by those in attendance

Discussion or Review of Business Calendar Action Items:

- 1. Review and discuss the “Business and Industry” goals and next steps identified at the annual WIB Retreat held on April 15, 2015.** Mrs. Aldrich reported that the goals that were discussed are being carried forward from last year. Mr. Turlington asked that Mrs. Aldrich’s membership to the California HR Association be brought before the Executive Committee for approval. Mrs. Aldrich stated, under WIOA business engagement has a much stronger emphasis in the community to help employers understand what the WDB is about and what we offer. Mr. Farmer offered to be a spokesman for any Spanish related talk shows.
- 2. Report on the delivery of business outreach opportunities and services provided to the business community.** Ms. Bush reported that for the period of July 1, 2014 to May 31, 2015 a total of 531 employers were served; 1,114 applicants were pre-screened prior to referral to local employers for placement; 203 job opening were posted in the Virtual One Stop system; 1,049 participants were referred to area employers hiring; 106 job fairs and recruiting events have been hosted by the Business Services Team; and 168 candidates were reported hired of the job fairs and recruitment events.
- 3. Update on the Work Ready Communities initiative and Ad-Hoc Committee developed to discuss WorkKeys certifications.** Mr. Turlington reported that he met with the Dean of the Business School at California State University, Monterey Bay about introducing WorkKeys into their business curriculum as a necessary prerequisite for graduation. Mr. Turlington stated the Dean is looking at utilizing WorkKeys during the student’s sophomore year to provide the opportunity for students to improve their scores before graduation. The Dean plans to present the WorkKeys prerequisite to his faculty for input.
- 4. Update on Rapid Response and Layoff Aversion activities.** Mrs. Aldrich reported that the WIB received Rapid Response funding in two increments this year to provide Rapid Response and layoff aversion. The Business Services Team is reaching out to the business community on a regular basis to understand their hiring patterns and how best to match candidates with area employers that are hiring. Mrs. Aldrich announced that the WIB currently released a request for quotes for asset mapping.
- 5. Report on Monterey County’s local labor market.** Ms. Bush reported that the unemployment rate in Monterey County for the month of April was 7.6% down from 10.1% in March.

Announcement of Events: Mr. Turlington announced that the Monterey County Business Council is hosting their Third Annual Monterey Bay Regional Critical Conversation on Thursday, June 18, 2015 from 9:30 a.m. to 2:00 p.m. at Casa Munras in Monterey.

Adjournment: Mr. Turlington motioned to adjourn the meeting at 5:30 p.m.

Motion: Mrs. Schnader

Second: Mr. Farmer

Approved unanimously by those in attendance

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE
FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR
SUBJECT: REVIEW AND APPROVE NEW TALKING POINTS FOR BOARD MEMBERS
DATE: OCTOBER 13, 2015

RECOMMENDATION:

It is recommended that the Business Services Committee review, select and approve the new talking points and elevator pitches for Board members to use when promoting the initiatives of the Workforce Development Board as well as the benefits, resources and full range of coordinated services available to businesses through the America's Job Center of California.

ATTACHMENT:

Summarized on the attached document are example talking points and elevator pitches for the Business Committee to review, consider and approve for the Board members to use.

Monterey County Workforce Development Board (WDB)

Example Talking Points & Elevator Pitches

As of May 28, 2015

On May 28, 2015, the following example talking points and elevator pitches were shared with the Business Services Committee members via email for review and input. They include the notes from the 2015 WDB Retreat, information that aligns with the Workforce Innovation and Opportunity Act (WIOA), and the local Board's name change from Monterey County Workforce Investment Board (WIB) to Monterey County Workforce Development Board (WDB) as required under WIOA. The WDB name change is effective July 1, 2015.

WDB Member and Staff Contributed –Talking Points & Elevator Pitches:

The information below is a compilation of talking points developed by WDB members Kimberly Schnader, Erik Cushman, and Wendy Brickman as well as WDB staff.

1. The WDB is a body that is charged with the oversight of organizations who receive government money for assisting chronically unemployed or underemployed workers. We represent a group of volunteers, part of the economic development department, and our focus is on youth, probationary programs and engaging businesses to utilize services offered by organizations like Turning Point, Goodwill Central Coast (formerly Shoreline), Rancho Cielo, Office for Employment Training and the America's Job Center. Our oversight bridges the gap between applicant and employer. The organizations we support give training and assistance directly to those looking for work, as well as employers looking to hire.
2. At the WDB Retreat on February 5, 2014, the WDB Chair encouraged all members to talk about the importance of workforce development and requested that all members develop an "elevator speech". The example Erik shared briefly explained that the job and training programs use federal funds to help re-employ people with barriers to enter the workforce so that they can become self-sufficient, contributing members to society and tax payers.
3. If you are out of work and need job training, or if you need to brush up on existing skills, our federally funded programs may be able to help you. Our services are provided through the America's Job Center of California, under the policy and guidance of the Monterey County Workforce Development Board. Our programs offer education and job skills training programs for economically disadvantaged adults and youth. Special training and skills upgrade programs are available for workers who are out of work because of plant closures or workforce reductions.

Radio and TV Ad Spot – Talking Points:

1. Thinking of continuing your education to obtain a better job or learn a new profession? Visit or call America's Job Center of California in Monterey County. It's your gateway to educational programs offered locally and throughout California. The local phone number is 796-3600!
2. America's Job Center of California can prepare you for a better career. Call 1-800-870-4750. There are three convenient locations in Salinas, Seaside, and King City to serve you
3. America's Job Center of California can train you for a better career and help businesses grow. We offer training and educational programs, business counseling, job search assistance and more. Call 1-800-870-4750. We have three convenient locations in Salinas, Seaside and King City to serve you.

4. America's Job Center of California is where job seekers can learn new skills, find a job, discover a new career and where employers can search for employees or valuable labor market information.
5. America's Job Center of California provides counseling, training and education to enable people to return to work.
6. If you're a business owner or would like to be, America's Job Center of California partners with the Small Business Development Center that provides free of charge counseling to help you realize your entrepreneurial dreams. SBDC provides no out of pocket cost for private consultation services.

WDB Goals and Workforce Strategies – Talking Points:

1. I'm a (staff/board) member of the Monterey County Workforce Development Board. The Board consists of directors responsible for workforce development activities in the local community that benefits job seekers and businesses. Initiatives we are currently working on include: _____ (Reference bullet points below of goals and strategies taken from the WDB's Strategic Local Plan 2013-17 and 2015 WDB Retreat.)

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

Strategies:

- Develop and analyze labor market intelligence to identify workforce needs, shortages & skills
- Develop and operate a regional workforce and economic development network.
- *Reference Strategic Planning Retreat 2015 Notes for a list of potential actions and strategies, and next steps taken from the 2015 WDB Retreat.*

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

Strategies:

- Ensure active engagement of WDB and workforce stakeholders
- Ensure services delivered are accessible and meet diverse groups
- Demonstrate value and impact of workforce system
- *Reference Strategic Planning Retreat 2015 Notes for a list of potential actions and strategies, and next steps taken from the 2015 WDB Retreat.*

- **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.**

Strategies:

- Increase the number of career pathway programs in demand industries
- Consider strategies that would avert lay-offs, help retain workers jobs or provide rapid transition to new employment
- 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
- *Reference Strategic Planning Retreat 2015 Notes for a list of potential actions and strategies, and next steps taken from the 2015 WDB Retreat.*

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

Strategies:

- Facilitate collaborations necessary to better serve youth and successfully connect them to education and training opportunities that lead to successful employment
- Increase educational, training and career attainment of youth
- *Reference Strategic Planning Retreat 2015 Notes for a list of potential actions and strategies, and next steps taken from the 2015 WDB Retreat.*

General – Talking Points:

1. These talking points listed below were taken from the WDB and Youth Council Resource Handbook 2014-15. They were originally developed with the help of an Ad&PR firm contracted by the California Workforce Association to support a statewide campaign to promote local WDB's throughout California:

- The WDB Agency (staff to the WDB) is a division of the Monterey County Economic Development Department (www.co.monterey.ca.us/EconomicDevelopment/)
- The WDB is a board of directors with authority to oversee and develop workforce policy
- It is responsible for managing Department of Labor funds provided to Monterey County for employment and training services
- It is comprised of local business leaders and other representatives, appointed by the Monterey County Board of Supervisors (www.co.monterey.ca.us/cob/supervisor.htm)
- WDB members serve a 3-year term and must represent business leaders, education, community based organizations, economic development, partners of the America's Job Center of CaliforniaSM delivery system, or labor organizations
- Through the America's Job Center of CaliforniaSM, the workforce delivery system serves over 300 employers and assists over 6,000 people to secure employment each year
- The WDB receives \$5–6 million annually in federal Workforce Innovation and Opportunity Act (WIOA) funding to support employment and training programs designed for job seekers, laid-off workers, businesses and disengaged youth (including out-of-school)
- The WDB secures over \$1 million dollars in Non-WIOA competitive and special project grants for community partnerships, innovative programs and to expand existing services
- The WDB currently has an Executive, Oversight, and Business Services Committee as well as a Youth Council that are considered standing committees of the local Board. All are required to meet regularly and must include members that represent the full WDB and local community.
- Youth Council members serve a 2-year term and recommend programs and proposals for funding to the WDB, provides oversight of youth programs, and foster collaboration and integration of youth activities

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR

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

DATE: OCTOBER 13, 2015

INFORMATION:

At the Business Services Committee meeting, 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.

Below is a summary of the number of businesses supported and the services provided for the entire Program Year period of July 1, 2015 to September 30, 2015:

- A total of **198** employers were served.
- A total of **217** applicants (average of **72** per month) were pre-screened prior to referral to local employers for placement.
- Of the total employers served, **56** job openings were posted online in the CalJOBS system.
- A total of **217** participants were referred to area employers hiring with **32** job seekers hired.
- A total of **40** job fairs and custom recruiting events have been hosted by the Business Services Team.
- A total of **149** candidates were reported hired of the 40 job fairs and recruitment event hosted

	July 2015	August 2015	Sept 2015	Total
Number of Business Supported				
# of Business Supported (by Month)	46	76	76	198
Human Resources Support				
Applicants Pre-screened	93	71	53	217
Job Openings Posted to CalJOBS	26	17	13	56
Job Referrals to Employers	93	71	53	217
Job Placements	10	14	8	32
Job Fairs & Custom Recruiting Events				
Job Fairs & Custom Recruiting Events	21	16	3	40
Businesses Attended	9	3	3	15
Job Seekers Attended	80	30	39	149
Job Seekers Reported Hired	10	14	8	32

Source: Korey Woo, Office for Employment Training, Business Services Specialist

The attached reports indicate how employers are referred to the Job Center and or Business Services.

ATTACHMENTS: Business Services Activities Report: Months ending July, August & Sept 2015

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 1-31, 2015

List of Businesses Supported	Jul-15	Referral / Source
World Private Security	1-Jul	Event
John Q. Hammons	2-Jul	Referred by Faustino Orejel
Guardsmark, LLC	2-Jul	Emploer Called
WIS International	6-Jul	Event
V-Force Staffing Solutions	6-Jul	Event
Monterey Peninsula College	6-Jul	Utilized our VOS System
WIS International	7-Jul	Event
Wild Thyme Deli	7-Jul	Employer Fax
Monterey Peninsula College	8-Jul	Utilized our VOS System
Prompt Staffing	8-Jul	Employer Called
Lifetouch National School Studios	9-Jul	Event
Adecco General Staffing	9-Jul	Event
Ginger Thai Kitchen	13-Jul	Employer Came to AJCC
The Fish Hopper	13-Jul	Employer Called
Prompt Staffing	13-Jul	Event
Victorian Home Care	15-Jul	Event
Adecco General Staffing	16-Jul	Event
Peninsula Security	16-Jul	Event
Monterey Peninsula College	16-Jul	Utilized our VOS System
Wayne's College of Beauty	17-Jul	Utilized our VOS System
The Fish Hopper	17-Jul	AJCC Contacted
Fresh Express	17-Jul	Employer Email
Ag Services	20-Jul	Employer Called
WIS International	20-Jul	Event
WIS International	21-Jul	Event
Monterey Peninsula College	20-Jul	Utilized our VOS System
Wayne's College of Beauty	22-Jul	Utilized our VOS System
Monterey County Business Council	22-Jul	Employer Email
Taco Bell	25-Jul	Employer Email
Monterey Peninsula College	22-Jul	Utilized our VOS System
Winegrape Inspection Program Inc.	22-Jul	Employer Called
CLP	23-Jul	Event
Adecco General Staffing	23-Jul	Event
Taylor Farms	23-Jul	Employer Called
Workwell Medical Group	24-Jul	Employer Contacted AJCC
MCOE	25-Jul	Employer Contacted AJCC
Taylor Farms	27-Jul	Event
WIS International	27-Jul	Event
Workwell Medical Group	27-Jul	Employer Outreach
The Nunes Company	28-Jul	Employer Email
New Horizon Community Services	28-Jul	Employer Came in Person
WIS International	28-Jul	Event
Service Management System	28-Jul	Employer Called
Winegrape Inspection Program Inc.	30-Jul	Employer Contacted AJCC
Adecco General Staffing	30-Jul	Event
Taylor Farms	31-Jul	Event
Human Resources Support		
Applicants Pre-screened	93	
Job Descriptions Created	0	
Job Openings Posted to CalJOBS	26	
Job Referrals to Employers	93	
Job Placements	10	

Job Fairs & Custom Recruiting Events		
Job Fairs & Custom Recruiting Events	21	
Businesses Attended	9	
Job Seekers Attended	80	
Job Seekers Reported Hired	10	
Tax Credits & Benefits		
EZ Hiring & Tax Credits		
Work Opportunity Tax Credit		
Workers with Disabilities Tax Credit		
RR & Layoff Aversion		
Layoff Aversion		
RR Orientations	3	
Trade Adjustment Assistance		
Training Assistance		
Classroom Training		
Incumbent Worker Training (ETP)		
On-the-Job Training		
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		

To: Monterey County Business Services Committee
From: Business Services Team (Economic Development and Office for Employment Training)
Subject: Business Services Report
Date of Report: August 1-31, 2015

List of Businesses Supported	Aug-15	Referral / Source
County of Monterey	3-Aug	Employer
Taylor Farms	3-Aug	Employer Called
WIS International	3-Aug	Event
Victorian Home Care	3-Aug	Employer Called
Adecco General Staffing	3-Aug	Employer Came in Person
Taylor Farms	4-Aug	Employer Called
WIS International	4-Aug	Event
Law Office of Yvonne Ascher	4-Aug	Employer Called
Central Coast Sign & Design	4-Aug	AJCC On-Site Visit
Winegrape Inspection Program Inc.	4-Aug	Employer Called
Nelson Staffing	4-Aug	Event
Victorian Home Care	4-Aug	Employer Called
Driscoll's Strawberry Associates, Inc.	4-Aug	AJCC Contacted
Life Line	5-Aug	Employer Called
Prompt Staffing	5-Aug	Employer Called
Winegrape Inspection Program Inc.	5-Aug	Employer Called
Taylor Farms	5-Aug	Employer Called
Nelson Staffing	5-Aug	Employer Emailed
Adecco General Staffing	5-Aug	Employer Came in Person
WIS International	5-Aug	Employer Emailed
Victorian Home Care	5-Aug	Employer Called
Taylor Farms	6-Aug	Employer Called
Winegrape Inspection Program Inc.	6-Aug	Employer Called
Adecco General Staffing	6-Aug	Event
Nelson Staffing	7-Aug	Event
Ameri-Kleen	10-Aug	Employer Email
New Horizon Community Services	10-Aug	Employer Came in Person
Workwell Medical Group	10-Aug	Employer Called
County of Monterey	10-Aug	Employer Email
WIS International	10-Aug	Event
WIS International	11-Aug	Event
Nelson Staffing	12-Aug	Event
Adecco General Staffing	12-Aug	Employer Came in Person
WIS International	12-Aug	Employer Email
Adecco General Staffing	13-Aug	Event
Victorian Home Care	13-Aug	Employer Called
Adecco General Staffing	13-Aug	Event
Clarence Electric Corporation	14-Aug	Employer Called
Trademark Staffing	14-Aug	Employer Called
Sherwin Williams	14-Aug	Employer Called
Adecco General Staffing	17-Aug	Employer Came in Person
WIS International	17-Aug	Event
County of Monterey	17-Aug	Employer Emailed
Trademark Staffing	17-Aug	Employer Called
Rakshak Dental	17-Aug	Employer Called
Trademark Staffing	18-Aug	Employer Called
WIS International	18-Aug	Event
Ameri-Kleen	18-Aug	Employer Emailed
Adecco General Staffing	19-Aug	Employer Came in Person
New Horizon Community Services	19-Aug	Employer Came in Person
Peninsula Security	19-Aug	Employer Came in Person

Victorian Home Care	19-Aug	Employer Called
Adecco General Staffing	20-Aug	Event
Trujillo Tax Service	20-Aug	Employer Came in Person
North Bay Industries	20-Aug	Employer Called
Packers Sanitation Services	20-Aug	Employer Called
Ameri-Kleen	21-Aug	Employer Emailed
County of Monterey	21-Aug	Employer Emailed
WarpHire	24-Aug	Employer Came in Person
County of Monterey	24-Aug	Employer Emailed
Directline Hospitality	25-Aug	Employer Called
Lemos 76	25-Aug	Employer Called
Monterey County Business Council	25-Aug	Employer Email to Joyce
Ameri-Kleen	25-Aug	Employer Email
Ameri-Kleen	26-Aug	Employer Email
Greenwise Water & Landscapes	26-Aug	Employer Called
Trademark Staffing	26-Aug	Employer Called
WIS International	26-Aug	Employer Emailed
Adecco General Staffing	27-Aug	Event
Adecco General Staffing	28-Aug	Employer Came in Person
Peninsula Security	28-Aug	Employer Came in Person
WIS International	28-Aug	Employer Emailed
Driscoll's Strawberry Associates, Inc.	29-Aug	Event
Taylor Farms	31-Aug	Employer Called
County of Monterey	31-Aug	Employer Emailed
WIS International	31-Aug	Event
Human Resources Support		
Applicants Pre-screened	71	
Job Descriptions Created	0	
Job Openings Posted to CalJOBS	17	
Job Referrals to Employers	71	
Job Placements	14	
Job Fairs & Custom Recruiting Events		
Job Fairs & Custom Recruiting Events	16	
Businesses Attended	3	
Job Seekers Attended	30	
Job Seekers Reported Hired	14	
Tax Credits & Benefits		
EZ Hiring & Tax Credits		
Work Opportunity Tax Credit		
Workers with Disabilities Tax Credit		
RR & Layoff Aversion		
Layoff Aversion		
RR Orientations		
Trade Adjustment Assistance		
Training Assistance		
Classroom Training		
Incumbent Worker Training (ETP)		
On-the-Job Training	1	
Work Experience		
Skills Testing/Assessments		
SkillCheck		

To: Monterey County Business Services Committee
From: Business Services Team (Economic Development and Office for Employment Training)
Subject: Business Services Report
Date of Report: September 1-30, 2015

List of Businesses Supported	Sep-15	Referral / Source
Adecco General Staffing	1-Sep	Employer Came in Person
WIS International	1-Sep	Event
Peninsula Security	1-Sep	Employer Came in Person
All Pro Janitorial	2-Sep	Employer Came in Person
Nelson Staffing	2-Sep	Employer Emailed
Adecco General Staffing	2-Sep	Employer Came in Person
WIS International	2-Sep	Employer Emailed
Adecco General Staffing	3-Sep	Employer Came in Person
Target	3-Sep	Employer Called
Comcast	3-Sep	Employer Called
Adecco General Staffing	3-Sep	Employer Came in Person
CLP	3-Sep	Employer Called
Prompt Staffing	3-Sep	Employer Called
Klean Corps	3-Sep	Employer Called
YMCA	3-Sep	AJCC Contacted
Victorian Home Care	3-Sep	Employer Emailed
WIS International	4-Sep	Employer Emailed
Target	4-Sep	Event
County of Monterey	4-Sep	Employer Emailed
Klean Corps	8-Sep	Employer Called
YMCA	8-Sep	AJCC Contacted
Trujillo Tax Service	8-Sep	Employer Came in Person
County of Monterey	8-Sep	Employer Emailed
Adecco General Staffing	9-Sep	Employer Came in Person
Trujillo Tax Service	9-Sep	Employer Came in Person
Central Coast College	9-Sep	Employer Came in Person
Adecco General Staffing	10-Sep	Employer Came in Person
Peninsula Security	10-Sep	Employer Came in Person
WIS International	11-Sep	Employer Emailed
Ameri-Kleen	11-Sep	Employer Emailed
Peninsula Security	11-Sep	Employer Came in Person
Target	11-Sep	Employer Called
Sears Optical	14-Sep	Employer Called
Trujillo Tax Service	14-Sep	Employer Came in Person
WIS International	14-Sep	Employer Emailed
Comcast	14-Sep	Employer Called
WIS International	15-Sep	Employer Emailed
WIS International	16-Sep	Employer Emailed
A to Z Party Rentals	16-Sep	Employer Called
D'arrigo Bros	16-Sep	Employer Came in Person
Peninsula Security	16-Sep	Employer Came in Person
Placement Pros	16-Sep	Employer Called
Hartnell College	16-Sep	Employer Emailed
Peninsula Security	17-Sep	Employer Came in Person
WIS International	17-Sep	Event
A to Z Party Rentals	17-Sep	Employer Called
Ameri-Kleen	18-Sep	Employer Emailed
Peninsula Security	18-Sep	Employer Came in Person
Trademark Staffing	18-Sep	Employer Called
Freedom Medical Transportation	21-Sep	Employer Called
Manpower (Hollister)	21-Sep	Employer Came in Person

North Bay Industries	21-Sep	Employer Called
WIS International	21-Sep	Employer Emailed
Placement Pros	21-Sep	Employer Called
All Pro Janitorial	22-Sep	Employer Came in Person
WIS International	22-Sep	Event
Placement Pros	22-Sep	Employer Called
Farmers Insurance	22-Sep	Employer Called
Comcast	22-Sep	Event
Freedom Medical Transportation	22-Sep	AJCC Contacted
Agron Bioenergy	22-Sep	Employer Called
North Bay Industries	22-Sep	Employer Called
Peninsula Security	23-Sep	Employer Came in Person
Target	23-Sep	Employer Called
WIS International	24-Sep	Event
Calloway & Associates, Inc.	25-Sep	Employer Called
Cinemark	25-Sep	AJCC Contacted
Farmers Insurance	25-Sep	Employer Called
Taco Bell	25-Sep	Employer Called
Calloway & Associates, Inc.	28-Sep	Employer Called
WIS International	28-Sep	Employer Emailed
Target	29-Sep	Employer Called
WIS International	29-Sep	Event
Peninsula Security	30-Sep	Employer Came in Person
Wal-Mart	30-Sep	AJCC Contacted
WIS International	30-Sep	Employer Emailed
Human Resources Support		
Applicants Pre-screened	53	
Job Descriptions Created	0	
Job Openings Posted to CalJOBS	13	
Job Referrals to Employers	53	
Job Placements	8	
Job Fairs & Custom Recruiting Events		
Job Fairs & Custom Recruiting Events	3	
Businesses Attended	3	
Job Seekers Attended	39	
Job Seekers Reported Hired	8	
Tax Credits & Benefits		
EZ Hiring & Tax Credits		
Work Opportunity Tax Credit		
Workers with Disabilities Tax Credit		
RR & Layoff Aversion		
Layoff Aversion		
RR Orientations		
Trade Adjustment Assistance		
Training Assistance		
Classroom Training		
Incumbent Worker Training (ETP)		
On-the-Job Training		
Work Experience		
Skills Testing/Assessments		
SkillCheck		

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR

SUBJECT: REVIEW AND DISCUSS THE "BUSINESS AND INDUSTRY" GOALS AND CURRENT OUTCOMES AS PART OF THE WDB BOARD STRATEGIC INITIATIVES FOR FY 2015-16

DATE: OCTOBER 13, 2015

INFORMATION:

Review the Business and Industry goals and current outcomes as part of the WDB Board Strategic Initiatives for FY 2015-16.

SUMMARY:

The current strategies for 2013-2017 along with the specific strategic initiatives for PY2015-16 in specified format will be presented by staff at the Business Services Committee for review and discussion for implementation.

ATTACHMENT:

- Workforce Development Board Strategic Plan Goals and Strategies handout at meeting

Monterey County Workforce Investment Board
Key Strategic Plan Goals, Strategies and Actions – Program Years 2013-17
(Through the 1st Quarter Period of Program Year 2014-15)

PY 2014-15

Strategic Plan Goals & Strategies *(Includes new WIB Retreat 2015 strategies)*

3rd and 4th Quarter Results
& 1st and 2nd Quarter 2015-16 Focus

Updates for 3rd & 4th quarters 2014-15

New goals for 2015-16

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

Strategy #1: Develop LMI to identify workforce needs, shortages & skills gaps

1	Develop LMI on priority industry sectors & needs	Ongoing as industry changes. Latest LMI is posted to WIB website, data used in Local Plan and WIB policies.
2	Work with local chambers to survey members	Initial survey- 9/2013. Data presented to Youth Council. Info graphic of data compiled, released by Chamber in Monterey Herald.
3	Synchronist survey on business growth, development, trends	Collaboration between Econ. Dev. & Business Services. Primarily South Salinas Valley and Castroville. Results included the following: 94 retention/expansion interviews held for both small business and industrial firms. Over course of year, nature of survey responses changed significantly from negative to positive as the health of the economy improved. Interviews completed as follows: Castroville (18), Soledad (21), Gonzals (19), Greenfield (15), and King City (21)
4	Survey needs of employers participating in OJT	Primary focus for 2015-16 with in-house OJT program
5	Use SBDC Nat'l Info Clearinghouse to identify resources	Meeting with new SBDC Director 8/17 to re-engage
6	Attend SBDC roundtables of industries	TO BE SCHEDULED - Attend SBDC roundtables of industries - meeting of August 17th will help to ensure we are invited
7	Use WIN® training for WorkKeys® assessments	ON HOLD - Use WIN® training for WorkKeys® assessments - working with ACT, Inc., and State EDD for approval to purchase subscription to Key Train, which ACT supports
8	Use WorkKeys® tests to certify worker proficiencies	MCBC and primary operator staff trained, proctoring is available to implement WorkKeys® tests to certify worker proficiencies. MCBC to offer proctoring the 1st and 3rd Friday/Saturday of month at MPC Marina Campus beginning the 3rd week in September.

Strategy #2: Develop Business Services Plan

1	Develop Business Services Plan	Initially Completed - 6/2013. New plan in place for 2013-17. However, with new legislation CWDB will release their Draft Plan in Fall 2015
2	Business Services - business retention & layoff aversion	Ongoing efforts in place to enhance retention & layoff aversion strategies. Results reported to Sub-Committees.
3	Business Services - custom job fairs and recruitments	Ongoing. Business Services continue to host custom job fairs & recruitments. Results reported to Bus. Svcs Committee.
4	Obtain list & public meeting calendars of civic groups/business councils	To date: List of Rotary's
5	Presentations at civic groups/business councils/CCHR (if possible)	Presentation to Fisherman's Wharf Association to date
6	Develop new talking points for Board Members (WIOA information - new strategies/goals)	Started with Business Committee - needs review/approval/forward to WDB members

Strategy #3: Develop/operate regional workforce & economic development network

1	Align WIB with Econ Dev Committee	Ongoing alignment through Econ Dev & WIB meetings and Comprehensive Economic Dev. Strategy (CEDS) plan.
2	Evaluate LMI tools w/industry sectors & partnerships	Under WIOA State EDD requires special request to obtain LMI subscriptions. Currently in review for Econovue at State level
3	Convene roundtables for training & career pathways	Initiated in 11/2013, need to convene roundtables for training needs & career pathways.

Strategy #4: Implement Business Services Plan NEW! (WIB Retreat 2014)

1	Develop talking points for WIB members to use	Ongoing, initial talking points developed 8/2014. Reported to Bus Services Committee 8/26/2014 & emailed to members.
2	Develop brief elevator pitch for WIB members to use	Ongoing, initial pitch developed 8/2014. Reported to Bus Services Committee 8/26/2014 & emailed to members.
3	Recognize/include in outreach that business is key customer	Initiated discussions related to Work Ready Communities initiative.
4	Identify info on business incentives, tax credits, OJT, ETP, etc.	Ongoing. Fact sheets presented to Bus Services Committee 6/10/2014 and posted on WIB website. As new opportunities arise, will update and distribute
5	Develop e-brochure explaining services; link to WIB website	Ongoing. Initial Fact sheets presented to Bus Services Committee 6/10/2014 and posted on WIB website.

Strategy #5: Close Gaps Between Education & Business

1	Inventory Business workforce needs countywide	Ongoing - working with Education and industry partners to identify needs on ongoing basis. Currently career pathways trust gaining emphasis
2	Partner to apply for the appropriate workforce related grants	Ongoing. Workforce Innovations Fund grant awarded Oct 2014. Ongoing efforts to apply for additional grants shall continue.
3	Gain understanding of LMI and promote to business/education	Ongoing. LMI compiled from EDD & EMSI, shared with staff, public, WIB/Youth Council & Business Services Committee, regularly.

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GOAL #2 – SYSTEM ALIGNMENT/ACCOUNTABILITY: Service integration & continuous

Strategy #1: Ensure active engagement of WIB and workforce stakeholders

1	Recruit WIB members in priority industry sectors	Continue to recruit WIB members in priority industries. In 2014, new business members were added from Hospitality/Tourism and Banking. Two WDB members leaving, one from Labor and one from private sector. Need to secure new members from Healthcare field and potentially Ag. Convene ongoing WIA provider meetings. Participate in Ag Steering Committee with Hartnell.
2	Convene WIA provider meetings	
3	Initiate branding of America's Job Center of California (AJCC)	

Strategy #2: Ensure services delivered are accessible and meet diverse groups

1	Ensure AJCC partners integrate services	MOUs need to be updated to re-evaluate offerings. WIOA will provide new language for integrated services of Job Center partners (to follow).
2	Ensure services are available to diverse populations	Ongoing efforts continue to ensure services are provided to diverse populations. Collaborating with Greenfield Civic Center to provide services

Strategy #3: Demonstrate value and impact of workforce system

1	Report services & outcomes to Oversight Committee	Continue to report services and outcomes to Business Services, Oversight and Youth Council regularly.
2	Promote accomplishments, outcomes, testimonials	Testimonials scheduled at WIB and Youth Council meetings on regular basis from Employers and participants.
3	Inform staff on mission & vision of WIB & Local Plan	Ongoing. Employees signed acknowledgement forms after a 30-day review and Q&A period to understand the Local Plan. As WIOA transition takes place, ensure staff are kept abreast of changes to system. Held first Staff initiated committee meeting to engage from front line staff level program model options under new legislation

1	Implementer/Change Agent	Hire full time task master; outcome manager; HR. MA III list being finalized to interview from
2	Outreach WDB values	

GOAL #3 – ADULTS: Increase number of people who obtain industry-recognized credentials or

Strategy #1: Increase the number of career pathway programs in demand industries

1	Increase availability of training to WIA enrollments	Ongoing. Results reported to Oversight Committee and monitored by staff.
2	Promote & implement Career Readiness Certification	ON HOLD - Training staff on how to best promote & implement Career Readiness Certification
3	Inventory and update ETPL to align with industry sectors	Ongoing efforts are underway to update ETPL to align with industry sectors on weekly basis.
4	Create Ad-Hoc Committee from WDB/YC to discuss WorkKeys Certifications	Developed and met 2x to date - Work Ready Communities Certification approved by ACT on July 28, 2015. Participate in MBEP Workforce Advisory meetings where Work Keys is a focus.

Strategy #2: Strategies to avert lay-offs, help retain workers jobs or provide rapid transition to new employment

1	Secure ETP funding opportunities	Continue to secure ETP funding opportunities - Green Mountain Coffee Roasters application approved
2	Business Services to promote tax credits, incentives, OJTs	Ongoing efforts continue to promote tax credits, incentives, OJTs, ETP, etc.
3	Use UI and WARN data to strategize layoff aversion efforts	Ongoing. Continue to use UI and WARN data for layoff strategies. Outreach to employers through partnership with Economic Development. Data is found in new CalJOBS system and via EDD partners.

Strategy #3: Increase career pathway programs (i.e. apprenticeships, OJT, customized training, etc.)

1	Align WIB policies with priority industry sectors	Completed - 6/2014. As WIOA regulations are implemented, policies will be revised to incorporate new changes.
2	Streamline OJT processes for employers	Streamline OJT processes for employers- Business Services Staff Lead Worker developed program to work with Primary operator on OJT's. Final OJT MOU completed, submitted for signatures
3	Ensure training funds target apprentice occupations	Ongoing efforts underway to target apprentice occupations, based on ETPL offerings and informed customer choice.

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**3rd and 4th Quarter Results
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GOAL #4 – YOUTH: Increase youth to graduate prepared for postsecondary education and/or a

Strategy #1: Collaborate and better serve youth to connect them to education, training and employment.

1	Add Youth related item on WIB meeting agendas	Ongoing basis
2	Promote youth related resources, Choices, LMI, etc	Initiated in 9/2013. Ongoing efforts continue to promote youth related resources.
3	Continue Speakers' Bureau effort	Continue Speakers' Bureau "classroom to careers" effort
4	Youth Council to bring in job leads & promote services	Youth Council to bring in job leads & promote services

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

1	Promote Career Technical Ed programs & pathways	Continue to promote CTE programs & pathways
2	Promote and ensure transition into post second ed	Continue to promote & ensure postsecondary ed

Strategy #3: Youth Entrepreneurship Program

1	Research best practices of other counties/WIBs	Initiated conversations with CSUMB on entrepreneurship program.
2	Develop Entrepreneurship Program / Plan	Initiated conversations with CSUMB on entrepreneurship program. Presented idea to Business Services Committee in 10/2014.
3	Research/identify resources for youth programs regionally, statewide and federal opportunities	Ongoing efforts to update data and share with others.

Strategy #4: Youth Strategies (New)

1	Hold Summit on Youth Employment	YC meeting of July 27th began work on this initiative. Ad-hoc Committee initiated to work on Youth Summit 2 ad-hoc committee meetings held to develop Youth Summit - Chair to report out on progress to date as well as opportunities under new WIOA learned at MMM Conference Board may consider for new year round program Executive Director invited to sit on statewide Youth Policies Committee with CA Workforce Development Board
2	Develop a Resource Clearinghouse (211, website)	
3	Gather Information on Best Practices	

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR

SUBJECT: UPDATE ON THE WORK READY COMMUNITIES INITIATIVE AND AD-HOC COMMITTEE DEVELOPED TO DISCUSS WORKKEYS CERTIFICATIONS

DATE: OCTOBER 13, 2015

SUMMARY INFORMATION:

American College Testing (ACT) launched its national Certified Work Ready Communities (CWRC) initiative in 2011.

In June 2013, ACT began accepting applications from counties interested in participating in CWRC. The Central Coast Career Readiness Consortium (CCCRC) applied for and was selected to take part in the CWRC initiative. The CCCRC along with its four county partnerships has organized a cross agency team of local workforce, economic development and business leaders to collaborate in this effort to include the Monterey County Workforce Investment Board.

By participating in the CWRC initiative, Monterey County can both identify skill gaps and quantify the skill level of its workforce. This also helps educators build career pathways aligned to the needs of business and industry and helps our community stand out and be recognized for its workforce development efforts.

ACT and Monterey County have agreed on the goals below that measure the number of National Career Readiness Certificates issued and the number of employers who have registered to support CWRC.

Participating counties have two years to complete the established goals.

As of August 31, 2015, ACT reported the following number of certificates issued and employers registered for Monterey County:

National Career Readiness Certificates Completed	Goal	Actual	% of Goal
Emerging – <i>HS, College, Adult Ed, Unemployed, Recent Vet</i>	617	333	54%
Current – <i>Private / Public</i>	111	91	82%
Transitioning – <i>HS, College, Adult Ed, Unemployed, Recent Vet</i>	1,555	170	11%
Totals	2,283	594	26%

Employers Registered to Support CWRC	Goal	Actual	% of Goal
Employers	144	7	4%

DISCUSSION:

To support the CWRC initiative, the WDB members identified at its annual retreat in April 2015, the need to create an Ad-Hoc Committee from the WDB and Youth Committee members to discuss WorkKeys Certifications. To date, there have been three Ad-Hoc meetings held to discuss the CWRC initiative and how members could get involved to support the effort and share with others on how the business community can benefit from participating.

The members will be asked to provide an update on the Ad-Hoc meeting discussions at the Business Services Committee meeting.

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE
FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR
SUBJECT: REPORT OUT ON MONTEREY COUNTY'S LOCAL LABOR MARKET
DATE: OCTOBER 13, 2015

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.montereycountywdb.org.

Top Labor Market Stats:

- Labor Market Snapshot: 8/2015
- Unemployment Rate: 6.0%
- Labor Force: 230,200
- Employed: 216,500
- Unemployed: 13,700

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), released September 18, 2015.

The release schedule for September 2015 unemployment rates (labor force) and industry employment data from the Labor Market Information Division is October 16, 2015.

ATTACHMENT:

Monterey County Labor Market Snapshot

Monterey County Labor Market Snapshot

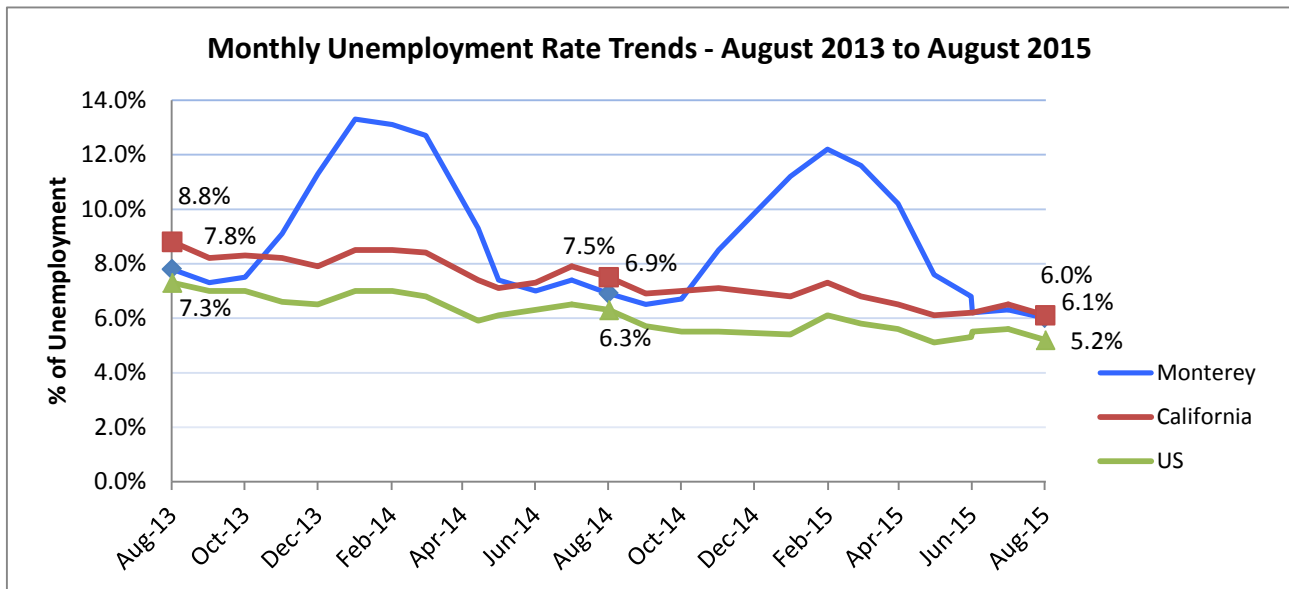
August 2015

The unemployment rate in the **Monterey County** was **6.0 percent in August 2015**, down from a revised 6.3 percent in July 2015, and below the year-ago estimate of 6.9 percent. This compares with an unadjusted unemployment rate of 6.1 percent for California and 5.2 percent for the nation during the same period.

Unadjusted Unemployment Rates

	August 2015	July 2015*	June 2015*
Monterey County	6.0%	6.3%	6.2%
California	6.1%	6.5%	6.2%
United States	5.2%	5.6%	5.5%

*(Source: EDD Monthly Press Release, September 18, 2015. * Includes revised % from State EDD.)*

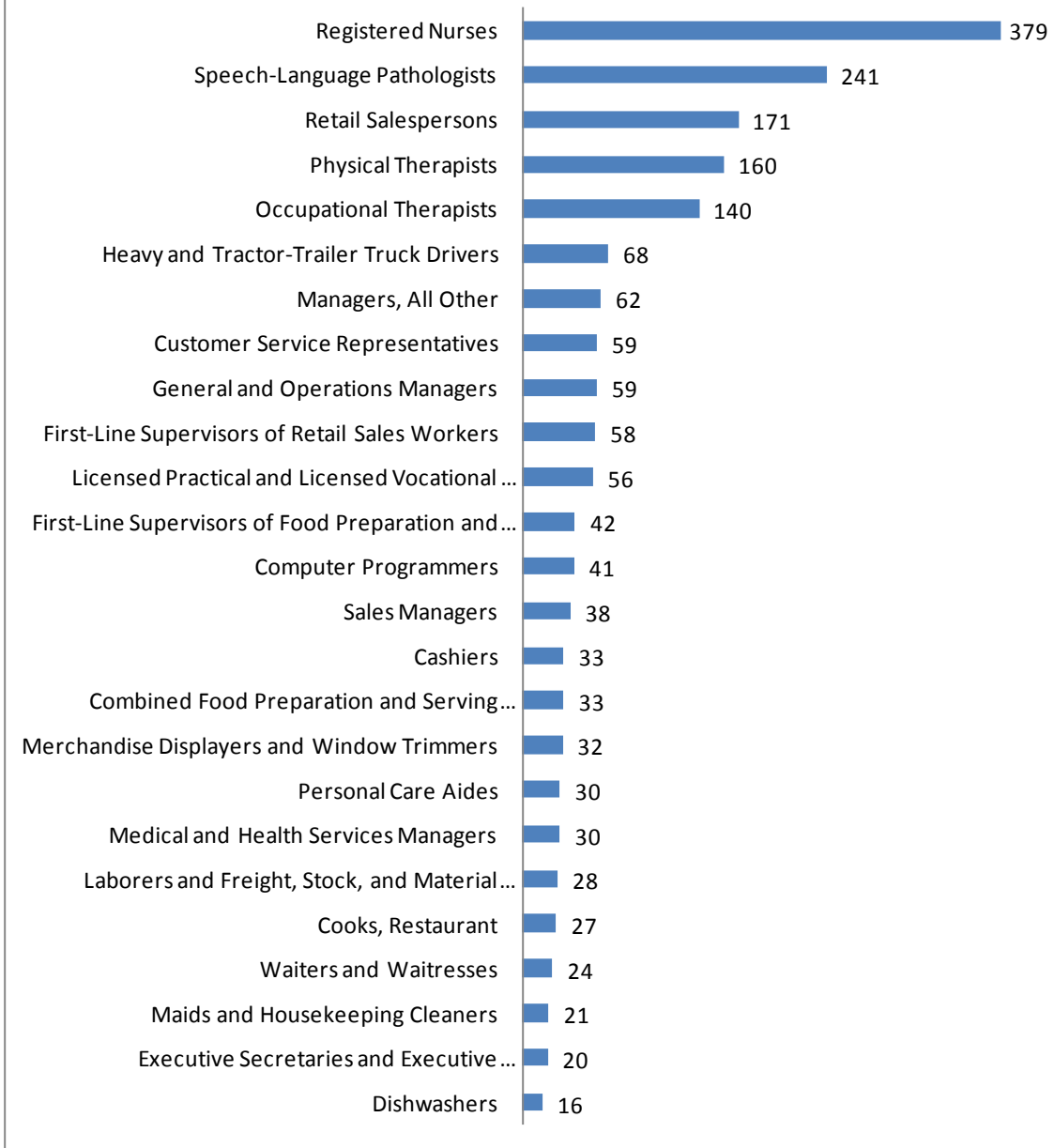


August 2015 Unemployment Stats

- The number of unemployed is 13,700, down 800 from 14,500 in July 2015 and down 2,100 compared to August 2014.
- Eight cities throughout Monterey County had unemployment rates at or less than 6.3%; and four cities had unemployment rates between 8.3% – 12.3%.
- Sand City’s unemployment rate of 12.3% is the highest in the County, followed by King City at 12.1%, Greenfield at 9.1%, and Soledad at 8.3%. Of the unincorporated areas of the County, San Lucas’ unemployment rate is the highest at 20.0%, followed by Moss Landing at 18.0%, San Ardo at 15.3%, Pajaro at 15.1%, Boronda at 13.6% and Castroville at 10.0%.

(Source: EDD Monthly Labor Force Data for Cities and Census Designated Places (CDP), September 18, 2015)

**Top 25 Occupations with Highest # of Job Openings
Advertised Online in Monterey County on Sept 25, 2015**



Visit www.ajccmontereycounty.org to register and apply for these job openings!

(Job Source: Online advertised jobs data)









**Top 20 Employers with the Highest # of Job Openings Advertised
Online in Monterey County on September 25, 2015**

Rank	Employers with Highest Number of Job Openings	Job Openings
1	Monterey County Human Resources	89
2	Northrop Grumman Corporation	71
3	Pebble Beach Company	66
4	California State University Monterey Bay	63
5	Salinas Valley Memorial Healthcare System	62
6	Safeway Inc.	61
7	State of California : Corrections And Rehabilitation	56
8	Dole Food Company, Inc	55
9	Kindred Healthcare, Inc.	54
10	Community Hospital of the Monterey Peninsula	51
11	Monterey Bay Aquarium	44
12	Commune Hotels and Resorts, LLC.	43
13	Monterey County, California	41
14	Macy's, Inc.	39
15	H&R Block	38
16	Mee Memorial Hospital	37
17	PetSmart, Inc.	32
18	RehabCare Group, Inc.	32
19	Burger King Corporation	29
20	Med Travelers	29
21	Casillas Enterprise	28
22	REHABCARE GROUP OF CA, LLC	28
23	Gold's Gym International, Inc.	26
24	Hewlett-Packard Company	24
25	Sears, Roebuck and Co.	24

Visit www.ajccmontereycounty.org to register and apply for these job openings!

(Job Source: Online advertised jobs data)

**Occupations from Job Openings Advertised Online with the Highest Paying Mean
(Annual) Wages in Monterey County on September 25, 2015**

Rank	Occupation	Mean Annual Advertised Wage
1	Clinical Psychologists	\$101,952
2	Physical Therapists 	\$93,590
3	Registered Nurses 	\$77,908
4	Healthcare Social Workers 	\$67,618
5	Physicians and Surgeons, All Other	\$66,170
6	Accountants 	\$63,534
7	Licensed Practical and Licensed Vocational Nurses 	\$59,438
8	Managers, All Other 	\$46,861
9	Executive Secretaries and Executive Administrative Assistants 	\$42,754
10	Bookkeeping, Accounting, and Auditing Clerks 	\$41,728
11	License Clerks	\$37,909
12	Human Resources Specialists	\$36,566

 BRIGHT OUTLOOK NATIONALLY |  BRIGHT OUTLOOK STATEWIDE |  GREEN OCCUPATIONS

(Job Source: Online advertised jobs data)