



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

ERIK CUSHMAN, WDB CHAIR

**Business Services  
Committee Members:**

*Mary Ann Leffel, Chair*

Wendy Brickman

Paula Calvetti

Harbhajan "Harvey" Dadwal

Paul Farmer

Kimberly Schnader

**BUSINESS SERVICES COMMITTEE**  
MBEST, 3180 Imjin Road, Conference Room B, Marina, CA  
**Tuesday, August 16, 2016**  
**4:00-5:30 pm**

**AGENDA**

<b>CALL TO ORDER/INTRODUCTIONS: CHANGES TO AGENDA: PUBLIC COMMENT/TESTIMONIAL:</b>	<i>Mary Ann Leffel, Chair</i>
<b>CONSENT CALENDAR:</b>	Mary Ann Leffel
1. <b>ACTION:</b> Approve minutes from April 12, 2016.	
<b>DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:</b>	
1. <b>ACTION:</b> Receive and accept FY 2015-16 report on the delivery of business outreach and services to the business community; Rapid Response Activities; and On-the-Job training activities provided through the WDB Business Services Team.	Joyce Aldrich
2. Update on the Customer Centered Design (CCD) Round 2 of the CCD Challenge.	All
3. Update on the WDB strategic initiatives the Business Services Committee members selected to help move forward the local plan goals.	Joyce Aldrich
4. Current Report on Monterey County's local labor market.	Joyce Aldrich
5. Update on the Work Ready Communities initiative and Work Keys Assessments in jurisdiction.	Joyce Aldrich
6. Update on Region wide SlingShot Project activities.	Joyce Aldrich
<b>ANNOUNCEMENTS:</b>	Mary Ann Leffel
<b>SUBCOMMITTEE MEETINGS:</b> Executive: 8/17/16 at 8:00 a.m., MBEST Oversight: 9/8/16 at 8:30 a.m., MBEST Business: 10/11/2016 at 4:00 p.m., MBEST	<b>WDB MEETING:</b> 10/5/2016 at 8:00 a.m., Marina Library
<b>ADJOURNMENT:</b>	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 <a href="http://www.montereycountywdb.org">www.montereycountywdb.org</a> .	
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  
**Business Services Committee**  
MBEST, 3180 Imjin Road, Marina, CA  
**Tuesday, April 12, 2016; 4:00 p.m.**

**Members Present:** Mary Ann Leffel (Chair), Wendy Brickman, Paula Calvetti, Harbhajan Dadwal and Paul Farmer

**Members Absent:** Kimberly Schnader

**Staff Present:** Joyce Aldrich and Flor Galvan

**Others Present:** Jerry Hernandez and Sadie Kvenild

**Call to Order/Introductions:** Ms. Leffel called the meeting to order at 4:03 p.m. and asked for introductions. A quorum was established.

**Changes to Agenda:** None

**Public Comment/Testimonial:** None

**Consent Calendar:**

**1. Action: Approve minutes from February 9, 2016.**

**Motion:** Ms. Brickman motioned to accept the action as stated.

**Second:** Ms. Leffel

**Approved unanimously by those in attendance**

**Discussion or Review of Business Calendar Action Items:**

**1. Presentation on the Economic Development Department's new website.** Mr. Hernandez provided an interactive presentation of the website which includes references to the other divisions in Economic Development specifically the Workforce Development Board. He reported it contains video clips, infographics, hyperlinks and live PDF documents that can be saved to desktops or sent via email. Mr. Hernandez asked for any comments or suggestions for changes or additions to the Workforce Development Board division within the website. A request to add WorkKeys and a link to the Eligible Training Panel.

**2. Action: Review and consider the Customer Centered Design (CCD) Launch Round 2 of the CCD Challenge released April 4, 2016 with deadline of April 14, 2016.** Mrs. Aldrich reported that new legislation under WIOA is requiring that most local areas design their system around the #1 customer "business". She reported that there are six challenges that can be chosen from. The committee agreed that "designing a system to put employers in center" is the challenge they choose.

**Motion:** Ms. Brickman motioned to accept the action as stated.

**Second:** Mr. Dadwal

**Approved unanimously by those in attendance**

**3. Update on the WDB strategic initiatives the Business Services Committee members selected to help move forward the local plan goals.** Mrs. Aldrich reported that the initiatives have been updated and on-going. She thanked Ms. Brickman for setting her up for presentations around the community. She also reported that the Slingshot application is allowing the WDB to continue to grow the knowledge base of employers and the benefits of WorkKeys. She will be meeting with the Collaborative's four WDB directors to start the process before going out for RFP.

**4. Report on the delivery of business outreach and services to the business community.** Mrs. Aldrich reported that for the period of July 1, 2015 to March 31, 2016 over 986 employers were served; 411 applicants were pre-screened; 131 job openings were posted on CalJOBS; 423 participants were referred to area employers; 85 job fairs and custom recruiting events were hosted by BST; 69 candidates were reported hired of the job fairs and recruiting events; and 11 candidates were enrolled in On-the-Job Training.

5. **Report on required Rapid Response activities to private sector employers in Monterey County, including small businesses.** Mrs. Aldrich reported that Monterey County has no Rapid Response activities this quarter. She continues to follow up with VSE Corporation and the labor representative.
6. **Current Report on Monterey County's local labor market.** Information was included in the Agenda for reference.
7. **Update on the Work Ready Communities initiative and Ad-Hoc Committee developed to discuss WorkKeys certifications.** Information was included in the Agenda for reference.

**Adjournment:** The meeting was adjourned at 5:20 p.m.

**Motion:** Ms. Schnader motioned to adjourn the meeting.

**Second:** Mr. Dadwal

**Approved unanimously by those in attendance**

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# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** RECEIVE AND ACCEPT FY 2015-16 REPORT ON THE DELIVERY OF BUSINESS OUTREACH AND SERVICES TO THE BUSINESS COMMUNITY; RAPID RESPONSE ACTIVITIES; AND ON-THE-JOB TRAINING ACTIVITIES PROVIDED THROUGH THE WDB BUSINESS SERVICES TEAM

**DATE:** AUGUST 16, 2016

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**RECOMMENDATION:**

It is recommended that the Business Services Committee receive and accept the Fiscal Year 2015-16 report on the delivery of business outreach and services to the business community; Rapid Response activities; and On-the-Job training activities provided through the Workforce Development Board Business Services Team.

**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; Rapid Response activities; and on-the-job training activities for fiscal year July 1, 2016 through June 30, 2016.

Below is a summary of the number of businesses supported and the services provided for the entire Program Year period of July 1, 2015 through June 30, 2016:

- A total of **1,355** employers were served.
- A total of **570** applicants (average of **47** per month) were pre-screened prior to referral to local employers for placement.
- Of the total employers served, **232** job openings were posted online in the CalJOBS system.
- A total of **568** participants were referred to area employers hiring with **78** job seekers hired.
- A total of **108** job fairs and custom recruiting events have been hosted by the Business Services Team.
- A total of **78** candidates were reported hired of the **108** job fairs and recruitment event hosted.
- A total of **8** Rapid Response and Layoff Aversion orientations were offered.
- **Thirteen (13)** candidates were enrolled in On-the-Job Training.

BUSINESS ITEM #1

	QTR Jul-Sep 2015	QTR Oct-Dec 2015	QTR Jan-Mar 2016	Apr 2016	May 2016	June 2016	2015- 16 Total
<b>Number of Business Supported</b>							
# of Business Supported (by Month)	198	427	100	130	115	124	1355
<b>Human Resources Support</b>							
Applicants Pre-screened	217	73	25	72	35	52	570
Job Openings Posted to CalJOBS	56	18	15	29	38	34	232
Job Referrals to Employers	217	96	14	72	57	16	568
Job Placements	32	17	2	2	3	4	78
<b>Job Fairs &amp; Custom Recruiting Events</b>							
Job Fairs & Custom Recruiting Events	40	24	7	8	7	8	108
Businesses Attended	15	23	3	6	222	5	285
Job Seekers Attended	149	124	25	53	616	36	1069
Job Seekers Reported Hired	32	17	2	2	3	4	78
<b>Other Services</b>							
Rapid Response & Layoff Aversion Orientations	1	6	2	1	0	3	8
Training Assistance (OJT, Classroom, etc)	1	6	2	0	0	2	13

Data Source: Business Services Team

Below is a list of employers impacted by layoffs during 2016:

Company Name	City	Date of Initial Layoff	Anticipated number of affected employees	Rapid Response & Layoff Aversion Services Provided	Comments
<b>McGraw-Hill Education</b>	Monterey	8/29/2015	137	Planned services discussed with employer	Outplacement services provided by Lee Hecht Harrison and Associates
<b>American Management Services, LLC</b>	Monterey	7/13/2015	56	Planned services discussed with employer	98% of employees were placed in another position
<b>Driscoll's Strawberry Associates</b>	Salinas	9/2015 – 11/2015	38	RR Orientation provided to employees	The attendees were interested in UI benefits information, job search assistance, and training assistance, etc. A total of 13 employees attended out of 38 that was report initially by the employer.
<b>Brinderson, an AEGION company</b>	San Ardo	12/7/2015	101	Arrangements for a RR orientation were coordinated to be held in San Ardo on Dec 17, 2015 at 3:30pm. The morning of the RR orientation, the event was cancelled.	WDB Executive Director spoke with the VP and General Counsel. An email of a Job Fair on Friday, Dec 4, 2015 for Parkfield was sent, and RR services were explained. 23 people attended the Job Fair.
<b>VSE Corporation</b>	Fort Hunter Liggett	March 29, 2016	70	Layoff aversion services to be provided to impacted employees.	Plans are underway to help place workers with another employer. Contacted Labor union representing workers, they anticipate new

**BUSINESS ITEM #1**

					contractor will pick up all employees. Contacted Labor representative on April 5, 2016 to ask whether any workers were not moved over to new contractor because we received a referral from Economic Development of 10 position openings in a like field.
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	July 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2015	Mar 2016	Apr 2016	May 2016	June 2016	Total
<b>Number of Business Supported</b>													
# of Business Supported (by Month)	46	76	76	139	183	105	100	97	164	130	115	124	1355
<b>Human Resources Support</b>													
Applicants Pre-screened	93	71	53	32	23	18	25	67	29	72	35	52	570
Job Openings Posted to CalJOBS	26	17	13	10	5	3	15	19	23	29	38	34	232
Job Referrals to Employers	93	71	53	38	33	25	14	67	29	72	57	16	568
Job Placements	10	14	8	11	4	2	2	15	3	2	3	4	78
<b>Job Fairs &amp; Custom Recruiting Events</b>													
Job Fairs & Custom Recruiting Events	21	16	3	11	7	6	7	7	7	8	7	8	108
Businesses Attended	9	3	3	6	6	11	3	5	6	6	222	5	285
Job Seekers Attended	80	30	39	63	54	7	25	47	19	53	616	36	1069
Job Seekers Reported Hired	10	14	8	11	4	2	2	15	3	2	3	4	78
<b>Other Services</b>													
Rapid Response & Layoff Aversion Orientations	3	0	0	0	1	0	0	0	0	1	0	3	8
Training Assistance (OJT, Classroom, etc)	0	1	0	0	2	4	2	1	1	0	0	2	13

	July 2015	Aug 2015	Sep 2015	Jul-Sep 2015
<b>Number of Business Supported</b>				
# of Business Supported (by Month)	46	76	76	198
<b>Human Resources Support</b>				
Applicants Pre-screened	93	71	53	217
Job Openings Posted to VOS	26	17	13	56
Job Referrals to Employers	93	71	53	217
Job Placements	10	14	8	32
<b>Job Fairs &amp; Custom Recruiting Events</b>				
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
<b>Other Services</b>				
Rapid Response & Layoff Aversion Orientations	3	0	0	3
Training Assistance (OJT, Classroom, etc)	0	1	0	1

	Oct 2015	Nov 2015	Dec 2015	Oct-Dec 2015
# of Business Supported (by Month)	139	183	105	427
Applicants Pre-screened	32	23	18	73
Job Openings Posted to VOS	10	5	3	18
Job Referrals to Employers	38	33	25	96
Job Placements	11	4	2	17
Job Fairs & Custom Recruiting Events	11	7	6	24
Businesses Attended	6	6	11	23
Job Seekers Attended	63	54	7	124
Job Seekers Reported Hired	11	4	2	17
Rapid Response & Layoff Aversion Orientations	0	1	0	1
Training Assistance (OJT, Classroom, etc)	0	2	4	6

	Jan 2016	Feb 2016	Mar 2016	Jan-Mar 2016
# of Business Supported (by Month)	100	97	164	361
Applicants Pre-screened	25	67	29	121
Job Openings Posted to VOS	15	19	23	57
Job Referrals to Employers	14	67	29	110
Job Placements	2	15	3	20
Job Fairs & Custom Recruiting Events	7	7	7	21
Businesses Attended	3	5	6	14
Job Seekers Attended	25	47	19	91
Job Seekers Reported Hired	2	15	3	20
Rapid Response & Layoff Aversion Orientations	0	0	0	0
Training Assistance (OJT, Classroom, etc)	2	1	1	4

	Apr 2016	May 2016	June 2016	Total
# of Business Supported (by Month)	130	115	124	1355
Applicants Pre-screened	72	35	52	570
Job Openings Posted to VOS	29	38	34	232
Job Referrals to Employers	72	57	16	568
Job Placements	2	3	4	78
Job Fairs & Custom Recruiting Events	8	7	8	108
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Job Seekers Attended	53	616	36	1069
Job Seekers Reported Hired	2	3	4	78
Rapid Response & Layoff Aversion Orientations	1	0	3	8
Training Assistance (OJT, Classroom, etc)	0	0	2	13

# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** UPDATE ON THE CUSTOMER CENTERED DESIGN ROUND 2 OF THE CCD CHALLENGE

**DATE:** AUGUST 16, 2016

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**INFORMATION:**

Now that the Customer Centered Design Project is complete, it is time to apply for the White House Challenge! All team members will discuss the project; things learned; the 'a-hah- moments; and next steps with the Committee.



# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** UPDATE ON THE WDB STRATEGIC INITIATIVES THE BUSINESS SERVICES COMMITTEE MEMBERS SELECTED TO HELP MOVE FORWARD THE LOCAL PLAN GOALS

**DATE:** AUGUST 16, 2016

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**INFORMATION:**

At the Business Services meeting on August 16, 2016, WDB staff plan to present an update on the Strategic Plan Goals & Strategies.

**ATTACHMENT:**

Strategic Plan Goals & Strategies – Goal #1 Business and Industry

**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)*

Monterey County Workforce Development Board Strategic Plan Goals & Strategies <i>(Includes new WIB Retreat 2015 strategies)</i>		PY 2015-16 4th Quarter Results
FY 2016-17 Updates		
<b>GOAL #1 – BUSINESS AND INDUSTRY: Meet workforce needs of high demand sectors.</b>		
<b>Strategy #1: Develop LMI to identify workforce needs, shortages &amp; skills gaps</b>		
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	Met with SBDC Director to re-engage once she was settled in. Have periodic phone calls to ensure we stay connected.
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	State EDD approved purchase of subscription to Career Ready 101, which ACT supports. In process of subscription agreement to take to BOS for final approval
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. MCB D has hired Work Keys Proctor, BS Lead staff to test new hire on Work Keys. Work Keys testing being conducted by OET Case Manager's.
<b>Strategy #2: Develop Business Services Plan</b>		
1	Develop Business Services Plan	
2	Business Services - business retention & layoff aversion	Initially Completed - 6/2013. New plan in place for 2013-17. However, with new legislation CWDB will release their Draft Plan in Fall 2015. Draft plan released by CWDB, currently being reviewed by DOL.
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. Wendy Brickman reaches out to organizations to schedule presentations.
5	Presentations at civic groups/business councils/CCHR (if possible)	FY 2015-16 Presentations to Fisherman's Wharf Association; Kiwani's; Successful Thinkers. Presentation provided at Salinas Rotary August 4, 2016.
6	Develop new talking points for Board Members (WIOA information - new strategies/goals)	Started with Business Committee - needs review/approval/forward to WDB members. Completed
<b>Strategy #3: Develop/operate regional workforce &amp; economic development network</b>		
1	Align WIB with Econ Dev Committee	Ongoing alignment through Econ Dev & WIB meetings and Comprehensive Economic Dev. Strategy (CEDS) plan. new member of MPCC Economic Vitality Committee promoting system and services
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, convened Allied Healthcare roundtables with Hartnell; member of Hartnell Ag Steering Committee; invited to participate in MPC Consortium with MPC, PG, Monterey, Carmel Adult Education. Ongoing partnership with PG Adult School to implement Prop 39 Pre-Apprenticeship Grant. Four county regional collaborative ongoing work to develop Region plan for four counties.
4	Regional development with state required regional partners including Santa Cruz, San Luis Obispo, and Santa Barbara County WDB's.	Regional Planning Unit work with 4 county collaborative received funding totaling \$1,393,355 (Monterey County as Lead) to be split among the counties for specific purposes of developing a Compact with Healthcare to prepare the pipeline of workers due to increased geriatric need and retirements/ regional plan development/ Implementation of State Boards unified stae plan goals to work regionally and build demand-driven, high road sector strategies/region wide analysis of sector strategies.
<b>Strategy #4: Implement Business Services Plan NEW! (WIB Retreat 2014)</b>		
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. WIOA emphasizes business is primary customer.
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 WDB website	Ongoing. Initial Fact sheets presented to Bus Services Committee 6/10/2014 and posted on WDB website.
<b>Strategy #5: Close Gaps Between Education &amp; Business</b>		
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. Participate in MBEP workforce committee, great opportunity for inventorying business needs region wide.
2	Partner to apply for the appropriate workforce related grants	Ongoing. Workforce Innovations Fund grant awarded Oct 2014. DOL High Tech grant opportunity due March 11th, 2016, working in partnership with MBEP, FOR A, Santa Cruz WDB, Hartnell, Jobs for the Future, City of Salinas with MC WDB as lead fiscal agent to submit to WDB for approval to apply. Update: Tech Hire grant not applied for, we didn't have the 'need' in tri-county to be competitive. Have applied for Prop 39 2.0 Pre Apprenticeship with Tri-County, applied for Supervised Population with OET/Rancho Cielo/Turning Point/Probation with success of receiving \$400,000 for non-AB109 participants.
3	Gain understanding of LMI and promote to business/education	Ongoing. LMI compiled from EDD & Chmura, share with staff, public, WIB/Youth Council & Business Services Committee, regularly.

# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE  
**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR  
**SUBJECT:** REPORT OUT ON MONTEREY COUNTY'S LOCAL LABOR MARKET  
**DATE:** AUGUST 16, 2016

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**INFORMATION:**

At the Business Services Committee meeting, WDB 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](http://www.montereycountywdb.org).

Top Labor Market Stats:

- Labor Market Snapshot: 6/2016
- Unemployment Rate: 6.2%
- Labor Force: 231,000
- Employed: 216,700
- Unemployed: 14,300

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 July 22, 2016.

The release schedule for August 2016 unemployment rates (labor force) and industry employment data from the Labor Market Information Division is September 22, 2016.

**ATTACHMENT:**

EDD Labor Market Stats and Industry Changes for June 2016  
Monterey County Labor Market Snapshot

# Monterey County Labor Market Snapshot

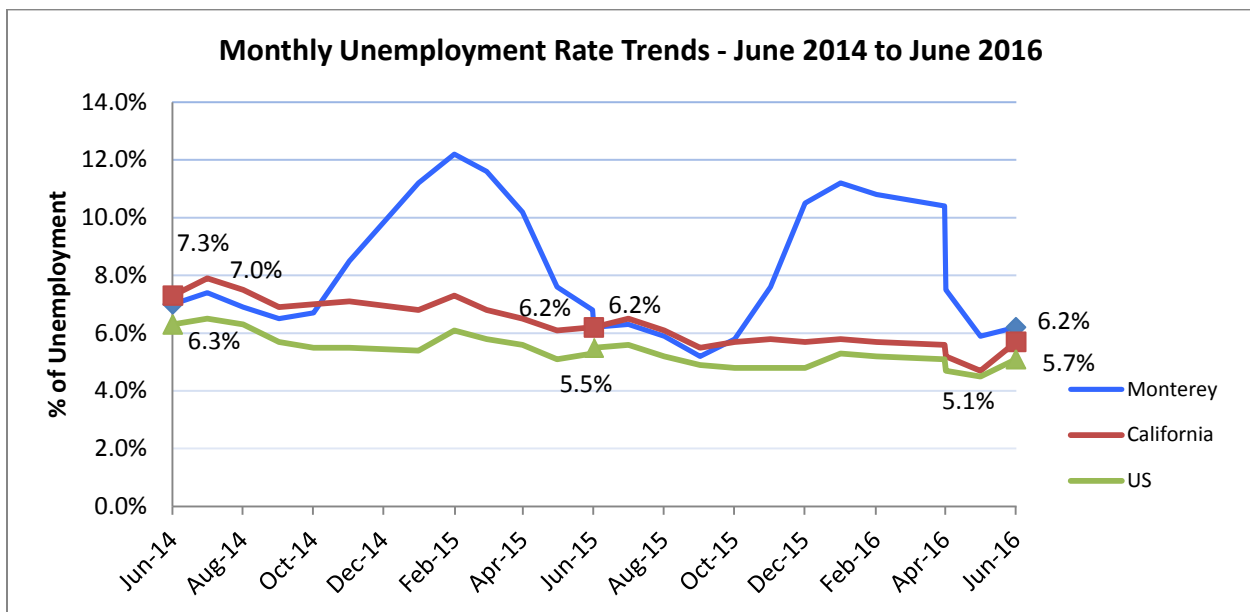
## June 2016

The unemployment rate in the **Monterey County** was **6.2 percent in June 2016**, up from a revised 5.9 percent in May 2016, and below the year-ago estimate of 6.4 percent. This compares with an unadjusted unemployment rate of 5.7 percent for California and 5.1 percent for the nation during the same period.

### Unadjusted Unemployment Rates

	June 2016	May 2016*	April 2016
<b>Monterey County</b>	<b>6.2%</b>	<b>5.9%</b>	<b>7.5%</b>
<b>California</b>	<b>5.7%</b>	<b>4.7%</b>	<b>5.2%</b>
<b>United States</b>	<b>5.1%</b>	<b>4.5%</b>	<b>4.7%</b>

*(Source: EDD Monthly Press Release, July 22, 2016. \* Includes revised % from State EDD.)*



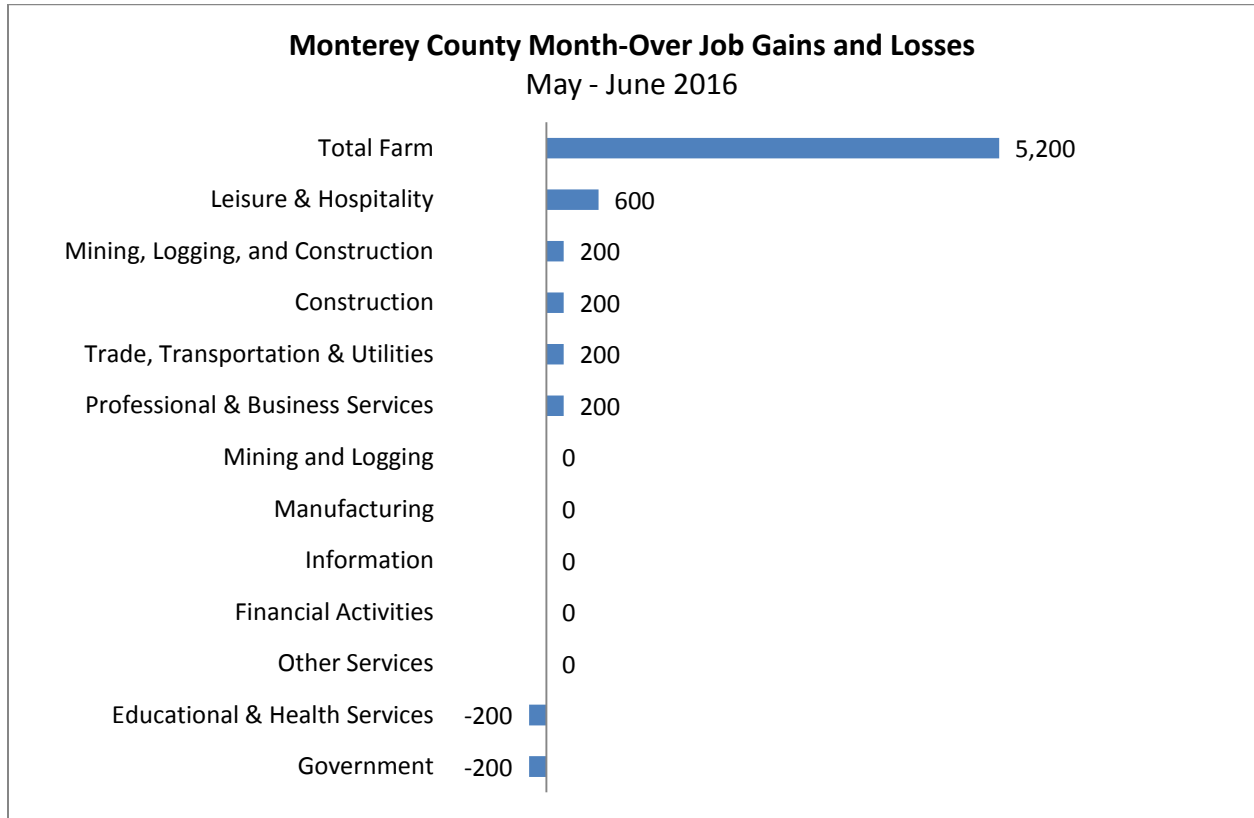
### June 2016 Unemployment Stats

- The Civilian Labor Force increased by 4,800 persons or 2.1% between May and June 2016, and changed 0.7% year over year.
- Overall annual employment increased by 2,100 from 214,600 in June 2015 to 216,700 in June 2016.
- The number of unemployed is 14,300, up 1,000 from 13,300 in May 2016 and down 400 compared to June 2015.
- Eight cities throughout Monterey County had unemployment rates at or less than 6.5%; these cities had an average unemployment rate of 5.0%. Four cities had unemployment rates at or above 8.7%; these cities had an average unemployment rate of 11.0%.
- King City and Sand City had the highest unemployment rates in the County, both at 12.5%.
- Of the unincorporated areas of the County, San Lucas' unemployment rate is the highest at 20.8%, followed by Moss Landing at 18.8%, San Ardo at 15.9%, Pajaro at 15.6%, and Boronda at 14.1%.

*(Source: EDD Monthly Labor Force Data for Cities and Census Designated Places (CDP), July 22, 2016)*

## Job Gains and Losses

- Following the seasonal trend of the last two months, Farm employment recorded the largest month-over gain of 5,200 jobs, while Leisure & Hospitality; Mining, Logging, and Construction; Trade, Transportation & Utilities; and Professional & Business Services contributed the remaining 1,400 jobs. These sectors saw employment growth, with Leisure & Hospitality (up 600), Mining, Logging, and Construction (up 400), Trade, Transportation & Utilities (up 200) and Professional & Business Services (up 200).
- Two sectors reported month-over job losses, with Educational & Health Services (down 200) and Government (down 200), while Mining and Logging; Manufacturing; Information; Financial Activities; and Other Services remained flat.



*(Source: EDD Salinas Metropolitan Statistical Area (MSA), Press Release, July 22, 2016)*

## Jobs and Occupational Trends

Below is a table that shows the occupations with the highest job openings advertised online in Monterey County, California on July 28, 2016.

Twenty-two of these occupations also appeared on the listing of occupations with the most job openings listed in May 2016. The new occupations added to the list include Combined Food Preparation and Serving Workers, Including Fast Food; First-Line Supervisors of Food Preparation and Serving Workers; and Physical Therapist Assistants.

Rank	Occupations	Job Openings
1	Registered Nurses	217
2	Speech-Language Pathologists	126
3	Retail Salespersons	124
4	Occupational Therapists	135

Rank	Occupations	Job Openings
5	Physical Therapists	102
6	Heavy and Tractor-Trailer Truck Drivers	28
7	Customer Service Representatives	46
8	Managers, All Other	39
9	Pharmacists	47
10	Cashiers	34
11	Personal Care Aides	45
12	Security Guards	45
13	Cooks, Restaurant	48
14	Waiters and Waitresses	25
15	Physical Therapist Assistants	44
16	Laborers and Freight, Stock, and Material Movers, Hand	32
17	Dishwashers	16
18	Licensed Practical and Licensed Vocational Nurses	41
19	Nurse Practitioners	38
20	Combined Food Preparation and Serving Workers, Including Fast Food	29
21	First-Line Supervisors of Retail Sales Workers	35
22	Therapists, All Other	36
23	First-Line Supervisors of Food Preparation and Serving Workers	26
24	General and Operations Managers	24
25	Maids and Housekeeping Cleaners	18

**Visit [www.caljobs.ca.gov](http://www.caljobs.ca.gov) to register and apply for these job openings!**  
(Job Source: Online advertised jobs data)

### Top 25 Employers with the Highest # of Job Openings Advertised Online in Monterey County on July 28, 2016

The table below shows the employers with the highest number of job openings advertised online in Monterey County, California on July 28, 2016.

Rank	Employers with Highest Number of Job Openings	Job Openings
1	Swift	144
2	California State University Monterey Bay	104
3	Pebble Beach Company	85
4	Salinas Valley Memorial Healthcare System	79
5	Safeway, Inc.	76
6	Kindred Healthcare	71
7	Community Hospital of the Monterey Peninsula	62
8	RehabCare	60
9	Commune Hotels and Resorts	53
10	Monterey County California	47
11	Panther Premium Logistics	46
12	Swift Transportation	46
13	RehabCare Group East, Inc.	43
14	Caviar	38
15	CRST Van Expedited	38
16	CRST Expedited	36
17	Dole Food Company, Inc.	36

Rank	Employers with Highest Number of Job Openings	Job Openings
18	Mee Memorial Hospital	35
19	Monterey Peninsula Unified	34
20	Salinas Union High School District	34
21	Saia LTL Freight	32
22	FOOTHILL NURSING CENTER	30
23	CVS Health	29
24	Gonzales Unified School District	29
25	Monterey County Office Of Education	26

**Visit [www.caljobs.ca.gov](http://www.caljobs.ca.gov) to register and apply for these job openings!**  
(Job Source: Online advertised jobs data)

### Occupations by Advertised Salary in Monterey County on July 28, 2016

The table below shows the occupations from job openings advertised online with the highest paying mean (annual) wages in Monterey County, California on July 28, 2016.

Rank	Occupation	Mean Annual Advertised Wage
1	Education Administrators, Elementary and Secondary School	\$104,359
2	Registered Nurses 	\$103,594
3	Occupational Therapists 	\$94,092
4	Physical Therapists 	\$92,414
5	Computer Programmers 	\$86,240
6	Speech-Language Pathologists	\$79,661
7	Managers, All Other 	\$74,072
8	Healthcare Social Workers 	\$67,440
9	Executive Secretaries and Executive Administrative Assistants 	\$35,108
10	Cooks, Restaurant 	\$29,693

 BRIGHT OUTLOOK NATIONALLY |  BRIGHT OUTLOOK STATEWIDE |  GREEN OCCUPATIONS  
Job Source: Online advertised jobs data

State of California  
 July 22, 2016  
 March 2015 Benchmark

Employment Development Department  
 Labor Market Information Division  
<http://www.labormarketinfo.edd.ca.gov>  
 (916) 262-2162

**Monthly Labor Force Data for Cities and Census Designated Places (CDP)  
 June 2016 - Preliminary  
 Data Not Seasonally Adjusted**

<b>Area Name</b>	<b>Labor Force</b>	<b>Employment</b>	<b>Unemployment Number</b>	<b>Unemployment Rate</b>	<b>Census Ratios Emp</b>	<b>Unemp</b>
Monterey County	231,000	216,700	14,300	6.2%	1.000000	1.000000
<b><i>Unincorporated Areas of Monterey County:</i></b>						
Spreckels CDP	500	500	0	1.7%	0.002144	0.000557
Del Monte Forest CDP	1,900	1,800	100	4.1%	0.008530	0.005523
Carmel Valley Village CDP	2,800	2,700	100	5.2%	0.012301	0.010211
Elkhorn CDP	1,000	900	100	5.6%	0.004334	0.003899
Prunedale CDP	11,400	10,800	700	6.0%	0.049641	0.047900
Bradley CDP	0	0	0	6.1%	0.000212	0.000186
Chualar CDP	800	700	100	6.5%	0.003382	0.003574
Aromas CDP (Monterey Co)	1,700	1,600	100	8.7%	0.007200	0.010304
Las Lomas CDP	1,900	1,700	200	8.9%	0.007916	0.011650
Castroville CDP	3,300	3,000	300	10.4%	0.013780	0.024321
Boronda CDP	700	600	100	14.1%	0.002895	0.007194
Pajaro CDP	1,600	1,300	300	15.6%	0.006225	0.017452
San Ardo CDP	300	200	0	15.9%	0.001049	0.002971
Moss Landing CDP	200	200	0	18.8%	0.000757	0.002646
San Lucas CDP	100	100	0	20.8%	0.000350	0.001392

***Cities located in Monterey County:***

Carmel by the Sea city	1,900	1,800	100	2.7%	0.008372	0.003530
Pacific Grove city	9,500	9,100	400	3.8%	0.042186	0.025569
Monterey city	16,500	15,700	700	4.4%	0.072646	0.050686
Del Rey Oaks city	1,000	1,000	0	4.6%	0.004533	0.003304
Marina city	12,600	12,000	600	4.6%	0.055354	0.040684
Gonzales city	4,400	4,200	200	4.7%	0.019293	0.014436
Seaside city	19,200	18,000	1,200	6.4%	0.083098	0.085532
Salinas city	83,600	78,100	5,500	6.5%	0.360526	0.381907
Soledad city	8,200	7,500	700	8.7%	0.034646	0.049781
Greenfield city	9,200	8,300	900	9.4%	0.038385	0.060596
King City city	6,500	5,700	800	12.5%	0.026280	0.056976
Sand City city	200	200	0	12.5%	0.000743	0.001629

CDP is "Census Designated Place" - a recognized community that was unincorporated at the time of the 2009- 2013 5-Year American Community Survey (ACS).

**Notes:**

- 1) Data may not add due to rounding. All unemployment rates shown are calculated on unrounded data.
- 2) These data are not seasonally adjusted.



# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** UPDATE ON WORK READY COMMUNITIES AND WORK KEYS ASSESSMENTS IN JURISDICTION

**DATE:** AUGUST 16, 2016

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**INFORMATION/DISCUSSION:**

At the Business Services meeting on August 16, 2016, WDB staff and Business Services members plan to present an update on the Work Ready Communities and Work Keys Assessments in jurisdiction.

# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE  
**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR  
**SUBJECT:** UPDATE ON REGION-WIDE SLING SHOT COMPACT ACTION PLAN  
**DATE:** AUGUST 16, 2016

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**INFORMATION/DISCUSSION:**

At the Business Services meeting on August 16, 2016, WDB staff plan to present an update on the Region-Wide Sling Shot Compact Action Plan.

**ATTACHMENT:**

Sling Shot Compact Action Plan



# SlingShot Action Plan

Accelerating Income Mobility through Regional Collaboration  
Concept for Monterey, San Luis Obispo, Santa Barbara, and Santa Cruz Counties

Submitted to the California Workforce Development Board (CWDB) June, 2016

**CENTRAL COAST REGIONAL PLANNING UNIT of  
Monterey, San Luis Obispo, Santa Barbara and Santa Cruz  
Counties**



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## **1. Introduction and Overview**

“Slingshot” seeks to seed collaborative efforts by workforce, economic development, and education stakeholders within a region to identify and then work to solve employment challenges that slow California’s economic engine – with regionally selected solutions to regionally defined problems. The Workforce Board Collaborative of the Central Coast (WBC) is committed to participation in the collective Slingshot Project to identify and “move the needle” on regionally identified employment challenges. To meet one of these challenges, the WBC is dedicated to working with job seekers and employers to identify and demonstrate results through a nationally recognized certification process that has been introduced, but not fully implemented, in our communities’ region wide.

The WBC Collaborative intends to utilize the Sling Shot funding to join workforce and community leaders together to address key requirements for growth, such as talent development, in our region. Many businesses are hesitant to hire due to the perceived lack of a skilled workforce. Many businesses spend exceptional amounts of time and resources to train an individual upon hire, only for the employee to move on or not have the skill sets the employer thought they had at time of hire.

One regionally challenged employment issue facing WBC is the ability to demonstrate – without equivocation – that our workforce is educated and at the levels of expertise in reading, writing, and locating information that our businesses require. The great recession is behind us but there are many workers still unemployed. The goal is to transform how industry and community partner’s work together, including identification and development of employer identified skill requirements, to promote regional prosperity and economic mobility for the local residents.

To reach this goal, the WBC will focus on engaging Business Champions and industry representatives through:

- Creation of a Workforce Collaborative of the Central Coast Alliance; and
- Creation of Industry Sector Partnerships in each of the 4 counties

Project activities will consist of the following:

1. Identify key health care industry business and business “civic entrepreneur” leaders
2. Hold local health care industry partnership meetings
3. Local industry co-chairs from each county develop shared priorities, and how together they may be addressed.

## **2. Statement of the Challenges**

In order to address upward income mobility within the WBC region and to improve economic self-sufficiency, there needs to be significant shifts in how the workforce develops strategies. There needs to be more focus on building a pipeline that can

transition students and jobseekers into middle skill jobs and careers – across the region.

When businesses must focus on cutting costs and good jobs are harder to find, communities that use industry-recognized skills credentials to improve their workforce have the advantage. Across the United States, communities are improving the skills and work readiness of the workforce while giving area businesses an efficient, reliable way to identify skilled job candidates. Those communities provide counties and states with actionable data and specific workforce goals to drive economic growth.

Key to their competitive advantage is the National Career Readiness Certificate (NCRC) which is designed to measure and close skills gaps among workers and job seekers. The NCRC is portable – something we know is needed on the Central Coast and all of California. It is evidence-based credentials that certifies essential skills needed for workplace success—reading for information, applied mathematics and locating information—real work information.

Having a Work Ready Community helps individuals and businesses understand the value of the community certification. Businesses can learn exactly what foundational skills are needed for a productive workforce and can easily communicate their needs to job seekers. Individuals can understand what skills employers require and how to prepare for career success. Educators can close skills gaps via tools integrated into career pathways with stackable, industry-recognized credentials. Economic developers can use an on-demand reporting tool to market the quality of their workforce. And policymakers can consistently measure skills gaps in a timely manner at the local, state and even national levels.

The Counties of Monterey, San Luis Obispo, Santa Barbara and Santa Cruz have very strong partnerships with education including the Community Colleges in each county, the County Office's of Education, and the Regional Occupation Programs. Additionally, some of the jurisdictions are housed with the Economic Development Department and/or have Economic Development representation on their Workforce Board.

The WBC believes in the need to continue to develop the workforce – region wide. Our far reaching goal is for both job seekers and business to develop a full scope of NCRC with all eligible participants in the region. The WBC partner's feel that developing and testing this target population – those with some of the greatest barriers to employment -- will offer an innovative strategy to reach business and the job seeker, ensuring success for all.

The WBC's goal is to bring California back into being one of the top five economies in the nation, where it currently is ranked at seventh. The WBC feels that developing a program and system that demonstrates a proven skilled workforce is one way – if not one major way – to do just that. Once the program design has been developed

and fully piloted in all four counties, it is anticipated to bring this back the State WDB for region designation of a skilled – and ready – workforce, but also to roll out to the rest of the State.

## **Role of Business Champions & Partners**

### *Role of Business*

Industry Leadership: Focus on the Health Care Industry

The consensus choice among the four central coast counties (Santa Cruz, Monterey, San Luis Obispo, and Santa Barbara) was the health care industry, as that cluster is well-represented across the four counties, is growing, and is providing opportunities for income mobility for people. Each county has a different set of large employers (such as hospitals), but all share a “value chain” of hospitals, clinics, long-term care, and other businesses that are part of the cluster. As such, each county will first start by organizing businesses in the health care cluster locally, identifying local priorities, and mobilizing for action locally or regionally if there are shared priorities with other counties.

Santa Cruz County is working with Business Champions from the Health Improvement Partnership.

Monterey County is working with Business Champions from CHOMP Hospital and ADAPCS, Inc., both leaders in their field.

San Luis Obispo County has commitments from Twin Cities Hospital, Sierra Vista Hospital and Arroyo Grande Hospital.

Santa Barbara County has commitments from their two leading healthcare providers; Cottage Hospital Systems and Marian Hospital.

These Business Champions will serve to:

1. Represent business within our priority industry sector of the region;
2. Construct a list of other “civic entrepreneurs” – those with a passion for business, industry, community – to develop an invitation letter to participate in roundtable discussions of the industry needs;
3. Affirmatively advocate for the specific needs of businesses as employers – for both immediate-term and longer-term needs;
4. Engage other high profile industry leaders to promote strategies and initiatives aimed at addressing the major challenges of the healthcare industry sector;
5. Educate partnering entities (such as Economic Development, Education, Adult Ed, etc.), on the employment challenges and opportunities of the industry;
6. Inform partners through communication exchange and collaboration, including the discussion of career pathways and skills gaps;
7. Serve as a “voice” to share resources and project findings with other industry partners;

8. Help identify best practices that could encourage secondary and postsecondary students to participate in Work Keys Assessments to identify work ready skills;
9. Advise on effective career technical education programs at secondary and postsecondary levels.

#### *Role of Partners*

Businesses are the target beneficiaries for this Slingshot Project as clear stakeholders in the labor market system of the Workforce Collaborative of the California Central Coast.

Partners are ancillary parties to the Industry, but with obligations to bring about systems change, how best to prepare the regions workforce, and build benefit for the area's businesses.

### **3. Next Steps**

#### *Develop a Compact for Action – Then Implement*

The following steps are to lead to a Compact for Action, one that commits industry and community partners to working together to help the health care industry grow and thrive in the central coast region:

1. Each county identifies its key health care industry businesses and business “civic entrepreneur” leaders, including 2-3 individuals who could co-convene a health care industry partnership, and works with its local co-chairs to plan a launch meeting of their health care industry partnership (by June 30)
2. Develop a project “charter”, setting forth in simple terms of the Project’s premise with Champions (September 1)
3. Each county holds its local health care industry partnership launch meeting, identifying local shared priorities for action (by September 30)
4. The local industry co-chairs from each county health care industry partnership meet to identify any shared priorities, and how the partnerships might work together to address them (by October 31)
5. Each county continues to work with its local health care industry partnership to refine the local action plan, while the regional Slingshot team works with the co-chairs to refine the regional action plan as needed (by November 30)

The regional Slingshot team works with the co-chairs to combine the four local action plans, with any regional plan on shared priorities, into the Slingshot Compact, securing local and regional implementation commitments and deciding on how to invest initial \$1 million in Slingshot grant funds (by December 31).

### **4. Outcome and Sustainability Goals**

The Action Plan is following a nationally-successful approach to building industry partnerships, and has support from a national expert in the field. The four counties will carry out a multi-faceted approach to enhance and institutionalize an active and influential business engagement approach to prepare and sustain a competitive workforce for the region.



## Outcomes

1. Development of industry/community partner Compact dedicated to working together to help the health care industry grow and thrive in the Central Coast region.
2. Further implementation of the use of Work Keys assessments regionally to certify specific job related skills identified as desirable through the Compact.
3. Utilize information gained from industry engagement to strategically invest training funds for the benefit of industry and job seekers.
4. Co-investment of private and public resources to build and create a competitively skilled workforce pipeline through Work Keys assessments and training opportunities tied to assessment results.
5. Sustainment of Slingshot efforts for business and workforce collaboration through private sector and other public resources.

## Project Sustainment Goals

- 1) To create an active business led leadership community into the Workforce Innovation and Opportunity Act local and regional business engagement activities. *Developed and designed through the Compact and further supported through both public and private resources.*
- 2) To increase business and industry knowledge, locally and regionally, to ensure strategic investments in training meet identified industry needs. *Developed and designed through the Compact and further supported through both public and private resources.*
- 3) To carry forward from business “best practices” and an active business leadership model that can directly guide and inform local educational systems efforts at offering “career pathways” and Career and Technical Education, and Adult Education programs. *Developed and designed through the Compact and further supported by public, private, and educational resources.*
- 4) To provide a proven and easy to access means for industry to maintain and enhance upskilling/reskilling of their workforce. *Developed and designed through the Compact and further supported through private non-profit economic development and WIOA funding.*

## 6. **Budget**

Please see Attachment A for Budget preparation for the Workforce Collaborative of the California Central Coast Sling Shot Action Plan.