



BUSINESS SERVICES COMMITTEE AGENDA PACKET

Tuesday, April 10, 2018

4:00 p.m. – 6:00 p.m.

MBEST

3180 Imjin Road, Conference Room B
Marina, CA 93933

Documents related to agenda items that are distributed to the WDB less than 72 hours prior to the meeting shall be available for public inspection at 1441 Schilling Place, North, Salinas, CA or visit our website at www.montereycountywdb.org. Documents distributed to the WDB at the meeting by County staff will be available at the meeting; documents distributed to the WDB by members of the public shall be made available after the meeting. This WIOA Title I financially assisted program or activity is an equal opportunity employer/program and auxiliary aids and services are available upon request to individuals with disabilities.

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.

NOTICE TO THE PUBLIC

Members of the public who wish to address the Committee should identify themselves and state their name for the record. You should complete a blue Comment Card located near the door, prior to making comments, and hand it to the designated Workforce Development Board staff member.

Copies of the agenda have been placed on the table near the door for your convenience.

The procedure for this meeting is as follows:

- The Committee Secretary will verify quorum; the Chair will read the opening remarks.
- Members of the public wishing to make a comment on an item that is not on the agenda will be given two (2) minutes each to comment.
- Workforce Development Board staff and/or Board Members will present recommendations for each action item on the agenda.
- Board members may ask questions of Workforce Development Board Staff and other Board Members.
- Members of the public wishing to make a comment on an agenda item will be given two (2) minutes each to comment.
- The Committee may take action on any item designated as an action item.
- Workforce Development Board members may only discuss items listed on the Agenda pursuant to the "Brown Act." With respect to non-agenda items raised by the public, Workforce Development Board members may calendar them for a future meeting, may briefly respond, or may request clarification from the member of the public but, to remain in compliance with the Brown Act, they may not address non-agenda items raised by the public in a substantive or in-depth manner.



1441 Schilling Place, North
Salinas, CA 93901

(831) 796-6434
www.montereycountywdb.org

**Business Services Committee
Members:**

Mary Ann Leffel, Chair

Wendy Brickman
Paula Calvetti
Harbhajan "Harvey" Dadwal
Kimberly Schnader

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

MBEST, 3180 Imjin Road, Conference Room B
Marina, CA 93933

Tuesday, April 10, 2018; 4:00 p.m.

AGENDA

CALL TO ORDER/INTRODUCTIONS:	Mary Ann Leffel, <i>Chair</i>
CHANGES TO AGENDA:	
PUBLIC COMMENT: <i>(Limited to 2 minutes per person)</i>	
CONSENT CALENDAR:	Mary Ann Leffel
1. ACTION: Approve minutes from Business Services meeting of January 9, 2018.	
DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:	Mary Ann Leffel
1. Update on Business engagement activities 2018.	Korey Woo
2. Update on Regional Employer Engagement Measures.	Chris Donnelly
3. Discuss Family-Centered Employment Strategies in Workforce Services.	Mary Ann Leffel
4. Discuss Human-Centered Design in Workforce Services.	Board Members
5. Discuss Employer Engagement Strategies.	Board Members
ADJOURNMENT:	Mary Ann Leffel
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UNADOPTED

Monterey County Workforce Development Board
Business Services Committee
MBEST, 3180 Imjin Road, Conference Room B, Marina, CA
Tuesday, January 9, 2018

Members Present: Paula Calvetti (Chair), Wendy Brickman and Kimberly Schnader

Members Absent: Mary Ann Leffel and Harbhajan Dadwal

Staff Present: Chris Donnelly, Korey Woo, Susan Marscellas and Flor Galvan

Public Comment/Testimonial: None

Call to Order/Introductions: Mrs. Calvetti called the meeting to order at 4:13 p.m. and asked for introductions. A quorum was established.

Changes to Agenda: None

Consent Calendar:

1. Action: Approve the minutes from Business Service meeting of September 12, 2017.
A motion was made by Kimberly Schnader to approve the minutes from September 12, 2018, seconded by Wendy Brickman. ALL AYES

Discussion or Review of Business Calendar Action Items:

1. Action: Approve meeting dates for the Workforce Development Board Business Services Committee for calendar year 2018.
A motion was made by Paula Calvetti to approve the meeting dates for the Workforce Development Board Business Services Committee for calendar year 2018, seconded by Wendy Brickman.
2. Review of 2017 Rapid Response activities.
The Board reviewed Rapid Responses activities for 2017.
3. Review of 2017 Business Recruitments and Hiring of participants.
The Board reviewed the Business Recruitments and Hiring of participants for 2017.
4. Review of Customer Centered Design information.
The Board reviewed and discussed the Customer Centered Design information.
5. Update on regional funding for business engagement activities.
The Board received an update on the regional funding for business engagement activities.
6. Update on Business Services outreach materials.
The Board received an update on Business Services outreach materials.

Announcements: None.

Adjournment: Ms. Calvetti requested the meeting adjourn at 5:10 p.m.

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: CHRISTOPHER DONNELLY, EXECUTIVE DIRECTOR

SUBJECT: REVIEW OF 2018 BUSINESS ENGAGEMENT ACTIVITIES

DATE: APRIL 11, 2018

INFORMATION:

Business Engagement Activities

The Business Services Team completed 62 in person Business Engagement to local employers from January 1st, 2018 through March 31st, 2018. The Business Services Team focused on identifying businesses that were either currently hiring or experiencing some sort of financial stress. The BSR team utilized Econovue to gather the corresponding information. After gathering the information from Econovue the BSR team conducted on site visits focusing on the Workforce Development Board industry sectors.

AG Tech Summit

The Business Services Team recently attended the Ag-Tech Summit at Hartnell College in Salinas on 3/28/2018. The BSR team engaged with businesses such as BWCS, Salinas Valley Solid Waste Authority, Scattini Farms, and Tracegenomic to discuss their own needs and provided them with information about our: On the Job Training, Rapid Response program, Business Services and how we can help them with staffing and economic development referral opportunities.

Job Developers Networking Meeting

The Business Services Team regularly attends monthly meetings of the Job Developers Network Group in order to provide job opportunities to local job developers and resource providers who are working with at risk populations who are looking for employment. The BSR team shared job opportunities with local service providers such as Interim, Veterans Transition Center, Monterey County Sherriff's Department and Department of Rehabilitation. The BSR Team includes the JDNG on all outreach materials and recruitment opportunities at America's Job Center (AJCC).

A graph that indicates the most current Business Engagement activities that the BSR team has conducted during this quarter is attached. Please see the attached graph. A list of businesses that the BSR Team visited during this quarter are listed below.

Date Business Engagement were Held	Business Name
1. 1/4/2018	Premier Tax & Accounting
2. 1/4/2018	CVS pharmacy
3. 1/4/2018	Ferguson
4. 1/4/2018	Edwards Truck Center, Inc.
5. 1/4/2018	Lowes
6. 1/4/2018	EI Super
7. 1/18/2018	Bankers Life
8. 1/19/2018	Interim, Inc.
9. 1/19/2018	The Geo Group/Geo Reentry Services

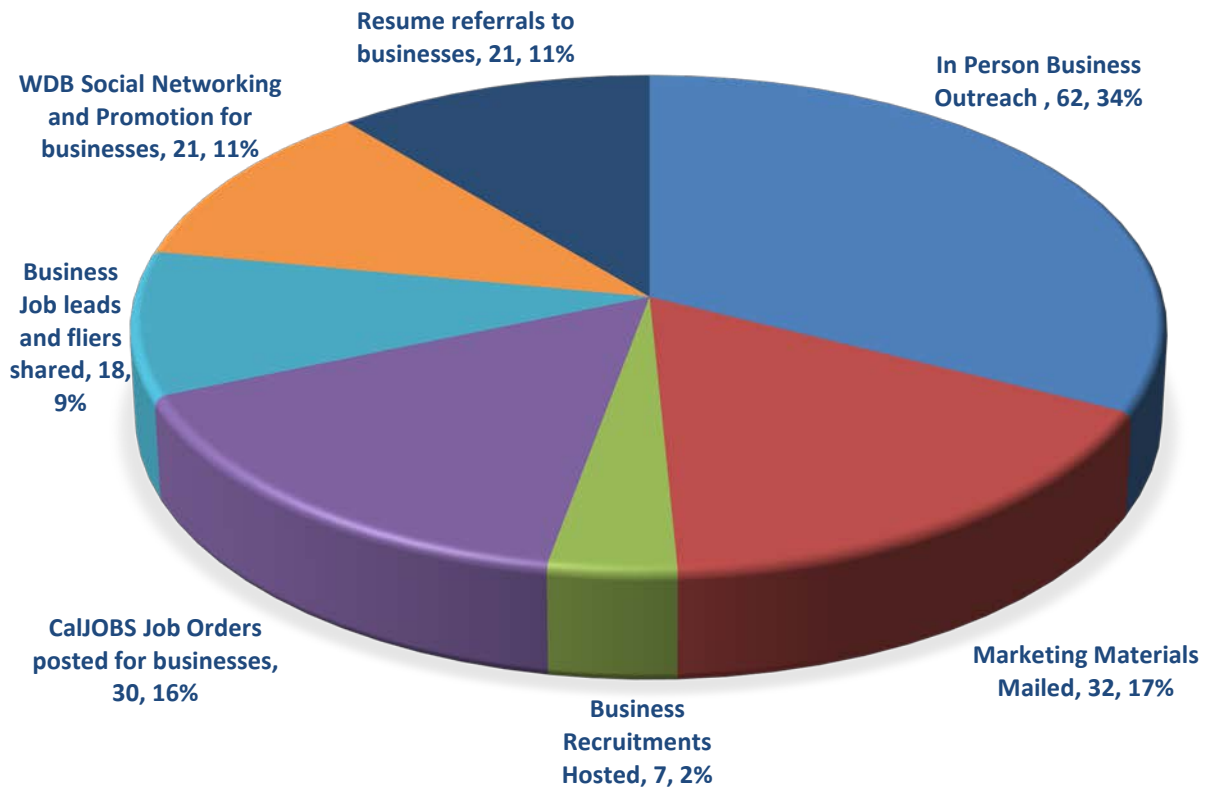
BUSINESS ITEM #1

10. 1/19/2018	Slingshot Connections
11. 1/19/2018	Hyatt Carmel Highlands
12. 1/31/2018	Rd Designs
13. 1/31/2018	Monterey Bay Aquarium
14. 1/31/2018	KSBW-TV
15. 1/31/2018	Hyatt Regency Hotel and Spa
16. 1/31/2018	Simmons Interior Design Studio
17. 2/12/2018	Pacific Rehabilitation and Pain
18. 2/12/2018	Meuse Contemporary
19. 2/12/2018	Auger Smiles
20. 2/12/2018	Pure Water Bottling Company
21. 2/16/2018	NCI Affiliates, Inc.
22. 2/16/2018	Interim Incorporated
23. 2/26/2018	Aqua Terra
24. 2/26/2018	Rodriguez Brothers Ranch, LLC
25. 2/26/2018	Hall's Organic Farms
26. 2/26/2018	The Perfect Crumb Bakery
27. 2/28/2018	Community Health Innovations
28. 2/28/2018	Visionary Healthcare Services
29. 2/28/2018	Barnard Dermatology
30. 2/28/2018	Community Hospital of The Monterey Peninsula
31. 2/28/2018	Central Coast VNA And Hospice
32. 2/28/2018	Maxim Healthcare Services
33. 2/28/2018	Beacon House
34. 2/28/2018	Carmel Valley Ranch
35. 2/28/2018	Cal State University Monterey Bay
36. 2/28/2018	Middlebury Institute
37. 2/28/2018	La Playa Carmel
38. 2/28/2018	Nicklaus Club
39. 2/28/2018	Monterey Convention & Visitors Bureau
40. 2/28/2018	Albatross Ridge Vineyards
41. 3/5/2018	Pacific Ag Research
42. 3/5/2018	Ag Davi Property Management
43. 3/5/2018	Quinn Group, Inc.
44. 3/5/2018	Allergy & Asthma Associates
45. 3/5/2018	Medassist, A Firstsource Company
46. 3/6/2018	Vendage Inn
47. 3/6/2018	Paramount Properties
48. 3/6/2018	Barkalow Chiropractic and Associates
49. 3/6/2018	Group Dental Corporation
50. 3/6/2018	Vintage Property Management
51. 3/8/2018	Ryli's & Papa's Pizzeria
52. 3/8/2018	Best 5 Motel
53. 3/8/2018	National Railroad Passenger Company
54. 3/8/2018	Aquablue Skin & Body Spa, Inc.
55. 3/8/2018	Luigi's
56. 3/8/2018	Layers
57. 3/8/2018	Infosot
58. 3/8/2018	Monterey Bay Systems
59. 3/8/2018	Employnet

BUSINESS ITEM #1

60. 3/8/2018	In the Loop Magazine
61. 3/14/2018	Barbara West Orthodontist
62. 3/26/2018	Monterey County Office of Education

**BUSINESS ENGAGEMENT ACTIVITIES
JANUARY-MARCH 2018**



■ In Person Business Outreach

■ Marketing Materials Mailed

■ Business recruitments hosted

■ CalJOBS Postings for businesses

■ Business Job leads and fliers shared

■ WDB Social Networking and Promotion for businesses

■ Resume referrals to businesses

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: CHRISTOPHER DONNELLY, EXECUTIVE DIRECTOR

SUBJECT: DISCUSS FAMILY-CENTERED EMPLOYMENT STRATEGIES IN WORKFORCE SERVICES

DATE: APRIL 10, 2018

INFORMATION:

The Vice-Chair Mary Ann Leffel will provide information from the National Workforce Association Board Forum 2018 Conference on Family-Centered Employment Project.

Family-centered employment project by Innovate+Educate offers hands-on tools and practical strategies for workforce boards and American Job Centers to assist parents engaged in training and employment in managing family needs while working to advance themselves in the labor market. Three WDBs are involved in a national pilot supported by the W. K. Kellogg Foundation, and are addressing new ways to enable success in their parent customers, with a focus on ensuring parents and their children have the needed quality supports for parents to succeed in the workplace.

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: CHRISTOPHER DONNELLY, EXECUTIVE DIRECTOR

SUBJECT: UPDATE ON REGIONAL EMPLOYER ENGAGEMENT MEASURES

DATE: APRIL 10, 2018

INFORMATION:

WIOA requires that primary indicators of performance for effectiveness in serving employers be established. The U.S. Department of Labor(DOL) is piloting three approaches designed to gauge three critical workforce needs of the business community:

- Approach 1 - Employer Penetration Rate (EPR): addresses the program's efforts to provide quality engagement and services to *all employers and sectors* within the local economy; or
- Approach 2 - Retention with the same employer: addresses the program's efforts to provide employers with skilled workers; or
- Approach 3 - Repeat Business Customers: addresses the program's efforts to provide quality engagement and services to employers and sectors and establish productive relationships with employers and sectors over extended periods of time.

The DOL will evaluate the various approaches and plan to identify a standardized indicator for implementation no later than Program Year 2019. The DOL is also allowing States to either adopt one of the approaches above or to develop their own state-specific approach. The California Workforce Development Board is allowing each Regional Planning Unit to choose at least one Business Service approach to pilot as part of the Regional Plan Implementation grant, and limiting the measures of employer engagement to in *demand sectors* for the Coastal Region. Demand sectors in common for the Coastal Region, which is comprised of workforce boards of Monterey, Santa Cruz, San Luis Obispo, and Santa Barbara counties, are listed below:

Coastal RPU Priority Sectors	Monterey County	Santa Barbara County	Santa Cruz County	San Luis Obispo County
Agriculture	x	x-Wine	x	x-Wine
Building, Design Construction		x		x
Business Support Services		x		
Education	x		x	
Energy & Environment		x		x-Green Energy
Healthcare Services	x	x	x	x
Hospitality/Accommodation/Tourism	x-Tourism/Hospitality	x-Tourism	x-Hospitality	x- Recreation/Accommodation
Retail			x	
Manufacturing				x- Specialized
Technology/Innovation		x		x

The Coastal Region has selected to pilot both the EPR and Repeat Business Customer measures for its Business Service outcome, as there is not significant differences between the two in terms of data sources and collection methods. There are CalJOBS reports that could be used to measure the business activities. Regional leadership will need to decide whether to include partners such as the CA Employment Development Department (EDD) Some local areas are beginning to pull this data as part of their contract management processes to ensure that contractors are providing substantial services and meeting established employer services outcomes.

The plan is to begin with the EPR and identifying where the Region is now and identifying a small growth percentage of 1 or 2% as a goal. Once the Region has data and knows what is reasonable for increasing the EPR, then the Region will add on a comparison of the number of employers using the services more than once.

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: CHRISTOPHER DONNELLY, EXECUTIVE DIRECTOR

SUBJECT: DISCUSS HUMAN-CENTERED DESIGN IN WORKFORCE SERVICES

DATE: APRIL 10, 2018

INFORMATION:

Human-centered design is a creative approach to problem solving. It's a process that starts with the people you're designing for and ends with new solutions that are tailor made to suit their needs. Human-centered design is all about building a deep empathy with the people you're designing for; generating tons of ideas; building a bunch of prototypes; sharing what you've made with the people you're designing for; and eventually putting your innovative new solution out in the world.

Human-centered design consists of three phases. In the Inspiration Phase, you'll learn directly from the people you're designing for as you immerse yourself in their lives and come to deeply understand their needs. In the Ideation Phase, you'll make sense of what you learned, identify opportunities for design, and prototype possible solutions. And in the Implementation Phase, you'll bring your solution to life, and eventually, to market. And you'll know that your solution will be a success because you've kept the very people you're looking to serve at the heart of the process.

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: CHRISTOPHER DONNELLY, EXECUTIVE DIRECTOR

SUBJECT: DISCUSS EMPLOYER ENGAGEMENT STRATEGIES

DATE: APRIL 10, 2018

INFORMATION:

Employers are a critical link in any workforce development effort. Successful workforce programs address individual barriers to employment while keeping an eye on the needs of local employers. That way they can optimize their participants' preparation and qualifications for the jobs that are available in their community.

But, employer engagement can be challenging. Employment service providers and employers often approach workforce programming from different points of view. Perhaps more significantly, employers often have a limited view of what workforce programs and entail.

Understanding the employer perspective is key to any successful engagement effort. So, what is the employer perspective?

When it comes to the workforce system, employers often only think about American Job Centers or "One-Stops". They might talk to their local One Stops, and if the center doesn't send them the workers they're looking to hire, they think, "The workforce system isn't working for me."

What employers don't often realize is that the workforce system really involves a whole host of programs that work together to support workforce development, including:

- One-stops or American Job Centers
- Workforce Investment and Opportunity Act (WIOA) Title I Programs for Adults
- Dislocated Workers, and Youth
- Employment Services
- Adult Basic Education
- Vocational Rehabilitation
- Temporary Assistance for Needy Families (TANF) Employment and Training
- Supplemental Nutrition Assistance Program (SNAP) Employment and Training
- Community and Technical College Workforce Education and Training (Postsecondary Career and Technical Education)
- Apprenticeships
- Corrections Employment and Training
- Customized Training for Employers

Sector Partnerships

Even if employers do see beyond the tip of the iceberg, the typical state workforce system is often complex and confusing. Stepping into such a system can be overwhelming and frustrating for employers who are focused on their individual business needs.

Partnership is Key

On the positive side, employers are increasingly coming to understand that their business needs are best met when they are engaged in the workforce system. They know they need to be a part of the system in order for it to work for them. What they need from workforce programs is to feel like they are offering them a real partnership in addressing workforce needs for both members of the community and the businesses that employ them.

A Little Less Conversation, A Little More Action

Business demands action. The problem employers have is a ‘today problem.’ They don’t want to wait to see how someone plans to solve it in the future. Unfortunately, the first instinct for workforce programs is often to invite employers to attend “thinking” sessions that are heavy on discussion, but often take a long time to evolve into actual implementation

Successful engagement with employers respects their need to do, not just talk. They want to see that the “potential energy” from meetings quickly turns into “kinetic energy” of action. They are looking for results and they want to see them quickly.

Workforce service providers often have access to learning about successful programs around the country. They are in a great position to share these success stories with local employers and invite them to duplicate the ones that best meet their needs.

Provide Collaborative Business Services

Successful employer engagement requires workforce service providers to develop long-term relationships. Employers need to see the workforce system as a strategic partner.

The goal is to be able to provide services that support businesses through each stage of the business life cycle. That means building collaborative partnerships throughout the workforce system and beyond. When workforce services partner with education and economic development agencies and organizations, they can deliver comprehensive services to businesses.

5 Steps for Building Collaborative Business Services:

- **Proactively target businesses for outreach** – As a workforce development organization, we should be reaching out to employers and letting them know what services we have that they should be aware of. Determine what criteria make employers a good fit so that we can narrow down your list.
- **Get an idea of what challenges businesses are facing**– Perform interviews with employers to understand the challenges and opportunities facing each business. It helps to develop a standard interview tool that all staff utilize when outreaching to business. But, the most important part of interviewing is to listen!
- **Share information among staff and partner organizations** – Distill the main challenges and opportunities from the interviews and share information among all staff. That might include informal communication methods (e.g. email), regular meetings among the team, and opportunities to leverage technology (e.g. CRM or database for workforce development).
- **Identify comprehensive solutions for employer needs** – Work with staff and partner agencies to identify resources available to address the main challenges and opportunities. Remember to get creative in finding solutions! Then, develop a comprehensive, but tailored portfolio of services to address the company’s needs.
- **Work together to provide seamless solutions to businesses** – Work with the business to prioritize services for implementation. Help navigate the process of accessing prioritized services and resources and introduce partners and new services in a seamless way.