



# Monterey County Economic Development Department Workforce Development Board (WDB)

ERIK CUSHMAN, WDB CHAIR

## YOUTH COMMITTEE

America's Job Center (formerly One-Stop),  
OET Conference Room (1<sup>st</sup> Floor)  
730 La Guardia Street, Salinas, CA  
**Monday, January 25, 2016, 4:00pm**

**Youth Council Members:**

*Diana Carrillo, Chair*

Sharon Albert

Vivian Brennand

Alan Crawford

Mark Gonzalez

Andy Hartmann

Hunter Harvath

Roxanna Hernandez

Eileen McCourt

Salvador Muñoz

Aaron Oskolkoff

Ginger Pierce

Tina Rosa

Joanne Webster

## AGENDA

<b>CALL TO ORDER/INTRODUCTIONS:</b>	Diana Carrillo, <i>Chair</i>
<b>CHANGES TO AGENDA:</b>	
<b>PUBLIC COMMENT/TESTIMONIAL:</b>	
<b>CONSENT CALENDAR:</b>	Diana Carrillo
1. <b>ACTION:</b> Approve November 30, 2015 Youth Committee minutes.	
<b>DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:</b>	
1. <b>ACTION:</b> Receive and accept Program Year 2015-16 report updates on the Workforce Innovation and Opportunity Act (WIOA) Youth, Youth Employment Program (YEP), Silver Star, and Workforce Innovation Fund and grants.	Pearl Sanchez Alma McHoney Terri Gallardo
2. Update on the Youth Summit.	All members
3. Update on the California Workforce Association's Youth Conference held on January 12-14, 2016.	Terri Gallardo
4. Summary of current and potential youth grant opportunities.	Joyce Aldrich
5. Review and discuss the draft Youth Committee agenda for the meeting scheduled for January 25, 2016.	Diana Carrillo
<b>ANNOUNCEMENTS:</b>	Diana Carrillo
<b>SUBCOMMITTEE MEETINGS:</b> Business Services: 02/09/16, MBEST Executive: 02/17/16, MBEST Oversight: 03/10/16, MBEST Youth: 03/28/16, Marina Library	<b>WDB MEETING:</b> 2/3/16 – Wells Fargo Bank 447 Canyon Del Rey Blvd Del Rey Oaks, CA
<b>ADJOURNMENT:</b>	Diana Carrillo
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  
**Youth Committee**

America's Job Center of California, 730 La Guardia Street, Salinas, CA  
**Monday, November 30, 2015**

**Members Present:** Diana Carrillo (Chair), Sharon Albert, Vivian Brennand, Andy Hartmann, Hunter Harvath, Roxanna Hernandez, Eileen McCourt, Salvador Munoz, Aaron Oskolkoff and Joanne Webster

**Members Absent:** Alan Crawford, Mark Gonzalez and Tina Rosa

**Staff Present:** Joyce Aldrich, Terri Gallardo and Flor Galvan

**Others Present:** Cynthia Nelson, Andrea Perez and Pearl Sanchez

**Call to Order/Introductions:** Ms. Carrillo called the meeting to order at 4:00 p.m. and asked for introductions

**Changes to Agenda:** None

**Public Comment/Testimonial:** None

**Consent Calendar:**

**1. Action: Approve September 28, 2015 Youth Committee minutes.**

**Motion:** Ms. Webster motioned to approve the minutes.

**Second:** Ms. Albert

**Approved unanimously by those in attendance**

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

1. **Presentation on the Bright Futures – Cradle to Career Initiative.** Ms. Holmsky reported that Dr. Ochoa, CSUMB President, began the Cradle to Career Initiative, which has been in development for over a year. The goal of the initiative is to work on systemic issues of improving educational outcomes for youth and children. The first 6 months involved data gathering from several agencies, the remainder has been taking the data to different community groups requesting input on areas that can be improved. She stated that one of the key points of data was that as of 2020 two-thirds of all jobs will require post high school credential as jobs will become more specialized.

2. **Action: Approve the FINAL Workforce Investment Act (WIA) Title I Youth Program Monitoring Report for Program Year 2014-15 for the Office for Employment Training and forward the action to the full WDB for final approval.** Mrs. Aldrich reported that OET is the primary youth service provider and is monitored yearly. She reported that the WDB staff monitor had two observations concerning participant timesheets and youth enrollment goals. The Youth Programs Supervisor took the initiative and developed an electronic timesheet that's very effective and accurate to any future timesheet issues. She also reported that OET met the criteria for enrollment goals at the conclusion of the program year.

**Motion:** Mr. Harvath motioned to approve the action as stated.

**Second:** Mr. Munoz

**Approved unanimously by those in attendance**

3. **Action: Receive and accept Program Year 2015-16 report updates on the Workforce Innovation and Opportunity Act (WIOA) Youth, Youth Employment Program, Silver Star, Workforce Innovation Fund and Workforce Accelerator Fund (WAF) 2.0 Programs and grants.**

**Workforce Accelerator Fund Grant/Workforce Innovation Fund:** Mrs. Gallardo reported that the Workforce Accelerator Fund grant was specific to providing work experience for youth under the Workforce Innovation Fund program. She also reported that the Youth Ambassadors for Peace (under the WIF grant) recently began enrolling participants.

**Turning Point:** Ms. Sanchez reported as of October 31, 2015, Turning Point is meeting their monthly planned enrollment goal at 94%; and their work experience enrollment goal at 83%. She also reported that they are meeting their planned work experience placement, geographic areas served and target population served goals.

**Silver Star:** Mrs. Gallardo reported the total number of Silver Star enrollment is 51; with 27 youth enrolled in work experience.

**OET:** Mrs. Aldrich reported OET's total youth enrolment is 138 and they're on target for meeting their enrollment goals.

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

**Second:** Mr. Harvath

**Approved unanimously by those in attendance**

4. **Update on the Youth Summit.** The Workforce Development Board asked that the date of the Youth Summit be changed to February 24<sup>th</sup> as February 10<sup>th</sup> is the week of AT&T Pro Am and many youth work the function. It was also asked that the youth possess a "passport" that must be signed as they visit each of the booths in order for the youth to qualify to enter into a drawing to win an item. Mr. Harvath stated that MST could provide free bus passes for youth. Ms. Carrillo asked that the Youth Committee solidify a speaker, location and begin speaking with local industries to set up the booths.
5. **Summary of current and potential youth grant opportunities.** Mrs. Aldrich reported on a new grant opportunity known as the TechHire Grant Competition. Mrs. Aldrich reported that the WDB is working to confirm that there are enough H-1B visas in Monterey County to make it a competitive grant proposal. The California Workforce Development Board released a Prop 39 Pre-Apprenticeship Training and Placement Grant 2.0 which is the implementation phase of the development grant that was released last year. She reported that Monterey County is applying for the grant; however Santa Cruz County has asked that Monterey take the lead.
6. **Review and discuss the draft Youth Committee agenda for the meeting scheduled for January 25, 2016.** Ms. Carrillo reported that the Youth Summit should be added to the agenda and should be the main focus of the agenda.

**Adjournment:** Ms. Carrillo adjourned the meeting at 5:55 pm

**Motion:** Mr. Harvath motioned to adjourn the meeting as requested.

**Second:** Ms. Webster

**Approved unanimously by those in attendance**

# MEMORANDUM

**TO:** WORKFORCE DEVELOPMENT BOARD YOUTH COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** RECEIVE AND ACCEPT PROGRAM YEAR 2015-16 REPORT UPDATES ON THE WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) YOUTH, YOUTH EMPLOYMENT PROGRAM (YEP), SILVER STAR, AND WORKFORCE INNOVATION FUND AND GRANTS

**DATE:** JANUARY 25, 2016

## INFORMATION:

It is recommended that the Youth Committee receive and accept the Program Year 2015-16 report updates on the Workforce Innovation and Opportunity Act (WIOA) Youth and Silver Star Programs and receive an update on the progress of the Workforce Innovation Fund and Workforce Accelerator Fund (WAF) 2.0 grants.

## DISCUSSION:

**Expenditures:** As of December 31, 2015, Monterey County expended 44% or \$937,186 of its WIOA Youth formula funds, as follows:

Local WIOA Budget	WIOA Youth
Carry-In funds from Program Year (PY) 2014-15	\$212,828
PY 2015-16 Allocation	\$1,454,577
<b>Total Budget</b>	<b>\$1,667,405</b>
<b>Year to Date (YTD) Expenditures through October 31, 2015</b>	<b>\$730,219</b>
Balance	\$937,186
Percent Expended	44%

**Performance Measures:** For the second quarter period of Program Year 2015-16, the following table displays Monterey County's local success levels with meeting the Common Measure Youth performance goals. To date, Monterey County exceeded the minimum 80% target level goals for all performance measures, as shown in the table below.

Youth Performance Measures	Target Goal	Actual %	# of Participants	Local Success Level	Met 100% Goal?	Met 80% Target?
Entered Employment or Education	70.0%	56.82%	100 of 176	81.17%	No	Yes
Attained Degree or Certificate	64.0%	67.31%	105 of 156	105.17%	Yes	Yes
Literacy and/or Numeracy Gains	59.0%	47.37%	18 of 38	80.29%	No	Yes

## **Program Provider Reports:**

The following reports provide a summary of the youth provider's performance for PY 2015-16.

## BUSINESS #1

- Turning Point of Central California – Reference attached WIOA Youth Program performance
- Office for Employment Training – Reference attached WIOA Youth Program performance
- Office for Employment Training – Reference attached Silver Star Program update
- Office for Employment Training – Reference attached Youth Employment Program update
- Youth Ambassadors for Peace Program



**Monterey County Workforce Development Board  
Workforce Innovation and Opportunity Act (WIOA) Title I – Youth Subcontract Monthly Report**

**Subcontractor:** Turning Point of Central California (located at Rancho Cielo)

**Budget:** 110,000

**Program Design:** to provide services to **40** WIOA eligible youth, 16 to 24 years of age, with barriers to education and employment. **28** will receive paid or unpaid work experience opportunities. 80% of the enrollments must be out-of-school youth in order to meet the 80% youth expenditure goal.

**For the period ending:** December 31, 2015 – Program Year 2015-2016

**ENROLLMENT GOALS**

Monthly Participant Plan Summary	Total <b>TARGET GOAL</b>	Cumulative <b>Monthly Plan</b>	YTD <b>Monthly Actual</b>	Monthly <b>%</b>
1. Total # of CARRY-IN enrollments	0	0	0	0%
2. Total # of NEW enrollments	40	24	21	88%
3. Total # of ALL enrollments	40	24	21	88%
4. Total # of paid and unpaid work experience enrollments	28	18	17	94%
5. Total # of youth who complete certification program		0	0	0%

**INDUSTRY CLUSTERS – PLACEMENTS**

Work Experience Monthly Placements	Total #	% of Total
Total # and percentage of work experience placements, based on the following industry clusters	17	100%
Agriculture	3	18%
Tourism/ Hospitality:	0	0%
Education & Research	1	6%
Health & Social Assistance	0	0%
Other: (Construction, Clerical, Maintenance, Walgreens, CVS, McDonald's, Foot Locker, Pizza Factory, Best Buy, Work World and Cinnabon)	13	76%

**GEOGRAPHIC AREAS SERVED**

Period ending: <u>December 2015</u>	TARGET GOAL*	YTD Actual (21)	% of Actual
<i>*Turning Point is contracted to meet these target goals focusing on Central/South County areas:</i>			
Central (Salinas)	40%	11	52%
South	30%	3	14%
West	16%	3	14%
North	14%	4	19%

**TARGET POPULATIONS SERVED**

Period ending: <u>December 2015</u>	TARGET GOAL*	YTD Actual (21)	% of Actual
<i>* Turning Point is contracted to meet these target goals:</i>			
Out-of-School Youth	80%	12	57%
Disabled Youth	35%	14	67%
Offenders	35%	17	81%
Foster Care	30%	4	19%
Other: TANF/Food Stamps, Homeless	No Min	10	48%

**PERFORMANCE GOALS**

Quarter ending: <u>September 2015</u>	Plan	Actual
1. Total number of exits	0	0
2. Placement in Employment, Education or Training	70%*	0
3. Attainment of a Degree or Certificate	64%*	0
4. Literacy and Numeracy Gains (Out-of-School Youth)	59%*	0
5. Retention in Employment, Education or Training – NEW!*	*	
6. Earnings – NEW!*	*	
7. In Program Skills Gain – NEW!*	*	

*\*Pending guidance from State on the target goals and clarification on the periods of measurement.*

**YOUTH ACTIVITIES**

Turning Point is currently focusing on South County and Foster Youth referrals.

- 4 students are going through the Eligibility process
- 4 South County referrals are currently pending
- Staff is planning to attend “Cross Roads” Resource Fair at the Boys & Girls Club in hopes to connect with additional agencies for referrals
- A total of 3 students obtained their Food Handler’s Certification
- A total of 3 students are enrolled in Post-Secondary School



**Monterey County Workforce Development Board  
Workforce Innovation and Opportunity Act (WIOA) Title I – YOUTH PROGRAM SERVICES**

**Provider:** Office for Employment Training

**For the period ending:** July – December, 2015 : Program Year 2015 - 16

**ENROLLMENT GOALS**

Monthly Participant Plan Summary	TARGET GOAL	YTD Actual	% of Goal
1. Total # of CARRY-IN enrollments	88	55	63%
2. Total # of NEW enrollments	131*	54	41%
3. Total # of ALL enrollments	219	109	50%
<b>OUT-OF-SCHOOL ENROLLMENTS :</b>			
4. NEW enrollments - Out-of-School (min 80% of 131)	105	48	46%
5. NEW enrollments - In-School	26	6	23%

\* Based on local plan 2013-2017

**PROGRAM SERVICES**

Participant Plan Summary	Target Goal	YTD Actual (110)	% of Actual
1. Total # of NEW work experience enrollments	120**	21	18%

\*\*Based on 2015-16 target goal.

**INDUSTRY CLUSTERS – PLACEMENTS**

Work Experience Placements	YTD Actual	% of Actual
Total # and percentage of <u>work experience</u> placements, based on the following industry clusters	21	100%
Agriculture		
Building/Design: construction		
Healthcare	1	5%
Education		
Hospitality/Tourism: Driver, Host		
Creative/Technology		
Other ( <i>Finance, Retail, Sales, etc.</i> )	20	95%

**GEOGRAPHIC AREAS SERVED**

Period ending <u>December, 2015</u>	TARGET GOAL	MINIMUM GOAL	YTD Actual (109)	% of Actual
Central (Salinas)	55%	10%	53	49%
North	11%	10%	9	8%
South	18%	10%	36	33%
West	16%	10%	10	9%
Outside of Monterey County	16%	10%	2	2%

**TARGET POPULATIONS SERVED**

Period ending <u>December, 2015</u>	TARGET GOAL	YTD Actual (109)	% of New Enrollments
Homeless	2%	12	11%
Out-of-School Youth	80%	75	69%
Offenders	20%	18	17%
Individual with Disability	20%	26	24%
TANF/GA/RCA/SSI/Food Stamps	20%	14	13%
Foster Care	5%	5	5%

**CURRENT PROGRAM ACTIVITIES**

- Continued Case Closures and Retention Activities
- NRF Customer Service and ServeSafe Certification
- Life Skills Workshops (Nov.)
- Academic Monitoring
- County-wide Outreach and Pre-application distribution
- Eligibility and Orientation Sessions
- Employment Partner recruitment and confirmation
- Vocational Training
- Assessment & IEP
- Follow-up/Retention (so insure outcomes)
- Job Search
- Resumes & Mock Interviews



**Monterey County Workforce Development Board  
SILVERSTAR PROGRAM SERVICES**

**Provider:** Office for Employment Training

July 1 – December 31, 2015

**For the period ending:** December, 2015 – **Program Year 2015-2016**

**ENROLLMENT GOALS**

<b>YOUTH (Ages 14-21)</b>	<b>Target Goal</b>	<b>YTD Actual</b>	<b>% of Goal</b>
1. Total # of Referrals	n/a*	66	n/a*

*\*There are no minimum referral goals established for this program.*

**PROGRAM SERVICES**

<b>Participant Plan Summary (based on total referrals)</b>	<b>Target Goal</b>	<b>YTD Actual</b>	<b>% of Goal</b>
1. Total # of youth enrolled in work experience (12 carry over from 2014 – 15)	20	31	155%
2. Total # of those HIRED at end of work experience (3-Walgreen's, Carl's Jr.)	n/a**	4	n/a**
3. Total # of those who got a JOB ON THEIR OWN (McDonalds, Greenfield Winery, Zumie's, Greenfield Public Works)	n/a**	4	n/a**

*\*\* Employment after work experience is not a target goal. Upon completion of a work experience opportunity, many youth return to high school or enter post-secondary education full time and are not looking to secure employment after they complete their work experience.*

**EDUCATION & REFERRAL SERVICES**

<b>GPA must be at least 2.0 to qualify</b>	<b>Total Youth</b>	<b>% of YTD Actual (66)</b>
1. GPA below 2.0; too low to qualify	4	6%
2. Incarcerated	3	5%
3. No I-9 documents	2	3%
4. Referred to Central Coast Center for Independent Living (CCCIL)	0	0%
5. Referred to KickStart – AB109	0	0%
6. Referred to CWES Youth Employment Program (YEP)	0	0%
7. Entered Hartnell College as full time student	1	2%

**WORK EXPERIENCE LOCATIONS**

- Carl's Jr.
- Foot Locker
- Animal Hospital of Salinas
- Laguna Seca
- NMC – Materials
- NMC - Reception
- Salinas Animal Shelter
- Soledad Library
- Toyota
- Walgreen's Marina
- Walgreen's N. Main
- Walgreen's Sanborn
- Walgreen's Seaside





**Monterey County Workforce Investment Board  
YOUTH EMPLOYMENT PROGRAM (YEP/DSES)**

**Provider:** Office for Employment Training

**For the period ending:** December 2015 - Program Year 2015 - 16

**ENROLLMENT GOALS**

Monthly Participant Plan Summary	TARGET GOAL	YTD Actual	% of Goal
1. Total # of NEW enrollments	n/a	1*	
2. Total # of ALL enrollments	40	1*	2.5%

\*Enrollments started in September – 4 months

**PROGRAM SERVICES**

Participant Plan Summary	Target Goal	YTD Actual (1)	%
1. Total # of Youth enrolled in Year-Round Work Experience	-	1	

**INDUSTRY CLUSTERS – PLACEMENTS**

Work Experience Placements	YTD Actual	% (1)
Total # and percentage of work experience placements, based on the following industry clusters		
Agriculture		
Building/Design: construction		
Healthcare		
Education		
Hospitality/Tourism: Driver, Host		
Creative/Technology		
Other (Finance, Retail, Sales, etc.)	1	2.5%

**GEOGRAPHIC AREAS SERVED**

Period ending <u>December, 2015</u>	TARGET GOAL	MINIMUM GOAL	Actual All (1)	% of Actual
Central (Salinas)	55%			
North	11%		1	100%
South	18%			
West	16%			
Outside of Monterey County	16%			

**TARGET POPULATIONS SERVED**

Period ending <u>December, 2015</u>	TARGET GOAL	Actual	% of All Enrollments (9)
Homeless	2%		
Out-of-School Youth	20%		
Offenders	20%		
Individual with Disability	20%		
TANF/GA/RCA/SSI/Food Stamps	20%	1	100%
Foster Care	5%		

**CURRENT PROGRAM ACTIVITIES**

- Employment Partner Recruitment
- Life Skills Workshops
- Academic Monitoring
- Eligibility and Orientation Sessions

## Workforce Innovation Fund--Youth Ambassadors for Peace

### Program Status

- Close to finalizing Evaluation Development Plan. Awaiting Department of Labor response of recently submitted amendments as per DOL request for clarification on specific program parameters and research methodology.
- In process of hiring and interviewing additional staff per Grant stipulation.
- Outreach: Continued efforts to connect with agencies that serve “disengaged” youth. Thus far, 55 pre-applications have been submitted. Of the **55** pre-applications, **24** have been screened as *not eligible* for the program, **27** have not responded to numerous attempts to contact and **4** have been determined eligible and assessed. Additional calls and referrals have been received, however due to stringent program eligibility requirements, youth not eligible for Youth Ambassadors for Peace have been referred, when available, to other programs. \*The current eligibility parameters may be less restrictive if the Evaluation Development Plan amendment is approved by the Department of Labor.
- Eligibility: Forms have been created in compliance with WIOA standards.
- Assessment: Assessment tool developed.
- Workshops: Two series of workshops developed.

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# MEMORANDUM

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**TO:** WORKFORCE DEVELOPMENT BOARD YOUTH COMMITTEE  
**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR  
**SUBJECT:** UPDATE ON YOUTH SUMMIT  
**DATE:** JANUARY 25, 2016

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## INFORMATION:

At the Youth Committee meeting, the chair will continue facilitation on the upcoming Youth Summit including those present from the Youth Summit Ad-hoc Committee.

Ideas that transpired from the last Youth Committee meeting include:

- **Proposed date/time/location:**  
Date: Wednesday, February 24, 2016  
Time: 1-4pm?  
Location: Hartnell College or CSUMB (TBD)?

However, at the full Board meeting held on October 7, 2015, the members suggested that the Youth Committee pick an alternate date two weeks later than the current suggested date and institute a “passport” where participants must visit a certain amount of booths to qualify to win a drawing.

- **Proposed topics of interest:**
  - **Invite local speakers that represent the local industries** – potential speakers include:
    - **Eric LoMonaco**, Director of Diagnostic and Interventional Radiology at CHOMP, who has previously spoken before troubled youth about his story of choice and perseverance which led him away from a life spiraling downward to his career in Radiology.
    - **Andy Matsui (AKA Orchid King)**, a local Orchid Farmer an immigrant from Japan who faced many life challenges who, through perseverance, transformed his life from one with little hope for financial self-sufficiency to his present identification as “Orchid King”—dominate producer of Orchids in the United States.
  - **Coordinate a youth panel** – Suggestions from Youth Committee have included student leaders from area schools, current youth program enrollees (i.e. Silver Star, Office of Employment Training, Youth Employment Program, and Turning Point) and previous youth program participants.
  - **Set up booths** – Recommendations for booths to pertain to Agriculture, Healthcare, Culinary, Public Safety, Drone presentations and Pre-Apprenticeships.

This would include on-site demonstrations to involve the youth to get real-world hands-on experience.

- **Potential presenters:**

Mr. K-Rahn Valentine or Edward DeJesus; however, at the last ad-hoc committee meeting the members expressed greater interest in having 'local' presenters that have "lived the life" and moved in a positive career path to where they are now. The members recommended Eric LoMonaco as a potential local presenter. Joyce contacted Eric LoMonaco. He accepted opportunity to speak at the Youth Summit, however is not available on February 24<sup>th</sup>. Recommendation of NFL Star James Jones, Founder of *Love Jones 4 Kids (LJ4K)*, a foundation with Mission to provide needed services to Bay Area youth. Email sent to LJ4K requesting information on process of securing Mr. Jones as a speaker sent. To date, no response.

- **Refreshments:**

Several members of the Youth Committee and full Board offered to donate water and light refreshments. WIOA funding regulations prohibit utilization of funds for food.

- **Promotional ideas:**

YouTube videos, public service announcements and social media. Outreach may be conducted through existing youth programs and posting of information at youth "hang-outs".

- **Transportation:**

MST could offer a "return" bus ticket (s) to youth attendees.

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# MEMORANDUM

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**TO:** WORKFORCE DEVELOPMENT BOARD YOUTH COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** UPDATE ON THE CALIFORNIA WORKFORCE ASSOCIATION'S YOUTH CONFERENCE HELD ON JANUARY 12-14, 2016

**DATE:** JANUARY 25, 2016

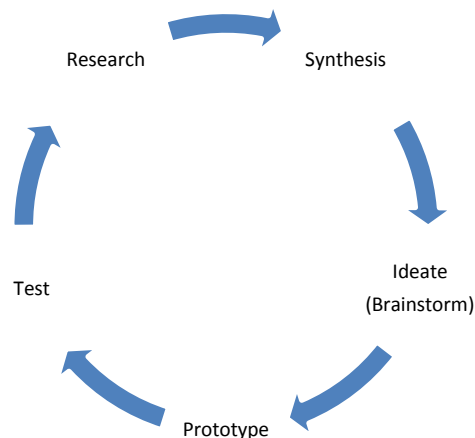
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## **INFORMATION:**

The primary focus of the California Workforce Association's (CWA) Youth Conference was Customer Centered program design and strategies for outreach and engagement of Out-of-School youth. In addition, informal discussion on key issues with WIOA implementation was encouraged amongst attendees.

### **Customer Center Program Design**

Customer Centered program design is a process that begins with research and ends with implementation to scale of the most effective tested prototype. The challenge of Customer Centered program design is to resist the compulsion to carry forward unsuccessful program strategies just because of time invested. The secret is to prototype varied strategies into program design; quickly abort those which do not adequately remediate customer barriers and enhance those that demonstrate positive impact. Below is a suggested cycle for Customer Center program design:



An example of Customer Centered program design would be to start with the question, "what are the primary stressors of recently unemployed people?". The research might include a survey given to Job Center customers during their first visit to determine primary concerns. Once the concerns have been identified, a composite of concerns (i.e. stressors) could be pinpointed and a solution based brainstorming session held. Potential strategies to help mitigate stressors would be implemented to test impact on alleviating customer concerns. Through customer surveys, those strategies which demonstrate positive impact would be implemented on a permanent basis.

One idea which came about as a result of such a process was to change the initial visit process at

a Job Center. Customers surveyed had expressed a need for human contact, not just being given quick access to computers to apply for benefits. As a result, a new process to greet customers was implemented. Customers were greeted by staff and although directed to wait for an available computer, acknowledged with a simple hand shake and provided with a list of resources for housing, bill consolidation, mental health assistance and other services not directly related to finding a job. Simple change. Big impact.

### **Out-of-School Youth Outreach and Program Engagement**

The most insightful strategies for “Out-of-School” youth outreach and program engagement came from a panel of youth from Oakland. One panel member devised and presented what was a well thought through marketing plan to reach “disengaged” youth. The plan explained was inexpensive and could be targeted by geographic code (this youth needs to pursue a career in advertisement!), that included placing brief informational messages on music applications, such as Pandora, Sound Cloud and YouTube. All youth on the panel agreed that most of their peers listen to music on the suggested applications throughout the better part of each day.

Not surprising, the most alluring incentive for returning youth for services is food, creative activities (i.e. scavenger hunts, games), and sports activities. Very surprising was agreement amongst the panel on the attraction to venues which provide opportunity to present poetry—either through music or just expressing themselves through prose they had written.

What do youth want in terms of services? Access to a Mentor. Clearly, our “techie” youth yearn for the human touch.

Finally, the most frequent key issue with WIOA implementation discussed amongst CWA Conference attendees was the difficulty with finding “Out of School” youth.

See above for possible solutions to this most discussed issue.

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# MEMORANDUM

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**TO:** WORKFORCE DEVELOPMENT BOARD YOUTH COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** UPDATE: SUMMARY OF CURRENT AND POTENTIAL YOUTH GRANT OPPORTUNITIES

**DATE:** JANUARY 25, 2016

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## INFORMATION:

Grants / Funding Source	Closing Date	Amount	Terms	Lead / Partners
<b>U.S. Department of Labor Employment &amp; Training Administration</b>	3/11/2016	\$100 million- individual grants	48 month grant	Workforce Investment System, Education & Training providers; Business-related non-profit organizations (all 3 entities must be partners to the application with one lead
<b>TechHire Grant Competition FOA-ETA-16-01</b>		range from \$2-\$5 million		
<b>Purpose:</b>				
<p>This grant program is designed to equip individuals with the skills they need through innovative approaches that can rapidly train workers for and connect them to well-paying, middle- and high-skilled, and high-growth jobs across a diversity of H-1B industries such as Information Technology (IT), healthcare, advanced manufacturing, financial services, and broadband. Projects funded by this grant program will help participants begin careers in H-1B occupations and industries which are in-demand and/or high growth in the area applicants are proposing to serve. On a limited basis, this grant program will also enable applicants to work with companies on increasing the skills of existing workers in lower-skilled jobs to move into more highly skilled positions requiring technology-related skills. These grants will pilot and scale public-private partnerships among the workforce investment system, education and training providers, and business-related nonprofit organizations to address the following goals for the target populations: 1) Expand access to accelerated learning options that provide the fastest paths to good jobs, such as “bootcamp” style programs, online options, and competency-based programs to give people the skills required for employment in three months to two years among people with historic barriers to accessing employment and training; 2) Improve the likelihood that those populations complete training and enter employment, through specialized training strategies, supportive services and other focused participant services that assist targeted populations to overcome barriers, including networking and job search, active job development, transportation, mentoring, and financial counseling; 3) Connect those who have received training or who already have the skills required for employment, but are being overlooked, to employment, paid internships, or Registered Apprenticeship opportunities that allow them to get work experience and prove themselves to hiring employers; 4) Demonstrate strong commitment to customer-centered design and excellence in customer experience, so that the programs and services reflect real need of employers and participants, through human centered design methodology and other methods of design thinking; and 5) Ensure that innovations form the basis for broader change and sustainability over time and that a clear strategy exists for adapting to rapidly changing market needs after the initial period of the grant.</p>				
Grants / Funding Source	Closing Date	Amount	Terms	Lead / Partners
<b>U.S. Department of Labor Employment &amp; Training Administration</b>	3/16/2016	\$25 million- individual grants	48 month grant	Workforce entities;, Education & Training providers; Business entities; & child care & other early childhood education services
<b>Strengthening Working Families Initiative (SWFI)</b>		range from \$4 million		

**Purpose:**

This program aims to address education and training barriers for low to middle-skilled parents by prioritizing the needs of this targeted population; addressing child care needs for parents seeking education and training; increasing access to child care resources; and bridging the gap between the workforce development and child care systems.

With more parents working, greater access to affordable, high-quality child care is needed but is difficult to find due to steadily increasing child care costs and relatively stagnant funding to cover the costs of child care. Even where affordable child care exists, parents have to deal with unpredictable situations where child care may be unavailable, such as when their child is sick, the child care provider is closed, they are attending professional development sessions, and other emergencies that may result in parents needing alternative solutions. Additionally, an increasing number of families have employers who shift the family member's work schedule with minimal notice, making stable child care harder to find. . It can be difficult to handle these unexpected situations, particularly for low-wage workers who cannot afford to take unpaid leave and are less likely to have flexibility in the workplace. While training and education can help move parents into better paying jobs, some of the barriers to employment also serve as barriers to training and education.

Cost Share: 25% leverage/match

Grants / Funding Source	Award Date	Amount	Terms	Lead / Partners
<b>Workforce Innovation and Opportunity Act (WIOA) of 2014 – Youth Formula Funds</b>	4/1/2015	\$1,454,577	4/1/2015 - 6/30/2017	WIB/Youth Council, Office for Employment Training, Turning Point and their mandatory partners.
<b>CA Department of Labor / Employment Development Department</b>				

**Purpose:**

Serve eligible youth ages 16-24; low income, that have at least one or more barriers to education or employment. At least 75% of all youth participants enrolled under WIOA must be considered out of school at the time of enrollment. Strongly encouraged to require operators and subcontractors to enroll a minimum of 80-85% of out-of-school youth in order to reach the 75% requirement.

Programs must offer the following WIOA fourteen (14) youth program elements: tutoring, alternative secondary school services, paid and unpaid work experience, occupational skills training, education offered concurrently with workforce preparation activities, leadership, supportive services, mentoring, follow-up, comprehensive guidance and counseling, financial literacy education, entrepreneurial training and activities that help youth prepare for transition into post-secondary education.

Grants / Funding Source	Award Date	Amount	Terms	Lead / Partners
<b>Workforce Investment Act (WIA) Title I – Youth Formula Funds</b>	4/1/2014	\$1,384,902	4/1/2014 - 6/30/2016	WIB/Youth Council, Office for Employment Training, Turning Point and their mandatory partners.
<b>CA Department of Labor / Employment Development Department</b>				

**Purpose:**

20% carry-in from previous year to the 2015-16 FY.

Serve eligible youth ages 14-21; low income, that have at least one or more barriers to education or employment...

Programs must offer the following WIA youth program elements: tutoring, alternative secondary school services, summer employment, work experience, occupational skills training, leadership, supportive services, mentoring, follow-up, and guidance and counseling.



Grants / Funding Source	Award Date	Amount	Terms	Lead / Partners
<b>Silver Star (non-WIA) Youth Funds</b>  <b>Department of Social Services</b>	7/1/15	\$250,000	7/1/2015-6/30/2016	WIB/OET/Silver Star Resource Center Partners including Probation, Department of Social Services, Health Department, and others.

**Purpose:**

This grant project is a multi-agency collaborative of community-based organizations and county agencies of the Silver Star Resource Center whose purpose is to provide prevention services for youth and their families. The programs mission is to provide prevention and early intervention services to prevent and reduce gang association, membership and activities among youth. The Office for Employment Training provides services that are extended to transitional age youth 18-21. Services and programs provide a combination of job preparation and placement, youth corps work experience, and gang outreach and gang intervention.

Grants / Funding Source	Award Date	Amount	Terms	Eligible Applicants
<b>U.S. Department of Labor Employment &amp; Training Administration</b>  <b>Workforce Innovation Fund Grants “Youth Ambassadors for Peace”</b>	September 24, 2014	\$3 million	60 months	State Workforce Agencies; Local Workforce Investment Boards; entities eligible to apply for WIA Section 166 grants.

**Purpose:**

On September 24, 2014, the Monterey County EDD/WIB was awarded a WIF grant by the Employment and Training Administration (ETA), DOL, to support the Monterey County EDD/WIB’s “Youth Ambassadors for Peace” project.

The grant was awarded through a competitive grants process to provide intensive, relationship-oriented, hands-on leadership and career preparation experience to youth ages 16-21, with multiple barriers. These youth include those with academic truancy issues, out-of-school youth, or those involved in misconduct or criminal delinquency. Monterey County EDD/WIB will be evaluating the impact of this program through a multi-year, third-party evaluator design.

One of the overarching goals of the WIF is to better assess the effectiveness of each workforce strategy. Specifically, as part of the grant, all applicants are required to contract with a third-party evaluator to conduct an evaluation of the funded initiative that will build on and expand the relevant base of evaluation literature. The importance of evidence-based practices is reflected in WIF’s grant structure, where the amount of funding for WIF grantees is linked to the availability and quality of existing evaluation evidence supporting the proposed program.

**UPDATE:**

WDB staff is on the verge of rolling this program out to new participants! All documentation getting ready for roll out has been successfully completed with the leadership of Terri Gallardo and her team. They have done significant work with high quality outcomes. Meeting with Rancho Cielo – one of the original partners to the grant application, meeting to be held September 29<sup>th</sup> on how partnership can effectively support program participants.

Grants / Funding Source	Award Date	Amount	Terms	Lead / Partners
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**California Workforce Accelerator Fund 2.0**

06/18/14

\$55,000

Closed  
4/30/15

LWIB's, labor organizations, K-12 education entities, community colleges and adult schools, community-based organizations, business-related non-profit organizations, and workforce intermediaries

**California Workforce Investment Board**

**Purpose:**

The California WIB and the Employment Development Department (EDD) announced the availability of up to \$3 million for grants to develop and implement projects that accelerate employment for California job seekers. The Workforce Accelerator Fund (WAF) 2.0 will support projects that bridge education and workforce gaps for targeted populations and build workforce system capacity through the following:

- Collaboration among regional partners in the development and delivery of “earn and learn” and pre-apprenticeship models in the energy efficiency/construction sector.
- Innovation that creates new, adopts existing approaches, or accelerates application of promising practices in workforce development and skill attainment.
- System change that utilizes these sub-grants to incentivize adoption of proven strategies and innovations that are sustained beyond the grant period.

The WAF 2.0 will support projects that accelerate skill development and employment for individuals with barriers to employment, including the long-term unemployed, low-income workers, disconnected youth, veterans, individuals with disabilities, ex-offenders, parents involved in family reunification, and Cal WORK's participants.

Project Goals include:

- Improve labor market and skills outcomes for the target groups through the development of strategies that fill gaps, accelerate processes, or customize services to ensure greater access to workforce services and employment opportunities.
- Create new models for service delivery and funding alignment that can be replicated across the state and tailored to regional needs.
- Implement, replicate, and/or scale successful innovations that emerged from WAF 1.0 projects.
- Leverage state investment with commitments from industry, labor, public, and community partners.

**Grant awarded June 2015 for \$100,000 to support paid work experience of Workforce Innovation Fund youth participants.**



# Monterey County Economic Development Department Workforce Development Board (WDB)

ERIK CUSHMAN, WDB CHAIR

## Youth Council Members:

Diana Carrillo, Chair

Sharon Albert

Vivian Brennand

Alan Crawford

Mark Gonzalez

Andy Hartmann

Hunter Harvath

Roxanna Hernandez

Eileen McCourt

Salvador Muñoz

Aaron Oskolkoff

Ginger Pierce

Tina Rosa

Joanne Webster

## YOUTH COMMITTEE

Marina Library, 190 Seaside Avenue, Marina  
**Monday, March 28, 2016, 4:00pm**

### AGENDA

<b>CALL TO ORDER/INTRODUCTIONS:</b>	Diana Carrillo, <i>Chair</i>
<b>CHANGES TO AGENDA:</b>	
<b>PUBLIC COMMENT/TESTIMONIAL:</b>	
<b>CONSENT CALENDAR:</b>	Diana Carrillo
1. <b>ACTION:</b> Approve January 25, 2016 Youth Committee minutes.	
<b>DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:</b>	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
<b>ANNOUNCEMENTS:</b>	Diana Carrillo
<b>SUBCOMMITTEE MEETINGS:</b>	<b>WDB MEETING:</b>
Business Services: 4/12/16 - TBD	4/3/16 - TBD
Executive: 4/20/16 - TBD	
Oversight: 5/12/16 - TBD	
Youth: 5/23/16 - TBD	
<b>ADJOURNMENT:</b>	Diana Carrillo
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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