



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

ERIK CUSHMAN, WDB CHAIR

**BUSINESS SERVICES COMMITTEE**

MBEST, 3239 Imjin Road #101, Marina, CA  
Conference Room B  
**Tuesday, February 9, 2016**  
**4:00-5:30 pm**

**Business Services  
Committee Members:**

*Mary Ann Leffel, Chair*

Wendy Brickman

Paula Calvetti

Harbhajan "Harvey" Dadwal

Paul Farmer

Kimberly Schnader

**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 December 8, 2015.	
<b>DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:</b>	
1. <b>ACTION:</b> Discuss and approve a strategy to recruit business members to serve on the Monterey County WDB.	Joyce Aldrich
2. <b>ACTION:</b> Discuss and determine what WDB strategic initiatives the Business Services Committee members can help with to move forward the local plan goals.	Joyce Aldrich
3. Report on the delivery of business outreach and services to the business community.	Marleen Bush
4. Report on required Rapid Response activities to private sector employers in Monterey County, including small businesses.	Joyce Aldrich Marleen Bush
5. Update on the Workforce Development Board's fact sheets: Business Services, On-the-Job Training, Rapid Response and Office for Employment Training.	Marleen Bush
6. Current Report on Monterey County's local labor market.	Marleen Bush
7. Update on the Work Ready Communities initiative and Ad-Hoc Committee developed to discuss WorkKeys certifications.	All
<b>ANNOUNCEMENTS:</b>	Mary Ann Leffel
<b>SUBCOMMITTEE MEETINGS:</b> Business Services: 4/12/2016 – MBEST Executive: 2/17/2016 – MBEST Oversight: 3/10/2016 – MBEST Youth: 3/28/2016 – Marina Library	<b>WDB MEETING:</b> 4/6/2016 – 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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Salinas, CA 93905  
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**UNADOPTED**

Monterey County Workforce Development Board  
Business Services Committee  
MBEST, 3239 Imjin Road #101, Marina, CA  
Tuesday, December 8, 2015

**Members Present:** Mary Ann Leffel (Chair), Wendy Brickman, Paul Farmer and Kimberly Schnader

**Members Absent:** Paula Calvetti and Harbhajan Dadwal

**Staff present:** Joyce Aldrich, Marleen Bush and Flor Galvan

**Call to order/introductions:** Ms. Leffel called the meeting to order at 4:22 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 October 13, 2015.**

**Motion:** Mr. Farmer motioned to accept the action as stated.

**Second:** Ms. Brickman

**Approved unanimously by those in attendance**

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

**1. Action: Review and approve submitting grant proposal to Executive Committee for submission to the California State Workforce Development Board Proposition 39 Pre-Apprenticeship Training and Placement Grant 2.0.** Mrs. Aldrich reported that Monterey County in collaboration with the Santa Cruz County Workforce Development Board (WDB), as the lead, submitted a proposal for the development phase of this grant in March 2014. For the implementation phase of this grant, Santa Cruz WDB requested that Monterey County take the lead and fiscal agent responsibilities. If awarded, the start date would be in April 2016.

**Motion:** Mr. Farmer motioned to accept the action as stated.

**Second:** Ms. Schnader

**Approved unanimously by those in attendance**

**2. Report on the delivery of business outreach and services to the business community, Rapid Response and Layoff Aversion Activities.** Ms. Bush reported that for the period between July 1<sup>st</sup> through November 30, 2015 a total of 520 employers were served; 272 applicants were pre-screened prior to referral to local employers for placement; 71 job openings were posted online in the CalJOBS system; 288 participants were referred to employers hiring with 47 job seekers hired; 58 job fairs and custom recruiting events were hosted by the Business Services Team; and 47 candidates were reported hired of the 58 job fairs and recruitments hosted.

**3. Update on the Work Ready Communities initiative and Ad-Hoc Committee developed to discuss WorkKeys certifications.** Mrs. Aldrich reported that the Slingshot application with the new Four County Regional Collaborative has been approved by the State. She also reported that the State Employment Development Department approved Monterey County's request to purchase 6 licenses for the Career Ready 101 which is the supporting remedial training for WorkKeys. Ms. Leffel reported that the Monterey County Business Council has signed a contract with Monterey Peninsula College to provide WorkKeys testing at their satellite campus located on Imjin Road in Marina. Testing will also be held at MBEST in Marina. She further reported that Dr. Lewallen, Hartnell College President, will be purchasing a license and will be testing proctors, Taylor Farms committed to testing over 100 employees and Marich Confectionary in Hollister will be sending candidates for testing. The Monterey Bay Economic Partnership is also interested in picking up the Work Ready Communities initiative as one of their work initiatives for the region and they plan to encourage their members to sign up.

**4. Current Report on Monterey County's local labor market.** Ms. Bush reported that for the month of October 2015, the State of California reported that the unemployment rate is 5.8%; labor force is 226,100; employed is 212,900; and the number of unemployed is 13,200. She also provided the committee with occupations with the highest number of openings advertised online for the past six months.

**Adjournment:** Ms. Leffel requested to adjourn the meeting at 5:06 p.m.

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

**Second:** Ms. Brickman

**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:** DISCUSS AND APPROVE A STRATEGY TO RECRUIT BUSINESS MEMBERS TO SERVE ON THE MONTEREY COUNTY WDB

**DATE:** FEBRUARY 9, 2016

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**RECOMMENDATION:**

It is recommended that the Business Services Committee discuss and approve a strategy to recruit business members to serve on the Monterey County Workforce Development Board.

**DISCUSSION:**

Below is a breakdown of the current local WDB membership composition as of February 3, 2016:

<b>WDB Member Representation</b>	<b>Current #'s</b>	<b>Vacancies</b> Based on current composition	<b>Required #'s</b> Based on WIOA
Business member 51% majority = 15	13	2*	10
Local Educational Entity	2		1
Labor Organization 20% = 6	4	2*	4
Community Based Organization	3	To be reduced by one	1
Economic Development Agency	1		1
Wagner-Peyser Agency	1		1
Rehabilitation Agency	1		1
Other membership determined by the Board of Supervisors to be appropriate	1		0
<b>Total # of WDB Members</b>	<b>26</b>	Anticipated to be 29 members max	<b>19</b>

**INFORMATION:**

Based on the current membership composition, we have two business and two labor vacancies on the full WDB. At present, there are no business members that represent healthcare - one of Monterey County's primary industries. In addition, there is not enough representation on the WDB that represent agriculture, another one of our primary industries.

Considerations include the following:

- Decrease # of CBO's on Board
- Decrease # of 'other membership'
- Increase # of labor seats to meet 20% if we retain all current membership and add healthcare
- Fill labor vacancy with healthcare representative – determined and recommended to Board by Monterey Bay Central Labor Council.

# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** DISCUSS AND DETERMINE WHAT WDB STRATEGIC INITIATIVES THE BUSINESS SERVICES COMMITTEE MEMBERS CAN HELP WITH TO MOVE FORWARD THE LOCAL PLAN GOALS

**DATE:** FEBRUARY 9, 2016

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**RECOMMENDATION:**

It is recommended that the Business Services Committee review and discuss the attached Strategic Plan Goals and Strategies under “Goal #1 Business and Industry”, and determine what strategic initiatives the members can help with to move forward the local plan goals.

**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)*

PY 2014-15  
 3rd and 4th Quarter Results  
 & 1st and 2nd Quarter 2015-16 Focus

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

**Updates for 3rd & 4th quarters 2014-15**

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

**New goals for 2015-16**

<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), Sledstad (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 into Clearinghouse to identify resources	Meeting with new SBDC Director 8/17 to re-engage
6	Attend SBDC roundtables of industries	TO BE SCHEDULED - Attend SBDC roundtables of industries - meeting of August 17th will help to ensure we are invited
7	Use WIN@ training for WorkKeys@ assessments	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. MCBC to offer proctoring the 1st and 3rd Friday/Saturday of month at MPC Marina Campus beginning the 3rd week in September.
<b>Strategy #2: Develop Business Services Plan</b>		
1	Develop Business Services Plan	Initially Completed - 6/2013. New plan in place for 2013-17. However, with new legislation CWDB will release their Draft Plan in Fall 2015
2	Business Services - business retention & layoff aversion	Ongoing efforts in place to enhance retention & layoff aversion strategies. Results reported to Sub-Committees.
3	Business Services - custom job fairs and recruitments	Ongoing. Business Services continue to host custom job fairs & recruitments. Results reported to Bus. Svcs Committee.
4	Obtain list & public meeting calendars of civic groups/business councils	To date: List of Rotary's
5	Presentations at civic groups/business councils/CHR (if possible)	Presentation to Fisherman's Wharf Association to date
6	Develop new talking points for Board Members (WIOA information - new strategies/goals)	Started with Business Committee - needs review/approval/forward to WDB members.
<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 MPCOC Economic Viability 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 Economic 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.
<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 WIB website	Ongoing. Initial Fact sheets presented to Bus Services Committee 6/10/2014 and posted on WIB 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 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.
3	Gain understanding of LMI and promote to business/education	Ongoing. LMI compiled from EDD & EMSI, shared with staff, public, WIB/Youth Council & Business Services Committee, regularly.

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# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

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

**DATE:** FEBRUARY 9, 2016

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**INFORMATION:**

At the Business Services Committee meeting, the Business Services Team plan to present an update on the delivery of business outreach opportunities, and services provided to the business community throughout Monterey County.

Below is a summary of the number of businesses supported and the services provided for the entire Program Year period of July 1, 2015 to January 31, 2016:

- A total of **725** employers were served.
- A total of **315** applicants (average of **45** per month) were pre-screened prior to referral to local employers for placement.
- Of the total employers served, **89** job openings were posted online in the CalJOBS system.
- A total of **327** participants were referred to area employers hiring with **51** job seekers hired.
- A total of **71** job fairs and custom recruiting events have been hosted by the Business Services Team.
- A total of **51** candidates were reported hired of the 71 job fairs and recruitment event hosted.
- **Nine (9)** candidates were enrolled in On-the-Job Training.

	July 2015	August 2015	Sept 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Total
<b>Number of Business Supported</b>								
# of Business Supported (by Month)	46	76	76	139	183	105	100	725
<b>Human Resources Support</b>								
Applicants Pre-screened	93	71	53	32	23	18	25	315
Job Openings Posted to CalJOBS	26	17	13	10	5	3	15	89
Job Referrals to Employers	93	71	53	38	33	25	14	327
Job Placements	10	14	8	11	4	2	2	51
<b>Job Fairs &amp; Custom Recruiting Events</b>								
Job Fairs & Custom Recruiting Events	21	16	3	11	7	6	7	71
Businesses Attended	9	3	3	6	6	11	3	41
Job Seekers Attended	80	30	39	63	54	7	25	298
Job Seekers Reported Hired	10	14	8	11	4	2	2	51
<b>Training Services</b>								
Training Assistance (OJT, Classroom, etc)	0	1	0	0	2	4	2	9

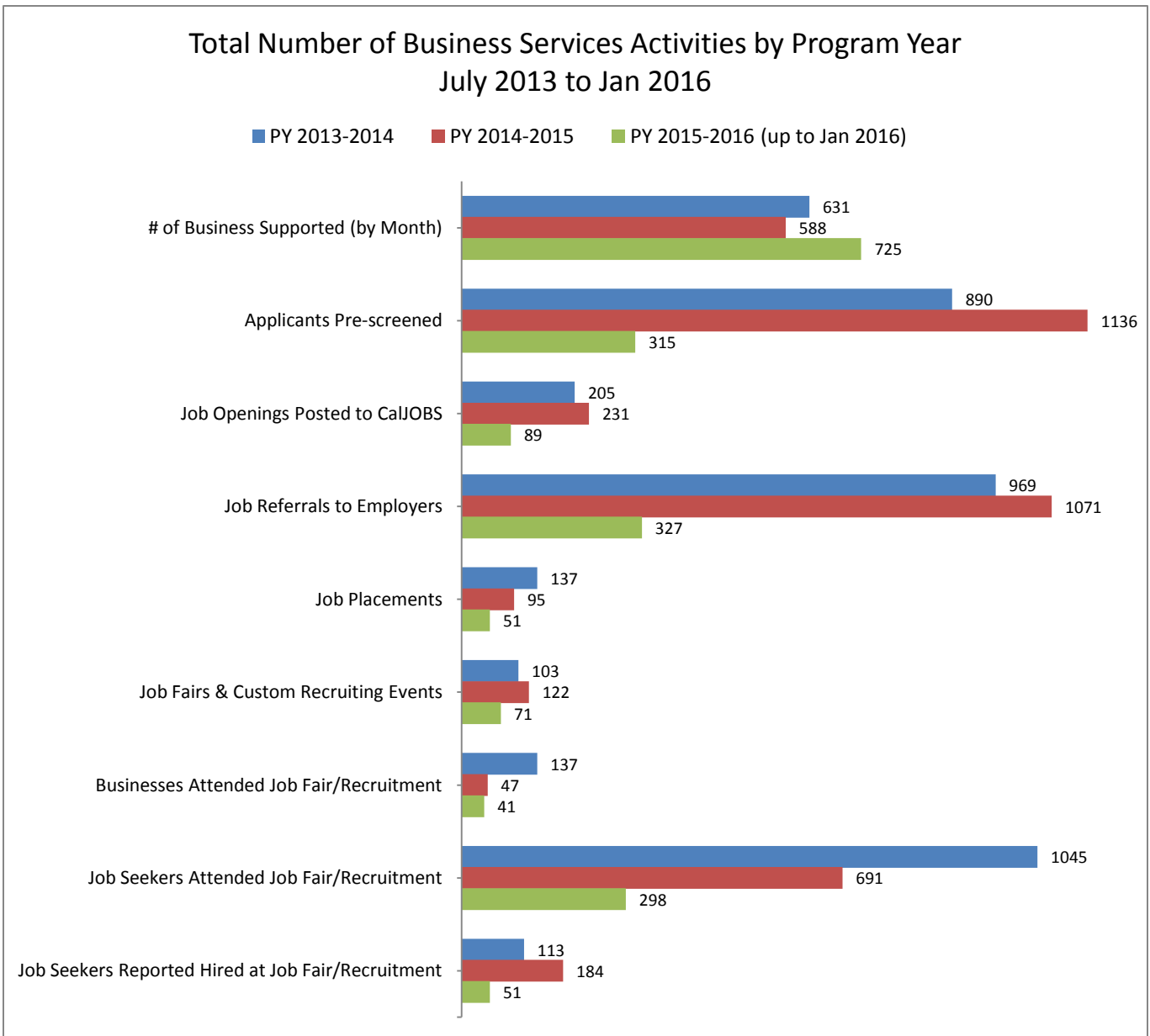
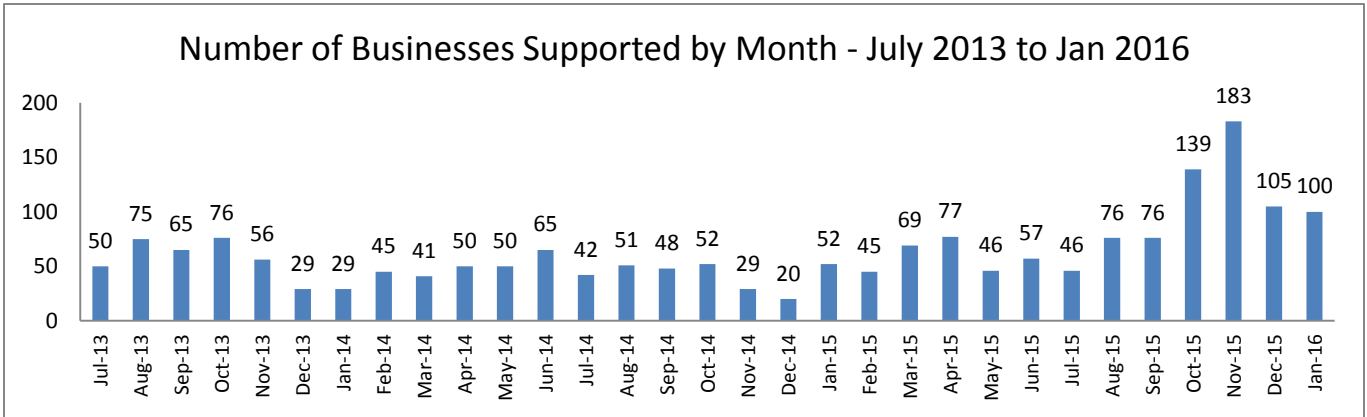
Source: Korey Woo, Office for Employment Training, Business Services Specialist

**ATTACHMENTS:**

- Summary of Business Services Activities – 3-Year Trend (Graphs)
- Business Services Activity Reports for Dec 2015 & Jan 2016
- Upcoming Career and Resource Fair Flyers

# Monterey County

## Summary of Business Services Activities – 3-Year Trend



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

<b>List of Businesses Supported</b>	<b>Dec-15</b>	<b>Referral / Source</b>
Church Brothers	1-Dec	Outreach OJT
PA Hotel	1-Dec	Outreach OJT
Randazzo Enterprises	1-Dec	Outreach OJT
Miranda, Magden & Miranda	2-Dec	AJCC contacted
Nuno Iron & Mfg.	2-Dec	AJCC contacted
La Casa Adult Day Center	2-Dec	AJCC contacted
KCBA-TV	2-Dec	Outreach OJT
First Capital Bank	3-Dec	Outreach OJT
La Casa Adult Day Center	3-Dec	AJCC contacted
McShane's Nursery	7-Dec	AJCC contacted
La Casa Adult Day Center	7-Dec	AJCC contacted
Kawahara Nursery	7-Dec	AJCC contacted
Miranda, Magden & Miranda	7-Dec	AJCC contacted
La Casa Adult Day Center	7-Dec	AJCC contacted
Highway One Golf	8-Dec	AJCC contacted
La Casa Adult Day Center	8-Dec	AJCC contacted
Salinas Californian	8-Dec	AJCC contacted
WIS International	8-Dec	EVENT
Kawahara Nursery	8-Dec	OJT IN PERSON
Doctors on Duty	9-Dec	AJCC contacted
Kawahara Nursery	9-Dec	AJCC contacted
Miranda, Magden & Miranda	9-Dec	OJT CONTRACT
Miranda, Magden & Miranda	11-Dec	EMAIL
Salinas Valley Chamber of Commerce	11-Dec	AJCC contacted
Miranda, Magden & Miranda	11-Dec	AJCC contacted
Salinas Valley Chamber of Commerce	11-Dec	AJCC contacted
Quidan Company	11-Dec	OJT IN PERSON
Dr. Rakshak	14-Dec	Outreach OJT
Royal Rose	14-Dec	Outreach OJT
McShane's Nursery	14-Dec	AJCC contacted
Miranda, Magden & Miranda	14-Dec	Outreach OJT
Ava Maria Senior Living	14-Dec	Outreach OJT
Earthbound Farms Organic	14-Dec	Outreach OJT
Miranda, Magden & Miranda	14-Dec	EMAIL
Royal Rose	14-Dec	AJCC contacted
Mission Linen	14-Dec	AJCC contacted
Pacific Protection Recruitment	14-Dec	Recruitment Event
Monterey Spine & Joint	15-Dec	EMAIL
BJ's Restaurant	15-Dec	EMAIL
Granite Construction	15-Dec	EMAIL
Khacki's of Carmel	15-Dec	EMAIL
MPUSD	15-Dec	EMAIL
RDO Equipment	15-Dec	EMAIL
Red Lobster	15-Dec	EMAIL
Organic Girl	15-Dec	EMAIL
1st Capital Bank	15-Dec	AJCC contacted
WIS International	15-Dec	Recruitment Event
Miranda, Magden & Miranda	15-Dec	Other
BJ's Restaurant	16-Dec	OJT Follow Up
Hydro Turf Online	17-Dec	Outreach OJT
La Casa Adult Day Center	17-Dec	EMAIL
BJ's Restaurant	18-Dec	OJT Follow Up



Dr. Rakshak	18-Dec	OJT Follow Up
Clean Street	18-Dec	ojt email
Entravision	18-Dec	ojt email
Glastonbury AV	18-Dec	OJT Follow Up
Quidan Company	18-Dec	OJT Follow Up Kick Start
McShane's Nursery	18-Dec	In person
Nuno Iron & Mfg.	18-Dec	Referral
American Supply	21-Dec	OJT Email
Marina Coast Water District	21-Dec	OJT Email
Dr. Joseph Robb, DDS	21-Dec	OJT Email
Evan-Moor Educational Publishers	21-Dec	OJT Email
Costco	21-Dec	OJT EMAIL
KSBW-TV	21-Dec	OJT EMAIL
FIRST ALARM	21-Dec	OJT EMAIL
CAPITAL INSURANCE GROUP	21-Dec	OJT EMAIL
TAYLOR FARMS	21-Dec	OJT EMAIL
Salinas Valley Chamber of Commerce	21-Dec	OJT EMAIL
THE MICHAELS ORGANIZATION	21-Dec	OJT EMAIL
ASILOMAR CONFERENCE GROUNDS	22-Dec	MAILED INFO OJT
CASILLAS ENTERPRISES, INC.	22-Dec	OJT CALL
DR. LEONOR G. RENFER, UROLOGY CENTER	22-Dec	OJT CALL
MONTEREY JET CENTER	22-Dec	OJT CALL
COASTAL MANAGEMENT SOLUTIONS, INC.	22-Dec	OJT EMAIL
WIS International	22-Dec	Recruitment Event
PV UNIFIED SCHOOL DISTRICT	23-Dec	MAILED INFO OJT
CHIPOTLE	23-Dec	MAILED INFO OJT
SYLVAN LEARNING CENTER	23-Dec	MAILED INFO OJT
McShane's Nursery	1-Dec	OJT Amendment
CLINICA DE LA SALUD	1-Dec	In person
McShane's Nursery	2-Dec	OJT Amendment
FIRST SOLAR JOB FAIR	4-Dec	IN PERSON
FIRST SOLAR JOB FAIR	5-Dec	IN PERSON
McShane's Nursery	7-Dec	IN PERSON OJT PU
Kawahara Nursery	7-Dec	IN PERSON OJT
FRESH EXPRESS	10-Dec	JOB ORDER KEYED
IMRI	10-Dec	JOB ORDER KEYED
CYBERSTATION	10-Dec	JOB ORDER KEYED
McShane's Nursery	11-Dec	OJT EMAIL
Miranda, Magden & Miranda	14-Dec	OJT ORIENTATION
Pacific Protection Recruitment	14-Dec	Recruitment Event
McShane's Nursery	17-Dec	OJT
MCCARTHY CONSTRUCTION	18-Dec	OJT
Kawahara Nursery	2-Dec	AJCC contacted
PENINSULA SECURITY	3-Dec	ASSIST EMPLOYER
PENINSULA SECURITY	4-Dec	ASSIST EMPLOYER
WIS International	4-Dec	AJCC contacted
PENINSULA SECURITY	10-Dec	ASSIST EMPLOYER
WIS Int'l	11-Dec	AJCC contacted
PENINSULA SECURITY	15-Dec	RECRUITMENT
PENINSULA SECURITY	15-Dec	Recruitment Event
PENINSULA SECURITY	18-Dec	ASSIST EMPLOYER
WIS International	21-Dec	ASSIST EMPLOYER
WIS International	22-Dec	ASSIST EMPLOYER
<b>Human Resources Support</b>		
Applicants Pre-screened	18	
Job Descriptions Created	0	
Job Openings Posted to CaJobs	3	
Job Referrals to Employers	25	

Job Placements	2	
<b>Job Fairs &amp; Custom Recruiting Events</b>		
Job Fairs & Custom Recruiting Events	6	
Businesses Attended	11	
Job Seekers Attended	7	309 Solar Job Fair
Job Seekers Reported Hired	2	Pending
<b>Tax Credits &amp; Benefits</b>		
EZ Hiring & Tax Credits		
Work Opportunity Tax Credit		
Workers with Disabilities Tax Credit		
<b>RR &amp; Layoff Aversion</b>		
Layoff Aversion		
RR Orientations		
Trade Adjustment Assistance		
<b>Training Assistance</b>		
Classroom Training		
Incumbent Worker Training (ETP)		
On-the-Job Training	4	
Work Experience		
<b>Skills Testing/Assessments</b>		
SkillCheck		
<b>Labor Market Info</b>		
Labor Market Research & Info		
<b>WorkKeys Assessments</b>		
Applied Mathematics		
Locating Information		
Reading for Information		
<b>WIN Remedial Training</b>		
WIN Training Accounts		

**To: Monterey County Business Services Committee**  
**From: Business Services Team (Economic Development and Office for Employment Training)**  
**Subject: Business Services Report**  
**Date of Report: Jan 1 - 31, 2016**

<b>List of Businesses Supported</b>	<b>Jan-16</b>	<b>Referral / Source</b>
Clean Street	4-Jan	OJT Follow Up
Entravision	4-Jan	OJT Follow Up
Hydro-Turf	4-Jan	OJT Follow Up
Nicklaus Club	4-Jan	OJT Follow Up
Nuno Iron & Mfg.	4-Jan	OJT Follow Up
Quiedan Company	4-Jan	OJT Follow Up
Wave Street Studios	4-Jan	OJT Follow Up
Wynn Dental	4-Jan	OJT Follow Up
Prompt Staffing	5-Jan	Phone Call
Pronto Dollars	5-Jan	Phone Call
Balance Staffing	5-Jan	Phone Call
WIS International	5-Jan	RECRUITMENT EVENT
CLP	5-Jan	EMAIL
US CENSUS BUREAU	6-Jan	RECRUITMENT EVENT
AMERICAN SUPPLY	7-Jan	OJT Follow Up
ASILOMAR CONFERENCE GROUNDS	7-Jan	OJT Follow Up
CAPITAL INSURANCE GROUP -MONTEREY	7-Jan	OJT Follow Up
CASILLAS ENTERPRISES, INC.	7-Jan	OJT Follow Up
COASTAL MANAGEMENT SOLUTIONS, INC.	7-Jan	OJT Follow Up
COSTCO	7-Jan	OJT Follow Up
DR. JOSEPH ROBB	7-Jan	OJT Follow Up
DR. LENOR G. RENFER, UROLOGY	7-Jan	OJT Follow Up
DR. RAKSHAK	7-Jan	OJT Follow Up
EVAN MOOR EDUCATIONAL PUBLISHERS	7-Jan	OJT Follow Up
FIRST ALARM -APTOS	7-Jan	OJT Follow Up
MPUSD	7-Jan	OJT Follow Up
KSBW-TV	7-Jan	OJT Follow Up
MARINA COASTAL WATER DISTRICT	7-Jan	OJT Follow Up
MONTEREY JET CENTER	7-Jan	OJT Follow Up
MONTEREY MUSHROOMS	7-Jan	OJT Follow Up
SALINAS VALLEY CHAMBER OF COMMERCE	7-Jan	OJT Follow Up
SALUD PARA LA GENTE	7-Jan	OJT Follow Up
TAYLOR FARMS	7-Jan	OJT Follow Up
THE MICHAELS ORGANIZATION	7-Jan	OJT Follow Up
VANTAGE EYE CARE	7-Jan	OJT Follow Up
FIRST ALARM	8-Jan	OJT
SALINAS VALLEY CHAMBER OF COMMERCE	8-Jan	EMAIL OJT INFO
SALINAS VALLEY CHAMBER OF COMMERCE	11-Jan	EMAIL OJT INFO
Nuno Iron & Mfg.	11-Jan	AJCC CONTACTED
FIRST ALARM	11-Jan	OJT
PAJARO VALLEY UNIFIED SCHOOL DISTRICT	11-Jan	FOLLOW UP OJT
FIRST ALARM	12-Jan	FOLLOW UP OJT
DEWBERRY	12-Jan	JOB ORDER POSTING
WIS International	12-Jan	RECRUITMENT EVENT
Nuno Iron & Mfg.	13-Jan	OJT INFO
CLP	13-Jan	RECRUITMENT EMAIL
SALINAS VALLEY CHAMBER OF COMMERCE	13-Jan	OJT RESUME REFERRAL
IHG HOTEL PRESIDIO OF MONTEREY	14-Jan	JOB ORDER POSTING
SALINAS VALLEY CHAMBER OF COMMERCE	14-Jan	OJT PRE-ELIG. MTG.
Nuno Iron & Mfg.	14-Jan	OJT CONTRACT DEVE.
Nuno Iron & Mfg.	15-Jan	OJT EMAIL
MONTEREY SALINAS TRANSIT	15-Jan	EMAILED JOB ORDER

RITA'S OF SALINAS	19-Jan	EMAIL OJT INFO
WIS International	19-Jan	RECRUITMENT EVENT
Quiedan Company	20-Jan	OJT FOLLOW UP
TAYLOR FARMS	20-Jan	EMAIL
Nuno Iron & Mfg.	20-Jan	OJT EMAIL
EMBASSY SUITES	21-Jan	JOB ORDER POSTING
SALINAS VALLEY CHAMBER OF COMMERCE	21-Jan	OJT EMAIL
LA CASA ADULT DAY CARE	22-Jan	OJT EMAIL
Quiedan Company	22-Jan	IN PERSON MEETING
MCCARTHY CONSTRUCTION	25-Jan	CALLED 50 PEOPLE OJT
VICTORIAN HOME HEALTH CARE	25-Jan	CALL
TMD CREATIVE	25-Jan	EMAILED OJT MATERIAL
MCSHANE'S NURSERY	25-Jan	OJT EMAIL
MCCARTHY CONSTRUCTION	26-Jan	CALLED 50 PEOPLE OJT
ALL BEST CARE SENIOR SERVICES	26-Jan	OJT EMAIL
RDO EQUIPMENT	26-Jan	EMAILED OJT INFO
SALINAS VALLEY CHAMBER OF COMMERCE	26-Jan	OJT EMAIL
MIRANDA, MAGDEN & MIRANDA	26-Jan	EMAIL
WIS International	26-Jan	RECRUITMENT EVENT
CASILLAS ENTERPRISES, INC.	27-Jan	OJT CALL
RDO EQUIPMENT	27-Jan	OJT FOLLOW UP CALL
CSUMB	27-Jan	JOB FAIR INFO CALL
TMD CREATIVE	27-Jan	OJT REFERRAL
MIRANDA, MAGDEN & MIRANDA	27-Jan	OJT REFERRAL
Nuno Iron & Mfg.	27-Jan	OJT EMAIL
ALL BEST CARE SENIOR SERVICES	27-Jan	OJT EMAIL
MCCARTHY CONSTRUCTION	27-Jan	OJT PHONE CALL
BALANCE STAFFING	26-Jan	CALL
DISH NETWORK	28-Jan	IN PERSON MEETING
IN SHAPE	28-Jan	RECRUITMENT EVENT
WIS International	28-Jan	RECRUITMENT EVENT
MONTEREY BAY AQUARIUM	29-Jan	IN PERSON MEETING
BALANCE STAFFING	29-Jan	IN PERSON MEETING
CENTRAL COAST COLLEGE	28-Jan	JOB ORDER POSTING
EMBASSY SUITES	25-Jan	JOB ORDER POSTING
IN SHAPE	22-Jan	JOB ORDER POSTING
EMBASSY SUITES	21-Jan	JOB ORDER POSTING
EMBASSY SUITES	20-Jan	JOB ORDER POSTING
EMBASSY SUITES	15-Jan	JOB ORDER POSTING
COUNTY OF MONTEREY	15-Jan	JOB ORDER POSTING
COUNTY OF MONTEREY	15-Jan	JOB ORDER POSTING
COUNTY OF MONTEREY	12-Jan	JOB ORDER POSTING
SALINAS VALLEY CHAMBER OF COMMERCE	12-Jan	JOB ORDER POSTING
SALINAS VALLEY CHAMBER OF COMMERCE	11-Jan	JOB ORDER POSTING
Pronto Dollars	7-Jan	JOB ORDER POSTING
CLP RESOURCES	6-Jan	JOB ORDER POSTING
SECURITY PUBLIC STORAGE	7-Jan	JOB ORDER POSTING
COUNTY OF MONTEREY	7-Jan	JOB ORDER POSTING
<b>Human Resources Support</b>		
Applicants Pre-screened		25
Job Descriptions Created		0
Job Openings Posted to CalJobs		15
Job Referrals to Employers		14
Job Placements		2
<b>Job Fairs &amp; Custom Recruiting Events</b>		
Job Fairs & Custom Recruiting Events		7
Businesses Attended		3
Job Seekers Attended		25

Job Seekers Reported Hired		2
<b>Tax Credits &amp; Benefits</b>		
EZ Hiring & Tax Credits		
Work Opportunity Tax Credit		
Workers with Disabilities Tax Credit		
<b>RR &amp; Layoff Aversion</b>		
Layoff Aversion		
RR Orientations		
Trade Adjustment Assistance		
<b>Training Assistance</b>		
Classroom Training		
Incumbent Worker Training (ETP)		
On-the-Job Training		2
Work Experience		
<b>Skills Testing/Assessments</b>		
SkillCheck		
<b>Labor Market Info</b>		
Labor Market Research & Info		
<b>WorkKeys Assessments</b>		
Applied Mathematics		
Locating Information		
Reading for Information		
<b>WIN Remedial Training</b>		
WIN Training Accounts		

*Save the Date*

# CAREER FAIR

MONDAY, FEBRUARY 22<sup>ND</sup>  
10 A.M. - 2 P.M.  
UNIVERSITY CENTER

# 2022

**CONNECT | EXPLORE | IMAGINE**



For accommodations for persons with disability, please contact our office at least two weeks prior to any scheduled event. Call 831.582.3845 or email [career\\_development@csumb.edu](mailto:career_development@csumb.edu)

# CAREER & COMMUNITY RESOURCE FAIR



Tuesday, March 15th  
10:00 a.m. - 2:00 p.m.



Local Employers On-site



Community Resources Available



Free - Open to the Public



BRING  
YOUR  
RESUME!

CENTER FOR EMPLOYMENT TRAINING  
421 MONTEREY STREET  
SALINAS, CA 93901  
(831) 424-0665

For more information contact:  
Rocio Rodriguez  
rocior@cet2000.org  
ext. 1208



# 2<sup>ND</sup> ANNUAL CAREER AND RESOURCE FAIR

## Registration Form

### CENTER FOR EMPLOYMENT TRAINING



**Tuesday, March 15, 2016**

Employer Setup:	9:00 a.m. – 10:00 a.m.
Career and Resource Fair:	10:00 a.m. to 1:00 p.m.
Location:	421 Monterey Street, Salinas CA

### FREE TO ALL

Name of business/organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, Zip \_\_\_\_\_

Representative: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

Type of business/organization: \_\_\_\_\_

Write a 30-word summary/description of your organization/business:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*\*Space is limited, reserve your space, and register early.*

*\*Tables and chairs will NOT be provided.*

#### For more information, contact:

Rocio Rodriguez  
421 Monterey Street, Salinas  
Office: (831) 424-0665 ext. 1208  
Fax: (831) 424-4743  
[rocior@cet2000.org](mailto:rocior@cet2000.org)





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# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** REPORT ON REQUIRED RAPID RESPONSE ACTIVITIES TO PRIVATE SECTOR EMPLOYERS IN MONTEREY COUNTY, INCLUDING SMALL BUSINESSES

**DATE:** FEBRUARY 9, 2016

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**INFORMATION:**

At the Business Services Committee meeting, WDB staff plan to present an update on the delivery of Rapid Response and Layoff Aversion activities provided to businesses and workers.

Below is a list of employers impacted by layoffs during Program Year 2015-16:

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.

The Rapid Response Team will report on the quarterly Rapid Response Roundtable meeting held on January 28, 2016.

**ATTACHMENT:** WARN Letters – Brinderson and VSE Corporation



Lost Hills

WARN # 20150276

KIM  
EE: 50

Coalinga

WARN #  
20150277  
FRS  
EE: 84

San Ardo

WARN # 20150278  
MON  
EE: 101

Brinderson, L.P.  
3330 Harbor Boulevard  
Costa Mesa, CA 92626  
Tel: 714.466.7100  
Fax: 714.466.7320  
www.brinderson.com

November 25, 2015

<p><b>Via FedEx and Email</b> <a href="mailto:eddwarnnotice@edd.ca.gov">eddwarnnotice@edd.ca.gov</a> WARN Act Coordinator Program Support Unit Workforce Services Division Employment Development Department 722 Capitol Mall, MIC 50/Room 5099 Sacramento, CA 95814</p>	<p><b>Via FedEx and Fax (661) 336-6855</b> Ms. Teresa Hitchcock, Assistant CAO Kern/Inyo/Mono Consortium 1600 East Belle Terrace Bakersfield, CA 93307</p>
<p><b>Via FedEx and Fax (831) 796-6434</b> Ms. Joyce Aldrich, Executive Director Monterey County Workforce Investment Board 730 La Guardia Street Salinas, CA 93905</p>	<p><b>Via FedEx and Fax (559) 490-7199</b> Mr. Blake G. Konczal, Chief Executive Officer Fresno Area Workforce Investment Corporation 2125 Kern Street, Suite 208 Fresno, CA 93721</p>
<p><b>Sent via FedEx</b> Kern County District 4 Supervisor David Couch Kern County Administrative Office 1115 Truxtun Avenue, 5<sup>th</sup> Floor Bakersfield, CA 93301</p>	<p><b>Sent via FedEx</b> Monterrey County District 3 Supervisor Simon Salinas 158 West Alisal Street, 3<sup>rd</sup> Floor Salinas, CA 93901</p>
<p><b>Sent via FedEx</b> Fresno County District 4 Supervisor Buddy Mendes 2281 Tulare Street, Room 301 Fresno, CA 93720</p>	<p><b>Sent via FedEx</b> City of Coalinga The Honorable Ron Ramsey, Mayor 155 West Durian Coalinga, CA 93210</p>

**RE: Notice of Loss of Contract and Associated Layoffs / Site Closures at: 20900 Highway 46, Lost Hills, CA 93249; 20799 Hwy 46, Lost Hills, CA 93249 (hereinafter "Lost Hills"); 32444 West Gale Avenue, Coalinga, CA 93210; 39405 S. Derrick, Coalinga, CA 93210 (hereinafter "Coalinga"); And 66575 Sargents Rd, San Ardo, CA 93450 (hereinafter "San Ardo")**

This letter is being sent to you by Brinderson, L.P. to provide notice of loss of contract and site closures at the above-referenced sites. We are providing as much notice as is possible under the circumstances caused by recent unexpected and unforeseeable

Received 11/25/15

developments, even though Brinderson, L.P. does not own or operate the sites located on Chevron's property at which some of the employment losses will occur. This letter is based on the best information known to us at this time. This notice applies to one or more locations within your jurisdiction, as noted above.

By way of background, Brinderson, L.P. performs maintenance services under a contract with Chevron. To perform these services, Brinderson, L.P. has employees working or based in Lost Hills, Coalinga and San Ardo (collectively, the "Sites"). Brinderson, L.P. has enjoyed a positive relationship with the communities it serves and our workforce.

Regrettably, Chevron has unexpectedly decided to not renew Brinderson, L.P.'s contract beyond 2015. This action was sudden, unanticipated, and unforeseeable due to the fact that Brinderson, L.P. has performed services at these sites for many years. This leaves Brinderson, L.P. in a situation where it will not be in a position to continue to employ the workforce performing maintenance services for Chevron.

In addition, we regrettably are announcing that due to the unexpected and precipitous actions taken by the Chevron, Brinderson, L.P. is discontinuing its operations and permanently closing the Sites in their entirety on or about December 31, 2015. A copy of the notice sent to our employees is enclosed for additional information.

Because these developments were so sudden, unexpected and unforeseeable, and could not be reversed, we were not able to provide notice 60 or more days in advance. Instead, we are providing as much notice in advance as is practicable under the circumstances.

241 These closings will be permanent and will result in a permanent loss of employment for 242 employees (as of this date) based at or working out of one of the Sites, including both full and part-time employees.

These permanent layoffs will occur in most instances on or about December 31, 2015. However, depending on Chevron's project transition schedule, in some instances employees working at a Chevron Site may be laid off prior to that date when a particular project ceases. No bumping rights are available and we do not have any schedule from Chevron at this time to indicate if and when any of these layoffs may occur prior to December 31, 2015. There is a possibility a permanent layoff could occur as a result as early as December 7, 2015, but in any event all layoffs are expected to happen between December 7, 2015 and December 31, 2015. There is no union representing affected employees at any of the Sites.

For additional information concerning this matter and these layoffs please contact Shenna Bradshaw, General Counsel, at 3330 Harbor Blvd, Costa Mesa, CA 92626, at (714) 466-7288. The anticipated schedule of the layoffs, the job titles of positions to be affected and the number of affected employees in each job classification are maintained on-site at 4550 California Avenue, Bakersfield, CA, and are readily accessible at the site by contacting Irina Zarate at the Bakersfield office, at (661) 377-0343 ext. 312.

The information contained in this letter is based upon the best information available to Brinderson, L.P. at this time. If you require further information concerning this notice, please contact Shenna Bradshaw, General Counsel, at 3330 Harbor Blvd, Costa Mesa, CA 92626, at (714) 466-7288.

Very truly yours,

BRINDERSON, L.P.

By: *Shenna M. Bradshaw*  
Shenna M. Bradshaw  
*Vice President and General Counsel*

Enclosure



Integrity - Agility - Value

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January 28, 2016

Ms. Joyce Aldrich, Executive Director  
Monterey County Workforce Investment Board  
730 La Guardia Street  
Salinas, CA 93905

**Subject:** *Notice of Closure-WARN Notice*

**Dear Joyce,**

VSE Corporation's period of performance is ending at Fort Hunter Liggett at Building 3360 RT Tampa, Fort Hunter Liggett, CA 93928 for the 63<sup>rd</sup> Contract.

This action is expected to result in the elimination of 70 employees- 7 salary and 63 hourly positions. VSE expects to eliminate all positions on March 29, 2016 and will disseminate WARN notification letters to affected employees no later than January 29, 2016.

The Fort Hunter Liggett hourly employees are represented by the International Association of Machinists and Aerospace Workers, AFL-CIO Local Lodge 93. The representative of this union is Richard Breckenridge. Mr. Breckenridge is located at 8201 Capwell Drive, Oakland, CA 94621. Interplant bumping rights do not exist with respect to the elimination of the represented positions.

I have attached a list of job titles along with the number affected within each job title. I have also attached a separate list of other lay-off locations, their union representation information and breakdown of the number of affected employees and their job titles by each lay-off location

VSE will ensure that the affected employees will be paid all earned wages and agreed upon benefits at their time of termination.

If you need additional information, please contact Nicholas Lassalle at 703-329-4665 or email [ndlassalle@vsecorp.com](mailto:ndlassalle@vsecorp.com)

Sincerely,

A handwritten signature in black ink that reads "Nicholas Lassalle".

**Nicholas Lassalle**  
*HR Generalist*  
VSE Corporation

# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** UPDATE ON THE WORKFORCE DEVELOPMENT BOARD'S FACT SHEETS: BUSINESS SERVICES, ON-THE-JOB TRAINING, RAPID RESPONSE AND OFFICE FOR EMPLOYMENT TRAINING

**DATE:** FEBRUARY 9, 2016

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**INFORMATION:**

Attached are copies of the updated Monterey County Workforce Development Board's fact sheets that provide useful information about the following services and provider:

- Business Services
- On-the-Job Training
- Rapid Response Program & Layoff Aversion Assistance
- Office for Employment Training

Staff would like input from the Committee members on the updated Fact Sheets attached.

**ATTACHMENTS:**

Fact Sheets

# Business Services

## Services & Solutions Available to Monterey County Businesses

Our team of Business Services professionals offers a full range of coordinated services at no-cost to employers that can save your business time and money. Services range from recruitment to receiving HR guidance on a variety of resources and benefits available to businesses.

**Human Resources Support** – We can help employers to pre-screen job applicants for skills and suitability, provide conference rooms for interviews, access to labor market information, help to write job descriptions, post job openings online and referrals to other resources.

**Job Postings** – Employers can post jobs directly through our CalJOBS ([www.caljobs.ca.gov](http://www.caljobs.ca.gov)) online system at no-cost or have our Business Services staff assist you. You give us the job description, skills and abilities desired, and we'll find you the best match possible.

**Career Fairs / Custom Recruiting** – We can help to develop and host career fairs and custom recruiting events specific to industries or businesses where employers can meet candidates face-to-face.

**Tax Credits** – There are several tax credits available to businesses who hire qualified individuals, which can offer substantial savings. They include:

- **Work Opportunity Tax Credit (WOTC)** – A federal tax credit to promote hiring individuals from target groups, like veterans and youth.
- **Workers with Disabilities Tax Credit (WETC)** – A state tax credit that offers savings for hiring individuals with disabilities.

**Training** – If you need to upgrade the skills of your workers, we can help fund training programs and refer you to certified training providers to include:

- **On-the-Job Training (OJT)** – Training that you develop and conduct to bridge skill gaps.
- **AB 109 and Apprenticeship Training** – A combination of hands-on work experience, on-the-job training and or classroom training to produce a skilled worker.

**Labor Market Information (LMI)** – Looking to locate or expand your existing operations? We have the most current and accurate labor market information available, including data on labor supply, wages, occupational projections, commuting patterns and the latest job figures.

**Layoff Rapid Response Services** – Our team of Rapid Response professionals can conduct on-site sessions where employees can learn about unemployment benefits, job search techniques, and reemployment and training opportunities and employers are provided with information to sustain and retain jobs to avert layoffs within Monterey County.

For more information, call (831) 796-3387 and ask to speak to a Business Services Representative or email [bsr-team@co.monterey.ca.us](mailto:bsr-team@co.monterey.ca.us).

# On-the-Job Training (OJT)

## Businesses Incentive to Hire and Train Workers

### What is On-the-Job Training (OJT)?

An OJT program helps unemployed job seekers re-enter the workforce and gives businesses an incentive to hire and train them in full-time skilled occupations.

The OJT program matches businesses with qualified job seekers who are eager to work, but need the specialized training only an employer can supply. In OJT programs, the business agrees to hire workers and train them in measurable skills. In exchange, the local America's Job Center of California (AJCC) in Monterey County agrees to reimburse the business for a portion of their wages. The AJCC repays the business up to 50 percent of the trainee's starting wage, for a set period that the trainee needs to master the required occupational skills.

As part of the OJT program, businesses may receive funds to help cover part of their training expenses.

### How can Employers Get Involved with an OJT Program?

In general, an OJT program will require that a business:

- Have a physical location in Monterey County (profit or nonprofit)
- Commit to hiring Monterey County residents
- Keep workers on the payroll for at least one year after they complete the OJT
- Offer positions in full-time employment (35 hours per week)
- Provide wages of at least \$10/hour for the position (excluding commission, tips or bonuses toward base salary)
- Complete occupational skills training in 6 months or less

OJT will not cover:

- Intermittent, part-time (less than 35 hours per week) and seasonal occupations
- Occupations requiring a specialized degree, certification or license
- Participants who start OJT without prior approval

### How to Apply for the OJT Program:

To apply for the OJT program, businesses can call (831) 796-3387 and ask to speak to a Business Services Representative or email [bsr-team@co.monterey.ca.us](mailto:bsr-team@co.monterey.ca.us).



# Rapid Response Program & Layoff Aversion Assistance

## Help for Employers Facing Closures, Downsizing or Layoffs

### What is Rapid Response?

Rapid Response is a team of local professionals who assist employers at risk of closing, downsizing and/or laying off employees with high quality services and resources to help employers sustain and retain jobs.

### Benefits to Employers include:

- Connection to information, local resources and incentives that support and aid in retaining and strengthening your business
- Access to the Shared Work Program that allows employers to reduce the hours employees work instead of laying them off. Employees enrolled in this program collect partial Unemployment Insurance (UI) benefits to offset the loss in income. This helps you retain a skilled workforce and ramp up faster once the economy rebounds
- Guidance, options and solutions BEFORE layoffs occur while simultaneously maintaining employee morale and productivity

### Benefits to Employees include:

- Work-site informational sessions covering unemployment insurance, community resources, small business/entrepreneurship, reemployment, career options and training opportunities
- Assessment of job readiness
- Job search, job placement, and resume prep assistance
- Career guidance and access to labor market information
- Help to prepare for interviews
- Access to networking groups
- Referrals to area employers that are hiring
- Focused career fairs

For more information about unemployment insurance, employment and training opportunities, please contact the following:

#### Employment & Training:

America's Job Center of California  
Salinas ★ Marina ★ King City  
Business Services Specialist  
(831) 796-3387  
[bsr-team@co.monterey.ca.us](mailto:bsr-team@co.monterey.ca.us)

#### Unemployment Insurance:

Employment Development Dept (EDD)  
(800) 300-5616  
[www.edd.ca.gov/unemployment](http://www.edd.ca.gov/unemployment)

#### Workforce Services:

Employment Development Dept (EDD)  
(831) 796-3636

# Office for Employment Training

The Office for Employment Training (OET) is a division of the Monterey County Economic Development Department. OET is the primary Workforce Innovation and Opportunity Act (WIOA) Title I Adult, Dislocated Worker, and Youth program provider in Monterey County through the America's Job Center of California (formerly One-Stop Career Center).

OET is part of a national effort to provide quality employment and training services to job seekers and employers in collaboration with various county agencies and programs, schools, colleges and the business community. OET provides services to help people find information about employment, education, job training and other support services. Rapid Response and Business Services are also provided by OET in conjunction with other partners.

## Our Locations:

### SALINAS

Salinas Airport Business Park  
730 La Guardia Street  
Salinas, CA 93905  
(831) 796-3600  
Hours: M-F, 8am-5pm, except on  
legal holidays.

### MARINA

MBEST  
3239 Imjin Road #101  
Marina, CA 93933  
(831) 337-4320  
Hours: M/T/Th,  
9am-Noon and 1-4:30pm. Call ahead  
before arriving.

### KING CITY

Towne Square Shopping Center  
200 Broadway Street, Ste. 62  
King City, CA 93930  
(831) 386-6801  
Hours: 3<sup>rd</sup> Friday of each month,  
9am-Noon and 1-4pm. Call ahead  
before arriving.

## Visit our Virtual Job Center Website at <https://www.caljobs.ca.gov>

The CalJOBS system is a user-friendly, interactive computer system designed to connect local employers and job seekers to the following valuable resources online:

- View local job listings
- Create a resume
- Locate information on training programs and providers
- Review job market information, job requirements, salary expectations and employers hiring
- Explore a career change
- Review information on unemployment benefits
- Learn how to budget and plan for your future
- Review other benefits available
- Learn about the KickStart Program, a re-entry employment program provided to ex-offenders

## Our Services:

- Access to Resource Room / Equipment (computers, printer, fax machine)
- Assessment of skills and abilities
- Career guidance, counseling and planning
- Development of employment plans and strategies
- Individual and group counseling
- Job fair, job listings, and recruitment information
- Job search, referrals and placement assistance
- Labor market research and information
- Mentorship and leadership development services
- Networking groups
- Proficiency testing (Reading / Math)
- Information and referral to partner services and community resources
- Self service job search through the CalJOBS system: <https://www.caljobs.ca.gov>
- Skills upgrade, classroom & on-the-job training (as needed)
- Support service - needs related payments (as needed)
- Training providers and performance outcomes info
- Tutoring, study skills training & instruction
- Work experience - paid and un-paid (youth)
- Workshops (Job Search, Resume, Interview, Networking)
- Youth employment services

An individual must have authorization to work in the United States to be eligible to receive WIOA employment services.

# 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:** FEBRUARY 9, 2016

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**INFORMATION:**

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

Top Labor Market Stats:

- Labor Market Snapshot: 12/2015
- Unemployment Rate: 10.4%
- Labor Force: 211,400
- Employed: 189,300
- Unemployed: 22,100

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 January 22, 2016.

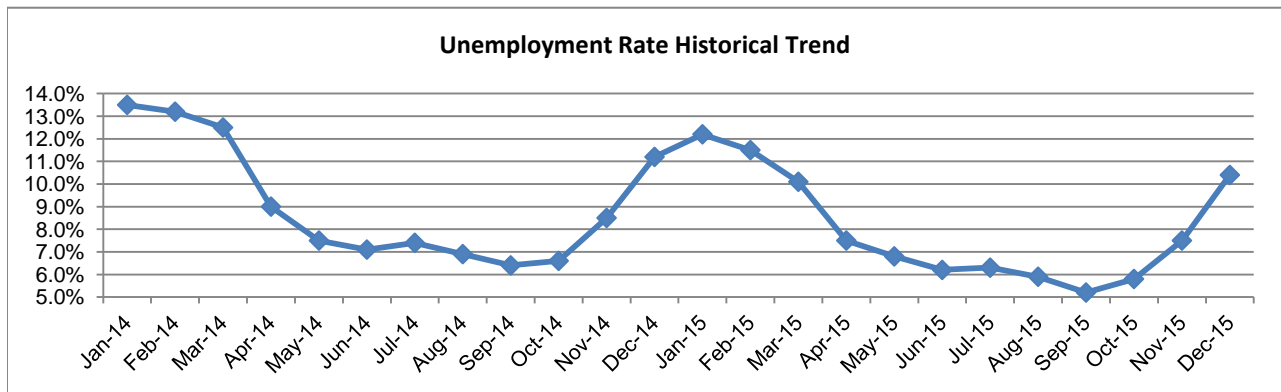
The release schedule for January 2016 unemployment rates (labor force) and industry employment data from the Labor Market Information Division is March 4, 2016.

**ATTACHMENT:**

EDD Labor Market Stats and Industry Changes for 12/2015  
Monterey County Unemployment Rate – 3-Year Trend  
Monterey County Labor Force, by Major Industry – 3-Year Trend  
Monterey County Labor Market Snapshot

IMMEDIATE RELEASE  
 SALINAS METROPOLITAN STATISTICAL AREA (MSA)  
 (Monterey County)

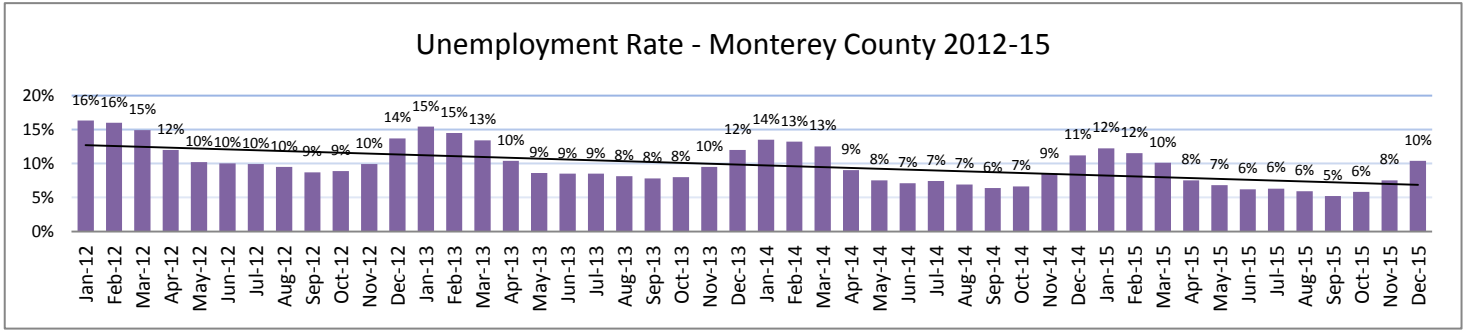
The unemployment rate in the Monterey County was 10.4 percent in December 2015, up from a revised 7.5 percent in November 2015, and below the year-ago estimate of 11.2 percent. This compares with an unadjusted unemployment rate of 5.8 percent for California and 4.8 percent for the nation during the same period.



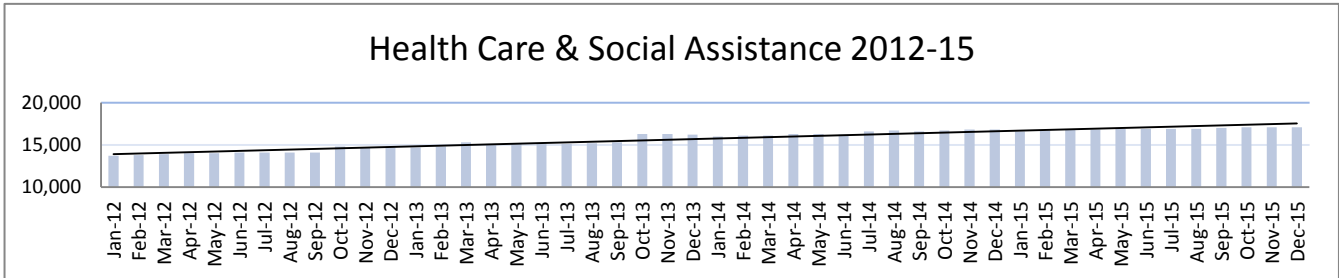
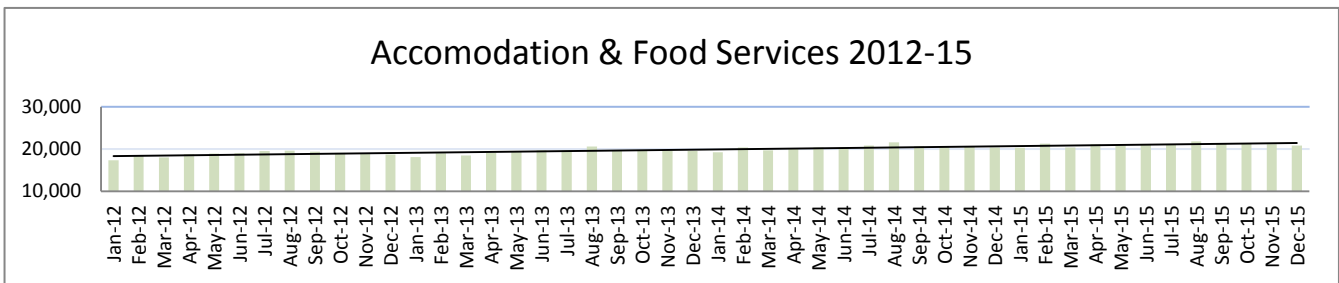
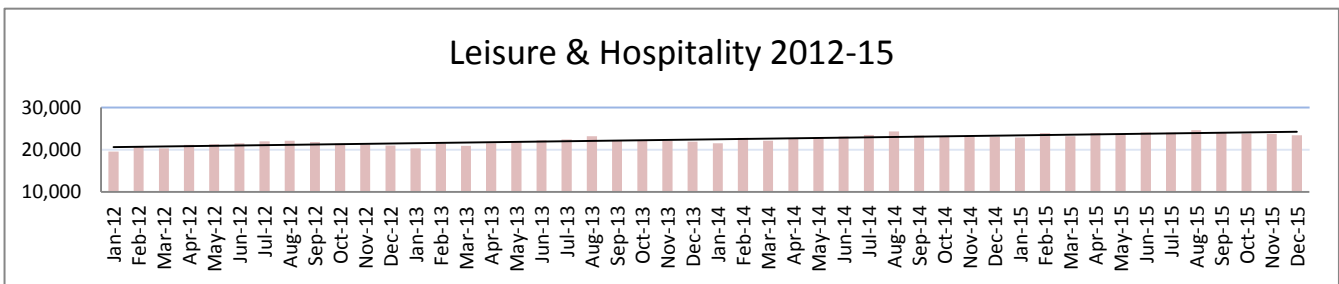
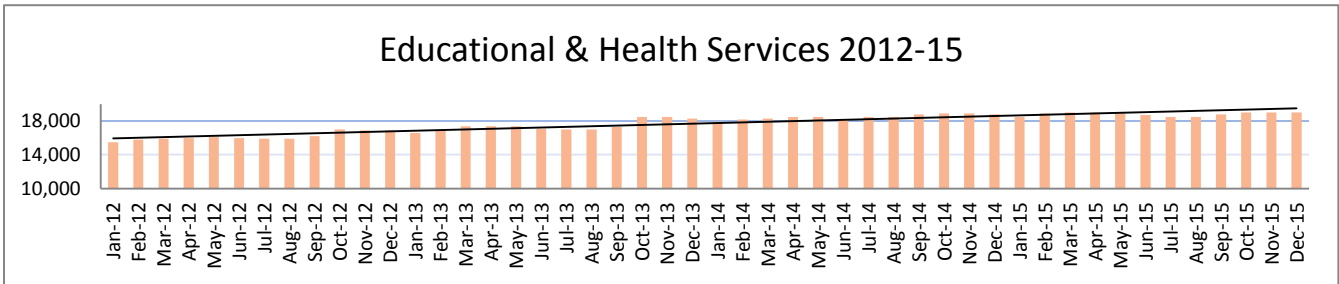
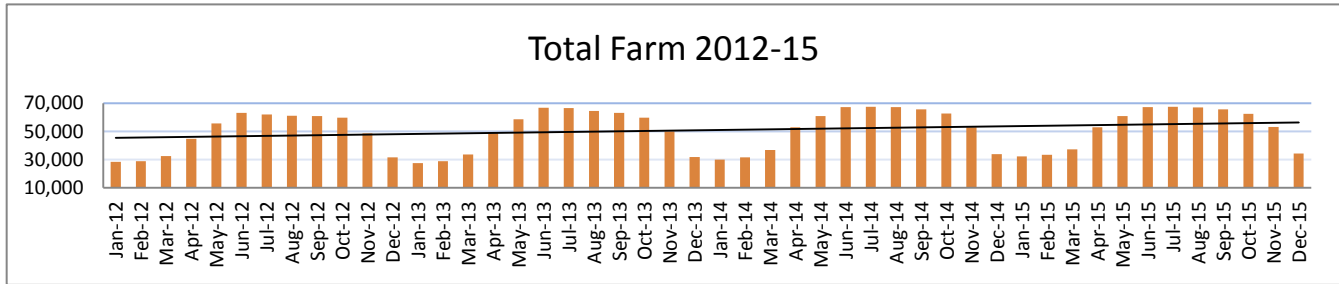
Industry	Nov-2015	Dec-2015	Change		Dec-2014	Dec-2015	Change
	Revised	Prelim			Prelim		
Total, All Industries	191,000	171,700	(19,300)		166,700	171,700	5,000
Total Farm	53,100	34,400	(18,700)		33,900	34,400	500
Total Nonfarm	137,900	137,300	(600)		132,800	137,300	4,500
Mining and Logging	200	200	0		200	200	0
Construction	5,000	4,800	(200)		4,700	4,800	100
Manufacturing	5,200	5,200	0		4,900	5,200	300
Trade, Transportation & Utilities	28,400	28,500	100		27,600	28,500	900
Information	1,400	1,400	0		1,400	1,400	0
Financial Activities	4,000	4,000	0		3,900	4,000	100
Professional & Business Services	14,200	14,000	(200)		12,900	14,000	1,100
Educational & Health Services	19,000	19,000	0		18,800	19,000	200
Leisure & Hospitality	23,700	23,400	(300)		23,000	23,400	400
Other Services	5,000	5,000	0		4,900	5,000	100
Government	31,800	31,800	0		30,500	31,800	1,300

Notes: Data not adjusted for seasonality. Data may not add due to rounding  
 Labor force data are revised month to month  
 Additional data are available on line at [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

# Monterey County Unemployment Rate – 3-Year Trend



## Monterey County Labor Force, by Major Industry – 3-Year Trend



# Monterey County Labor Market Snapshot

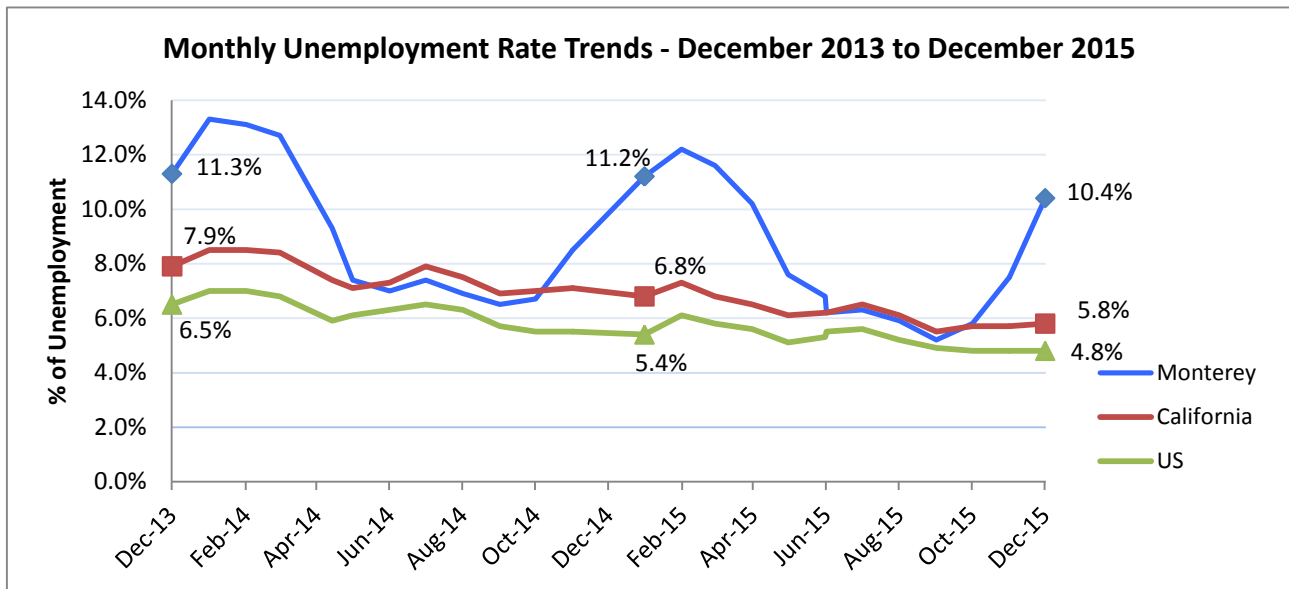
## December 2015

The unemployment rate in the **Monterey County** was **10.4 percent in December 2015**, up from a revised 7.5 percent in November 2015, and below the year-ago estimate of 11.2 percent. This compares with an unadjusted unemployment rate of 5.8 percent for California and 4.8 percent for the nation during the same period.

### Unadjusted Unemployment Rates

	December 2015	November 2015*	October 2015*
<b>Monterey County</b>	<b>10.4%</b>	<b>7.5%</b>	<b>5.8%</b>
<b>California</b>	<b>5.8%</b>	<b>5.7%</b>	<b>5.7%</b>
<b>United States</b>	<b>4.8%</b>	<b>4.8%</b>	<b>4.8%</b>

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

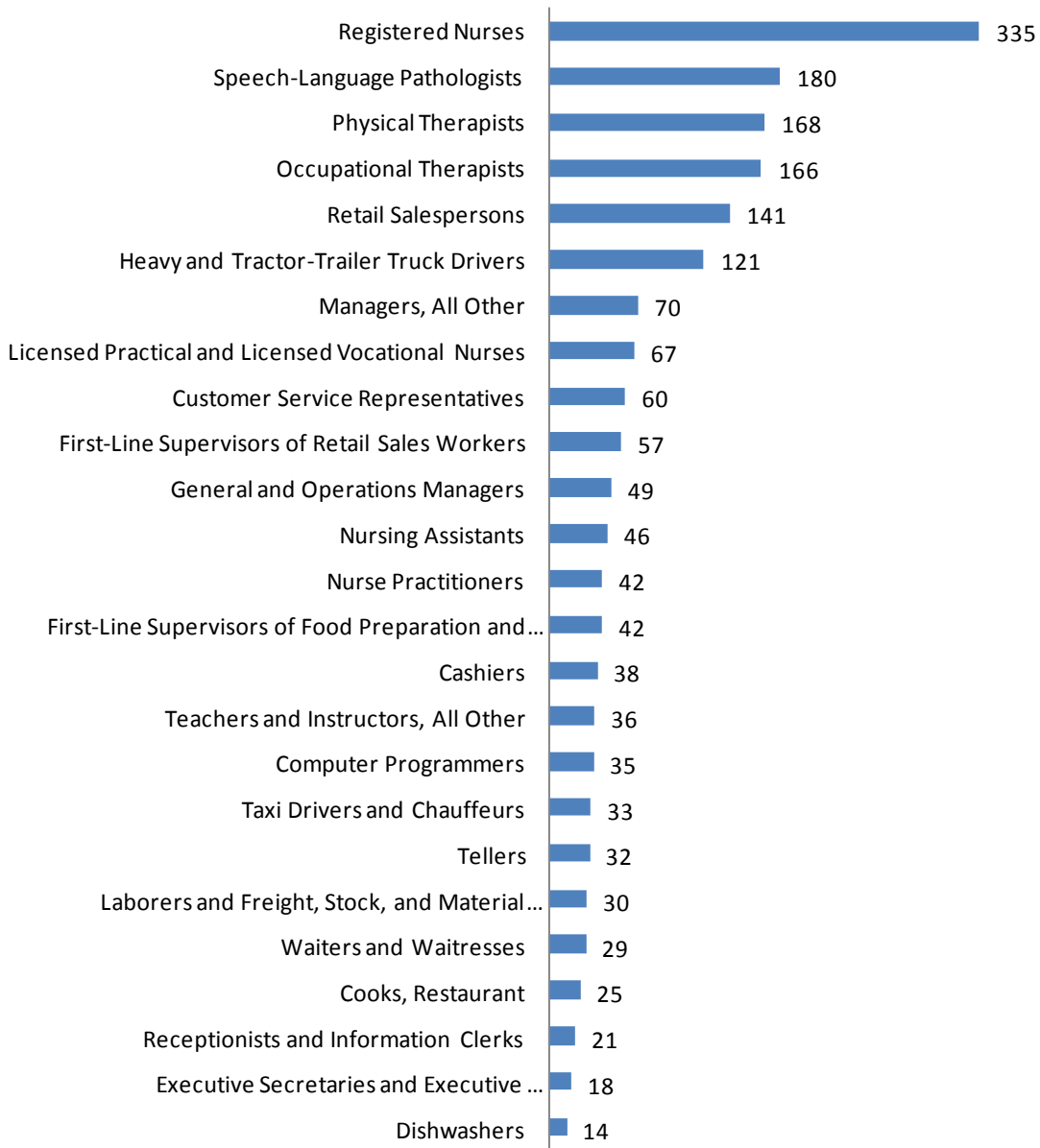


### December 2015 Unemployment Stats

- The number of unemployed is 22,100, up 5,500 from 16,600 in November 2015 and down 1,300 compared to December 2014.
- Six cities throughout Monterey County had unemployment rates at or less than 8.0%; and six cities had unemployment rates between 10.7% – 20.6%.
- Sand City’s unemployment rate of 20.6% is the highest in the County, followed by King City at 20.2%. Of the unincorporated areas of the County, San Lucas’ unemployment rate is the highest at 32.0%, followed by Moss Landing at 28.9%, San Ardo at 24.9%, Pajaro at 24.7%, and Boronda at 22.5%.

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

**Top 25 Occupations with Highest # of Job Openings Advertised Online in Monterey County on January 22, 2016**



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 January 22, 2016**

Rank	Employers with Highest Number of Job Openings	Job Openings
1	California State University Monterey Bay	101
2	Pebble Beach Company	70
3	Monterey Peninsula College	68
4	Safeway Inc.	58
5	Community Hospital of the Monterey Peninsula	57
6	CRST Expedited	57
7	Salinas Valley Memorial Healthcare System	57
8	Northrop Grumman Corporation	56
9	Monterey Bay Aquarium	54
10	H&R Block	44
11	Kindred Healthcare, Inc.	43
12	Casillas Enterprise	42
13	Monterey Peninsula Unified School District	35
14	Monterey County, California	34
15	Med Travelers	33
16	Mee Memorial Hospital	30
17	Uber Technologies, Inc.	29
18	Dole Food Company, Inc	28
19	Lithia Motors, Inc.	28
20	Wells Fargo & Company	24
21	CVS Health	22
22	Denny's Corporation	22
23	American Mobile Healthcare	21
24	RehabCare Group, Inc.	21
25	A+ EDUCATIONAL CENTER	19

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 from Job Openings Advertised Online with the Highest Paying Mean  
(Annual) Wages in Monterey County on January 22, 2016**

Rank	Occupation	Mean Annual Advertised Wage
1	Registered Nurses ✨	\$76,912
2	Heavy and Tractor-Trailer Truck Drivers ✨🌿	\$62,306
3	Teachers and Instructors, All Other ✨	\$58,413
4	Managers, All Other ✨	\$47,974
5	Executive Secretaries and Executive Administrative Assistants ✨	\$39,295
6	Customer Service Representatives ✨🌿	\$26,346
7	Helpers--Production Workers	\$24,180
8	Cashiers ✨	\$20,800

🌟 BRIGHT OUTLOOK NATIONALLY | 
 🌟 BRIGHT OUTLOOK STATEWIDE | 
 🌿 GREEN OCCUPATIONS

*(Job Source: Online advertised jobs data)*



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# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

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

**DATE:** FEBRUARY 9, 2016

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**SUMMARY INFORMATION:**

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

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

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

In January 2016 staff reached out to Santa Cruz, San Luis Obispo and Santa Barbara counties to learn whether they can commit (with a letter of commitment from their County CAO's offices) to the Work Ready Community Initiative. San Luis Obispo came back and indicated they cannot "come on board" with the Work Ready Communities Initiative at this time.

Special thank you to Paul Farmer, President/CEO of the Salinas Valley Chamber of Commerce for featuring an article in the Business Journal (Jan-Feb 2016 issue), written by our Business Services Specialist, Laura Kershner on how "Certification Helps Find Qualified Applicants". Attached is a copy of the article. Here is a link to the Business Journal (Jan-Feb 2016 issue) and article online:  
[www.salinaschamber.com/files/997.pdf](http://www.salinaschamber.com/files/997.pdf)

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

Participating counties have two years to complete the established goals.

As of December 31, 2015, ACT the attached report highlights the number of certificates issued and employers registered for Monterey County.

**DISCUSSION:**

The members will be asked to provide an update on their involvement and outreach efforts to the business community on how employers can benefit from participating in the CWRC initiative.

**ATTACHMENT:**

- ACT National Career Readiness Certificates (NCRC) – Monterey County
- Salinas Valley Chamber of Commerce Business Journal, Jan-Feb 2016 issue - "Certification Helps Find Qualified Applicants"

UNITED STATES  
▲  
CALIFORNIA  
▲  
MONTEREY

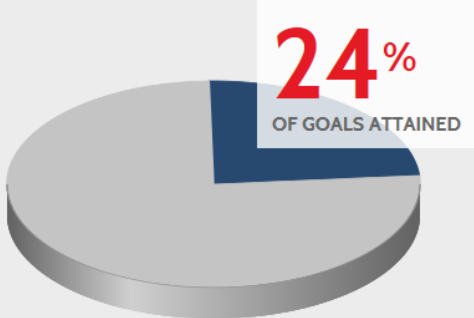
CHOOSE COUNTY

Showing: Jan 1, 2012 to Dec 31, 2015

[Print County Data](#)  
[County Web Page Guide](#)

Goals updated only for participating counties

## MONTEREY COUNTY



**24%**  
OF GOALS ATTAINED

Workforce	Goals	Actual NCRC
Emerging	617	333
Current	111	91
Transitioning	1555	171
Totals	2283	595
Workforce category not identified		0
<b>Total NCRC</b>		<b>595</b>

	Goals	Actual
Employers Supporting	144	7 <sup>1</sup>

Timeline for completing goals is July 2015 to on or before July 2017

### MONTEREY COUNTY

ACT NATIONAL CAREER READINESS CERTIFICATE [NCRC]

WORKFORCE		TOTAL NCRC	BRONZE NCRC	SILVER NCRC	GOLD NCRC	PLATINUM NCRC	NOT EARNED	NCRC PLUS
Current	Private	51	15	30	5	+	-	0
	Public	40	13	26	+	0	-	0
Emerging & Transitioning	High School	320	134	162	23	+	-	0
	College	13	+	7	+	0	-	0
	Adult Education	12	5	7	0	0	-	0
	Unemployed	159	69	80	10	0	-	0
	Recent Veteran	0	0	0	0	0	-	0
Workforce category not identified		0	0	0	0	0	-	0
<b>Totals</b>		<b>595</b>	<b>239</b>	<b>312</b>	<b>42</b>	<b>+</b>	<b>-</b>	<b>0</b>

NCRC Earned WKIV\* **482**

The table above is a detailed breakdown of the same NCRC data presented in the upper right box on this page and represents NCRCs earned or improved throughout the community. All NCRC data is updated monthly.

+ Value less than 4  
\* WorkKeys Internet Version

NCRC data reflected by demographic group from last test date

#### IMPROVED ACT NCRC

TO/FROM	BRONZE	SILVER	GOLD	PLATINUM
Not Earned	2	0	0	0
Bronze		0	0	0
Silver			0	0
Gold				0

#### About ACT

Founded in 1959, ACT is a not-for-profit organization headquartered in Iowa City, Iowa, and dedicated to helping people achieve education and workplace success. ACT provides a broad array of assessment, research, information and program management solutions in the areas of education and workforce development.

[BACK TO ACT MAP](#)

### CALIFORNIA EMPLOYERS IN MONTEREY COUNTY ARE RECOGNIZING THE ACT NCRC IN SUPPORT OF THIS COUNTY ACHIEVING ITS WRC GOALS

- City of Gonzales
- LanguageLine Solutions
- Monterey Bay Economic Partnership
- Brickman Marketing
- Monterey County WIB

- PENINSULA SECURITY
- Hyatt Regency Monterey
- Monterey County Business Council
- Encore Recycling Inc.

[ALL EMPLOYERS SUPPORTING](#)

[WHY SHOULD YOUR BUSINESS SUPPORT?](#)

DOES YOUR BUSINESS SUPPORT JOB APPLICANTS WITH A NATIONAL CAREER READINESS CERTIFICATE?  
[PLEASE JOIN THIS LIST.](#)

**LOOK - CONTINUED FROM PAGE 1**  
that. Successes in keeping more of those dollars with local companies will be a tremendous economic windfall to our whole region.

Another important success in 2015 was the Chamber's influence in brokering negotiations with the City of Salinas on Permit Center fee increases. We were faced with onerous fee increases that, if adopted, would have thoroughly chilled investment. After bringing together key business community stakeholders and the City, we came up with something all sides could live with. This matters greatly toward making our city more business-friendly.

Toward that same end of making

the City more business-friendly, the Chamber influenced the hiring of the new Community Services Director (who oversees the permit center and more). We're pleased that City Manager Ray Corpuz accepted our request to have meaningful input into the hiring process and we're also pleased with the person he hired. Megan Hunter is hard-working, smart, and personally embodies excellent customer service. It takes time, but we have faith in her early efforts to positively affect the culture at the permit center and within her entire department.

#### **Doing It Better**

While political advocacy is a strength,

we do a lot more. Other successful Chamber programs include:

- IMPOWER Women's Leadership Program – formed in 2008, IMPOWER has distributed over \$150,000 in philanthropic support to organizations that support women. We're proud!
- Leadership Salinas Valley graduated 26 students in 2015 (and provided \$9k in scholarships)
- LSV Community Service projects benefited the Salinas Animal Shelter with landscaping for the newly re-fenced dog play yards, the Salinas Valley Half Marathon and others
- Our Non-profit members have praised the many tangible benefits they get from our Chamber

• In partnership with iHeartMedia, the Chamber was instrumental in bringing the KTOM Free Summer Concert Series to Salinas

#### **Looking ahead**

As we enter 2016, the Chamber staff and Board are focused on several important initiatives. Rodney Meeks, a new director on our Board, is taking leadership on revitalizing the Buy Local Coalition. I'm out of space here! Come to the Awards Luncheon and we'll tell you more in person. Rest assured, your Salinas Valley Chamber of Commerce will continue working to create a strong local economy and building a wonderful community for all of us to enjoy.

# Certification Helps Find Qualified Applicants

Is your business searching for qualified job applicants? Are you being overwhelmed by hundreds of applicants with no way of determining who's really qualified for the job? If your answer to these questions is yes, it's time for you to learn why the National Career Readiness Certification and ACT WorkKeys® assessment is the answer for you.

"Employers across the country report that they are often overwhelmed by stacks of applications for only a handful of positions that they have and sifting through those applications is time-consuming and inefficient," said Joyce Aldrich, Executive Director of the Monterey County Workforce Development Board. "So the ACT WorkKeys® National Career Readiness Certification (NCR) is a way to quickly pin-point individuals with essential verifiable workplace skills that are current skill-sets that employers are looking for."

The NCR certificate is a portable, evidence based credential that certifies essential skills needed for workplace success. "So rather than having someone come in and you have to teach them from A-Z what it is they need to know, an employer will find that if they work with a person that has a National Career Readiness Certification...at least the individual is at this level based upon what the certification has stipulated."

The credential, used throughout workplaces in the U.S., verifies the following including: problem solving, critical thinking, reading and using work-related text, applying information from

workplace documents to solve problems, setting up and performing work-related, mathematical calculations; locating, synthesizing and applying information that is presented graphically; comparing, summarizing and analyzing information presented in multiple related graphics. Individuals can earn the NCR by taking three ACT WorkKeys® assessments including: applied math, locating information and reading for information.

Those who have taken the ACT WorkKeys® assessment are graded from a minimum of three up to a maximum of seven levels thus allowing employers that opportunity to screen out candidates who don't meet their workplace job requirements. "An employer can look at those levels and determine what he or she needs to have as a minimum based upon what that individual has done on their assessments through the ACT WorkKeys® Assessments," said Aldrich.

"We can look at their assessments and be able to narrow down those that are qualified based on their scores," said Marleen Bush, Management Analyst II for the Monterey County Workforce Development Board. "Employers would benefit and be most interested in those job seekers with the highest ACT WorkKeys® scores and experience based on their resumes as well as their adaptation to the workplace culture and how they do with the interview process," she said.

In a nutshell, ACT WorkKeys® is a tool that allows employers the opportunity to qualify applicants

in advance of making a long-term commitment that may not work out. Is your business interested in having your current or future workforce assessed? If so, contact the Workforce Development Board at America's Job Center of California in Monterey County at (831)

759-6644. If your business is interested in supporting applicants with a NCR Certificate join the list by signing up at <http://www.workreadycommunities.org/business/form>, or contact the Workforce Development Board staff to learn more at 831-759-6644.



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*Attorneys at Law*