



MONTEREY COUNTY WORKFORCE DEVELOPMENT BOARD (WDB)

ERIK CUSHMAN, CHAIR

**Business Services
Committee Members:**

Mary Ann Leffel, Chair

Wendy Brickman

Paula Calvetti

Harbhajan "Harvey" Dadwal

Kimberly Schnader

BUSINESS SERVICES COMMITTEE
 MBEST, 3180 Imjin Road, Conference Room B, Marina, CA
Tuesday, October 11, 2016
4:00-5:30 pm

AGENDA

CALL TO ORDER/INTRODUCTIONS:	Mary Ann Leffel, Chair
CHANGES TO AGENDA:	
PUBLIC COMMENT/TESTIMONIAL:	
CONSENT CALENDAR:	Mary Ann Leffel
1. ACTION: Approve minutes from August 16, 2016.	
DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:	
1. ACTION: Receive and accept the WDB Business Services Team report on business engagement and Rapid Response activities for Program Year 2016-17.	Business Services Team
2. Report on the Business U Boot camp "Maximizing Business Engagement".	Business Services Team
3. Current Report on Monterey County's local labor market.	Marleen Bush
4. Update on the Work Ready Communities initiative and Work Keys Assessments in jurisdiction.	Joyce Aldrich
5. ACTION: Review Community Asset Mapping inventory and recommend changes.	All
ANNOUNCEMENTS:	Mary Ann Leffel
SUBCOMMITTEE MEETINGS: Executive: 10/19/16, MBEST Oversight: 11/10/16, MBEST Business: 12/13/2016, MBEST	WDB MEETING & RETREAT: 12/7/2016, location TBD
ADJOURNMENT:	Mary Ann Leffel
To request information, please contact the Monterey County Workforce Development Board (WDB) staff at (831) 796-6434 or visit our website at www.montereycountywdb.org .	
ALTERNATE AGENDA FORMATS: If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Individuals with a disability requiring a modification or accommodation, including auxiliary aids or services, in order to participate in the public meeting may make these requests to the Secretary to the WDB at (831)796-6434.	

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

Joyce Aldrich,
WDB Executive Director

(831) 759-6644
www.montereycountywdb.org

UNADOPTED

Monterey County Workforce Development Board
Business Services Committee
MBEST, 3180 Imjin Road, Marina, CA
Tuesday, August 16, 2016; 4:00 p.m.

Members Present: Mary Ann Leffel (Chair), Wendy Brickman, Paula Calvetti, Harbhajan Dadwal and Kimberly Schnader

Members Absent: Paul Farmer

Staff Present: Joyce Aldrich, Marleen Bush and Flor Galvan

Others Present: Korey Woo

Call to Order/Introductions: Ms. Leffel called the meeting to order at 4:21 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 April 12, 2016.

Motion: Ms. Calvetti motioned to accept the action as stated.

Second: Mr. Dadwal

Abstention: Ms. Schnader

Approved by those in attendance

Discussion or Review of Business Calendar Action Items:

1. Action: Receive and accept FY 2015-16 report on the delivery of business outreach and services to the business community; Rapid Response Activities; and On-the-Job training activities provided through the WDB Business Services Team. Ms. Woo provided a summary of the number of businesses supported and services provided for the entire Program Year 2015-16. A correction was made to the number of participants enrolled in on-the-job training (OJT) from 13 to 7. She also reported that she plans to enroll approximately 20 participants in OJTs for the Solar Project in Program Year 2016-17. She reported on a job fair held by the Business Services Team for employees affected by lay-offs from Driscoll's Strawberry. The team members were able to give presentations to other businesses impacted by closures as well.

Motion: Ms. Schnader motioned to accept the action as stated.

Second: Mr. Brickman

Approved unanimously by those in attendance

2. Update on the Customer Centered Design (CCD) Round 2 of the CCD Challenge. Mrs. Aldrich stated the Customer Center Design project application has been completed and submitted along with the infographic. It's anticipated that the State will chose between 8 to 10 teams out of the 80 applicants. She reported that the infographic will be placed on the WDB, Economic Development Department and Monterey County Business Council's websites. The members requested that WDB staff email electronic copies of the infographic made for the Customer Centered Design (Round 2), for review and input.

3. Update on the WDB strategic initiatives the Business Services Committee members selected to help move forward the local plan goals. Mrs. Aldrich gave an update on the WDB's strategic initiatives. She stated that plans are underway to prepare for the WDB retreat scheduled for October 19, with an approximate timeframe of 4 hours. The Career Ready 101 contract is in the final phase and the Business Services plan needs to be updated to comply with WIOA. Mrs. Aldrich thanked Ms. Brickman for helping to reach out to organizations and schedule presentations. To date, Mrs. Aldrich provided presentations to the Salinas Rotary, Fisherman's Wharf Association, Kiwani's and Successful Thinkers.

4. Current Report on Monterey County's local labor market. Ms. Bush stated for the period of June 2016, Monterey County's unemployment rate was 6.2%. She referenced the labor market snapshot and the

unemployment trends over the past 3 years; month-over job gains and losses; list of area employers hiring; and occupations with the most job openings advertised online.

5. **Update on the Work Ready Communities initiative and WorkKeys Assessments in jurisdiction.** The members discussed the number of WorkKeys assessments proctored. Ms. Leffel stated that approximately 7 to 14 assessments are given each week. WDB staff plan to work with the Monterey County Business Council staff to gain access to data to report on the number of assessments taken and certificates issued.
6. **Update on Region wide SlingShot Project activities.** Mrs. Aldrich reported that she is meeting with the co-chairs to create a list of organizations to participate on a region-wide healthcare initiative as part of the SlingShot project. Plans are underway to invite Hartnell and other partners for a meeting in October.

Announcements: Ms. Leffel announced that the Monterey County Business Council will be hosting Mr. Noel Perry, Founder of Next 10, who will discuss Green Innovation in California at Bayonet & Black Horse Golf Club on September 9, 2016 at 11:45 a.m. Ms. Brickman announced that Ms. Aldrich was a huge success as presenter for a local Rotary Club and hopes that Ms. Aldrich continues to speak at Rotary Club functions about the WDB and the services available. Ms. Leffel also announced that the Monterey County Business Council will be co-sponsoring a luncheon on September 12, 2016 to discuss fracking and oil extraction. Ms. Woo announced that the 1st Annual Job fair was successful with 51 employers and over 300 job seekers in attendance. She stated the job fair committee will begin planning the 2017 job fair in October.

Adjournment: Ms. Leffel requested the meeting adjourn at 5:33 p.m.

Motion: Ms. Schnader motioned to adjourn the meeting.

Second: Ms. Calvetti

Approved unanimously by those in attendance

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR

SUBJECT: RECEIVE AND ACCEPT THE WDB BUSINESS SERVICES TEAM REPORT ON BUSINESS ENGAGEMENT AND RAPID RESPONSE ACTIVITIES FOR PROGRAM YEAR 2016-17

DATE: OCTOBER 11, 2016

RECOMMENDATION:

It is recommended that the Business Services Committee receive and accept the WDB Business Services Team report on business engagement and Rapid Response activities for Program Year 2016-17.

INFORMATION:

At the Business Services Committee meeting, an update will be provided on the delivery of business outreach, engagement, and services provided to the business community throughout Monterey County. Below is a summary of the number of businesses supported and the services provided during the period of July 1, 2016 – September 30, 2016:

- **216** employers were served.
- **92** applicants were pre-screened prior to referral to local employers for placement.
- Of the total employers served, **69** job openings were posted online in the CalJOBS system.
- **92** participants were referred to employers with job openings and **13** job seekers were hired.
- **11** job fairs and custom recruiting events were held, with **59** businesses and **355** job seekers in attendance. As a result, **13** candidates were hired.

	July 2016	Aug 2016	Sep 2016	Total
Number of Business Supported				
# of Business Supported (by Month)	66	77	73	216
Human Resources Support				
Applicants Pre-screened	17	27	48	92
Job Openings Posted to CalJOBS	19	31	19	69
Job Referrals to Employers	17	27	48	92
Job Placements	0	0	13	13
Job Fairs & Custom Recruiting Events				
Job Fairs & Custom Recruiting Events	1	5	5	11
Businesses Attended	1	54	4	59
Job Seekers Attended	1	306	48	355
Job Seekers Reported Hired	0	1	13	14
Other Services				
Rapid Response & Layoff Aversion Orientations	0	0	0	0
Training Assistance (OJT, Classroom, etc)	0	0	0	0

Data Source: Business Services Team

ATTACHMENTS:

- Business Services Activity Reports (July, August, and September 2016)

To: Monterey County Business Services Committee
From: Business Services Team, Workforce Development Board
Subject: Business Services Report
Date of Report: July 1-31, 2016

List of Businesses Supported	July	Referral / Source
Russ Wilcox dba State Farm	1-Jul	EMP. CONTACTED WDB
Miranda, Magden and Miranda	1-Jul	EMP. CONTACTED WDB
WIS International	5-Jul	WDB CONTACTED EMP.
In Shape	5-Jul	WDB CONTACTED EMP.
Salinas Union High School District	6-Jul	OUTREACH
Monterey County Hospitality Association	6-Jul	JOB ORDER POSTED
Central Coast College	6-Jul	JOB ORDER POSTED
Credit Consulting Services	6-Jul	EMP. CONTACTED WDB OJT
Holman Ranch	6-Jul	EMP. CONTACTED WDB
Zarco Tree Service	6-Jul	EMP. CONTACTED WDB
Miranda, Magden and Miranda	6-Jul	EMP. CONTACTED WDB
Salinas Welcome Center	6-Jul	EMP. CONTACTED WDB
Earthbound Farm/Whitewave	7-Jul	WDB CONTACTED EMP.
Aqua Blue	7-Jul	WDB CONTACTED EMP.
Salinas Welcome Center	7-Jul	WDB CONTACTED EMP.
Holman Ranch	7-Jul	WDB CONTACTED EMP.
County of Monterey	8-Jul	EMP. CONTACTED WDB
Credit Consulting Services	8-Jul	WDB CONTACTED EMP. OJT
Salinas Valley Chamber of Commerce	8-Jul	EMP. CONTACTED WDB
GCR Tires	8-Jul	EMP. CONTACTED WDB
Twenty Four Seven	8-Jul	EMP. CONTACTED WDB
Quiedan Company	11-Jul	WDB CONTACTED EMP.
Miranda, Magden and Miranda	12-Jul	EMP. CONTACTED WDB
Beauty Extreme Salon	12-Jul	IN PERSON
Loving Care Residential Care	12-Jul	JOB ORDER POSTED
Russ Wilcox dba State Farm	12-Jul	EMP. CONTACTED WDB
Packers Sanitation Services, Inc.	12-Jul	EMP. CONTACTED WDB
CST Brands	12-Jul	WDB CONTACTED EMP.
Vintage Villa Serra	12-Jul	EMP. CONTACTED WDB
Monterey County Office of Education/Americorps	13-Jul	EMP. CONTACTED WDB
Monterey Mushroom	13-Jul	OUTREACH
Miranda, Magden and Miranda	13-Jul	EMP. CONTACTED WDB
CLP Resources	14-Jul	WDB CONTACTED EMP.
Vintage Villa Serra	14-Jul	OUTREACH
Miranda, Magden and Miranda	15-Jul	EMP. CONTACTED WDB
Credit Consulting Services	15-Jul	OJT MONITORING VISIT
Monterey Mushroom	18-Jul	WDB CONTACTED EMP.
Credit Consulting Services	18-Jul	WDB CONTACTED EMP. OJT
ASSET Private Security	18-Jul	JOB ORDER POSTED
Comcast	18-Jul	EMP. CONTACTED WDB
Monterey Mushroom	19-Jul	WDB CONTACTED EMP.
CalDoor	19-Jul	EMP. CONTACTED WDB
Assemblyman Luis Alejo's Office	20-Jul	IN PERSON
Miranda, Magden and Miranda	20-Jul	OUTREACH
City of Watsonville	21-Jul	OUTREACH
Loving Care Residential Care	21-Jul	EMP. CONTACTED WDB
Salinas Valley Chamber of Commerce	21-Jul	WDB CONTACTED EMP.
CalDoor	21-Jul	EMP. CONTACTED WDB
Miranda, Magden and Miranda	21-Jul	EMP. CONTACTED WDB
Best Western Salinas Valley Inn	25-Jul	WDB CONTACTED EMP.
Earthbound Farm/Whitewave	25-Jul	WDB CONTACTED EMP.
PeopleReady (CLP Resources)	25-Jul	JOB ORDERS POSTED

Turratti	26-Jul	IN PERSON
Aeroteck	26-Jul	WDB CONTACTED EMP.
Salinas Valley Memorial Hospital	26-Jul	EMP. CONTACTED WDB
EMPCAS Machine Shop	26-Jul	WDB CONTACTED EMP.
Salinas Valley Chamber of Commerce	26-Jul	EMP. CONTACTED WDB
PMI Services LLC dba IHG Army Hotels	26-Jul	EMP. CONTACTED WDB
PMI Services LLC dba IHG Army Hotels	27-Jul	EMP. CONTACTED WDB
7 Eleven	27-Jul	JOB ORDER POSTED
Aqua Blue	27-Jul	WDB CONTACTED EMP.
PMI Services LLC dba IHG Army Hotels	28-Jul	EMP. CONTACTED WDB
County of Monterey	28-Jul	JOB ORDER POSTED
Carmel Valley Manor	28-Jul	JOB ORDERS POSTED
Monterey County Office of Education/Americorps	28-Jul	EMP. CONTACTED WDB
Aqua Blue	28-Jul	IN PERSON
Human Resources Support		
Applicants Pre-screened	17	
Job Descriptions Created	0	
Job Referrals to Employers	17	
Job Placements	0	
Job Openings Posted to CaJOBS	19	
Job Fairs & Custom Recruiting Events		
Job Fairs & Custom Recruiting Events	1	
Businesses Attended	1	
Job Seekers Attended	1	
Job Seekers Reported Hired	0	
Tax Credits & Benefits		
EZ Hiring & Tax Credits		
Work Opportunity Tax Credit		
Workers with Disabilities Tax Credit		
RR & Layoff Aversion		
Layoff Aversion		
RR Orientations		
Trade Adjustment Assistance		
Training Assistance		
Classroom Training		
Incumbent Worker Training (ETP)		
Work Experience		
On-the-Job Training		
Skills Testing/Assessments		
SkillCheck		

To: Monterey County Business Services Committee
From: Business Services Team, Workforce Development Board
Subject: Business Services Report
Date of Report: August 1-31, 2016

List of Businesses Supported	August	Referral / Source
EARTHBOUND FARMS	1-Aug	WDB CONTACTED EMP.
MONTEREY COUNTY OFFICE OF EDUCATION/AMERICORP	1-Aug	EMP. CONTACTED WDB
WINDSOR CARES	1-Aug	EMP. CONTACTED WDB
PML SERVICES DBA IHG ARMY HOTELS	1-Aug	EMP. CONTACTED WDB
MIRANDA, MAGDEN AND MIRANDA	1-Aug	EMP. CONTACTED WDB
DD DISCOUNTS	2-Aug	IN PERSON
DALES GLASS SHOP	2-Aug	EMP. CONTACTED WDB
ALVAREZ TECHNOLOGY	2-Aug	EMP. CONTACTED WDB
PML SERVICES DBA IHG ARMY HOTELS	2-Aug	RECRUITMENT EVENT
COUNTY OF MONTEREY	3-Aug	EMP. CONTACTED WDB
EARTHBOUND FARMS	3-Aug	WDB CONTACTED EMP.
KS INDUSTRIES, LP	3-Aug	EMP. CONTACTED WDB
WINDSOR GARDENS	3-Aug	EMP. CONTACTED WDB
MARINA COAST WATER DISTRICT	3-Aug	EMP. CONTACTED WDB
BARON HR	4-Aug	EMP. CONTACTED WDB
KION-TV	4-Aug	WDB CONTACTED EMP.
CREDIT CONSULTING SERVICES, INC.	4-Aug	WDB CONTACTED EMP. OJT
KS INDUSTRIES, LP	4-Aug	EMP. CONTACTED WDB
MIRANDA, MAGDEN AND MIRANDA	4-Aug	WDB CONTACTED EMP.
CREDIT CONSULTING SERVICES, INC.	5-Aug	WDB CONTACTED EMP. OJT
DEPARTMENT OF REHABILITATION	5-Aug	EMP. CONTACTED WDB
LOCAL 270 UNION	5-Aug	WDB CONTACTED WDB
FRESH EXPRESS	5-Aug	EMP. CONTACTED WDB
BERNARDUS LODGE	8-Aug	EMP. CONTACTED WDB
CREDIT CONSULTING SERVICES, INC.	8-Aug	EMP. CONTACTED WDB OJT
COUNTY OF MONTEREY	9-Aug	EMP. CONTACTED WDB
GIRL SCOUTS OF THE CENTRAL COAST	9-Aug	EMP. CONTACTED WDB
EARTHBOUND FARMS	9-Aug	RECRUITMENT EVENT
ALCOHOL, BEVERAGE AND FIREARMS	10-Aug	EMP. CONTACTED WDB
YOUNG'S COMMERCIAL TRANSFER, INC.	10-Aug	EMP. CONTACTED WDB
J.C. PENNYS	10-Aug	EMP. CONTACTED WDB
HELENA CHEMICAL COMPANY	10-Aug	EMP. CONTACTED WDB
McSHANE'S NURSERY	11-Aug	WDB CONTACTED EMP.
SALINAS CALIFORNIAN	11-Aug	WDB CONTACTED EMP.
COMMUNITY JOB FAIR (51 EMPLOYERS)	11-Aug	COMM. JOB FAIR
ADDECO	12-Aug	EMP. CONTACTED WDB
CENTRAL COAST CENTER FOR INDEPENDENT LIVING	12-Aug	WDB CONTACTED EMP.
MONTEREY COUNTY BUSINESS COUNCIL	12-Aug	EMP. CONTACTED WDB
MIDBAY FORD LINCOLN	12-Aug	EMP. CONTACTED WDB
GOODWILL CENTRAL COAST	15-Aug	EMP. CONTACTED WDB
FRESH EXPRESS	15-Aug	WDB CONTACTED EMP.
McCARTHY BUILDING COMPANIES, INC.	15-Aug	WDB CONTACTED EMP.
RUSS WILCOX INSURANCE AGENCY	16-Aug	EMP. CONTACTED WDB
FRESH EXPRESS	16-Aug	EMP. CONTACTED WDB
AQUA BLUE SPA	16-Aug	WDB CONTACTED EMP.
UNITED PACIFIC	16-Aug	EMP. CONTACTED WDB
ASCHER LAW	16-Aug	EMP. CONTACTED WDB
FRESH EXPRESS	16-Aug	RECRUITMENT EVENT
COUNTY OF MONTEREY	18-Aug	EMP. CONTACTED WDB
SEARS	18-Aug	WDB CONTACTED EMP.
DD DISCOUNTS	18-Aug	WDB CONTACTED EMP.
CHILTON HOUSE, INC.	18-Aug	EMP. CONTACTED WDB

ASCHER LAW	18-Aug	EMP. CONTACTED WDB
MIRANDA, MAGDEN AND MIRANDA	18-Aug	WDB CONTACTED EMP.
HELENA CHEMICAL COMPANY	18-Aug	WDB CONTACTED EMP.
SECO MESA	18-Aug	EMP. CONTACTED WDB
IN SHAPE	18-Aug	EMP. CONTACTED WDB
SEARS	22-Aug	WDB CONTACTED EMP.
SALINAS UNION HIGH SCHOOL DISTRICT	22-Aug	WDB CONTACTED EMP.
BALANCE STAFFING	22-Aug	EMP. CONTACTED WDB
TARGET	23-Aug	EMP. CONTACTED WDB
AQUA BLUE SPA	23-Aug	EMP. CONTACTED WDB
SALINAS STAFFING	24-Aug	WDB CONTACTED EMP.
CENTRAL COAST CENTER FOR INDEPENDENT LIVING	24-Aug	EMP. CONTACTED WDB
BARON HR	24-Aug	EMP. CONTACTED WDB
21ST CENTURY STORAGE	24-Aug	EMP. CONTACTED WDB
FRESH EXPRESS	24-Aug	RECRUITMENT EVENT
CITY OF WATSONVILLE	26-Aug	WDB CONTACTED EMP.
EARTHBOUND FARMS	26-Aug	EMP. CONTACTED WDB
UPSTARTS ORGANIC SEEDLINGS, LLC	26-Aug	EMP. CONTACTED WDB
BARON HR	26-Aug	EMP. CONTACTED WDB
ALL PRO JANITORIAL	26-Aug	EMP. CONTACTED WDB
DOUGLAS GUTSHALL DBA PRIMERICA FINANCIAL	26-Aug	EMP. CONTACTED WDB
CALIFORNIA PRISON INDUSTRY AUTHORITY	29-Aug	EMP. CONTACTED WDB
ESPARZA, INC.	30-Aug	EMP. CONTACTED WDB
BC LABOR CONTRACTOR	31-Aug	EMP. CONTACTED WDB
THE NUNES COMPANY	31-Aug	WDB CONTACTED EMP.
Human Resources Support		
Applicants Pre-screened	27	
Job Descriptions Created	0	
Job Referrals to Employers	27	
Job Placements	0	
Job Openings Posted to CaJOBS	31	
Job Fairs & Custom Recruiting Events		
Job Fairs & Custom Recruiting Events	5	
Businesses Attended	54	
Job Seekers Attended	306	
Job Seekers Reported Hired	1	
Tax Credits & Benefits		
EZ Hiring & Tax Credits	0	
Work Opportunity Tax Credit		
Workers with Disabilities Tax Credit		
RR & Layoff Aversion		
Layoff Aversion		
RR Orientations		
Trade Adjustment Assistance		
Training Assistance		
Classroom Training		
Incumbent Worker Training (ETP)		
Work Experience		
On-the-Job Training		
Skills Testing/Assessments		
SkillCheck		
Labor Market Info		

To: Monterey County Business Services Committee
From: Business Services Team, Workforce Development Board
Subject: Business Services Report
Date of Report: September 1-30, 2016

List of Businesses Supported	September	Referral / Source
HELENA CHEMICAL	1-Sep	EMP. CONTACTED. WDB
CALIFORNIA PRISON INDUSTRY AUTHORITY	1-Sep	RECRUITMENT EVENT
HYATT HIGHLANDS INN	1-Sep	EMP. CONTACTED WDB.
BRICKMAN MARKETING	2-Sep	EMP. CONTACTED. WDB
UPSTARTS ORGANIC SEEDLINGS	2-Sep	EMP. CONTACTED. WDB
LABORERS TRAINING AND RETRAINING TRUST FUNDS FC	6-Sep	WDB CONTACTED EMP.
CREDIT CONSULTING SERVICES	6-Sep	WDB CONTACTED EMP. OJT
WIS INTERNATIONAL	6-Sep	EMP. CONTACTED. WDB
SLINGSHOT CONNECTIONS	6-Sep	EMP. CONTACTED WDB
LABORERS TRAINING AND RETRAINING TRUST FUNDS FC	7-Sep	IN PERSON
CREDIT CONSULTING SERVICES	8-Sep	WDB CONTACTED EMP.
BALANCE STAFFING	8-Sep	EMP. CONTACTED. WDB
WIS INTERNATIONAL	8-Sep	EMP. CONTACTED. WDB
IN HOME CARE	8-Sep	OUTREACH
McCARATHY BUILDING COMPANIES, INC.	8-Sep	IN PERSON OJT
NORTH COAST MEDICAL AND REHABILITATION PRODUCE	12-Sep	EMP. CONTACTED. WDB
LABOR READY	12-Sep	RECRUITMENT EVENT
CREDIT CONSULTING SERVICES	12-Sep	WDB CONTACTED EMP.
ESPARZA ENTERPRISES, INCORPORATED	12-Sep	EMP. CONTACTED WDB
WIS INTERNATIONAL	12-Sep	EMP. CONTACTED WDB
STEINER E-OPTICS	13-Sep	EMP. CONTACTED WDB
McCARATHY BUILDING COMPANIES, INC.	13-Sep	WDB CONTACTED EMP.
INTERNATIONAL PAPER	13-Sep	EMP. CONTACTED WDB
WIS INTERNATIONAL	14-Sep	EMP. CONTACTED WDB
BALANCE STAFFING	14-Sep	WDB CONTACTED WDB
WIS INTERNATIONAL	14-Sep	RECRUITMENT EVENT
J & S SURPLUS	14-Sep	EMP. CONTACTED WDB
ON CALL STAFFING SOLUTIONS	14-Sep	EMP. CONTACTED WDB
WIS INTERNATIONAL	15-Sep	WDB CONTACTED EMP.
LABOR READY	15-Sep	WDB CONTACTED EMP.
BALANCE STAFFING	15-Sep	WDB CONTACTED EMP.
COUNTY OF MONTEREY	15-Sep	EMP. CONTACTED WDB
PEBBLE BEACH COMPANY	15-Sep	OUTREACH
ON CALL STAFFING SOLUTIONS	15-Sep	EMP. CONTACTED WDB
BALANCE STAFFING	16-Sep	RECRUITMENT EVENT
FRESH EXPRESS, INC.	16-Sep	WDB CONTACTED EMP.
EARTHBOUND FARM / WHITEWAVE	16-Sep	WDB CONTACTED EMP.
PMI SERVICES DBA IHG ARMY HOTELS	16-Sep	WDB CONTACTED EMP.
DESIGNER SHOE WEAR -DSW	19-Sep	WDB EMP. OUTREACH
MACY'S	19-Sep	WDB EMP. OUTREACH
ULTA	19-Sep	WDB EMP. OUTREACH
BLAZE PIZZA	19-Sep	WDB EMP. OUTREACH
NUNO IRON	19-Sep	EMP. CONTACTED WDB
McCARATHY BUILDING COMPANIES, INC.	20-Sep	EMP. CONTACTED WDB OJT
McCARATHY BUILDING COMPANIES, INC.	20-Sep	WDB CONTACTED EMP. OJT
GOODWILL	20-Sep	WDB CONTACTED EMP.
DOLLAR GENERAL	20-Sep	OUTREACH
TURNING POINT OF THE CENTRAL COAST	20-Sep	EMP. CONTACTED WDB
WIS INTERNATIONAL	20-Sep	WDB CONTACTED EMP.
MACY'S	20-Sep	EMP. CONTACTED WDB.
McCARATHY BUILDING COMPANIES, INC.	21-Sep	EMP. CONTACT WDB OJT MONITORING VISIT
EARTHBOUND FARM / WHITEWAVE	21-Sep	WDB CONTACTED EMP.

McCARTHY BUILDING COMPANIES, INC.	21-Sep	IN PERSON OJT
BALANCE STAFFING	22-Sep	EMP. CONTACTED WDB
LABORERS TRAINING AND RETRAINING TRUST FUNDS FC	22-Sep	EMP. CONTACTED WDB
WORLD PRIVATE SECURITY, INC.	22-Sep	EMP. CONTACTED WDB
RUSS WILCOX INSURANCE AGENCY, INC.	22-Sep	EMP. CONTACTED WDB
NUNO IRON	22-Sep	EMP. CONTACTED WDB
KELLY SERVICES	22-Sep	OUTREACH
DRIVELINE RETAIL MERCHANDISING	23-Sep	JOB ORDER POSTED
McCARTHY BUILDING COMPANIES, INC.	23-Sep	EMP. CONTACTED WDB OJT
CREDIT CONSULTING SERVICES	26-Sep	EMP. CONTACTED WDB OJT
BARON HR	27-Sep	JOB ORDER POSTED
McCARTHY BUILDING COMPANIES, INC.	27-Sep	WDB CONTACTED EMP. OJT
SWEET EARTH FOODS, INC.	27-Sep	EMP. CONTACTED WDB
THAYER PAINTING	27-Sep	EMP. CONTACTED WDB
WIS INTERNATIONAL	27-Sep	RECRUITMENT EVENT
GEO REENTRY SERVICES, INC.	28-Sep	EMP. CONTACTED WDB
CITY OF GREENFIELD	28-Sep	WDB CONTACTED EMP.
GEO REENTRY SERVICES, INC.	29-Sep	WDB CONTACTED EMP.
MIDNIGHT EXPRESS	29-Sep	EMP. CONTACTED WDB
KSBW-TV	29-Sep	OUTREACH
CONTINENTAL LABOR AND STAFFING	30-Sep	EMP. CONTACT WDB
Human Resources Support		
Applicants Pre-screened	48	
Job Descriptions Created	0	
Job Referrals to Employers	48	
Job Placements	13	
Job Openings Posted to CalJOBS	19	
Job Fairs & Custom Recruiting Events		
Job Fairs & Custom Recruiting Events	5	
Businesses Attended	4	
Job Seekers Attended	48	
Job Seekers Reported Hired	13	
Tax Credits & Benefits		
EZ Hiring & Tax Credits	0	
Work Opportunity Tax Credit	0	
Workers with Disabilities Tax Credit	0	
RR & Layoff Aversion		
Layoff Aversion	0	
RR Orientations	0	
Trade Adjustment Assistance	0	
Training Assistance		
Classroom Training		
Incumbent Worker Training (ETP)		
Work Experience		
On-the-Job Training		
Skills Testing/Assessments		
SkillCheck		

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR

SUBJECT: REPORT ON THE BUSINESS U BOOT CAMP “MAXIMIZING BUSINESS ENGAGEMENT”

DATE: OCTOBER 11, 2016

INFORMATION:

At the Business Services Committee meeting, an update will be provided on the Business U Boot camp “Maximizing Business Engagement”, held on September 26, 2016.

- **Business Engagement Process:**
 - Prospect, outreach, consult, engage, measure and follow-up

- **Transformational Approaches:**
 - Evolves over time, there’s no immediate reward and it’s not agenda driven
 - Purpose is to decrease expectations and increase interaction
 - Provide customer insight (align mission, leverage data, provide value-add analytics)
 - Actively listen (seek to understand feelings and opinions)
 - Be a strategist (match solutions, increase offerings)
 - Deliver (keep promises, manage experience, communicate, measure)
 - Ask for feedback
 - Improve continuously

 - **Take away:** *Identify business engagement strategies used in our organization and look at areas that need improvement to build transformational business relationships.*

- **Transactional Approaches:**
 - Agenda driven
 - Focus is on immediate transaction
 - Conditionally motivated
 - Limited interaction
 - Data not collected or shared
 - Problem handled

 - **Take away:** *Look to decrease transactional approaches and build transformational business relationships. However, our programs are grant funded and include deliverables and deadlines where transactional approaches are still useful.*

- **Engagement Strategies & Tools:**
 - **Take away:**
 - *Create an asset map with our business engagement team and colleagues to expand our reach*
 - *Develop a referral process with partners*
 - *Develop performance indicators to measure effectiveness in serving employers*
 - *Standardize needs assessments and start using at initial site visits*
 - *Finalize elevator pitches*
 - *Use social media to increase interaction with business*
 - *Improve social media profiles*

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE
FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR
SUBJECT: REPORT OUT ON MONTEREY COUNTY'S LOCAL LABOR MARKET
DATE: OCTOBER 11, 2016

INFORMATION:

At the Business Services Committee meeting, WDB staff plan to review the most up-to-date labor market statistics for Monterey County. This data can be found on the Monterey County Workforce Development Board's website at www.montereycountywdb.org.

Top Labor Market Stats:

- Labor Market Snapshot: 8/2016
- Unemployment Rate: 5.7%
- Labor Force: 229,300
- Employed: 216,200
- Unemployed: 13,100

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 September 16, 2016.

The release schedule for the September 2016 unemployment rates (labor force) and industry employment data from the Labor Market Information Division is October 21, 2016.

ATTACHMENT:

Monterey County Labor Market Snapshot

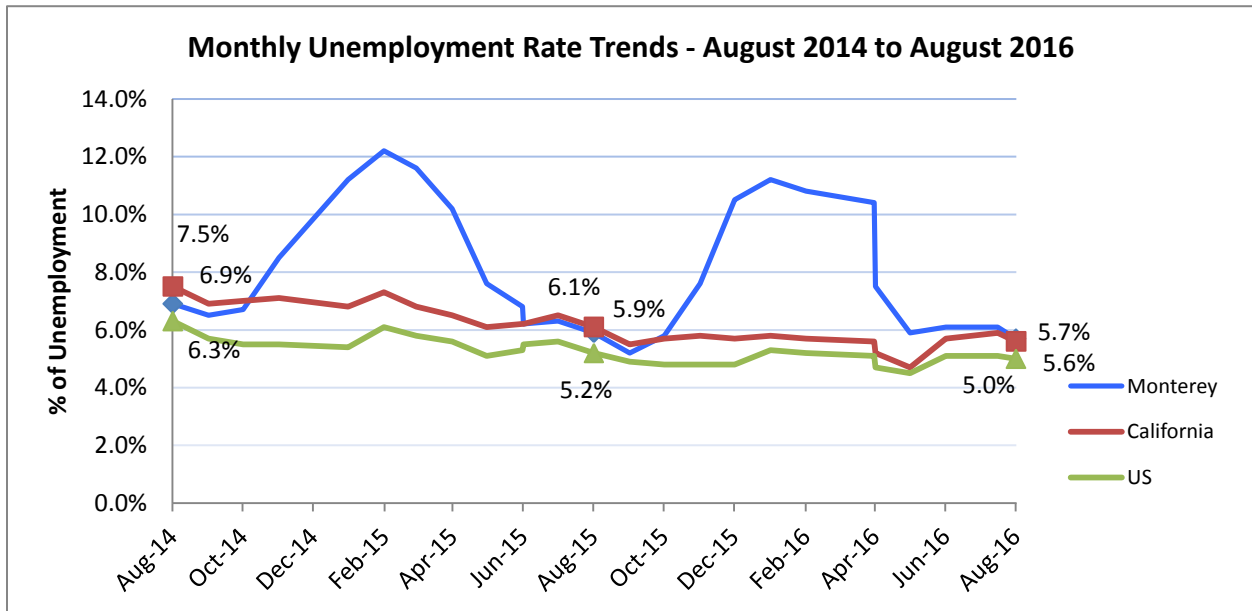
Monterey County Labor Market Snapshot August 2016

The unemployment rate in **Monterey County** was **5.7 percent** in **August 2016**, down from a revised 6.1 percent in July 2016, and below the year-ago estimate of 5.9 percent. This compares with an unadjusted unemployment rate of 5.6 percent for California and 5.0 percent for the nation during the same period.

Unadjusted Unemployment Rates

	August 2016	July 2016	June 2016
Monterey County	5.7%	6.1%	6.1%
California	5.6%	5.9%	5.7%
United States	5.0%	5.1%	5.1%

*(Source: EDD Monthly Press Release, September 16, 2016. * Includes revised % from State EDD.)*



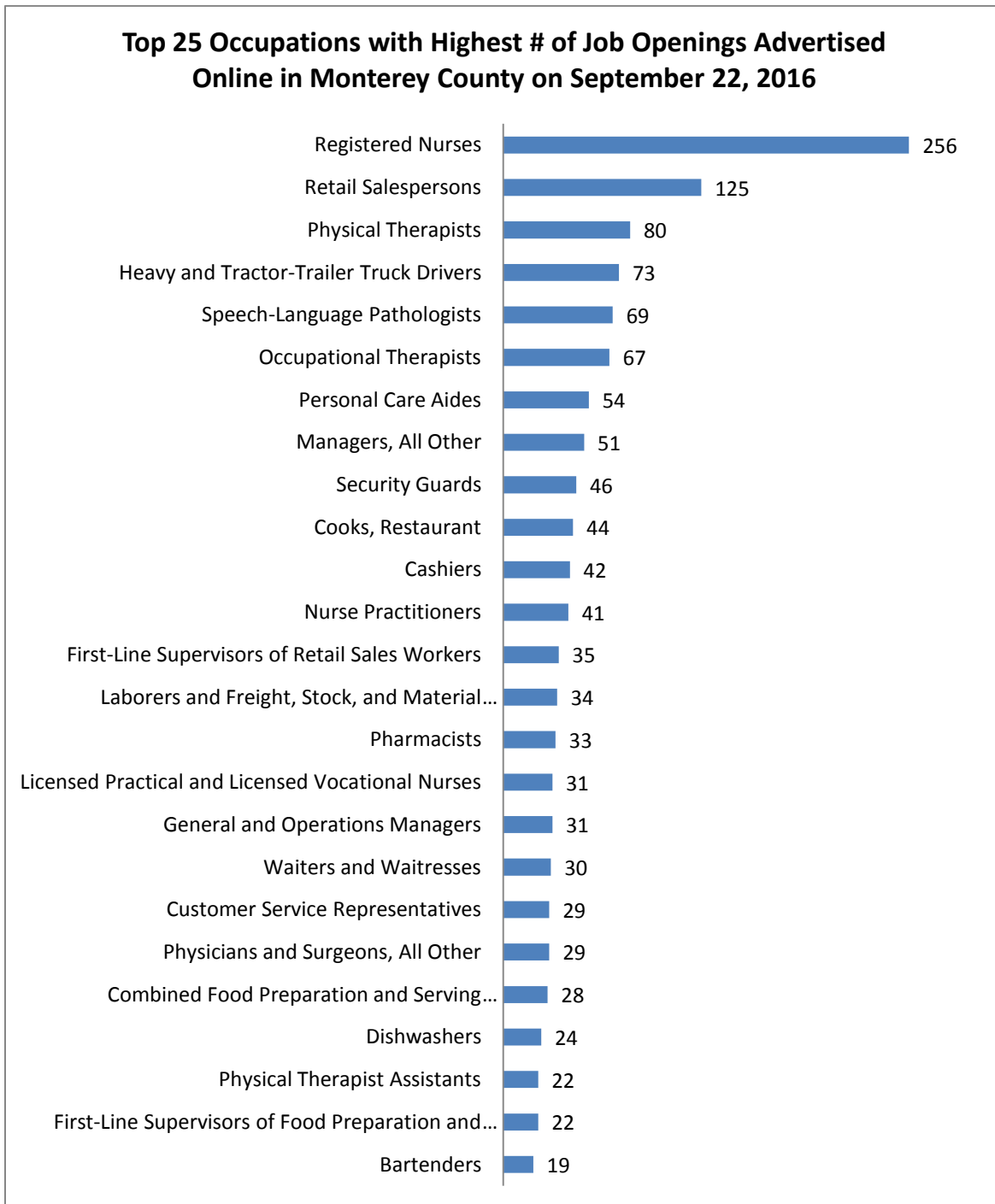
Industry Employment & Labor Force Overview

- The civilian labor force decreased by 700 persons or -0.3% between July and August 2016, and changed -0.8% year over year.
- Overall civilian employment decreased by 1,300 from 217,500 in August 2015 to 216,200 in August 2016.
- The number of unemployed is 13,100, down 900 from 14,000 in July 2016 and down 500 compared to August 2015.
- Total farm employment decreased by 1,200 in August 2016. With 68,100 jobs, total farm essentially accounts for 33% of all employment reported in August 2016.
- Total non-farm employment grew by 1,800 jobs between July and August 2016. Industries that reported job gains include: government (1,300), trade, transportation & utilities (200); professional & business services (200); and educational & health services (100). Government accounted for 72% of all jobs created during this period.
- Eight cities throughout Monterey County had unemployment rates at or less than 6.0% (the U.S. unemployment rate); these cities had an average unemployment rate of 4.4%. These cities, with the exception of Salinas and Gonzales, are located on the coast. Four cities had unemployment rates above 6.0%; ranging from 8.0% to 11.6%.
- Sand City and King City had the highest unemployment rates in the County at 11.5% and 11.6% respectively.
- Of the unincorporated areas of the County, San Lucas' unemployment rate is the highest at 19.1%, followed by Moss Landing at 17.6%, San Ardo at 14.7%, Pajaro at 14.5% and Boronda at 13.1%.

(Source: EDD Industry Employment & Labor Force and Monthly Press Release, September 16, 2016)

Jobs and Occupational Trends

Below is a graph that shows the occupations with the highest job openings advertised online in Monterey County, California on September 22, 2016.



Visit www.caljobs.ca.gov to register and apply for these job openings!

(Job Source: Online advertised jobs data)

Occupations with the Highest Number of Job Openings Advertised Online, past 3 months

Below is a table that shows the occupations with the highest job openings advertised online in Monterey County, California, month to month, starting from July to September 2016. The far right columns indicate the Entry Level (minimum level of education required for entry), Work Experience (number of years of experience typically required for entry in the occupation or field), and OJT (On-the-Job Training that is typically accepted by employers for entry in the occupation or field). Reference the legend below the table for further details.

Occupation	July 2016	Aug 2016	Sep 2016	Entry Level	Work Experience	OJT
1 Registered Nurses	217	259	256	4	None	None
2 Retail Salespersons	124	135	125	8	None	ST OJT
3 Physical Therapists	102	118	80	1	None	None
4 Heavy and Tractor-Trailer Truck Drivers	28	56	73	5	None	ST OJT
5 Speech-Language Pathologists	126	137	69	2	None	None
6 Occupational Therapists	135	134	67	2	None	None
7 Personal Care Aides	45	63	54	8	None	ST OJT
8 Managers, All Other	39	52	51	7	<5 years	None
9 Security Guards	45	61	46	7	None	ST OJT
10 Cooks, Restaurant	48	46	44	8	<5 years	M OJT
11 Cashiers	34	49	42	8	None	ST OJT
12 Nurse Practitioners	38	51	41	5	None	None
13 First-Line Supervisors of Retail Sales Workers	35	28	35	7	<5 years	None
14 Laborers, Freight, Stock, & Material Movers	32	52	34	8	None	ST OJT
15 Pharmacists	47	48	33	1	None	None
16 General and Operations Managers	24	31	31	3	<5 years	None
17 Licensed Practical & Licensed Vocational Nurses	41	29	31	6	None	None
18 Waiters and Waitresses	25	42	30	8	None	ST OJT
19 Customer Service Representatives	46	47	29	7	None	ST OJT
20 Physicians and Surgeons, All Other	n/a	n/a	29	1	None	IR
21 Food Prep & Serving Workers, incl Fast Food	29	40	28	8	None	ST OJT
22 Dishwashers	16	33	24	8	None	ST OJT
23 First-Line Supervisors of Food Prep and Serving	26	42	22	7	<5 years	None
24 Physical Therapist Assistants	44	44	22	4	None	None
25 Bartenders	n/a	n/a	19	8	None	ST OJT

Legend:

Entry Level Education	Work Experience Codes	On-the-Job Training
1 - Doctoral or professional degree	>= 5 yrs - 5 yrs or more exp in occupation/field	I/R-Internship Residency
2 - Master's degree	<5 yrs - Less than 5 yrs exp in occupation/field	APP - Apprenticeship
3 - Bachelor's degree	None - No work exp is typically required	LT OJT - Long-term OJT (>12 mo)
4 - Associate's degree		MT OJT - Moderate-term OJT (1-12 mo)
5 - Postsecondary non-degree		ST OJT - Short-term OJT (3-6 mo)
6 - Some college, no degree		None - None
7 - HS diploma or equivalent		
8 - Less than high school		

Employers with the Highest # of Job Openings Advertised Online in Monterey County on September 22, 2016

The table below shows the employers with the highest number of job openings advertised online in Monterey County, California on September 22, 2016. Note: The trucking companies listed below with headquarters outside of California do not have local terminals.

Rank	Employers with Highest Number of Job Openings	Job Openings
1	Swift Transportation Co., Inc. <i>(Trucking company based out of Castroville)</i>	192
2	California State University Monterey Bay	106
3	Pebble Beach Company	90
4	Kindred Healthcare, Inc.	84
5	CRST Expedited <i>(Freight company headquartered in Cedar Rapids, IA)</i>	74
6	Safeway Inc.	74
7	Salinas Valley Memorial Healthcare System	69
8	Community Hospital of the Monterey Peninsula	62
9	Commune Hotels and Resorts, LLC.	55
11	Panther Premium Logistics, Inc.	46
12	Monterey County, California	45
13	Gonzales Unified School District	40
14	Macy's, Inc.	40
15	Foothill Nursing Center	36
16	Sears, Roebuck and Co.	35
17	RehabCare Group, Inc.	34
18	Carmel Valley Ranch Resort	33
19	Community Action Partnership of San Luis Obispo County, Inc	33
20	Monterey Peninsula College	33
21	Saia, Inc. <i>(Trucking company headquartered in Johns Creek, GA)</i>	32
22	Sunrise Senior Living Inc.	32
23	Target Corporation	32
24	Mee Memorial Hospital	30

Visit www.caljobs.ca.gov to register and apply for these job openings!

(Job Source: Online advertised jobs data)

Occupations by Advertised Salary in Monterey County on September 22, 2016

The table below shows the occupations from job openings advertised online with the highest paying mean (annual) wages in Monterey County, California on September 22, 2016.

Rank	Occupation	Mean Annual Advertised Wage
1	Critical Care Nurses ✨	\$106,474
2	Clinical Psychologists	\$99,054
3	Registered Nurses ✨	\$97,248
4	Physical Therapists ✨	\$94,946
5	Secondary School Teachers, Except Special & Career Tech Education ✨	\$72,434
6	Healthcare Social Workers ✨	\$69,266
7	Executive Secretaries and Executive Administrative Assistants ✨	\$38,407
8	Janitors and Cleaners, Except Maids and Housekeeping Cleaners ✨	\$30,087
9	Receptionists and Information Clerks ✨	\$28,657
10	Laborers and Freight, Stock, and Material Movers, Hand ✨ 🌱	\$25,702

✨ BRIGHT OUTLOOK NATIONALLY |
 ✨ BRIGHT OUTLOOK STATEWIDE |
 🌱 GREEN OCCUPATIONS

Job Source: Online advertised jobs data

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR

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

DATE: OCTOBER 11, 2016

INFORMATION/DISCUSSION:

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

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.

As of August 31, 2016, the attached report highlights the number of certificates issued and employers registered for Monterey County.

ATTACHMENT:

- ACT National Career Readiness Certificates (NCRC) – Monterey County

October 12-13, 2016 - Work Ready Communities Academy

ACT is accepting applications for its next Academy in Atlanta, Georgia. [Apply](#)

UNITED STATES
▲
CALIFORNIA
▲
MONTEREY

MONTEREY COUNTY

28%
OF GOALS ATTAINED

CHOOSE COUNTY ▼

Showing: Jan 1, 2012 to Aug 31, 2016

[Print County Data](#)

[County Web Page Guide](#)

Goals updated only for participating counties

Workforce	Goals	Actual NCRC
Emerging	617	333
Current	111	162
Transitioning	1555	239
Totals	2283	734
Workforce category not identified		0
Total NCRC		734

	Goals	Actual
Employers Supporting	144	7 ⁱ

Timeline for completing goals is July 1, 2015 to on or before July 1, 2017

IMPROVED ACT NCRC

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

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	117	46	60	10	+	-	0
	Public	45	13	30	+	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	227	83	128	16	0	-	0
	Recent Veteran	0	0	0	0	0	-	0
	Workforce category not identified	0	0	0	0	0	-	0
Totals		734	284	394	54	+	-	0

NCRC Earned WKIV*	622
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NCRC data reflected by demographic group from last test date

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

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.

MEMORANDUM

TO: BUSINESS SERVICES COMMITTEE

FROM: JOYCE ALDRICH, EXECUTIVE DIRECTOR

SUBJECT: REVIEW COMMUNITY ASSET MAPPING INVENTORY AND RECOMMEND CHANGES

DATE: OCTOBER 11, 2016

INFORMATION:

At the Monterey County Workforce Development Board (WDB) meeting held on October 5, 2016, Josh Williams of BW Research, Inc. gave a presentation on the Community Asset Mapping inventory of workforce development, education and training, employers, and supportive service assets operating in Monterey County. The asset map was developed for the Monterey County WDB to understand where service delivery structures are available throughout the County that align with workforce development strategies; to eliminate duplicative services; and to identify resources that better leverage existing services through a braided funding approach.

The intended target audience includes the WDB, community partners, service providers and public. The interactive map is available online and shows where the assets are located in relationship to one another based on identified priority clusters including: Healthcare, Agriculture, Tourism & Retail and Education; and how the assets align to transit options available.

The interactive asset map is grouped by four categories within the identified priority clusters:

- Training and Education;
- Adult Education / English as a Second Language;
- Job Placement Services; and
- Youth Services.

DISCUSSION:

At the WDB meeting, the members recommended that the Business Services Committee take on the responsibility to review and validate the inventory of assets and make recommendations on any necessary changes. WDB staff plan to work with BW Research to discuss how the changes will be implemented and updated regularly.

For review, here is the link to the interactive map online:

<http://www.bwresearch.com/dashboard/monterey/map.asp>