



**San Benito County Workforce Development Board (WDB)**

**1111 San Felipe Road, Suite 108 \* Hollister, CA 95023**

**January 9, 2018 @ 3:00 P.M.**

**Full Workforce Development Board Meeting**

**AGENDA**

**FOR THE HEALTH AND SAFETY OF STAFF & GUESTS ALL MEETINGS ARE FRAGRANCE FREE**

**I. GENERAL INFORMATION:**

**II. Public Comment Period:** Guests may introduce themselves and request to comment on any non-agenda items. Time is limited to five minutes per guest unless the board determines that more time is needed.

**III. Regular Agenda:**

**A. Roll Call:** Roll will be taken to determine excused absences for attendance requirements.

**B. Full WDB Meeting Minutes:** October 10, 2017 full WDB meeting minutes are enclosed for review and approval.

**C. Executive Committee Meeting:** December 12, 2018 Executive Committee meeting minutes are enclosed for board information.

**IV. CONSENT AGENDA:**

**A. Board Announcements:**

**V. DISCUSSION/ACTION ITEMS:**

**A. Adult & Dislocated Worker Career Services Provider:** Enclosed is a copy of the letter submitted to the State WDB board requesting CSWD to be the provider of Adult and DW Career Services.

**B. Board Membership:** Any applications received may be reviewed for appointment to the board. Current vacancies: Business Representatives (4). Requesting assistance from all Board members with recruitments.

**1. Resignation:** Enclosed is a letter of resignation from Alex Arias. Due to Alex's resignation the WDB there is a need to appoint a new Chair.

**C. Rapid Response and Lay-Off Aversion Services:** Staff will provide an update.

**D. Committee Updates:** Updates may be provided on the following committees:

**1. Executive Committee:** No response has been received from Karen Para on her interest in replacing Carrie Fosdick on the Executive Committee. If she isn't able to accept the position Richard Perez has agreed to serve on the committee.

**2. Youth Committee:** Members will provide an update.

**3. Job Fair Committee:** Enclosed is the email sent to the Chamber of Commerce regarding WDB participation at their job fair.



4. **One-Stop and Business Services Websites Committee:** Members will report on the meeting held on January 8, 2018 to review and update websites [www.sbcjobs.org](http://www.sbcjobs.org) - [www.sanbenitobsc.org](http://www.sanbenitobsc.org).
  5. **Agricultural AdHoc Committee:** Staff and members were provided an update on the proposed trainings. See enclosed.
- E. **America's Job Center of California (AJCC) Operator:** Enclosed you will find the presentation and meeting minutes provided by David Mirrione during the December 6, 2017 meeting.

IV. **Additional Information:**

- A. **California Workforce Association (CWA) Youth Conference:** Ruby Soto and Sylvia Jacquez are attending this conference January 9<sup>th</sup> thru 11<sup>th</sup>, 2018 in Sacramento.
- B. **Workforce Services Directives and Information Notices:** Provided for WDB information are links to the most recent Workforce Services Directives [WSD17-06](#) and Information Notices [WSIN17-18 thru WSIN17-20](#). Summary enclosed.
- C. **AB124 Ethics Training:** Individuals needing to complete the ethics training have been notified. NEW LINK to complete the ethics training is: <http://localethics.fppc.ca.gov/login.aspx>

V. **Adjournment:**

The next Executive Committee meeting is scheduled on February 13, 2018, **Ste. 107** – 3 P.M.

The next Full WDB meeting is April 10, 2018, **Ste. 108** at 3 P.M.



**San Benito County Workforce Development Board (WDB)**

**1111 San Felipe Road, Suite 108 \* Hollister, CA 95023**

**October 10, 2017 @ 3:00 P.M.**

**Full - Workforce Development Board**

**MINUTES**

**FOR THE HEALTH AND SAFETY OF STAFF & GUESTS ALL MEETINGS ARE FRAGRANCE FREE**

Present: Kristi Alarid, Kendra Bobsin, Duane Bradford, Sherrean Carr, Kristina Chavez Wyatt, James Dion, Al Gonzalez, Andy Hartman, Albert Orosco, Karen Para, Richard Perez, Jose Rodriguez, James Rydingsword

Absent: Alex Arias, Richard Bianchi, Carrie Fosdick

Guests: Janice Schriver, Abraham Gonzlez, Patrick Espanol

Staff: Andi Anderson, Enrique Arreola, Sylvia Jacquez, Ruby Soto

Kristina Chavez Wyatt called the meeting to order at 3:02 P.M.

I. **GENERAL INFORMATION:**

II. **Public Comment Period:**

A. **Guests:** Introductions were made by everyone present.

B. **Success Stories:**

1. Guest, Abraham Gonzales, Waste Water Operator, heard about the Work Experience Program (WEP) and decided to enter the waste water field. He shared how it is difficult to gain experience in this area and through the WEP he was able to join Veolia and receive much needed hands on experience. He said it is a great feeling to excel in his field and he is grateful for the program. After explaining the various certifications and the credits needed (1800 hours, pass state board, etc.) for this specialized field, he has certifications that others within his field don't have. Found out about the program through a brief conversation with a neighbor. Sherrean Carr distributed newly updated water resource brochures and stated members can contact her directly at (408) 848-4757 or [scarr@gavilan.edu](mailto:scarr@gavilan.edu). Jose Rodriguez stated in his 20+ years 7 participants have gone through this program that he has hired. It is a thriving profession and there is a great need for workers. It is difficult to obtain the 1800 hours required for certification and this program has been instrumental in helping participants to obtain the hours. Discussed outreach & marketing of the program. Enrique explained that he met with the High School and found that at the time it was difficult to get into the HS because of the curriculum. Now may be a time to begin focusing more on that, not just training in the water industry but all programs. Sherrean has attempted to implement college courses on the high school campus for the water classes. HS is afraid that there won't be enough interest in "just water". Jose stated that

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equipment in waste water is now more computerized and that may be an avenue to generate more interest. There are a lot of technical careers involved in wastewater. Jose, Sherrean, CSWD staff will come together and develop a press release and promotional items.

2. Ruby shared 2 additional success stories. – get these from Ruby to included in minutes.

III. **Regular Agenda:**

- A. **Roll Call:** Roll was taken to determine excused absences for attendance requirements. Individuals who called in were excused.
- B. **Full WDB Meeting Minutes:** The July 11, 2017 full WDB meeting minutes are enclosed for board review and approval. *M/S/C Richard Perez/Karen Para.*
- C. **Executive Committee Meeting:** The minutes of the September 12, 2017 Executive Committee meeting minutes are enclosed for info only.

IV. **CONSENT AGENDA:**

- A. **Board Announcements:**
- B. **Lunch and Learn Event:** Alex Arias was scheduled to be a presenter at the Lunch and Learn event on November 8, 2017 from 11:30 am to 1:00 pm. Alex has accepted a new position and staff requested a volunteer to take Alex's place. Richard Perez volunteered to assist Enrique at the event.
- C. **Board Membership:** Any applications received may be reviewed for appointment to the board. Current vacancies: Adult Education, Business Representatives (4). Enrique reported that Alex Arias may need to resign the WDB as he is currently in transition to another career path.

V. **DISCUSSION/ACTION ITEMS:**

- A. **Policies & Procedures:** The enclosed updated Policies & Procedures were reviewed and approved by the board. *M/S/C Richard Perez/Duane Bradford.*
- B. **Lay-Off Aversion Services:** Board members reviewed and discussed the Lay-Off Aversion survey results and selected the top 3 activities in order to provide staff direction on proposed services for FY 17/18. At the direction of the board the top 3 priorities for the layoff aversion activities are: 1) Business Services Workshops 2) Job Search 3) Business Engagement *M/S/C Karen Para/Richard Perez.*
- C. **AJCC Certification Process:** Staff provided an update on the AJCC Certification Process and the proposal was approved by the board. *M/S/C Kendra Bobsin/Duane Bradford.*
- D. **Committee Updates:** Finalize appointments to the following committees:
  1. **Youth Committee:** Chair, Richard Perez, Sr., Karen Para provided an update on appointments to the Youth Committee. Richard indicated that Lorena Fernandez, Teacher at high school is interested in being appointed to the committee. Sylvia Jacquez stated that she needs to submit a membership application to be approved by the WDB. Sylvia indicated that according to WIOA guidelines states that 75% of funds must be tied to out-of-school you ages 16-24. Discussed outreach target population, ie youth in Juvenile Hall. Sylvia indicated that this is a possibility as long as they are enrolled prior to being re-enroll into school.

2. **Job Fair Committee:** Andy Hartman will chair. In the event that the WDB participates in future job fairs, he will request volunteers for this ad hoc committee. Sylvia Jacquez stated a meeting was scheduled for today but it was postponed. Kristina Chavez Wyatt reported that the Chamber is now looking at holding a Business Expo, similar to the former “Spotlight on Hollister”. AJCC previously partnered with EDC for the event. Employers weren’t charged for a booth. Sylvia explained that if the WDB decided not to partner with the Chamber, AJCC would look into hosting their own job fair and Andy Hartman would chair that effort.
  3. **One-Stop and Business Services Websites Committee:** Members provided an update on the existing websites [www.sbcjobs.org](http://www.sbcjobs.org) & [www.sanbenitobsc.org](http://www.sanbenitobsc.org). There was a meeting scheduled for today but it was rescheduled.
  4. **Agricultural AdHoc Committee:** Enrique provided a brief overview of the survey and what was covered. There is a meeting at AJCC Friday, October 13, 2017 at 10am to review the results.
- E. **America’s Job Center of California (AJCC) Operator:** Enrique provided an update on the partner meeting held September 13, 2017. All on-site and off-site partners were present. Participants identified needs. Notes can be provided to WDB members. Their next meeting will be in November.
- F. **Memorandum of Understanding (MOU) Phase II:** Staff submitted the Resource Sharing Agreement to the State without all the signatures by the due date of September 1, 2017. Enrique is working on obtaining additional signatures and once received an updated copy will be provided to the State.
- IV. **Additional Information:**
- A. **Workforce Services Directives and Information Notices:** Provided for WDB information are links to the most recent directives None and Information Notices [WSIN17-06 to 09](#). Summary was [enclosed](#).
  - B. **Member Roster/Committees:** The updated member and [committees roster](#) is [enclosed](#). Highlighted on the roster are members who must complete the following:
    - a. **AB124 Ethics Training:** NEW LINK to complete the ethics training is: <http://localethics.fppc.ca.gov/login.aspx>
  - C. **Community Matters Leadership Luncheon** – Encouraged members to attend.
  - D. **Employment Development Corporation (EDC):** Kristina Chavez Wyatt stated that discussion is underway for the re-launch of the EDC by 2018.
- V. **Adjournment:** *M/S/C Kendra Bobsin/Karen Para. 4:21 P.M.*

The next Executive Committee meeting is scheduled on November 14, 2017, Ste. 107 – 3 P.M.  
 The next Full WDB meeting is January 9, 2018, Suite 108 at 3 P.M.



**San Benito County Workforce Development Board (WDB)**

**1111 San Felipe Road, Suite 107 \* Hollister, CA 95023**

**December 12, 2017 @ 3:00 P.M.**

**Executive Committee - Workforce Development Board**

**MINUTES**

**FOR THE HEALTH AND SAFETY OF STAFF & GUESTS ALL MEETINGS ARE FRAGRANCE FREE**

Present: Richard Bianchi, Kendra Bobsin, Kristina Chavez Wyatt, James Rydingsword  
Absent: Alex Arias, Carrie Fosdick, Albert Orosco  
Guests: Richard Perez  
Staff: Andi Anderson, Sylvia Jacquez, Ruby Soto

Co-Chair, Richard Bianchi, called to order at: 3:07 P.M.

**I. GENERAL INFORMATION:**

**II. Public Comment Period:** No public comments were received.

**III. Regular Agenda:**

- A. **Roll Call:** Roll was taken to determine excused absences for attendance requirements. Individuals who called in were excused by the co-chair.
- B. **Executive Committee Meeting:** September 12, 2017 Executive Committee meeting minutes approved as presented. There was no meeting on November 14, 2017 due to lack of quorum. *M/S/C James Rydingsword/Richard Bianchi*
- C. **Full WDB Meeting Minutes:** October 10, 2017 full WDB meeting minutes are enclosed for info only.

**IV. CONSENT AGENDA:**

**A. Board Announcements:**

- 1. **Lunch and Learn Event:** Staff and members reported on the Lunch and Learn event held on November 8, 2017 from 11:30 am to 1:00 pm. The AJCC presentation is enclosed. Richard Perez, Sr. attended. He stated it was mostly staff from the Chamber in attendance. There was only one employer in attendance. He felt it would have been nice to have better attendance and if held again it would be nice to have the event early in the morning and provide breakfast. Kristina Chavez Wyatt thanked staff and the board for offering the opportunity to leverage resources within the community in order to partner and grow programs.

**V. DISCUSSION/ACTION ITEMS:**

- A. **Adult & Dislocated Worker Career Services Provider:** Staff is requesting approval from the WDB to be the provider of Adult and Dislocated Worker Career Services. Sylvia explained that under WIOA it is required that the One-Stop Operator

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procured and CSWD did procure an operator with a contract with David Mirrone. The request is that the local areas are allowed to keep the status quo to continue to provide the career services as they have done and go through the appropriate channels for the AJCC to continue to operate the services. Sylvia explained which services fall under WIOA and that the services have been provided by CSWD for many years and they would like to continue to do so for the local workforce area. Staff has maintained performance measures in order to be certified as a provider. After discussion the Ex Committee approved the staff recommendation to continue to provide the Adult and Dislocated employment services locally. *M/S/C Kendra Bobsin/Kristina Chavez Wyatt.*

- B. **Policies & Procedures:** Staff requested the **enclosed** On-the-Job Training (OJT) Policy be reviewed and approved. This policy will be included in the Policy & Procedures Manual that was approved at the September meeting. Sylvia explained the program and how most employers don't utilize this program as they prefer to utilize the Work Experience Program (WEP). Employers may be able to WEP and OJT based on varying criteria. Sylvia explained the process for an employer to place a job order. After discussion the Ex Committee approved the OJT Policy as presented. *M/S/C Kendra Bobsin/Kristina Chavez Wyatt.*
- C. **Board Membership:** Any applications received may be reviewed for appointment to the board. Current vacancies: Adult Education, Business Representatives (4). Requesting assistance with recruitments.
1. **Applications:** Two applications were **enclosed** to fill the vacancy for Adult Education. Since the WDB no longer is required to have a youth representative, it was requested to have Richard Perez reach out to Charles Oles to see if he is interested in serving on the Youth Committee, or if he may be a small business owner, he could serve on the board to fill a small business owner vacancy. After discussion the Ex Committee accepted the application from Randy Brown to fill the vacancy for Adult Education. His application will be forwarded to the Board of Supervisors for final appointment to the board. *M/S/C Kendra Bobsin/Kristina Chavez Wyatt.*
  2. **Term Expiration:** The term of Duane Bradford is due to expire January 8, 2018. He has agreed to serve for another 3 years. After discussion the board approved the re-appointment of Duane Bradford to the WDB for another 3 year term. *M/S/C Kristina Chavez Wyatt/Kendra Bobsin.*
  3. **Rapid Response and Lay-Off Aversion Services:** Discussion was held at the previous meeting on the services provided by AJCC. There are workshops being provided on Resume Writing & Job Interview skills and financial literacy. These are activities ranked at top 3 of the survey. Another area was business services training. At this time in-house staff can coordinate those workshops in collaboration with Small Business Development and other entities. A meeting is scheduled for December 13, 2017 to discuss moving forward. Business engagement is another area that can be conducted in-house. Staff will go out and meet with businesses. Staff located in the lobby at AJCC can ask clients coming in what company they are coming from in order to see if they would require rapid response services. Kristina Chavez Wyatt would like to team up with staff, leaders and board members and begin to meet and greet and let businesses know about

services available to them. Connect with the department of finance with the City of Hollister to see if they can share information on new business opening in San Benito County to WDB.

D. **Committee Updates:** Updates may be provided on the following committees:

1. **Executive Committee:** Carrie is no longer able to attend these meetings and it is requested a volunteer from the Private Sector replace her on this committee. Enrique was going to reach out to Karen Parra, Jose Rodriguez and Richard Perez to see if they were interested. Richard said he could fill in until a permanent appointment is made. A motion was made to have Karen Para replace Carrie Fosdick on the Executive Committee and if she isn't able to take the position they would then appoint Richard Perez to the Ex Committee. *M/S/C Kristina Chavez Wyatt/Kendra Bobsin.*
  2. **Youth Committee:** Members will provided an update. Richard stated he is attending the CWA Youth Conference next week (more info included below). Discussed was working with juveniles who have a record and are finding it difficult to find a job. Richard Peres is looking into the possibility of receiving pro-bono services in order to help them to get their cases expunged. He will connect with attorney, Elvira Robinson, to see is she would be willing to do some pro-bono work help these youth. The main thing youth need is supportive adults to help mentor them. Staff requested to be included in the Youth Committee meeting so that they can have information on what is being discussed and provide some input.
  3. **Job Fair Committee:** There was a meeting with the Chamber on October 11, 2017. Discussed was the WDB's input on not charging employers. An e-mail was received from the director of the Chamber indicating that they aren't willing to move forward with the non-fee and are looking to charge \$150 per booth for everyone. Each year the AJCC assists with \$4000 to help offset the cost. If AJCC isn't interested in participating they will move forward on their own. Motion to separate from the Chamber and have our own Job Fair. *M/S/C Richard Bianchi/James Rydingsword.*
  4. **One-Stop and Business Services Websites Committee:** Members will schedule a meeting review and update websites [www.sbcjobs.org](http://www.sbcjobs.org) & [www.sanbenitobsc.org](http://www.sanbenitobsc.org). Charles Doan is the current web designer and his contract expires in 2018. County IT has been contacted and is willing help. Schedule a meeting for after the holidays.
  5. **Agricultural AdHoc Committee:** Staff and members were provided an update on the **enclosed** survey. There was a presentation this week and West Valley College is looking at providing training locally and are seeking training locations. Kristina stated she provided some suggestions.
- E. **America's Job Center of California (AJCC) Operator:** The partner meeting was held on December 6, 2017 from 2:30 p.m. to 4:00 p.m. Sylvia stated the meeting was held and David Mironne provided survey results that were completed by partners. A copy will be provided to board members. David is proactive and has been very helpful with reviewing the Policies & Procedures. He also helped with the Work2Future website and he may be able to provide some insight.



- F. **AJCC Certification Process**: Letter [attached](#). Sylvia provided information on corrective actions and the timeline to complete corrective action. Since the AJCC isn't allowed to self-certify staff has partnered with NOVA in order to review each other's certification. There were 2 items needing attention and staff is working on completing the baseline criteria before the deadline of December 31, 2017.

IV. **Additional Information**:

- A. **California Workforce Association (CWA) Youth Conference**: Scheduled for January 9<sup>th</sup> thru 11<sup>th</sup>, 2018 in Sacramento.
- B. **Workforce Services Directives and Information Notices**: Provided for WDB information are links to the most recent Workforce Services Directives NONE and Information Notices [WSIN17-10 thru WSIN17-17](#). Summary enclosed.
- C. **AB124 Ethics Training**: Individuals needing to complete the ethics training have been notified. NEW LINK to complete the ethics training is: <http://localethics.fppc.ca.gov/login.aspx>

- V. **Adjournment**: M/S/C Kristina/Richard 4:25 P.M.

The next Full WDB meeting is January 9, 2018, Suite 108 at 3 P.M.

The next Executive Committee meeting is scheduled on February 13, 2018, Ste. 107 – 3 P.M.



**Request for Approval to be  
America's Job Center of California<sup>SM</sup>  
Adult and Dislocated Worker Career  
Services Provider**

**Local Workforce Development Board**

**San Benito County**

**Local Workforce Development Area**

**San Benito County**

The *Workforce Innovation and Opportunity Act* (WIOA) allows Local Workforce Development Boards (Local Boards) to be an Adult and Dislocated Worker Career Services Provider with the agreement of the Chief Elected Official (CEO) and the Governor.

This application will serve as the Local Board's or administrative entity's request for Governor Approval to be an Adult and Dislocated Worker Career Services Provider within a Local Workforce Development Area (Local Area) under WIOA. The application must be submitted to the California Workforce Development Board (State Board) by March 1, 2017, through one of the following methods:

Mail	California Workforce Development Board P.O. Box 826880 Sacramento, CA 94280-0001
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Overnight Mail/ Hand Deliver	California Workforce Development Board 800 Capitol Mall, Suite 1022 Sacramento, CA 95814
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If the State Board determines the request is incomplete, it will either be returned or held until the necessary documentation is submitted. Please contact your Regional Advisor for technical assistance or questions related to completing and submitting this request.

### San Benito County Workforce Development Board

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Name of Local Board

1111 San Felipe Road, #107

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Mailing Address

Hollister, CA 95023

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City, State Zip

Enrique Arreola

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Contact Person

831-634-4918

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Contact Person's Phone Number

11/28/17

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Date of Submission

## **Request for Approval to be Adult and Dislocated Worker Career Services Provider**

### **Local Chief Elected Official Statement**

A Local Board or administrative entity that seeks approval to be an Adult and Dislocated Worker Career Services Provider within an America's Job Center of California<sup>SM</sup> must provide a statement from the local CEO indicating his/her request as well as responses to the following questions.

1. What factors guided the Local Board's or administrative entity's decision to submit this application to be an Adult and Dislocated Worker Career Services Provider within the Local Area?

The decision to act as the provider of Adult and Dislocated Worker services is based on two main factors: 1) there are no other local providers with the expertise and capacity to deliver workforce services in San Benito County; and 2) as the provider of services for over 20 years, the WDB is highly capable to deliver services and to continue the operations of the America's Job Center of CA.

2. How would participants be better served by the Local Board or administrative entity acting in this role rather than through the awarding of contracts?

Given the vast experience to deliver Adult and Dislocated Worker services in San Benito County and our past performance record, the WDB would better serve participants with the delivery of services rather than contracting these services to a local organization that may lack the experience to provide workforce services. As stated above, there are no other local organization with the experience and capacity to deliver workforce services in San Benito County. In addition, the WDB has been the provider of services for over 20 years and has operated the America's Job Center for that period of time.

3. Describe the Basic and Individualized Career Services the Local Board or administrative entity will provide as well as their past experience providing these services.

With over 20 years of operating job training programs to youth, unemployed adults and dislocated workers, the WDB has the full capacity to deliver these services. The America's Job Center of CA in San Benito County is packed with a full array of useful equipment, tools, and personnel to help job seekers of all ages as well as employers. For the job seekers, the center provides free access to the internet, the state-wide CALJOBS job search database, a well-stocked resource library, resume building assistance, employment readiness

workshops, childcare resources and referrals. For employers, the center offers programs that help defray the costs of training skilled labor, subsidized employment, access to trained graduates, labor market information and business start-up assistance.

The Adult Employment Services include three distinct programs designed to provide classroom training, on-the-job training and work experience services to employees, while offering subsidies to partnering businesses

The On-the-Job Training (OJT) is a program in which individuals are trained at the job site under the guidance and supervision of participating employers. In turn, those employers qualify for reimbursement of up to 50% of eligible employee wages while the employees are in training for up to 400 hours. Employers may contract for more than one position, depending on the labor needs of the company. This allows for simultaneous training sessions and faster staff development. The OJT program makes it easier for employer and employee alike to take the time to thoroughly train for the real-world business skills that are required to fully reach their potential and become vital assets to their employers.

The individual Training Account (ITA) scholarships provide funding up to \$4,000 to cover tuition, books, and supplies for individual classroom training of a wide range of professional job skills. The ITA scholarships provide one-on-one job training with experts in prestigious and highly demanded professions such as health care, advanced manufacturing, Information Technology, laboratory techs, engineering certifications and many more, all in a comfortable learning environment. Trainees who successfully complete the program receive valuable certificates of completion and job placement assistance.

The Work Experience Program is designed to assist eligible participants by teaching and encouraging the development of self-reliant life skills and professional work ethic. All participants will receive employment readiness training and are then placed with an employer of their preference for 600 hours of training.

In addition, the board provides Youth employment services with the goal to build their marketable job skills and creating solid work opportunities. Youth ages 16-24 receive a wide range of services tailored to provide vital services to young people in the workforce, including career counseling, college guidance, job search assistance, vocational training, tutoring and mentorship services, resume building assistance and much more.

Rapid Response Services are also provided. In times of economic difficulty, large-scaled industrial plants and factories may be forced to lay-off numbers of employees all at once. To

help everyone affected, employees and employers alike, a Rapid Response team has been created from representatives of the America's Job Center. Together, these representatives provide streamlined access to their combined resources and services, providing vital information, job coaching, and training before, during and after the layoff.

4. Provide the Local Area's performance outcomes for each of the last three Program Years (PY 2013-14, 2014-15, 2015-16). Describe how these outcomes compare to other Local Areas in the Regional Planning Unit (RPU). For single Local Area RPUs, compare performance outcomes to other comparable Local Areas in the surrounding area.

**PROGRAM YEAR 2013-14 FINAL PERFORMANCE GOALS**

<b>Adults</b>	<b>Actual Performance Rate</b>	<b>Current Negotiated Goal</b>	<b>Success Rate</b>
Entered Employment	85.7%	80.0%	107.1.0%
Retention	81.8%	85.0%	96.3%
Average Earnings	\$15,305.00	\$13,500.00	113.4%
<b>Dislocated Worker</b>			
Entered Employment	75.0%	82.5%	90.9%
Retention	96.6%	89.5%	107.9%
Average Earnings	\$15,198.00	\$15,570.00	97.6%
<b>Youth</b>			
Placement in	66.7%	74.0%	90.1%
Employment	71.4%	69.0%	103.5%
Attainment	25.0%	48.4%	51.7%
Literacy/Numeracy			

**PROGRAM YEAR 2014-15 FINAL PERFORMANCE GOALS**

<b>ADULT</b>	<b>ENTERED EMPLOYMENT</b>	<b>RETENTION RATE</b>	<b>AVERAGE EARNINGS</b>
San Benito	75.0%	80.0%	\$11,650
<b>DISLOCATED WORKER</b>	<b>ENTERED EMPLOYMENT</b>	<b>RETENTION RATE</b>	<b>AVERAGE EARNINGS</b>
San Benito	77.5%	82.5%	\$14,500
<b>YOUTH</b>	<b>PLACEMENT EMPLOYMENT EDUCATION</b>	<b>ATTAINMENT DEGREE CERTIFICATE</b>	<b>LITERACY NUMERACY GAINS</b>
San Benito	100%	92.86%	

**PROGRAM YEAR 2015-16 FINAL PERFORMANCE GOALS**

<b>ADULT</b>	<b>ENTERED EMPLOYMENT</b>	<b>RETENTION RATE</b>	<b>AVERAGE EARNINGS</b>
San Benito	75.0%	80.0%	\$11,650

DISLOCATED WORKER	ENTERED EMPLOYMENT	RETENTION RATE	AVERAGE EARNINGS
San Benito	77.5%	82.5%	\$14,500
YOUTH	PLACEMENT EMPLOYMENT EDUCATION	ATTAINMENT DEGREE CERTIFICATE	LITERACY NUMERACY GAINS
San Benito	70.0%	59.0%	48.5%

San Benito County WDB historically has met or exceeded our performance outcomes and performs as well as any other board. The area of challenge has been literacy/numeracy gain for youth. We are continuing to work in the area to increase this performance outcome.

5. Provide evidence that the Local Board or administrative entity is qualified to provide Adult and Dislocated Worker Career Services, including testimonials that speak to the effectiveness and efficiency with which the Local Board or administrative entity has provided or can provide those services. Attach supporting documentation.

The San Benito Workforce Development Board has been the provider of services for over 20 years from the time of JTPA, WIA and now WIOA. A description of the services provided to residents of San Benito County are in question #3 which include the operations of the local America's Job Center of CA, Youth Work Experience, Adult Work Experience, Individual Training Account (AIT) vocational training, On-the-Job Training, Employer Services, Rapid Response, Labor Market Information, Employment Readiness Training and other services. Annually, approximately 3,000 residents receive workforce services at the America's Job Center and approximately 100 receive enrolled WIOA job training services.

Attached you will find participant testimonials and success stories.

6. Attach documentation (signed and dated letter) that the members of the Local Board and other relevant parties (e.g., Board of Supervisors) reviewed the information provided in the application and approved the request in a public meeting.

## Signature Page

By signing below, the local CEO and Local Board chair request approval from the Governor to be an Adult and Dislocated Worker Career Services Provider. Each party certifies that this application submission was reviewed and demonstrates that the Local Board or administrative entity will meet all the requirements as an Adult and Dislocated Worker Career Services Provider under WIOA law and regulations.

**Instructions** – The Local Board chair and local CEO must sign and date this form. Include the original signatures with the request.

Local Workforce Development Board Chair

Richard Bianchi  
Signature

Richard Bianchi  
Name

Workforce Development Board Chair  
Title

12/28/17  
Date

Local Chief Elected Official

Jaime De La Cruz  
Signature

Jaime De La Cruz  
Name

Board Chair  
Title

12/12/17  
Date

APPROVED AS TO LEGAL FORM  
SAN BENITO COUNTY COUNSEL

[Signature] 12-4-17  
DEPUTY COUNTY COUNSEL DATE





America's **Job Center**  
of California<sup>SM</sup>  
San Benito County  
"One-Stop" Career Center

1111 San Felipe Road, Suite 107 ● Hollister, CA 95023 ● (831) 637-JOBS (5627) ● FAX (831) 637-0254

## WIOA Success Story / Personal Testimony

Brian DeMartini gave his Success Story to the WDB Retreat on January 13, 2017.

The program that was utilized for the participant was Title 1B Adult. The participant's name is Brian DeMartini he came into the center for a change in career; he was tired of working temporary jobs and he came in really interested in the Waste Water Plant Operator. He had been counseled by a teacher at Gavilan College about the Work Experience program with the local Waste Water facility that the America's Job Center had to offer. Brian knew he needed to gain job skills in a high demand occupation for a long term employment. Brian came in and went through our eligibility process and the counselor was able to place him at our local Waste Water Facility treatment, Veolia Water. Brian completed his 600 hours in Work Experience in the end of December of 2016. In January of 2017, the Veolia Water team was very pleased with his work and his positive attitude that he was able to gain a full time employment; he is currently still employed and advancing in his career. Brian DeMartini started with his Operator in Training Certificate and now he is certified with the State with his Wastewater Operator Grade II and awaiting his Grade III certificate. He is currently making \$28.00 and once he gets his results for his Grade III certificate he will be up to \$34.00 an hour.

San Benito County "America's Job Center California" Partners: San Benito County Department of Community Services & Workforce Development, State of California Employment Development Department, Go Kids, Inc., Gavilan College, SBC Health & Human Services Agency, SBC Office of Education, South County Regional Occupational Program, San Benito High School, National Council on the Aging, Inc. (NCOA), State of California Department of Rehabilitation Veterans' Employment Services, Economic Development Corporation of San Benito County, Gavilan College Small Business Development Center, Central Coast Center for Independent Living, San Jose Job Corps

EQUAL HOUSING  
OPPORTUNITY



The County One-Stop Career Center is an equal opportunity employer/program



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### WIOA Success Story/Testimony

**Abraham Gonzales came to share his testimony to our WDB Members on 10/10/2017.**

The program that was utilized for the participant was Title 1B Dislocated Worker. The participant's name is Abraham Gonzales he came into the center for a change in career; he was tired of working temporary jobs and he came in really interested in the Waste Water Plant Operator. He had been counseled by a teacher at Gavilan College about the Work Experience program with the local Waste Water facility that the America's Job Center had to offer. Abraham knew he needed to gain job skills in a high demand occupation for a long term employment. Abraham came in and went through our eligibility process and the counselor was able to place him at our local Waste Water Facility treatment plant, Veolia Water. Abraham completed his 600 hours in Work Experience with success. As of July 1, 2017, with this work experience he is now employed at Bracewell Engineering as a Wastewater Operator I and still advancing in his career. Abraham started with his Operator in Training Certificate and now he is certified with the State with his Wastewater Operator Grade I and now awaiting his Grade II certificate. He is currently making \$20.00 and once he gets his results for his Grade II certificate he will be up to \$25.00 an hour.

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## Success Stories

Lourdes Zepeda is an out of school youth who was seeking employment within the receptionist field. She had experience working in seasonal jobs and wanted to gain marketable skills. At her last job she was laid off from Tanimura and Antle where she worked briefly sorting onions. Lourdes was placed as a receptionist at Go Kids where she successfully completed training on 9/11/2017. As she was nearing her 600 hours she was applying to jobs where she would be able to utilize the skills she was learning. She was hired at Rush Hour in Gilroy, a Money Order Service at \$12 an hour as a receptionist. Lourdes is very grateful for the opportunity to gain receptionist skills through the WIOA Work Experience Program and highly recommends the program to youth seeking in demand skills.

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## WIOA SUCCESS STORIES FOR

### JANUARY 11, 2017

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#### **ITA**

##### **Yvonne Vo**

After being laid off from Ricoh USA where she was a Sales Representative she sought retraining in the accounting field. After completing a 6 month program at Au Lac Institute she graduated with a certificate in Accounting. She is now employed full time with Ray Morgan Company as a Strategic Account Executive earning \$25.00 an hour.

#### **WEP-Adult**

##### **Esther Solorzano**

After graduating from Merced College with an AA in Early Childhood Development she sought a Work Experience in her education field. Esther was placed at Go Kids, Inc. as a Teacher's Assistant for 600 hours. During that time she gained the necessary hands on experience required to secure her full time employment. At the completion of her placement Esther accepted a full time position with Go Kids, Inc. where she is earning \$13.00 an hour.

#### **ITA**

##### **Megan Quach**

After being laid off from E-Systems Technologies as a Production Test Technician she sought retraining in the Electronic Engineering Technician field. After completing a 6 month training at Au Lac Institute she graduated with a certificate in Electronic Engineering Technician. She is now employed full time as an Electronic Engineering Technician earning \$20.00 per hour.

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## WIOA SUCCESS STORIES FOR APRIL 11, 2017

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Zillah Garcia made it to our WDB Meeting and presented her success story.

Zillah Garcia shared the difficulties she had getting into the water industry prior to her involvement in the WIOA training and stated how thankful she is for the opportunity to have a career option in the water industry. She enjoys learning about cleaning wastewater and stated the job is very rewarding. Sherrean Carr asked how she found out about the program and what were the positive ways her attention was grabbed? Zillah stated she heard about the Water Industry program through various channels to include: Gavilan College and as a walk-in to AJCC and going into Veolia Water directly, where board member Jose Rodriguez told her about the program. She saw a poster at Gavilan College that said, "Liquid Gold", and that caught her eye and peaked her curiosity. One of the other positive strategies was the presentations in her class and also through speaking with the dean who sends out e-mail on trainings and job opportunities. Her degree is in Water Resource Management. Jose Rodriguez stated that this program has been a godsend and is like a working interview. His company is getting a lot of great people through the program.

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## WIOA SUCCESS STORIES FOR JULY 11, 2017

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### OUT OF SCHOOL YOUTH WEP

Participant is a 2014 San Benito High School graduate and worked for many different companies in Hollister as a packer. Participant was an Out of School Youth in the Work Experience Program he worked with CHISPA. Participant had a very positive experience. He is currently working for CHIPSA as a subcontractor for the Buena Vista Subdivision. The participant is providing construction clean up and waste diversion services for both the CHISPA 41 unit multifamily development and the 13 unit single family subdivision. He will be working with CHISPA until the completion of the developments in late 2018. Participant is in the process of securing a business license; CHISPA confirmed he will be making \$26 an hour.

### DISLOCATED WORKER WEP

After working many with different temp agencies and getting laid off, participant was able to come into our Work Experience program as a Dislocated Worker. The participant was able to gain his Operator in Training State Certificate that is required to work in the Veolia Water Facility. Participant completed his work experience with success. Participant is now employed at Bracewell Engineering as a Waste Water Operator his DOH: 07/10/2017 working 40 hours @\$20.00 an hour.

### DISLOCATED WORKER ITA

After working with different temp agencies, participant wanted something stable and something that requires working with his hands. Participant was able to get into our ITA as a dislocated worker. The participant completed HVAC training with IBT in November 2015. He has completed his final quarter in follow-up, working full time as HVAC technician and making \$22 an hour.

Dear Workforce Development Board,

I'm putting my letter of resignation on December 15, 2017. Due to my job being in Monterey, Ca I'm stepping down from my duties. It was a pleasure being the Chair for the San Benito County WDB. Thanks for everything,

Sincerely,



Alex Arias

Human Resource Director

## Sylvia Jacquez

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**From:** Enrique Arreola  
**Sent:** Wednesday, December 13, 2017 1:03 PM  
**To:** 'Juli Vieira'; Sylvia Jacquez; Megan Crable  
**Cc:** Victor Gomez; Scott Harvey  
**Subject:** RE: Business Expo & Job Fair 2018  
**Attachments:** image001.jpg

Good afternoon Juli,

The Workforce Development Board met yesterday and decided not to provide financial support for this event. The Board believes that the best way to engage businesses for job fairs is by providing these venues free of charge. Our original plan was to provide the job fair free of charge to participating employers and offsetting costs from our job fair budget. We will later in the year have a job fair as well.

We will though, partner with the Chamber of Commerce to assist job seekers with the completion of applications. We can bring laptops, MIFI's and have a few staff available for this.

Let me know if you have any questions. Thank you.

Enrique Arreola  
Deputy Director

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**From:** Juli Vieira [mailto:juli@sanbenitocountychamber.com]  
**Sent:** Monday, December 04, 2017 12:49 PM  
**To:** Enrique Arreola; Sylvia Jacquez; Megan Crable  
**Cc:** Victor Gomez; Scott Harvey  
**Subject:** Business Expo & Job Fair 2018

Enrique & Sylvia:  
I apologize for the late notice but this is the first board meeting since our meeting on October 11<sup>th</sup>.

At our November 29<sup>th</sup> Board of Directors meeting the directors discussed your request of not charging for space at the Business Expo & Job Fair. After much discussion and many ideas it was decided that we need to charge for the event. Each board member has participated in many such events and paid to be a part of the events in neighboring communities.

The price discussed was \$150 per booth for everyone, this price is very reasonable for an event that will include many new ways to get people to attend. I understand your funding came with a stipulation that no one be charged. If this is still a stipulation then the Chamber will take on the project of organizing & hosting the event.

If you select not to fund the event, I hope you will consider participating with your workshop area for resumes and having a booth at the event.

Please contact me should you have further questions. Thank you.

*Juli Vieira*

President/CEO  
San Benito County Chamber of Commerce & Visitors Bureau



San Benito County, California.  
Friday, December 8th, 2017

# AGRICULTURAL WORKFORCE DEVELOPMENT SURVEY SAN BENITO COUNTY

CONDUCTED BY:  
AGRICULTURE, WATER & ENVIRONMENTAL TECHNOLOGIES PROGRAM  
SAN BENITO WORKFORCE DEVELOPMENT OFFICE



CALIFORNIA COMMUNITY COLLEGES  
**Doing What MATTERS™**  
FOR JOBS AND THE ECONOMY



California Community Colleges

01.09.17 San Benito Workforce Development Office page 12

# RECAP FROM FIRST MEETING...

## Communication Challenges:

- *Supporting Local – The Resources are in place!*
- *Promoting Internship Opportunities - It is not as hard as you think!*

**Training details and topics will depend on size of businesses and sub-sectors.**

**Increasing San Benito's Competitiveness and Attractiveness for Professionals**



# RECAP...

## MOST IN-DEMAND **SKILLS**

1. **Food Safety**
2. **Data Management & Analysis**
3. **Water Systems Management**
4. Horticulture
5. Seed Science



## MOST IN-DEMAND **JOBS**

1. Field workers
2. Maintenance
3. Equipment Operations
4. Packing Shed & Warehouse
5. **Human Resources**

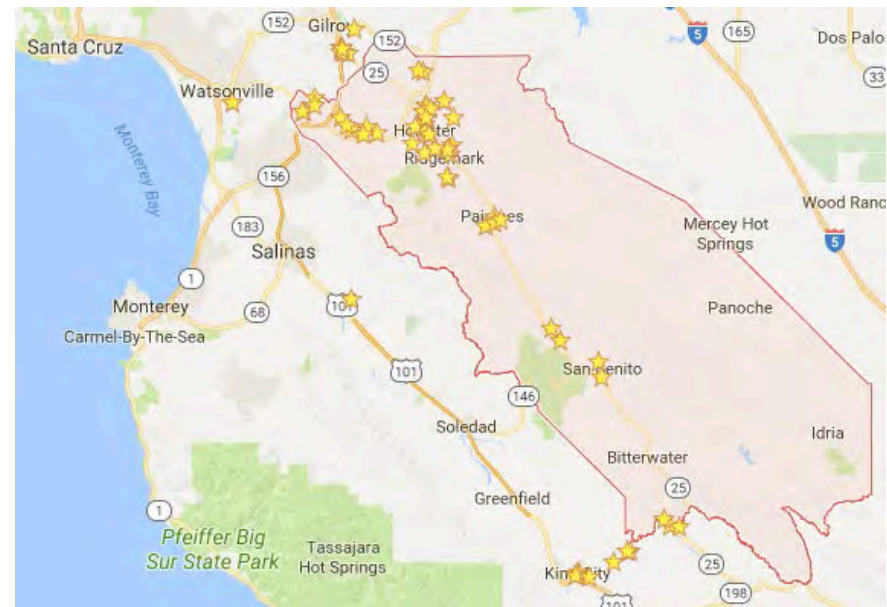
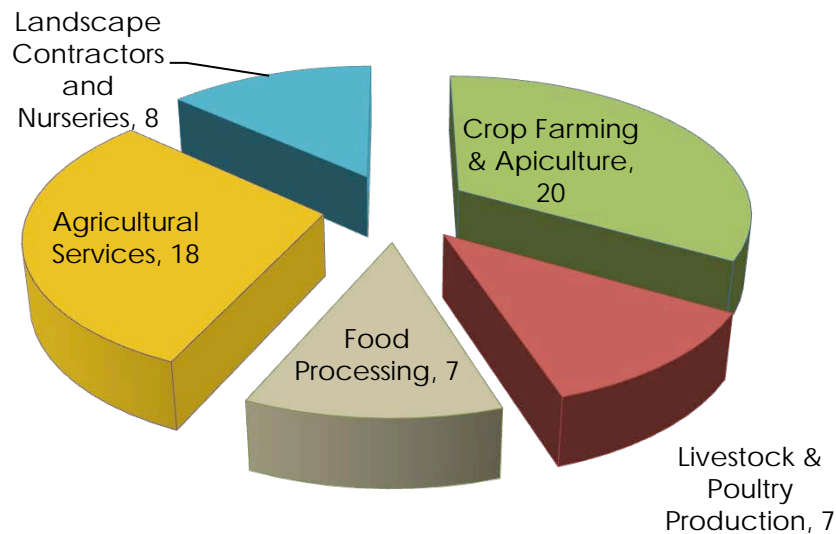


# COUNTY SUMMARY & HIGHLIGHTS

## AGRICULTURAL WORKFORCE DEVELOPMENT SURVEY

- Agriculture provides 16.4% of San Benito's employment
- Number of Employees: 6,759 employees
- Number of Businesses: 298 Businesses

### Distribution of Businesses by Sub-sector



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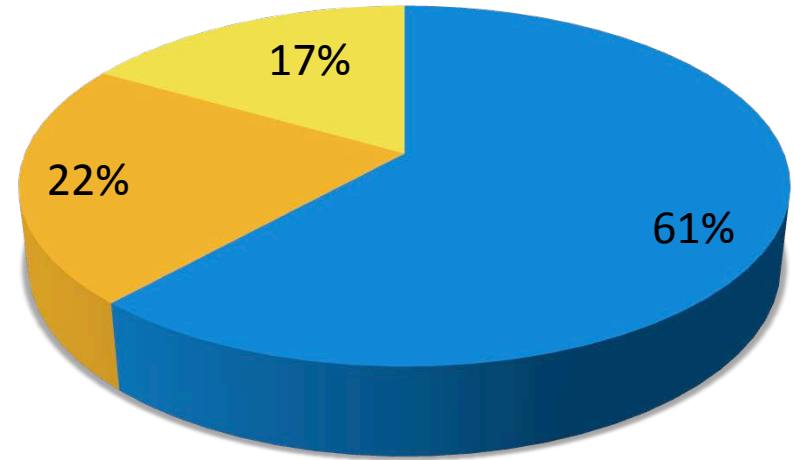
California Community Colleges  
 Chancellor's Office

# LABOR MARKET DATA

## BUSINESSES PROFILE

### Size of Businesses & Employment Data

- Small-size Businesses  
0 to 30 employees
- Medium-size Businesses  
31 to 99 employees
- Large-size Businesses  
100 and more employees



Business Size Categories	Number of Businesses	Number of Employees			
		Full-time	Part-time	Seasonal	Total Employees
Small-size Businesses	37	306	120	337	763
Medium-size Businesses	13	668	54	1825	2547
Large-size Businesses	10	2115	487	930	3532
<b>TOTAL</b>	<b>60</b>	<b>3089</b>	<b>661</b>	<b>3092</b>	<b>6842</b>

# HOW DO WE MOVE FORWARD?

Based on Survey Results and your feedback....

1. Agree on which Skills to provide training on
2. How long the training will be? (number of hours, certificate?)
3. When we will offer the training?
4. Where we will offer the training?
5. Outreach Campaign



# LABOR MARKET DATA

## SKILLS MOST IN-DEMAND BY EMPLOYERS



LIST OF SKILLS	DISTRIBUTION OF BUSINESSES BY SIZE			TOTAL
	SMALL	MEDIUM	LARGE	
	0 TO 30	31 TO 99	100 AND MORE	
<b>1. Food Safety</b>	12	1	3	<b>16</b>
<b>2. Data Management and Analysis</b>	9	3	1	<b>13</b>
<b>3. Water Systems Management</b>	8	2	3	<b>13</b>
<b>4. Horticulture</b>	9	0	1	<b>10</b>
<b>5. Seed Science</b>	9	1	0	<b>10</b>
6. Computer Programming Irrigation Efficiency	5	2	2	<b>9</b>
7. Computer-aided Design and Use of Social Platforms	7	1	1	<b>9</b>
8. Engineering	5	2	1	<b>8</b>
9. Pest Management	6	1	1	<b>8</b>
10. Laboratory and Scientific Analysis	5	2	1	<b>8</b>

# LABOR MARKET DATA

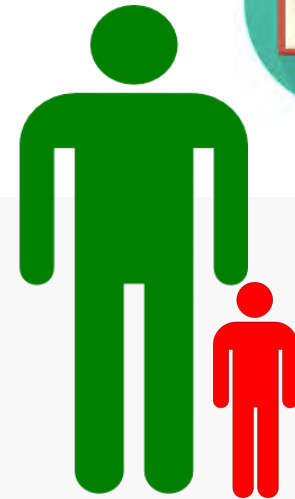
## BUSINESSES DISTRIBUTION BY SIZE & SUB-SECTOR

SUB-CATEGORY	SIZE OF BUSINESSES						TOTAL
	SMALL-SCALE			MEDIUM	LARGE-SCALE		
	0 TO 4	5 TO 9	10 TO 30	31 TO 99	100 TO 199	200 OR MORE	
Ag. Services - Conservation	2	0	0	0	0	0	2
Ag. Services - Crop Consulting	0	0	1	1	1	0	3
Ag. Services - Irrigation Technologies	1	0	0	0	0	0	1
Ag. Services - Labor Contractor	0	0	1	1	1	0	3
Ag. Services - Machinery	0	0	1	1	0	0	2
Ag. Services - Seed Producer	0	0	0	2	0	0	2
Ag. Services - Supplies	2	0	0	1	0	0	3
Ag. Services - Veterinary Sciences	0	0	0	0	0	1	1
Agricultural Education	1	0	0	0	0	0	1
Apiculture	1	0	0	0	0	0	1
Crop Farming	9	2	4	3	1	1	20
Food Processor	0	1	0	2	2	2	7
Landscape / Nursery Contractor	2	1	3	1	0	0	7
Livestock	4	0	1	1	0	0	6
Poultry Production	0	0	0	0	0	1	1
Grand Total	22	4	11	13	5	5	60





# WORKFORCE TRAINING & TRAINING GAPS

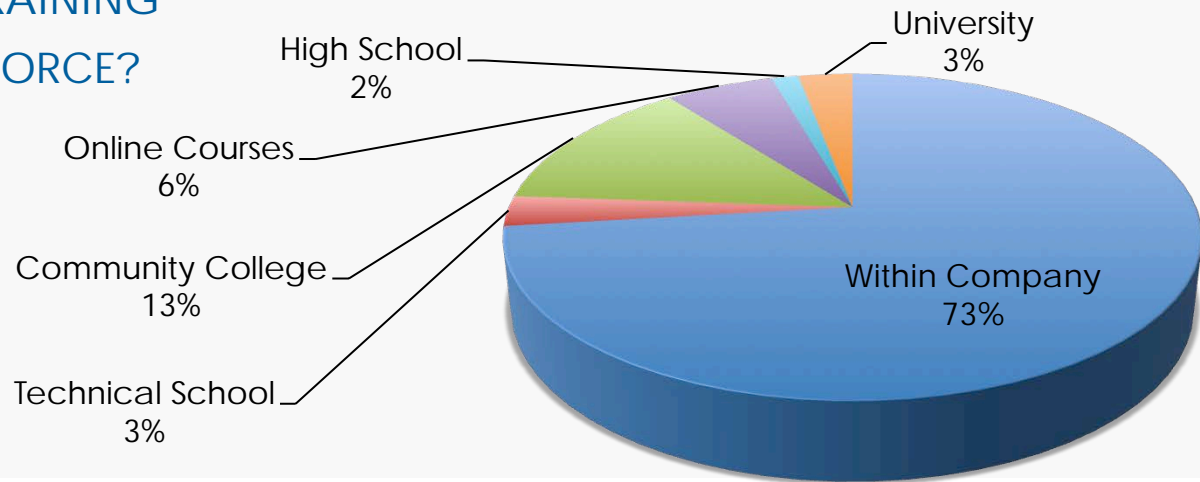


DOES YOUR ORGANIZATION PROVIDE TRAINING?

85% YES

15% NO

WHO PROVIDES TRAINING  
FOR YOUR WORKFORCE?



“ Colleges and Community Colleges are the second source of Training ”

**Thank you for your time and interest!**



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FOR JOBS AND THE ECONOMY





## AJCC Partners Meeting Minutes

December 6, 2017

2:30pm – 4pm

### Meeting Attendees

- Christina Soto – Community Action Board
- Sylvia Jacquez – San Benito County One Stop
- Enrique Arreola - San Benito County One Stop
- Maria Resendez – IHSS
- Elsie Marshall – EDD
- Abby Ortiz-Baldwin - San Benito County One Stop
- Sofia Arredondo – IHSS
- Pedro Ornelas - San Benito County One Stop
- Fernando F – Peninsula Family Services
- Nelda Escamilla – EDD
- Jessica Valenzuela – CalWORKs
- Damaris Barajas – EDD
- Ruby Soto - San Benito County One Stop
- Juanita Calderon – HHSA
- James Dion – EDD
- Pedro Duenas - EDD

### 1. Introductions

- All attendees introduced themselves.

### 2. Presentation

- David Mirrione, One Stop Operator, gave a presentation regarding the findings of the first One Stop Operator led meeting, follow up survey, and site visit.

### 3. Discuss Presentation

- The group had a rich discussion on the presentation and discussed each recommendation. Some of the recommendations have



already been implemented. The main point of discussion was the disagreement amongst staff that children in the career center are distracting to the job seeking clientele.

#### 4. Next Steps

- David agreed to distribute a survey to rank the recommendations in order of priority. This will help staff develop an implementation plan as not all recommendations can be made simultaneously.

# America's Job Center San Benito County

AJCC Observations and Recommendations  
December 6, 2018

David Mirrione, One Stop Operator



# Research

- Initial Discussion at the September 13<sup>th</sup> partner meeting
  - 25 attendees from partner agencies
  - Discussion of services
  - Discussion of improvements
  - Referral system discussion



# Research

- Confidential post meeting survey distributed
  - 14 responses from a majority of partner agencies
- America's Job Center site visit on November 1<sup>st</sup>
- Best practice research from other AJCs that have implemented Human Centered Design tenets



# Findings from Meeting

- AJCC San Benito currently has the required partners co-located and providing daily service
  - Most AJCCs have not accomplished this and are struggling to implement
- Many AJCCs only have a once per week presence for many of the required partners leading to poor referrals and co-enrollments





# Findings from Meeting

- All parties were interested in professional development and cross training
- Antiquated technology hinders service delivery
- Check in process in AJCC needs to be revisited
  - Children in AJCC can be distracting to clients and staff
- Marketing efforts need to be revisited



# Findings from Survey

- Most partners are serving very similar clientele which opens the door for strategic co-enrollment
  - Provides more services to the clients
  - Provides a savings to both programs where the client is co-enrolled
  - Requires a structured referral process



# Findings from Survey

- Services cover whole county and are not specific to individual cities
- 93% of all partners offer job readiness workshops
- 80% provide career counseling and assessments
- 36% provide supportive service funding
- 50% stated their organization is not facing any challenges



# Findings from Survey

- Challenges cited include:
  - 14% lack funding required to meet goals
  - 29% have a challenge meeting enrollment and training goals
  - 22% have trouble meeting placement goals
  - 15% cited challenges meeting follow up goals



# Findings from Survey

- Referral process
  - 14% have a process for incoming referrals only
  - 0% have a process for outgoing referrals only
  - 57% have a process for both incoming and outgoing referrals
  - 29% have no process developed
  - 79% stated that the monthly AJCC partner meeting provides enough information to make quality referrals



# Findings from Site Visit

- AJCC has all posted information in English and Spanish and readily available to clients
- Computer lab has 8 WIOA funded computers and 6 EDD funded computers
- Orientations done face to face and verbally



# Findings from Site Visit

- Potential WIOA clients have five days to return all required documents to complete application
- Workshops are done in house by staff not contractors
- Bilingual staffing



# AJCC Recommendations

- Recommendations by subgroup:
  - Service Delivery
  - Technology
  - Marketing
  - Facilities
  - Staff Development





# Recommendations – Service Delivery

- Categorize flyers by need using simple titles
  - i.e.: Food, Housing, Jobs, Veterans, UI, etc
- Develop a PowerPoint version of orientation and post online along with enrollment paperwork
- Update enrollment packet
  - *Recommendations submitted to WDB*



# Recommendations – Service Delivery

- Ensure staff know how to use the TTY phone
- Develop a formal referral process with checks and balances to ensure clients are co-enrolled and receiving dual but non-duplicated services
- Online customer service survey developed and placed on all AJCC computers (staff and client)
- Use clean copies of enrollment paperwork



# Recommendations – Service Delivery

- Utilize productivity features in CaJOBs
  - Set Alerts
- Develop workshop on how to use CaJOBs for a job search
- Develop a battery of reports for staff and management



# Recommendations – Service Delivery

- Utilize productivity features in CaJOBs
  - Ensure clients setup their profile so they return in employer lead candidate searches
- Use the follow up feature to reduce time spent on follow up
  - Emails/Texts
  - Outstanding Follow Up reports



# Recommendations – Service Delivery

- Utilize productivity features in CaJOBs
  - Implement Business CRM
- Use CaJOBs to source new business leads
- Use for client outreach



# Recommendations – Technology

- Ensure network does not block sites used for job search (*Staff and client computers*)
- Work with local internet provider for free sponsored Wi-Fi access for clients
- Procure new scanners in alignment with CalJOBs requirements



# Recommendations – Technology

- Post all program applications online
- Update phone system
  - May not align with County's IT department needs
- Procure online training for clients
- Reduce # of EDD client computers and increase # of WIOA
  - Increases access as WIOA can access CalJOBS and EDD can only access CalJOBS



# Recommendations – Marketing

- Use a singular brand. Brands currently used on forms and materials:
  - 1-Stop
  - San Benito County America's Job Center of California
  - San Benito County "America's Job Center California"
  - San Benito County America's Job Center
  - America's Job Center of California San Benito County "One Stop" Career Center
  - Community Services & Workforce Development of San Benito County (CSWD)
  - America's Job Center of California
  - County One-Stop Career Center





# Recommendations – Marketing

- Develop new website in alignment with Web 2.0 standards
- Coordinate outreach campaigns with partner agencies in real time
- Promote services at Community Health Clinic and other county and city facilities



# Recommendations – Marketing

- Advertise all WIOA and partner services in AJCC via a slideshow broadcasted on a television
- Develop a social media strategy
  - Develop videos in partnership with CMAP
  - Develop profiles on:
    - LinkedIn
    - Facebook
    - Twitter
    - Snapchat



# Recommendations – Marketing

- Marketing materials for a singular and unified Business Services Department
  - All partners and WIOA
- Increased coordination with the local media
- Common business cards for Business Outreach



# Recommendations – Facilities

- Develop and post clear AJCC rules that clients sign off on during orientation to all programs
- Develop a formal check in process
- *Relocate Kiosk to improve client flow (Done)*
- Address children in AJCC
- Mount TV in AJCC to promote programs/services



# Recommendations – Staff Development

- Secure CalJOBs training from the State
  - Alerts
  - Communication
  - Business CRM
  - Follow up
- Print out Quick Guides from CalJOBs for Staff and Employer features



# Recommendations – Staff Development

- Survey staff to determine professional development needs
- WIOA Performance training
- If online education is procured, allow staff to use for professional development



# Implementation

- Management to review recommendations and decide which are feasible given budgets, time, and County infrastructure constraints
- Develop committees for each subgroup
  - Strong representation from partners and WIOA on each committee



# Implementation

- Committees develop an action plan with timelines
- Committees report out on progress at monthly partner meeting
- All levels of staff involved and have ownership
- Committees revisit plan annually to include new recommendations





# Discussion and Questions



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# MEMORANDUM

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December 12, 2017

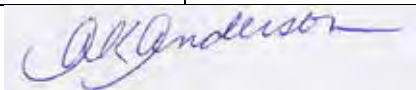
**TO:** Workforce Development Board (WDB) Members  
**FROM:** Sylvia Jacquez, Program Manager; Enrique Arreola, Deputy Director  
**SUBJECT:** Summary of EDD Workforce Services Directives and Workforce Services Information Notices

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**Background/Summary:** Directives provide policy and guidance regarding various Workforce Services program requirements, funding and activities for EDD Workforce Services Staff and Workforce Partners.

**Background/Summary (Information Notices):** The Employment Development Department (EDD) issues Workforce Services Information Notices (WSIN) to disseminate announcements, general information, and procedural guidance on departmental programs for EDD staff, workforce partners, stakeholders, and other individuals in the workforce development system. Through the Workforce Innovation and Opportunity Act and the Wagner-Peyser Act, the EDD administers program for veterans, youth, dislocated workers, people with disabilities; including Trade Adjustment Assistance, CalJOBS<sup>SM</sup>, employer incentives and more. Directives provide policy and guidance regarding various Workforce Services program requirements, funding, and activities for EDD Workforce Services Staff and Workforce Partners.

Workforce Service Directives	None
<a href="#">WSD17-17</a>	VETERANS' EMPLOYMENT-RELATED ASSISTANCE PROGRAM – SFP The Employment Development Department (EDD), in coordination with the California Workforce Development Board and the California Labor and Workforce Development Agency, announces the availability of up to \$5 million of Workforce Innovation and Opportunity Act (WIOA) funds in a Veterans' Employment-Related Assistance Program (VEAP) Solicitation for Proposals (SFP).



Enrique Arreola, Deputy Director  
San Benito County Workforce Development Board (WDB)

12/12/17

Date