



SAN BENITO COUNTY

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COMMUNITY SERVICES & WORKFORCE DEVELOPMENT

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San Benito County Full Workforce Development Board (WDB)

March 8, 2021 @ 3:00 P.M.

Business Services Committee AGENDA

THIS MEETING WILL BE CONDUCTED PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDER N-29-20 DATED MARCH 17, 2020, WHICH SUSPENDS CERTAIN REQUIREMENTS OF THE RALPH M. BROWN ACT.

At this time, the Workforce Development Board (WDB) is continuing to hold board meetings to conduct essential business. Members of the public are encouraged to participate electronically. Based on guidance from the California Department of Public Health, the Governor's Executive Order and Office, and the San Benito County Public Health Officer,

You are strongly urged to observe the online board meeting via zoom at:

<https://zoom.us/j/5041330913?pwd=TWZ1Y2RyQytYODhKVzU3QWxINmVNdz09>

Meeting ID: **504 133 0913** Password: **275301** - +1(669) 900-9128 (San Jose)

Quorum Met: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
Representing the Private Sector (PR)		Representing the Public	
<input type="checkbox"/>	<u>Jose Rodriguez, Chair</u>		
<input type="checkbox"/>	Karen Para, Secretary	<input type="checkbox"/>	
<input type="checkbox"/>	Kristina Chavez-Wyatt	<input type="checkbox"/>	

I. **GENERAL INFORMATION:**

A. **Public Comment Period:** Select the "Participants Tab" and click "Raise Hand" icon, the zoom facilitator will unmute you when your turn arrives. Guests may introduce themselves and request to comment on any non-agenda items. Time is limited to three (3) minutes per guest unless the board determines that more time is needed.

II. **REGULAR AGENDA:**

- A. **Roll Call:** Roll will be taken to determine excused absences for attendance requirements.
- B. **Meeting Minutes:** Enclosed are the November 11, 2020 BSC meeting minutes for committee review and approval. *Action Required.*
- C. **Business Services Committee (BSC):** As a follow-up to the Strategic Plan Retreat, staff and the BSC will review the 1-3 year goals and identify next steps to present to the full WDB. **Enclosed** are the Retreat Notes.

III. **ADDITIONAL INFORMATION:**

IV. **ADJOURNMENT:**



COMMUNITY ACTION BOARD & WORKFORCE Development BOARD

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WORKFORCE DEVELOPMENT BOARD (WDB) OF SAN BENITO COUNTY

Role

The Workforce Development Board (WDB) of San Benito County, appointed by the San Benito county Board of Supervisors, includes 19 leaders from business, economic development, education, labor, government agencies, and community-based organizations who collaborate to:

- Administer federal Workforce Innovation and Opportunity Act (WIOA) funds in San Benito County.
- Provide oversight for workforce development programs and services to benefit job seekers, workers, and businesses in San Benito County.
- Collaborate with business, economic development, labor, education, community-based organizations, faith based organizations, and government agencies to build a stronger workforce in San Benito County.

Vision

San Benito County will have a trained, skilled and relevant workforce that meets the needs of employers and increases the quality of life in our community.

Mission

The mission of the San Benito County Workforce Development Board is to provide a variety of trainings, services and resources to unemployed, under-employed and dislocated workers which will raise their education and skill levels to ensure their success in the workforce. To work with local businesses so workforce training is geared to support local business needs.

Goals & Strategies

1. Integrate the goal of “full body scan relating to workforce services in our community” and “creating a road map for success”. The Planning Committee members have identified the following occupations to be considered high demand in SBC and neighboring counties:
 - a. Agricultural
 - i. (including H2A United Farm Workers)
 - b. Water
 - i. Grant program for training opportunities
 - c. Manufacturing – School training
 - d. Construction
 - i. Trade unions



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- ii. Building
- iii. Roads
- e. Apprenticeships

Does the WDB want to prioritize funding to these occupations?

2. Integrate “better business services” and “training” for high skilled high demand occupations. Members identified the following strategies:

- a. Increase Employer Engagement- for better business services
- b. Outreach (Micro & Macro) – team to go out together to visit business, and re-visit within a month
- c. Reach out to NEW employers- work with Chamber to gain information of new employer/businesses on quarterly basis
- d. Provide on-site space for outreach & interviewing- at Comprehensive Center
- e. Partner w/EDC, Chamber & HDA
- f. Sharing info on Tax Incentives (Hiring Youth/Parolees, etc.) (better prepared to show value add to work with system
- g. Provide One-on-One Support/Small Groups/More WDB member interaction
- h. More networking (WDB members & Staff) – WDB members team up with staff/EDD/Chamber to market to community
 - i. Offer Central location for job openings using BenitoLink, Radio, Social media
- i. Board members and staff work collaboratively to document career path for their businesses

Current at some capacity- improvement can be made by hiring a staff member that focuses on business services along with all workforce team and partners.

Opportunities: Enhance Business services committee; create a marketing/service plan; professional printed materials; lay-off aversion assistance; partner with Small Business Development Center (SBDC)

3. Establish Training Programs that Create **Employable Youth** for the Future Workforce. Members identified the following strategies:

- a. Work Experience Program-70% for out of school youth / 30% for in school youth.
- b. Outreach to youth in colleges & high schools
- c. Work w/ the Youth Committee
- d. Rock the Mock Interviews with the Chamber and High Schools – be partner to the workshops- Opportunity for virtual interactions?
- e. Offer written document showing career path in industry sector chosen (focus on priority sectors)-Labor Market Information is required
- f. Basic Skills training (2-week workshops) to include: Virtual for the time being?
 - i. Dress for Success

- ii. Employment readiness
- iii. Interview, Dress, work ethics
- iv. Adulting (Home economics)
- v. How to Apply principles
- vi. How to's: answer phone; put on hold; check if they've been assisted

g. Customer services including how to address an envelope/mail-Customer Service Training- Gavilan College

h. Professional emails

i. Hospitality-What are our opportunities? Understand this industry better. Partner with the Chamber

j. Academic Focus Time (how to stay focused on assignment) (additional support on intervention and enrichment for High School students) -Opportunity to conduct mini power sessions on interviewing skills, dress for success, work ethic...etc. Virtual?

k. EDC – what's in our local area in terms of employment – (where written document can be helpful)

4. Create funding opportunities to enhance and expand workforce services in our community. Members identified the following strategies:

- a. The need to increase funding in order to provide more services. Formula funding is unlikely to increase; therefore funding needs to come from partnerships in the community and with the region. Committee & Staff to ID funding goals. **We are currently about 50% goal met with HSP, P2E & other regional \$**

Youth funding:	Adult and Dislocated	Rapid Response 2) 50k, 3)
Year 1) \$50k-60k	Worker funding:	50k
Year 2) 100k	Year 1) \$60k-70k	Year 1) \$0
Year 3) 150k-175k	Year 2) \$100k	Year 2) \$50k
	Year 3) \$150K	Year 3) \$50K

Establish a Fund Development Ad-hoc Committee: To reach out to potential funders. **An Ad-hoc Committee can be created as it will benefit the Board. Committee to discuss**

- Private/Corporate Sectors
- Apple
- HP
- Cisco
- Packard
- Target/Walmart (Walmart has grants 1x year, typically Youth grants can be funded up to \$1,000 – it's a good starting point)
- Big 5
- Microsoft
- Netflix

- Local Businesses – may look at local businesses to support system by participating in mock interviews, etc (obtain buy-in first, then ask for financial support – even \$500 a year is a start)
 - Family Foundations
 - Evan Moor Educational Publishing
 - Leverage members and non-traditional partners to leverage funds
 - Provide greater support to WDB staff when seeking funding opportunities so potential for success is greater
- 5) To establish ad-hoc committees to include: **Committee and Board to discuss**
- 1) **Clean & Green**- (water pathways grant)
 - 2) **Agricultural** - active
 - 3) **Outreach/Membership** (understand need, challenge due to limited private sector involvement)
 - 4) **Allied Health** - active
 - 5) **Apprenticeships**- access Trades programs (carpenterer, laborer, electricians, plumbers, etc. Work with Trades Council in Castroville to access program to give interested individuals opportunity to get a flavor for trades to determine whether they are good ‘fit’ for apprenticeship (in advance of signing up)
 - 6) To support outreach to non-profits and community based organizations to work with WDB as partner to system
 - 7) Formerly incarcerated – Gavilan as partner – they offer education at Jail already, connect to what they are already doing to improve communication/outcomes to formerly incarcerated

Focus

Collaborate with business, economic development, education, labor, government, and community-based organizations within San Benito County and partner with other workforce areas and collaborative, to build regional capacity for:

- Growing the San Benito County job base to benefit job seekers, youth, and incumbent workers
- Expanding and investing in the demand-driven skills and readiness of the San Benito County workforce, with an emphasis on allied health, agriculture (H2A united farmworkers), manufacturing, apprenticeships, construction and clean/green jobs.
- Expanding jobs/services and have central location for job openings
- Expanding In-depth Econovue training where board members can participate.
- Expanding training to include written document for participants on career paths
- Work with High School; Gavilan College, America’s Job Centers, Trade Schools, Reentry Programs, Women’s Programs
- Offer more Job Fair’s
- Offer more Incentives through work with partnerships

Additional Items of interest from Board members at Retreat:

1. The WDB Agenda –
 - a. recommendation that the agenda be separate to the attachments so individuals do not have to open all of the attachments to see the agenda
 - b. Put Action items in body of email so don't have to open all attachments to find those
2. Are there examples of Ready to Work program that can be shared with board?
3. Need way to demonstrate Strengths and Opportunities so partners know WDB value
4. Share data on number of individuals going through training vs number of individuals that are successfully landing jobs from training with Board at quarterly meetings
5. Formerly incarcerated – is there a way to develop a transitional process for those coming out of incarceration? Can Ad-hoc committee work on this?
6. Member Recognition Plan thoughts from Board members:
 - a. Create a plan to guide us
 - b. Member recognition at full board meetings
 - c. Partnership through CTE program at the Culinary School – like a 'mixer' so attendees get to know what the WDB does
 - d. Farm Labor Camp may be a good location too in off season – can hold 75-100
 - e. Have consistent annual schedule

As Board members do career path for their business – great way to get this started!