



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

ERIK CUSHMAN, WDB CHAIR

**BUSINESS SERVICES COMMITTEE**

MBEST, 3180 Imjin Road, Suite 102, Marina, CA

**Tuesday, April 12, 2016**

**4:00-5:30 pm**

**Business Services  
Committee Members:**

*Mary Ann Leffel, Chair*

Wendy Brickman

Paula Calvetti

Harbhajan "Harvey" Dadwal

Paul Farmer

Kimberly Schnader

**AGENDA**

<b>CALL TO ORDER/INTRODUCTIONS: CHANGES TO AGENDA: PUBLIC COMMENT/TESTIMONIAL:</b>	<i>Mary Ann Leffel, Chair</i>
<b>CONSENT CALENDAR:</b>	Mary Ann Leffel
1. <b>ACTION:</b> Approve minutes from February 9, 2016.	
<b>DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:</b>	
1. Presentation on the Economic Development Department's new website.	Jerry Hernandez
2. <b>ACTION:</b> Review and consider the Customer Centered Design (CCD) Launch Round 2 of the CCD Challenge released April 4, 2016 with deadline of April 14, 2016.	Joyce Aldrich
3. Update on the WDB strategic initiatives the Business Services Committee members selected to help move forward the local plan goals.	Joyce Aldrich
4. Report on the delivery of business outreach and services to the business community.	Marleen Bush
5. Report on required Rapid Response activities to private sector employers in Monterey County, including small businesses.	Joyce Aldrich Marleen Bush
6. Current Report on Monterey County's local labor market.	Marleen Bush
7. Update on the Work Ready Communities initiative and Ad-Hoc Committee developed to discuss WorkKeys certifications.	All
<b>ANNOUNCEMENTS:</b>	Mary Ann Leffel
<b>SUBCOMMITTEE MEETINGS:</b> Business Services: 6/14/16 at 4:00 p.m., MBEST Executive: 4/20/16 at 8:00 a.m., MBEST Oversight: 5/12/16 at 8:30 a.m., MBEST Youth: 5/23/16 at 4:00 p.m., MBEST	<b>WDB MEETING:</b> 6/1/16 at 8:00 a.m., Marina Library
<b>ADJOURNMENT:</b>	Mary Ann Leffel
To request information, please contact the Monterey County Workforce Development Board (WDB) staff at (831) 796-6434 or visit our website at <a href="http://www.montereycountywdb.org">www.montereycountywdb.org</a> .	
ALTERNATE AGENDA FORMATS: If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Individuals with a disability requiring a modification or accommodation, including auxiliary aids or services, in order to participate in the public meeting may make these requests to the Secretary to the WDB at (831)796-6434.	

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

**Joyce Aldrich,**  
*WDB Executive Director*

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**UNADOPTED**

Monterey County Workforce Development Board  
**Business Services Committee**  
MBEST, 3180 Imjin Road, Suite 102, Marina, CA  
**Tuesday, February 9, 2016; 4:00 p.m.**

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

**Members Absent:** Paula Calvetti and Paul Farmer

**Others Present:** Joyce Aldrich, Marleen Bush and Flor Galvan

**Call to Order/Introductions:** Ms. Leffel called the meeting to order at 4:24 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 December 8, 2015.**

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

**Second:** Mr. Dadwal

**Approved unanimously by those in attendance**

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

**1. Action: Discuss and approve a strategy to recruit business members to serve on the Monterey County WDB.** Mrs. Aldrich reported that the board has 2 vacancies in business and 2 in Labor. She also reported that the board would benefit greatly if the vacancies were filled by an individual in healthcare and agriculture as they are the largest industries in Monterey County. She reported that it is imperative that the Monterey recruit members as the date to recertify the WDB was moved up to March 31, 2016 from the initial date of June 30, 2016. If the membership does not meet the requirement, a finding would be held and a corrective action plan would need to be submitted. Mrs. Aldrich reported that Mr. Lara has agreed to recommend a Labor representative to the WDB. She also reported that she will be speaking with a candidate from healthcare however she asked that the members continue to recommend business members.

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

**Second:** Ms. Schnader

**Approved unanimously by those in attendance**

**2. Action: Discuss and determine what WDB Strategic Initiatives the Business Services Committee members can help with to move forward the local plan goals.** Mrs. Aldrich asked that the Business Committee complete some of the tasks listed on the Strategic Plan Goals and Strategies so they can be moved forward. Ms. Brickman stated that she would work on completing a list of civic groups and business councils that Mrs. Aldrich can be a presenter. Ms. Schnader volunteered to be a back-up presenter at any civic group/business council meetings. It was also agreed that the Business Services Committee will focus on Chambers Business Walk Surveys and Job Fairs along with presenting at civic/business councils and CCHR meetings. The Committee will also work on updating the Business Services Plan.

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

**Second:** Mr. Dadwal

**Approved unanimously by those in attendance**

**3. Report on the delivery of business outreach and services to the business community.** Ms. Bush reported that the period of July 1, 2015 through January 31, 2016, 725 employers were served; 315 applicants were pre-screened; 89 job openings were posted in CalJOBS, 327 participants were referred to hiring employers with 51 job seekers hired; 71 job fairs and recruiting events have been hosted; 51 candidates were hired from the events hosted; and 9 candidates were enrolled in On-the-Job Training. She also

reported that she took data from the last 3 years and placed in a chart to show where Business Services Team tracks all services.

4. **Report on required Rapid Response activities to private sector employers in Monterey County, including small businesses.** Mrs. Aldrich reported that she was recently contacted by VSE Corporation concerning 70 employee layoffs. Mrs. Aldrich has a call into the Union to work with them on Layoff Aversion services. Mrs. Aldrich also reported that an individual must be relocated within 7 days to be considered a layoff aversion per the new State regulations. Mrs. Aldrich hopes that the State will change the regulation to 30 days.
5. **Update on the Workforce Development Board's fact sheets: Business Services, On-the-Job Training, Rapid Response and Office for Employment Training.** Ms. Bush provided updated forms based on new WIOA regulations and new programs. She asked that the forms be shared with colleagues and/or businesses.
6. **Current Report on Monterey County's local labor market.** Ms. Bush provided a 3-year trend of the Unemployment rate for Monterey County and a 3-year trend of Monterey County's Labor Force by industry.
7. **Update on the Work Ready Communities initiative and Ad-Hoc Committee developed to discuss WorkKeys certifications.** Mrs. Leffel reported that San Benito, Pajaro School District and Salinas Unified School District are signing up to be WorkKeys Test and Training sites. She also reported that Alliance Career Training School would also like to be a Test and Training site and provide certification. Mrs. Aldrich reported that she has reached out to Santa Cruz, San Luis Obispo and Santa Barbara to ask if they are interested in committing to the Work Ready Community initiative. San Luis Obispo indicated they could not come on board at this time; Santa Cruz County stated that they would be interested but unable to confirm until May 2016. Mrs. Leffel stated that the San Benito County CAO is also interested in committing.

**Adjournment:** Ms. Leffel requested to adjourn the meeting at 5:24 p.m.

**Motion:** Ms. Schnader motioned to adjourn the meeting.

**Second:** Mr. Dadwal

**Approved unanimously by those in attendance**

# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE  
**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR  
**SUBJECT:** PRESENTATION ON THE ECONOMIC DEVELOPMENT DEPARTMENT'S NEW WEBSITE  
**DATE:** APRIL 12, 2016

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**INFORMATION:**

At the Business Services Committee meeting, Mr. Jerry Hernandez plans to give a presentation on the Monterey County Economic Development Department's new website.

# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** REVIEW AND CONSIDER THE CUSTOMER CENTERED DESIGN (CCD) LAUNCH ROUND 2 OF THE CCD CHALLENGE RELEASED APRIL 4, 2016 WITH DEADLINE OF APRIL 14, 2016

**DATE:** APRIL 12, 2016

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**RECOMMENDATION:**

It is recommended that the Business Services Committee review and consider Monterey County Workforce Development Board participating in the Customer Centered Design Challenge to design a system to put employers in the center of our sector strategies and career pathway work.

**BACKGROUND:**

## ARE WE UP FOR THE CHALLENGE?

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*You must be the change you wish to see in the world. - Mahatma Gandhi*

At the National Association of Workforce Boards meeting in Washington DC on March 12<sup>th</sup> to 15<sup>th</sup>, Mary Ann Leffel and I attended a workshop on the Customer Centered Design offered by the Department of Labor Region 6 Director, Virginia Hamilton. We both came away inspired and ready to start this! However, we do need to decide which challenge to work on for our local system.

Under WIOA, we have the opportunity to re-think our entire system. Are we up for the challenge?

Over 600 people registered for the Customer Centered Design Launch webinar (link to webinar transcript), to learn about customer-centered design (CCD) and Round 2 of the CCD Challenge. If you attended this exciting event, you know that we're tasked with thinking about our services in a whole new way - – to re-design our system with the customer (not laws and regulations) at the center. You heard from people and organizations that get it. They have redesigned their services and achieved breakthrough results for employers and jobseekers. Are you next?

Here's The Customer-centered Design challenge:

- Form a team: 4- 10 people who have the capacity – and the courage – to think differently about how we serve our customers. They can come from inside our organization or from a group of partners. (I personally like the group of partners if

we are to select the design system to put employers in the center of our sector strategies and career pathway work)

- We have to register (I have already put in the preliminary information, we just need to decide which challenge we want to work on) and we will be signed up for the DesignKit: The Human Centered Design Course is 7 weeks of hands-on tools, support and inspiration.
- Take on one of these challenges:
  - How might you improve the customer experience and outcomes for our shared One-Stop Customers?
  - How could you design a system to put employers in the center of our sector strategies and career pathway work?
  - How can you develop services and programs for out of school youth that will engage them and produce great outcomes?
  - How might we help formerly incarcerated individuals obtain employment and education, develop healthy relationships, and make positive decisions?
  - How might we design services that are physically and programmatically accessible to individuals with disabilities?
  - Or,
  - How might we improve the customer experience for English language learners, including professionals with degrees and credentials in their native countries, across partner programs?
- Use the principles of customer-centered design to re-think, redesign and retool our current model.
- Tell us what happened. What did we learn? How did our customers react?

Our team may be selected to come to the White House to tell our story. But we can't be selected if we don't sign up!

Form our team and register **by April 14. The course will begin on April**

**26:** <http://bit.ly/1M9w2VP>

# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** UPDATE ON THE WDB STRATEGIC INITIATIVES THE BUSINESS SERVICES COMMITTEE MEMBERS SELECTED TO HELP MOVE FORWARD THE LOCAL PLAN GOALS

**DATE:** APRIL 12, 2016

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**INFORMATION:**

At the Business Services meeting on April 12, 2016, WDB staff plan to present an update on the Strategic Plan Goals & Strategies.

**ATTACHMENT:**

Strategic Plan Goals & Strategies – Goal #1 Business and Industry

**Monterey County Workforce Investment Board**  
**Key Strategic Plan Goals, Strategies and Actions – Program Years 2013-17**  
*(Through the 1st Quarter Period of Program Year 2014-15)*

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

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

New goals for 2015-16		
GOAL #1 – BUSINESS AND INDUSTRY: Meet workforce needs of high demand sectors.		
<b>Strategy #1: Develop LMI to identify workforce needs, shortages &amp; skills gaps</b>		
1	Develop LMI on priority industry sectors & needs	Ongoing as industry changes. Latest LMI is posted to WIB website, data used in Local Plan and WIB policies.
2	Work with local chambers to survey members	Initial survey- 9/2013. Data presented to Youth Council. Info graphic of data compiled, released by Chamber in Monterey Herald.
3	Synchronist survey on business growth, development, trends	Collaboration between Econ. Dev. & Business Services. Primarily South Salinas Valley and Castroville. Results included the following: 94 retention/expansion interviews held for both small business and industrial firms. Over course of year, nature of survey responses changed significantly from negative to positive as the health of the economy improved. Interviews completed as follows: Castroville (18), Soledad (21), Gonzals (19), Greenfield (15), and King City (21)
4	Survey needs of employers participating in OJT	Primary focus for 2015-16 with in-house OJT program
5	Use SBDC Nat'l Info Clearinghouse to identify resources	Meeting with new SBDC Director 8/17 to re-engage
6	Attend SBDC roundtables of industries	TO BE SCHEDULED - Attend SBDC roundtables of industries - meeting of August 17th will help to ensure we are invited
7	Use WIN@ training for WorkKeys@ assessments	State EDD approved purchase of subscription to Career Ready 101, which ACT supports. In process of subscription agreement to take to BOS for final approval
8	Use WorkKeys@ tests to certify worker proficiencies	MCBC and primary operator staff trained, proctoring is available to implement WorkKeys® tests to certify worker proficiencies. MCBC to offer proctoring the 1st and 3rd Friday/Saturday of month at MPC Marina Campus beginning the 3rd week in September.
<b>Strategy #2: Develop Business Services Plan</b>		
1	Develop Business Services Plan	Initially Completed - 6/2013. New plan in place for 2013-17. However, with new legislation CWDB will release their Draft Plan in Fall 2015. Draft plan released by CWDB, currently being
2	Business Services - business retention & layoff aversion	Ongoing efforts in place to enhance retention & layoff aversion strategies. Results reported to Sub-Committees.
3	Business Services - custom job fairs and recruitments	Ongoing. Business Services continue to host custom job fairs & recruitments. Results reported to Bus. Svcs Committee.
4	Obtain list & public meeting calendars of civic groups/business councils	To date: List of Rotary's
5	Presentations at civic groups/business councils/CCHR (if possible)	Presentation to Fisherman's Wharf Association to date. Presentations to Rotaries being scheduled for April/May 2016. 3 presentations scheduled with Rotaries.
6	Develop new talking points for Board Members (WIOA information - new strategies/goals)	Started with Business Committee - needs review/approval/forward to WDB members. Introduction Glycer created by Wendy Brickman for Director to speak at Rotaries.
<b>Strategy #3: Develop/operate regional workforce &amp; economic development network</b>		
1	Align WIB with Econ Dev Committee	Ongoing alignment through Econ Dev & WIB meetings and Comprehensive Economic Dev. Strategy (CEDS) plan. new member of MPCC Economic Vitality Committee promoting system and services
2	Evaluate LMI tools w/industry sectors & partnerships	Under WIOA State EDD requires special request to obtain LMI subscriptions. Currently in review for Econovue at State level
3	Convene roundtables for training & career pathways	Initiated in 11/2013, convened Allied Healthcare roundtables with Hartnell; member of Hartnell Ag Steering Committee; invited to participate in MPC Consortium with MPC, PG, Monterey, Carmel Adult Education.
<b>Strategy #4: Implement Business Services Plan NEW! (WIB Retreat 2014)</b>		
1	Develop talking points for WIB members to use	Ongoing, initial talking points developed 8/2014. Reported to Bus Services Committee 8/26/2014 & emailed to members.
2	Develop brief elevator pitch for WIB members to use	Ongoing, initial pitch developed 8/2014. Reported to Bus Services Committee 8/26/2014 & emailed to members. "The Workforce Development Board invests federal dollars to ensure our local workers have the skills needed by local employers."
3	Recognize/include in outreach that business is key customer	Initiated discussions related to Work Ready Communities initiative. WIOA emphasizes business is primary customer.
4	Identify info on business incentives, tax credits, OJT, ETP, etc.	Ongoing. Fact sheets presented to Bus Services Committee 6/10/2014 and posted on WIB website. As new opportunities arise, will update and distribute
5	Develop e-brochure explaining services; link to WIB website	Ongoing. Initial Fact sheets presented to Bus Services Committee 6/10/2014 and posted on WIB website.
<b>Strategy #5: Close Gaps Between Education &amp; Business</b>		
1	Inventory Business workforce needs countywide	Ongoing - working with Education and industry partners to identify needs on ongoing basis. Currently career pathways trust gaining emphasis. Participate in MBEP workforce committee, great opportunity for inventorying business needs region wide.
2	Partner to apply for the appropriate workforce related grants	Ongoing. Workforce Innovations Fund grant awarded Oct 2014. DOL High Tech grant opportunity due March 11th, 2016, working in partnership with MBEP, FOR A, Santa Cruz WDB, Hartnell, Jobs for the Future, City of Salinas with MC WDB as lead fiscal agent to submit to WDB for approval to apply.
3	Gain understanding of LMI and promote to business/education	Ongoing. LMI compiled from EDD & EMSI, shared with staff, public, WIB/Youth Council & Business Services Committee, regularly.



# **Available for Presentations**

**Joyce Aldrich**

**Executive Director**

## **"A Look at the Important Role of the Monterey County Workforce Development Board in our Regional Economy Today"**

Your audience will enjoy a fascinating look at the scope of services and positive impact that the Monterey County Workforce Development Board continues to take to build economic vitality in our region including vital collaborations.

In her presentation, Joyce will provide an outstanding overview of how Monterey County business owners and job seekers can take advantage of the valuable services offered today. She will explain how your audience how to help increase awareness of its vital role in our area for our children and grandchildren, laid off workers and companies. She will discuss...

- What is the Monterey County Workforce Development Board, a brief history, what does it do today and who serves on the Board?
- What is America's Job Center and its locations in Monterey County, and why does it matter to you?
- What are some of the Board's important Private/Public partnerships and collaborations

- What are the range of Services available to job seekers and unemployed –
- What is the range of services now available to our local businesses?
- What youth programs are available at this time?
- Labor Market Information/Data – A look at it today and how does it help our businesses?
- Rapid Response – What is it and why should we all care that it is offered in Monterey County?
- Employer benefits – What resources, information, and incentives are there to help businesses that may need some form of Rapid Response?

### **About Joyce Aldrich**

Joyce Aldrich, Executive Director for the Monterey County Workforce Development Board came to Monterey County in December, 2011. Since coming to the region, she has worked with staff to transition the services system including the Business Services Team to respond to employer needs and solutions. This has been developed by putting together a team of individuals consisting of economic and workforce development staff to canvas Monterey County businesses to learn business/employer unmet needs in their hiring abilities including what is needed in skill sets of potential job seekers.

To schedule a presentation with Joyce Aldrich, call Wendy Brickman at (831) 633-4444 or email [brickman@brickmanmarketing.com](mailto:brickman@brickmanmarketing.com). For more information, go to [www.montereycountywdb.org](http://www.montereycountywdb.org) or call Joyce at (831) 759-6644.

# MEMORANDUM

**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

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

**DATE:** APRIL 12, 2016

## INFORMATION:

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

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

- A total of **986** employers were served.
- A total of **411** applicants (average of **45** per month) were pre-screened prior to referral to local employers for placement.
- Of the total employers served, **131** job openings were posted online in the CalJOBS system.
- A total of **423** participants were referred to area employers hiring with **69** job seekers hired.
- A total of **85** job fairs and custom recruiting events have been hosted by the Business Services Team.
- A total of **69** candidates were reported hired of the **85** job fairs and recruitment event hosted.
- **Eleven (11)** candidates were enrolled in On-the-Job Training.

	QTR Jul-Sep 2015	QTR Oct-Dec 2015	Jan 2016	Feb 2016	Mar 2016	Total
<b>Number of Business Supported</b>						
# of Business Supported (by Month)	198	427	100	97	164	986
<b>Human Resources Support</b>						
Applicants Pre-screened	217	73	25	67	29	411
Job Openings Posted to CalJOBS	56	18	15	19	23	131
Job Referrals to Employers	217	96	14	67	29	423
Job Placements	32	17	2	15	3	69
<b>Job Fairs &amp; Custom Recruiting Events</b>						
Job Fairs & Custom Recruiting Events	40	24	7	7	7	85
Businesses Attended	15	23	3	5	6	52
Job Seekers Attended	149	124	25	47	19	364
Job Seekers Reported Hired	32	17	2	15	3	69
<b>Training Services</b>						
Training Assistance (OJT, Classroom, etc)	1	6	2	1	1	11

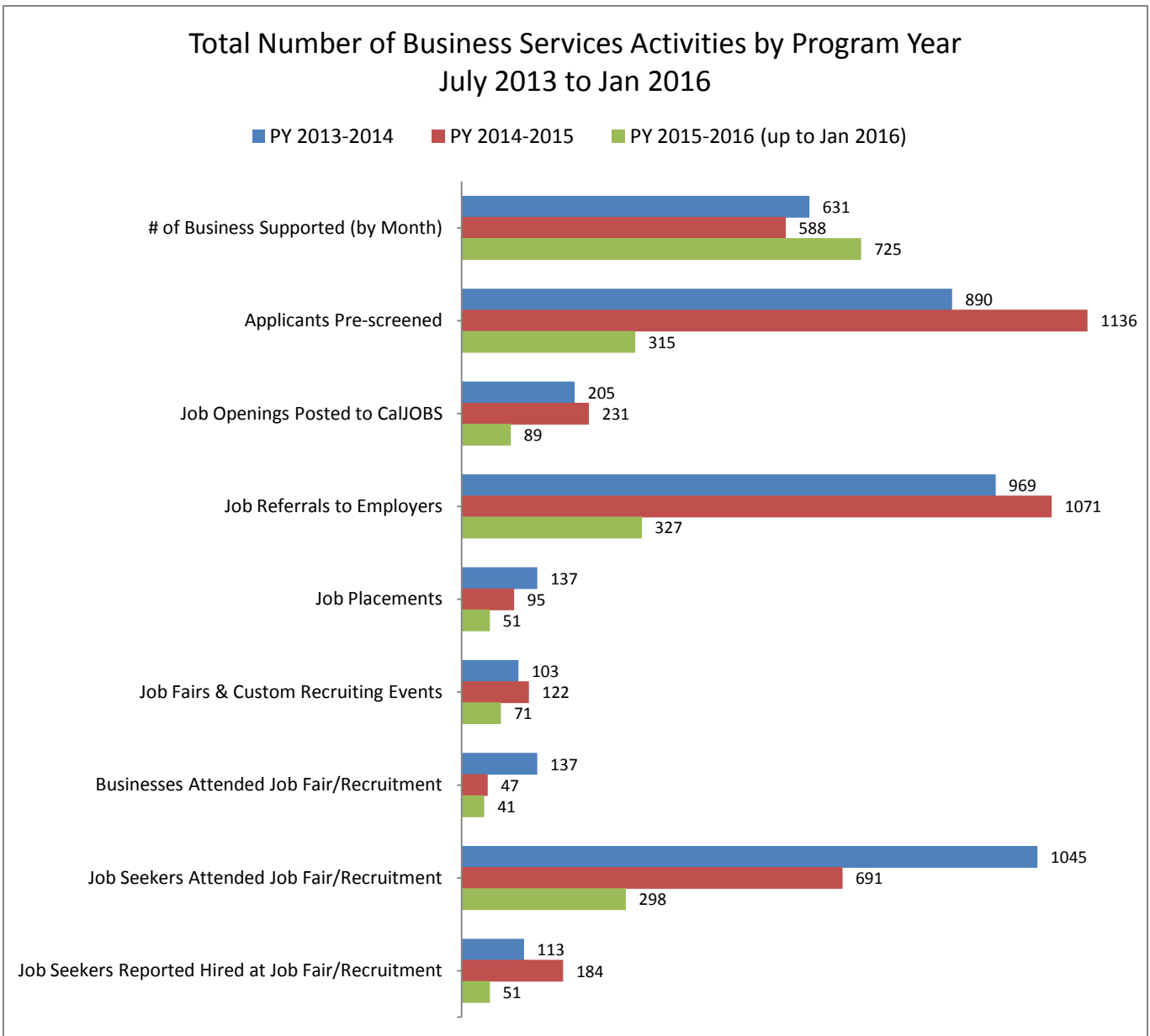
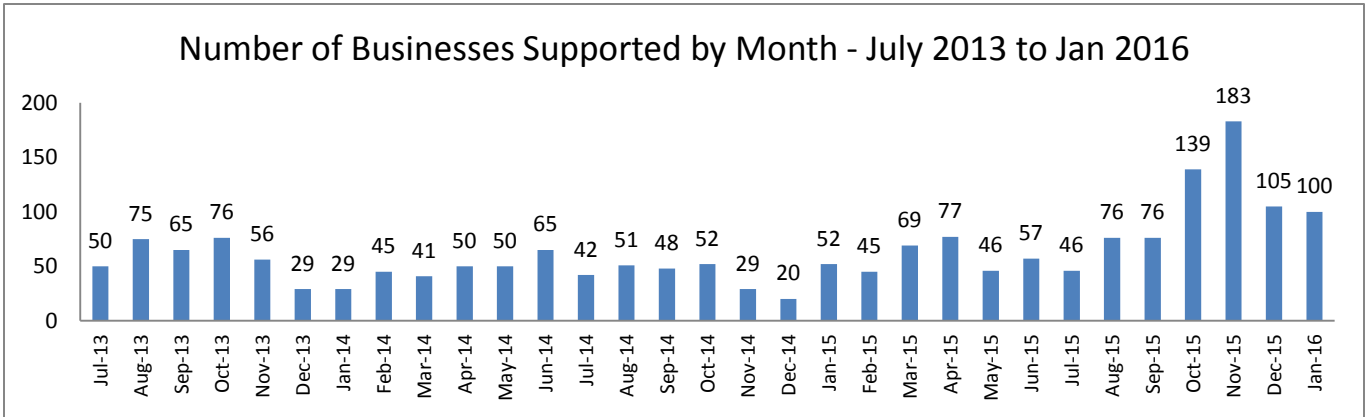
*Data Source: Business Services Team*

## ATTACHMENTS:

- Summary of Business Services Activities – 3-Year Trend (Graphs)
- Business Services Activity Reports for February & March 2016

# Monterey County

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



To: Monterey County Business Services Committee

From: Business Services Team (Economic Development and Office for Employment Training)

Subject: Business Services Report

Date of Report: February 1, 2016

<b>List of Businesses Supported</b>	<b>Feb-16</b>	<b>Referral / Source</b>
QUIEDAN COMPANY	1-Feb	OUTREACH
SWANK TRUCKING	1-Feb	EMAIL
KION-TV	1-Feb	OUTREACH
CSUMB/STEINBECK CENTER	1-Feb	OUTREACH
MCSHANE'S	1-Feb	OJT
TDA DRIVERS	1-Feb	OUTREACH
QUIEDAN COMPANY	2-Feb	OUTREACH
FELTON INSTITUTE	2-Feb	OUTREACH
TMD CREATIVE	2-Feb	OUTREACH
RDO EQUIPMENT	2-Feb	OUTREACH
TMD CREATIVE	3-Feb	LIASON OUTREACH
ALL BEST CARE SENIOR SERVICES	3-Feb	OUTREACH
CLP FLIER DISTRIBUTION	3-Feb	OUTREACH
DR. MCQUADE	3-Feb	AJCC CONTACTED
CESAR CHAVEZ FOUNDATION	3-Feb	EMAIL
MCCARTHY CONSTRUCTION	3-Feb	OUTREACH
RITA'S ICE OF SALINAS	3-Feb	AJCC CONTACTED
SALINAS VALLEY CHAMBER OF COMMERCE	3-Feb	OUTREACH
TAYLOR FARMS	3-Feb	OUTREACH
FARMER'S INSURANCE	3-Feb	OUTREACH
BALANCE STAFFING	3-Feb	OUTREACH
PENINSULA SECURITY	3-Feb	OUTREACH
TMD CREATIVE	4-Feb	LIASON OUTREACH
DR. MCQUADE	4-Feb	AJCC CONTACTED
SLINGSHOT COMMUNICATIONS	4-Feb	OUTREACH
PENINSULA SECURITY	4-Feb	OUTREACH
FARMER'S INSURANCE	5-Feb	OUTREACH
BALANCE STAFFING	5-Feb	OUTREACH
NPS IGF	5-Feb	OUTREACH
NOVA	5-Feb	AJCC CONTACTED
VICTORIAN HOME HEALTH CARE	5-Feb	OUTREACH
CONDOR SECURITY	5-Feb	OUTREACH
FT. HUNTER LIGGITT	5-Feb	OUTREACH
MCSHANE'S	5-Feb	OJT
MBAY AQUARIUM	5-Feb	OUTREACH
NATIVIDAD HOSPITAL	5-Feb	OUTREACH
MIRANDA, MAGDEN AND MIRANDA	5-Feb	OUTREACH
KION-TV	5-Feb	REFERRAL
TMD CREATIVE	5-Feb	REFERRAL
CONDOR SECURITY	5-Feb	OUTREACH
FARMER'S INSURANCE	5-Feb	OUTREACH
PENINSULA SECURITY	5-Feb	OUTREACH
MCHSHANES	8-Feb	OUTREACH
KION-TV	8-Feb	OUTREACH
TMD CREATIVE	8-Feb	EMAIL
MCHSHANES	8-Feb	OJT
AVANT WILLIAMS	8-Feb	OUTREACH
MONTEREY MARRIOTT	9-Feb	OUTREACH
ANGELICA	9-Feb	OUTREACH
TMD CREATIVE	9-Feb	LIASON OUTREACH
CONDOR SECURITY	10-Feb	OUTREACH
TMD CREATIVE	10-Feb	OUTREACH

MCSHANE'S	10-Feb	OJT
NATIVIDAD HOSPITAL	10-Feb	OUTREACH
FARMER'S INSURANCE	11-Feb	EMAIL
TMD CREATIVE	11-Feb	EMAIL
ARIEL THEATER	11-Feb	EMAIL
BALANCE STAFFING	11-Feb	OUTREACH
ARIEL THEATER	12-Feb	PHONE
NUNO IRON	12-Feb	PHONE
TMD CREATIVE	12-Feb	LIASON OUTREACH
FARMER'S INSURANCE	12-Feb	OUTREACH
NUNO IRON	12-Feb	EMAIL
TMD CREATIVE	12-Feb	LIASON OUTREACH
CALIFORNIA FLOWER GROWERS ASSOCIATION	16-Feb	PHONE
CLINICA DE LA SALUD	16-Feb	OUTREACH
FIRST CAPITAL BANK OF MONTEREY	16-Feb	OUTREACH
FARMER'S INSURANCE	16-Feb	OUTREACH
CAL DOOR	16-Feb	OUTREACH
CAL DOOR	16-Feb	OUTREACH
CVS	16-Feb	OUTREACH
FARMER'S INSURANCE	16-Feb	OUTREACH
EARTHBOUND FARMS	16-Feb	OUTREACH
RDO EQUIPMENT	16-Feb	OUTREACH
TMD CREATIVE	16-Feb	OUTREACH
EARTHBOUND FARMS	16-Feb	OUTREACH
FARMER'S INSURANCE	16-Feb	OUTREACH
KION-TV	16-Feb	OUTREACH
FARMER'S INSURANCE	16-Feb	OUTREACH
LINKUS	17-Feb	OUTREACH

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

<b>List of Businesses Supported</b>	<b>Mar-16</b>	<b>Referral / Source</b>
RENOIR STAFFING	1-Mar	OUTREACH
COMCAST	1-Mar	OUTREACH
RENOIR STAFFING	1-Mar	OUTREACH
FALLON ELECTRIC	1-Mar	OUTREACH
COMCAST	2-Mar	OUTREACH
NORTH COUNTY INDUSTRIAL	3-Mar	OUTREACH
NATIVIDAD HOSPITAL	3-Mar	IN PERSON
SALINAS VALLEY CHAMBER OF COMMERCE	3-Mar	OTHER
COMCAST	3-Mar	OUTREACH
TORRES LANDSCAPING SERVICE	4-Mar	OUTREACH
NORTH COUNTY INDUSTRIAL	4-Mar	OUTREACH
FALLON ELECTRIC	7-Mar	OUTREACH
TMD CREATIVE	7-Mar	OUTREACH
FALLON ELECTRIC	7-Mar	OUTREACH
NORTH COUNTY INDUSTRIAL	7-Mar	OUTREACH
EARTHBOUND FARMS	8-Mar	OUTREACH
SALINAS CALIFORNIAN	8-Mar	OUTREACH
TORRES LANDSCAPING SERVICE	8-Mar	OUTREACH
WELLS FARGO	9-Mar	OUTREACH
CASA MUNRAS GARDEN HOTEL AND SPA	9-Mar	OUTREACH
PET SPECIALISTS OF MONTEREY	9-Mar	OUTREACH
TERMINIX	9-Mar	OUTREACH
RAMCO ENTERPRISES, INC.	9-Mar	OUTREACH
NATIVIDAD HOSPITAL	9-Mar	OUTREACH
CANTERBURY WOODS	9-Mar	OUTREACH
TMD CREATIVE	9-Mar	OUTREACH
AT WORK	9-Mar	OUTREACH
IHG ARMY HOTEL	9-Mar	OUTREACH
TAYLOR FARMS	10-Mar	OUTREACH
MONTEREY LOGISTICS /MUSHROOMS	10-Mar	OUTREACH
VICTORIAN HOME HEALTHCARE	10-Mar	OUTREACH
CARMEL VALLEY MANOR	10-Mar	OUTREACH
MANN PACKING	10-Mar	OUTREACH
COMCAST	10-Mar	OUTREACH
NATIVIDAD HOSPITAL	10-Mar	OUTREACH
MONTEREY MUSHROOMS	10-Mar	OUTREACH
TMD CREATIVE	10-Mar	OUTREACH
COMCAST	11-Mar	OUTREACH
CAL DOOR	11-Mar	OUTREACH
RITA'S ICE OF SALINAS	11-Mar	OUTREACH
GARDNER TRUCKING	11-Mar	OUTREACH
FALLON ELECTRIC	11-Mar	OUTREACH
NPS IHP	11-Mar	OUTREACH
NORTH COUNTY INDUSTRIAL	11-Mar	OUTREACH
FALLON ELECTRIC	11-Mar	OUTREACH
CAL DOOR	11-Mar	OUTREACH
MANN PACKING	11-Mar	OUTREACH
COMCAST	11-Mar	OUTREACH
NATIVIDAD HOSPITAL	11-Mar	OUTREACH
PACIFIC PROTECTION	11-Mar	OUTREACH
JANE'S ANSWERING SERVICE	14-Mar	OUTREACH
UFW FOUNDATION	14-Mar	OUTREACH

HOLMAN RANCH VINEYARDS AND WINERY	14-Mar	OUTREACH
GREEN VALLEY FARMS INDUSTRIAL	14-Mar	OUTREACH
VINVISION TRUCKING	14-Mar	OUTREACH
PILOT TRAVEL CENTER	14-Mar	OUTREACH
BEST BUY	14-Mar	OUTREACH
FEDEX OFFICE AND PRINT SERVICE, MONTEREY	14-Mar	OUTREACH
SALINAS VALLEY IMAGING	14-Mar	OUTREACH
PET SPECIALISTS OF MONTEREY	14-Mar	OUTREACH
GARDNER TRUCKING	14-Mar	OUTREACH
IN N OUT BURGER	14-Mar	OUTREACH
GARDNER TRUCKING	14-Mar	OUTREACH
NORTH COUNTY INDUSTRIAL	14-Mar	OUTREACH
TMD CREATIVE	14-Mar	OUTREACH
FALLON ELECTRIC	14-Mar	OUTREACH
GREEN VALLEY FARMS INDUSTRIAL	14-Mar	OUTREACH
KAWAHARA NURSERIES	14-Mar	OUTREACH
MARTIN CHIROPRACTIC CENTER	15-Mar	OUTREACH
REITER AFFILIATED COMPANIES	15-Mar	OUTREACH
AARON'S	15-Mar	OUTREACH
L'AUBERGE CARMEL	15-Mar	OUTREACH
FACE FIRST LASER CLINIC	15-Mar	OUTREACH
SPINDRIFT INN	15-Mar	OUTREACH
NORTH COUNTY INDUSTRIAL	15-Mar	OUTREACH
MIRANDA, MAGDEN AND MIRANDA	15-Mar	OUTREACH
PACIFIC PROTECTION	15-Mar	OTHER
COUNTY OF MONTEREY	15-Mar	OUTREACH
IN N OUT BURGER	15-Mar	OUTREACH
GATHERING PLACE FOR WOMEN	16-Mar	OUTREACH
CARDINALE GMC	16-Mar	OUTREACH
COMMUNITY HOSPITAL OF THE MON. PEN.	16-Mar	OUTREACH
NORTH COUNTY INDUSTRIAL	16-Mar	OUTREACH
FALLON ELECTRIC	16-Mar	OUTREACH
NORTH COUNTY INDUSTRIAL	16-Mar	OUTREACH
WIS INTERNATIONAL	16-Mar	OUTREACH
SLINGSHOT	16-Mar	OUTREACH
PENINSULA SECURITY	16-Mar	OUTREACH
MONTEREY LOGISTICS/MUSHROOMS	17-Mar	OUTREACH
CALIFORNIA FRESH FLOWERS, ASSOCIATION	17-Mar	OUTREACH
MONTEREY COAST BREWING	17-Mar	OUTREACH
NORTH COUNTY INDUSTRIAL	17-Mar	OUTREACH
MIRANDA, MAGDEN AND MIRANDA	17-Mar	OUTREACH
MONTEREY MUSHROOMS	17-Mar	OUTREACH
CAL DOOR	17-Mar	OUTREACH
AMERI-KLEEN	17-Mar	OUTREACH
PACIFIC GROVE CHAMBER OF COMMERCE	18-Mar	OUTREACH
CANNERY ROW COMPANY	18-Mar	OUTREACH
ALIOTTI VICTORIAN CORNER	18-Mar	OUTREACH
FAVALORO'S	18-Mar	OUTREACH
PAVEL'S BAKERY	18-Mar	OUTREACH
MORANDA MINDS	18-Mar	OUTREACH
PG HARDWARE	18-Mar	OUTREACH
CHASE BANK , PACIFIC GROVE	18-Mar	OUTREACH
MCSHANE'S	18-Mar	OUTREACH
RENOIR STAFFING	18-Mar	OUTREACH
MIRANDA, MAGDEN AND MIRANDA	18-Mar	OUTREACH
PRIME LENDING	21-Mar	OUTREACH
CSUMB	21-Mar	OUTREACH
BEST WESTERN PLUS-SALINAS VALLEY INN	21-Mar	OUTREACH



ESALAN INSTITUTE	21-Mar	OUTREACH
BEVERLY FABRICS -WATSONVILLE	21-Mar	OUTREACH
SYSCO FOODS	21-Mar	OUTREACH
MANN PACKING	21-Mar	OUTREACH
TMD CREATIVE	21-Mar	OJT
SALINAS VALLEY CHAMBER OF COMMERCE	21-Mar	OUTREACH
AMERI-KLEEN	21-Mar	OUTREACH
TURRATTI NORTH AMERICA, INC.	21-Mar	OUTREACH
CANNERY ROW COMPANY	22-Mar	OUTREACH
TMD CREATIVE	22-Mar	OUTREACH
CALRISK	22-Mar	OUTREACH
INNS OF MONTEREY	23-Mar	OUTREACH
CANNERY ROW COMPANY	23-Mar	OUTREACH
WIS INTERNATIONAL	23-Mar	OUTREACH
AT WORK	23-Mar	OUTREACH
FALLON ELECTRIC	23-Mar	OUTREACH
BEST WESTERN PLUS-SALINAS VALLEY INN	23-Mar	OUTREACH
FOUR SEASONS PRODUCE	23-Mar	OUTREACH
ASHLEY FURNITURE	23-Mar	OUTREACH
RED LOBSTER	24-Mar	OUTREACH
HYATT-CARMEL HIGHLANDS	24-Mar	OUTREACH
HOPE SERVICES	24-Mar	OUTREACH
AARON'S	24-Mar	OUTREACH
MOTEL 6	24-Mar	OUTREACH
JOY PERS	24-Mar	OUTREACH
HAYWARD SCOUT SHOP	24-Mar	OUTREACH
TARGET -MARINA	24-Mar	OUTREACH
MONTEREY MUSHROOMS	24-Mar	OJT
COMCAST	24-Mar	OUTREACH
WIS INTERNATIONAL	24-Mar	OUTREACH
CANNERY ROW COMPANY	24-Mar	IN PERSON
AT WORK	24-Mar	OUTREACH
RENOIR STAFFING	24-Mar	OUTREACH
FEDEX OFFICE -SEASIDE	25-Mar	OUTREACH
FARMERS INSURANCE GROUP-SALINAS	25-Mar	OUTREACH
MARTIN CHIROPRACTIC CENTER	25-Mar	OUTREACH
COMMUNITY CATALYSTS OF CALIFORNIA	25-Mar	OUTREACH
CALIBER COLLISION	25-Mar	OUTREACH
SAFELLITE AUTO GLASS	25-Mar	OUTREACH
PINE INN	25-Mar	OUTREACH
MIRANDA, MAGDEN AND MIRANDA	25-Mar	OUTREACH
PROMPT STAFFING	25-Mar	OUTREACH
NORTH COUNTY INDUSTRIAL	28-Mar	OJT
WIS INTERNATIONAL	28-Mar	OUTREACH
AT WORK	28-Mar	OUTREACH
MCSHANE'S	29-Mar	OUTREACH
COMCAST	29-Mar	OUTREACH
PROMPT STAFFING	29-Mar	OUTREACH
AUTOZONE	30-Mar	OUTREACH
MONTEREY MUSHROOMS	30-Mar	OJT
TMD CREATIVE	30-Mar	OJT
BARON HR	31-Mar	IN PERSON
FARMER'S INSURANCE	31-Mar	PHONE
AT WORK	31-Mar	OUTREACH
<b>Human Resources Support</b>		
Applicants Pre-screened	29	
Job Descriptions Created		
Job Openings Posted to CalJOBS	23	

Job Referrals to Employers	29	
Job Placements	3	
<b>Job Fairs &amp; Custom Recruiting Events</b>		
Job Fairs & Custom Recruiting Events	7	
Businesses Attended	6	
Job Seekers Attended	19	
Job Seekers Reported Hired	3	
<b>Tax Credits &amp; Benefits</b>		
EZ Hiring & Tax Credits		
Work Opportunity Tax Credit		
Workers with Disabilities Tax Credit		
<b>RR &amp; Layoff Aversion</b>		
Layoff Aversion		
RR Orientations		
Trade Adjustment Assistance		
<b>Training Assistance</b>		
Classroom Training		
Incumbent Worker Training (ETP)		
On-the-Job Training	1	
Work Experience		
<b>Skills Testing/Assessments</b>		
SkillCheck		
<b>Labor Market Info</b>		
Labor Market Research & Info		
<b>WorkKeys Assessments</b>		
Applied Mathematics		
Locating Information		
Reading for Information		
<b>WIN Remedial Training</b>		
WIN Training Accounts		

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# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

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

**DATE:** APRIL 12, 2016

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**INFORMATION:**

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

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

Company Name	City	Date of Initial Layoff	Anticipated number of affected employees	Rapid Response & Layoff Aversion Services Provided	Comments
<b>McGraw-Hill Education</b>	Monterey	8/29/2015	137	Planned services discussed with employer	Outplacement services provided by Lee Hecht Harrison and Associates
<b>American Management Services, LLC</b>	Monterey	7/13/2015	56	Planned services discussed with employer	98% of employees were placed in another position
<b>Driscoll's Strawberry Associates</b>	Salinas	9/2015 – 11/2015	38	RR Orientation provided to employees	The attendees were interested in UI benefits information, job search assistance, and training assistance, etc. A total of 13 employees attended out of 38 that was report initially by the employer.
<b>Brinderson, an AEGION company</b>	San Ardo	12/7/2015	101	Arrangements for a RR orientation were coordinated to be held in San Ardo on Dec 17, 2015 at 3:30pm. The morning of the RR orientation, the event was cancelled.	WDB Executive Director spoke with the VP and General Counsel. An email of a Job Fair on Friday, Dec 4, 2015 for Parkfield was sent, and RR services were explained. 23 people attended the Job Fair.
<b>VSE Corporation</b>	Fort Hunter Liggett	March 29, 2016	70	Layoff aversion services to be provided to impacted employees.	Plans are underway to help place workers to another employer. Contacted Labor union representing workers, they anticipate new contractor will pick up all employees. Contacted Labor representative on April

BUSINESS ITEM #5

					5, 2016 to ask whether any workers were not moved over to new contractor because we received a referral from Economic Development of 10 position openings in a like field.
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The Rapid Response Team will report on the quarterly Rapid Response Roundtable meeting held on **January 28, 2016.**

Also of interest – Building Workforce Partnerships Conference to be held May 10-11, 2016 in Sacramento.

**ATTACHMENT: BUILDING WORKFORCE PARTNERSHIPS CONFERENCE LINK:**

<http://www.calaborfed.org/index.php/site/event/2793#.VwajyGxzCE4>

# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE  
**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR  
**SUBJECT:** REPORT OUT ON MONTEREY COUNTY'S LOCAL LABOR MARKET  
**DATE:** APRIL 12, 2016

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**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 Investment Board's website at [www.montereycountywdb.org](http://www.montereycountywdb.org).

Top Labor Market Stats:

- Labor Market Snapshot: 2/2016
- Unemployment Rate: 10.8%
- Labor Force: 213,800
- Employed: 190,700
- Unemployed: 23,200

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 March 18, 2016.

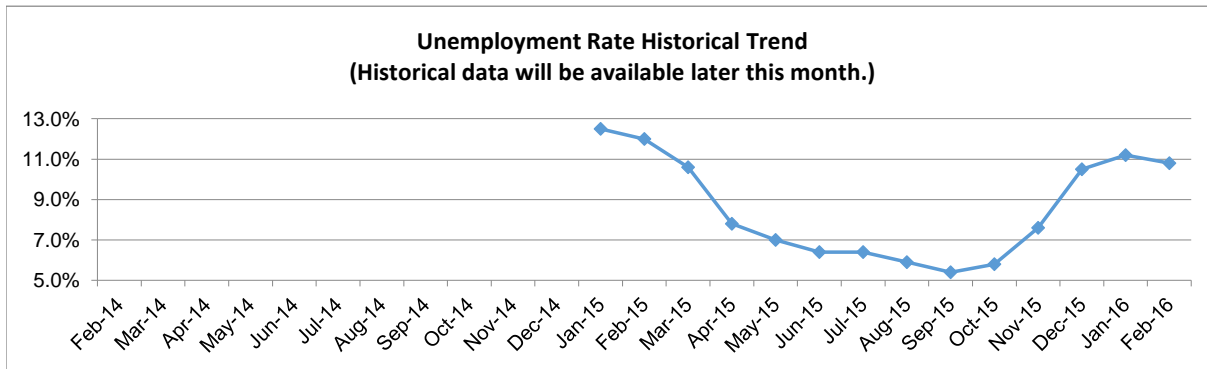
The release schedule for March 2016 unemployment rates (labor force) and industry employment data from the Labor Market Information Division is April 15, 2016.

**ATTACHMENT:**

EDD Labor Market Stats and Industry Changes for February 2016  
Monterey County Labor Market Snapshot

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

The unemployment rate in the Monterey County was 10.8 percent in February 2016, down from a revised 11.2 percent in January 2016, and below the year-ago estimate of 12.0 percent. This compares with an unadjusted unemployment rate of 5.7 percent for California and 5.2 percent for the nation during the same period.



Industry	Jan-2016	Feb-2016	Change		Feb-2015	Feb-2016	Change
	Revised	Prelim				Prelim	
Total, All Industries	167,300	170,100	2,800		161,600	170,100	8,500
Total Farm	34,300	35,300	1,000		32,700	35,300	2,600
Total Nonfarm	133,000	134,800	1,800		128,900	134,800	5,900
Mining, Logging, and Construction	5,600	5,700	100		5,200	5,700	500
Mining and Logging	300	300	0		300	300	0
Construction	5,300	5,400	100		4,900	5,400	500
Manufacturing	5,300	5,300	0		5,300	5,300	0
Trade, Transportation & Utilities	26,300	26,000	(300)		24,500	26,000	1,500
Information	1,200	1,200	0		1,300	1,200	(100)
Financial Activities	4,000	4,000	0		4,000	4,000	0
Professional & Business Services	13,200	13,300	100		11,600	13,300	1,700
Educational & Health Services	18,500	18,800	300		18,200	18,800	600
Leisure & Hospitality	22,700	23,700	1,000		23,100	23,700	600
Other Services	5,000	5,100	100		4,800	5,100	300
Government	31,200	31,700	500		30,900	31,700	800

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

# Monterey County Labor Market Snapshot

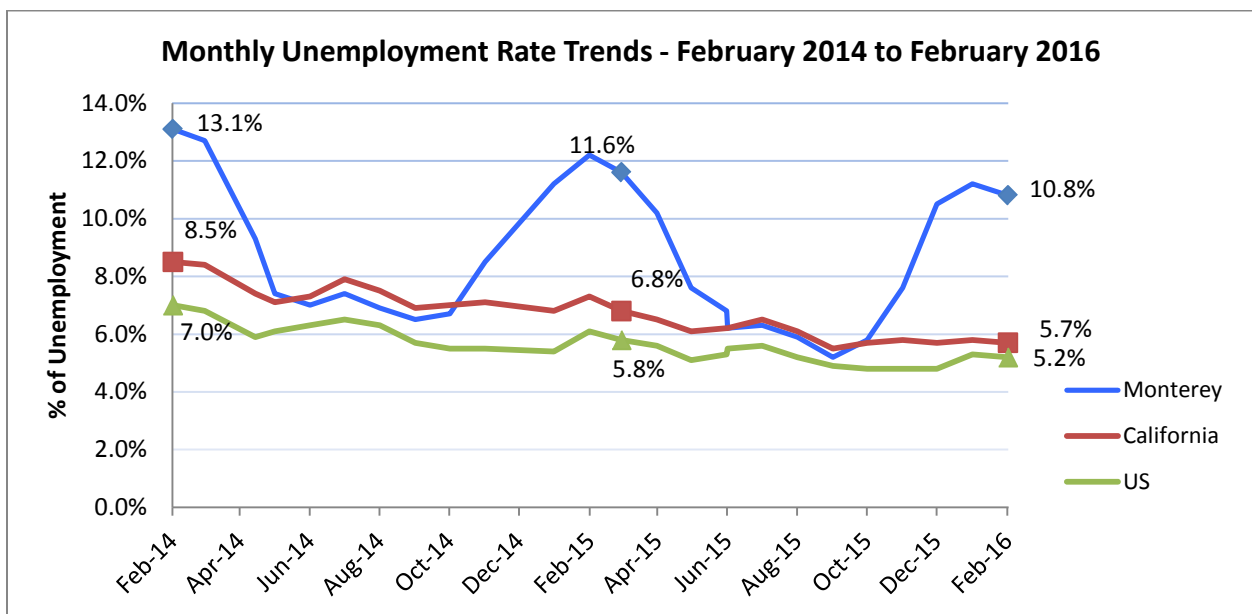
## February 2016

The unemployment rate in the **Monterey County** was **10.8 percent in February 2016**, down from a revised 11.2 percent in January 2016, and below the year-ago estimate of 12.0 percent. This compares with an unadjusted unemployment rate of 5.7 percent for California and 5.2 percent for the nation during the same period.

### Unadjusted Unemployment Rates

	February 2016	January 2016*	December 2015*
<b>Monterey County</b>	<b>10.8%</b>	<b>11.2%</b>	<b>10.5%</b>
<b>California</b>	<b>5.7%</b>	<b>5.8%</b>	<b>5.7%</b>
<b>United States</b>	<b>5.2%</b>	<b>5.3%</b>	<b>4.8%</b>

*(Source: EDD Monthly Press Release, March 18, 2016. \* Includes revised % from State EDD.)*



### February 2016 Unemployment Stats

- The number of unemployed is 23,200, down 600 from 23,800 in January 2016 and down 1,800 compared to February 2015.
- Six cities throughout Monterey County had unemployment rates at or less than 8.6%; and six cities had unemployment rates between 11.4% – 21.6%.
- Sand City's unemployment rate of 21.6% is the highest in the County, followed by King City at 21.4%. Of the unincorporated areas of the County, San Lucas' unemployment rate is the highest at 33.3%, followed by Moss Landing at 30.6%, San Ardo at 26.3%, Pajaro at 26.0%, and Boronda at 23.8%.

*(Source: EDD Monthly Labor Force Data for Cities and Census Designated Places (CDP), March 4, 2016)*

**Top 25 Occupations with Highest # of Job Openings Advertised  
Online in Monterey County on March 23, 2016**



Visit [www.caljobs.ca.gov](http://www.caljobs.ca.gov) to register and apply for these job openings!

*(Job Source: Online advertised jobs data)*



**Top 20 Employers with the Highest # of Job Openings Advertised  
Online in Monterey County on March 23, 2016**

Rank	Employers with Highest Number of Job Openings	Job Openings
1	California State University Monterey Bay	132
2	Monterey County, California	83
3	Pebble Beach Company	82
4	Salinas Valley Memorial Healthcare System	67
5	CRST Expedited	61
6	Community Hospital of the Monterey Peninsula	54
7	Kindred Healthcare, Inc.	52
8	Rehabcare Group of CA, LLC	49
9	Northrop Grumman Corporation	47
10	Casillas Enterprise	45
11	Commune Hotels and Resorts, LLC.	39
12	Monterey Bay Aquarium	37
13	Mee Memorial Hospital	31
14	McDonald's Corporation	31
15	Monterey Peninsula Unified School District	30
16	Starbucks Corporation	29
17	CVS Health	28
18	Monterey County Office Of Education	26
19	Monterey Peninsula College	25
20	Lithia Motors, Inc.	23

Visit [www.caljobs.ca.gov](http://www.caljobs.ca.gov) to register and apply for these job openings!

*(Job Source: Online advertised jobs data)*

**Occupations from Job Openings Advertised Online with the Highest Paying Mean  
(Annual) Wages in Monterey County on March 23, 2016**

Rank	Occupation	Mean Annual Advertised Wage
1	Medical and Health Services Managers 	\$178,324
2	Registered Nurses 	\$86,540
3	Lawyers 	\$70,623
4	Healthcare Social Workers 	\$62,695
5	First-Line Supervisors of Office and Administrative Support Workers 	\$62,602
6	Managers, All Other 	\$55,186
7	Laborers and Freight, Stock, and Material Movers, Hand  	\$38,156
8	Executive Secretaries and Executive Administrative Assistants 	\$31,759
9	Customer Service Representatives  	\$28,228

 BRIGHT OUTLOOK NATIONALLY |  BRIGHT OUTLOOK STATEWIDE |  GREEN OCCUPATIONS

*(Job Source: Online advertised jobs data)*

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# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** JOYCE ALDRICH, EXECUTIVE DIRECTOR

**SUBJECT:** DISCUSS UPDATES TO THE WORK READY COMMUNITIES INITIATIVE

**DATE:** APRIL 12, 2016

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**INFORMATION:**

At the Business Services Committee meeting members and staff will provide an update on the Work Ready Communities initiative and Ad-Hoc Committee developed to discuss WorkKeys certifications.

**UPDATE:**

Andy Stone, Workforce Development Board Director of Santa Cruz has indicated that his jurisdiction is interested in participating in the Work Ready Communities. I sent him the Work Plan so he can begin discussions with his Board on their becoming one of the Work Ready Communities for the Central Coast.

Tammy Aguilera, Workforce Development Board Director of San Luis Obispo County knows and recognizes the value add to the Work Ready Communities, however has declined participation at this time primarily due to other pressing matters within the jurisdiction. She would San Luis Obispo to participate in the Work Ready Communities but thinks they are at least a year out.

Monterey County, on behalf of the Regional Planning Unit of Santa Cruz, Monterey, San Luis Obispo and Santa Barbara Counties applied for and was awarded the California State Workforce Development Board Slingshot project application. This project scope is primarily to develop Policy and Practices to support community and economic development by better aligning education and workforce development efforts through demonstration of a skilled workforce – region wide, through industry-recognized skill credentials.

Across the United States, communities are improving the skills and work readiness of the workforce while giving area businesses an efficient, reliable way to identify skilled job candidates. Those communities provide counties and states with actionable data and specific workforce goals to drive economic growth. Key to their competitive advantage is the National Career Readiness Certificate (NCRC) which is designed to measure and close skill gaps among workers and job seekers. The NCRC is portable – something we know is needed on the Central Coast and all of California. It is an evidence-based credential that certifies essential skills needed for workplace success. Having a Work Ready Community – region wide – will help individuals **and** businesses understand the value of the NCRC.

Therefore, the focus is on organizing the region around educating business on the value add of the NCRC and ultimately becoming a Work Ready Community Region wide. The first meeting of all partners with the State assigned Consultant, John Melville, will be held at the end of April to begin the work on how we will structure the region wide initiative.