



# MONTEREY COUNTY WORKFORCE INVESTMENT BOARD Annual Report 2006-07

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WIB & Executive Chair

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WIB Vice Chair

Joanne Webster,  
WIB 2<sup>nd</sup> Vice Chair

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**Job Training Programs Get \$2.2 Million in Grants!** – This is just one of the highlights of the 2006-07 year for the Monterey County Workforce Investment Board (WIB), the One-Stop Career Center System (One-Stop), and our many partner agencies.

In October 2006, the WIB approved eight initiatives proposed by the Advertising and Public Relations (Ad&PR) Committee and two additional initiatives to include the Lifelong Learning Roundtable and Senate Bill (SB) 293 Workforce Training Act.

This report provides information and outcomes on the following 2006-07 WIB initiatives:

1. Developing a Healthcare Advisory Roundtable (HART)
2. Promoting Trade Adjustment Assistance (TAA)
3. Developing new Grants, Initiatives and Outcomes
4. Hosting events to support the One-Stop Career Center
5. Supporting the One-Stop Career Center Activities
6. Supporting Youth Programs, Services and Activities
7. Supporting the SB 293 Workforce Training Act
8. Supporting the California's (EDGE) Campaign
9. Promoting the Monterey County Workforce Investment Board (WIB)
10. Developing a Lifelong Learning Roundtable





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## 1. Developing a Healthcare Advisory Roundtable (HART)

The WIB approved the development of a **Healthcare Advisory Roundtable (HART)** consisting of knowledgeable healthcare professionals from community and private hospitals, proprietary schools, community colleges, healthcare labor unions, businesses, and One-Stop partners. One of the HART objectives was to produce accurate local labor market data tailored to the needs of the local healthcare industry.

As of June 2007, the HART completed the first phase of a **healthcare industry labor market needs analysis specific to the four Monterey County hospitals**. The study presented the employment needs, economic status, and training issues that impact the four major hospitals so that employers, training providers, career counselors and job seekers may prepare for the current and future needs of the industry.

Findings from the **healthcare industry labor market study** include:

*"... With over \$400 million per year in payroll and over 5,500 total employees, hospitals are among the largest employers in Monterey County."*

*"...A staff size increase of 19% is expected in the 16 positions studied by the survey."*

Below are five outcomes determined by the HART to be of value for a needs analysis of the healthcare industry specific to Monterey County:

1. **Providing a 5-Year Outlook:** Creating a report, which looks into the future to project workforce challenges and opportunities;
2. **Competitive Grant Writing:** Providing industry professionals with data that will allow them to search for grants that address their needs and having accurate local data readily available to support collaborative grant applications;
3. **Contributing as the Workforce Partner of the Wellness & Lifestyle Cluster:** Collecting workforce data that accurately describes the strengths, weaknesses, and opportunities in this targeted Wellness & Lifestyle Cluster;
4. **Matching Employer/Employee Needs with Local Training Opportunities:** Demonstrating and defining the needs of employers and employees to support opportunities for local training providers to create or enhance existing programs;
5. **Promoting Healthcare Industry Careers:** Showcasing career opportunities within the healthcare industry for potential job seekers.

## 2. Promoting the Trade Adjustment Assistance (TAA)

Significant progress has been made at many levels to provide a **new framework for TAA program services**. The Regional EDD Administrator, at the request of the Monterey County WIB completed research to identify existing trends in the TAA program on a local, state and national level and developed an infrastructure to train its staff to begin the implementation of the program in Monterey County. OET agreed to implement and coordinate assessment and case management services as workers were identified and referred.

As recommended by the Ad&PR Committee, the WIB promoted **60-second radio spots** about the TAA program through a radio campaign launched in June 2006.





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As a result of the TAA efforts, the local workforce investment area has received an additional \$300,000 in training funds and have coordinated Governor Discretionary grant funds to support the additional staff costs connected to providing services to workers laid off due to foreign competition.

### 3. Developing new Grants, Initiatives and Outcomes

The Monterey County WIB successfully increased competitive grant proposals and awards over the last two years by a remarkable 35.4% while WIA grant allocations continue to decrease by over 20%. In addition to the grants awarded below, an impressive \$585,344 was obtained through in-kind contributions as the Monterey County WIB continues to partner with local organizations to efficiently and effectively serve all One-Stop customers.

| <b>2005 – 06 Summary of Monterey County WIB Formula Funds &amp; Grants</b> |                       |                   |                                     |
|--|-----------------------|-------------------|-------------------------------------|
| <b>Grant Name</b>  | <b>Grant Total</b>    | <b>% of Total</b> | <b>Annual % Increase / Decrease</b> |
| WIA Title I Adult  | \$2,302,167           | 29.2%             |                                     |
| WIA Title I Youth  | 2,431,009             | 30.9%             |                                     |
| WIA Title I Dislocated Worker  | 2,677,140             | 34.0%             |                                     |
| <b>Total Allocations</b>   | <b>\$7,410,316</b>    | <b>94.1%</b>      |                                     |
| Rapid Response   | \$238,701             |                   |                                     |
| Exemplary WIA 15% Incentive Award  | \$16,831              |                   |                                     |
| High Concentration Foster Care Youth – WIA 15%                             | \$62,500              |                   |                                     |
| Jobline – National Res. Emergency  | \$20,000              |                   |                                     |
| Base Realignment & Closure (BRAC)  | 7,636.68              |                   |                                     |
| Disability Program Navigator   | \$108,500             |                   |                                     |
| Disability Program Navigator - Katrina                                     | 11,463.12             |                   |                                     |
| <b>Total Competitive Grants</b>  | <b>\$465,631.80</b>   | <b>5.9%</b>       |                                     |
| <b>TOTAL</b>   | <b>\$7,875,947.80</b> | <b>100.0%</b>     |                                     |
| <b>2006 – 07 Summary of Monterey County WIB Formula Funds &amp; Grants</b> |                       |                   |                                     |
| <b>Grant Name</b>  | <b>Grant Total</b>    | <b>% of Total</b> | <b>Annual % Increase / Decrease</b> |
| WIA Title I Adult  | \$1,954,130           | 24.7%             | -15.1%                              |
| WIA Title I Youth  | \$2,085,381           | 26.4%             | -14.2%                              |
| WIA Title I Dislocated Worker  | \$1,532,146           | 19.4%             | -42.8%                              |
| <b>Total Allocations</b>   | <b>\$5,571,657</b>    | <b>70.5%</b>      | <b>-24.8%</b>                       |
| Rapid Response   | \$221,195             |                   |                                     |
| SFP CNA Pipeline – Gov Dis. 15% Adult                                      | 140,355.65            |                   |                                     |
| SFP CNA Training – Gov Dis. 15% Adult                                      | 388,349.35            |                   |                                     |
| Veterans Apprenticeship – Gov. Dis. 15% Adult                              | 400,000               |                   |                                     |
| Veterans Apprenticeship – Gov. Dis. 25% DW                                 | 100,000               |                   |                                     |
| Food Processing – Gov. Dis. 25% DW   | \$835,734             |                   |                                     |
| Disability Program Navigator   | 72,131                |                   |                                     |
| High Concentration Foster Care Youth                                       | 55,000                |                   |                                     |
| Sonoma State University - DPN Supplemental                                 | 20,000                |                   |                                     |
| IGP Successful Re-entry for Parolees                                       | 100,000               |                   |                                     |
| <b>Total Competitive Grants</b>  | <b>\$2,332,765.00</b> | <b>29.5%</b>      | <b>401.0%</b>                       |
| <b>TOTAL</b>   | <b>\$7,904,422</b>    | <b>100.0%</b>     | <b>0.4%</b>                         |



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- **Dislocated Worker (DW) Additional Assistance** – to provide core, intensive, retraining and supportive services to a minimum of 300 workers dislocated from business closures primarily from agriculture-related businesses.
- **CNA Pipeline Development** – to partner with local hospitals, training providers, Shoreline Workforce Development Services, the Salinas Adult School, employers and the Office for Employment Training to provide basic skills training, CNA training, work experience and on-the-job training experience for participants.
- **High Concentration of Eligible Youth** – to continue to expand and enhance services for foster care youth.
- **Apprenticeships, Internships and Training for Veterans** – to serve veterans with significant barriers; veterans returning from Iraq; eligible spouses; recently separated veterans, especially those who served shorter terms and reservists to secure employment in high-growth, high-wage occupations.
- **Intergovernmental Partnerships (IGP) – Successful Reentry for Parolees** – a planning proposal that amplifies existing resources by forming and strengthening partnerships between governmental agencies and the private sector.
- **Disability Navigator Program** – to positively affect the services and infrastructure of the One-Stop Career Center system, build new relationships in the community and serve as a catalyst for new training for One-Stop partner staff.

#### 4. Hosting events to support the One-Stop Career Center

In July 2006 and 2007, the WIB sponsored its annual **Employer and Employee Recognition Event** to honor local employers who successfully hire and retain individuals with disabilities and employees with disabilities for providing outstanding service. Highlights of the events include **presentation of awards** from elected officials to honor local employers and successfully employed individuals, motivational speakers, informational workshops, and vendor exhibits with information **about the Americans with Disabilities Act (ADA), job requirements and placement, training programs, assistive technology and benefits of hiring individuals with disabilities.**

The One Stop Career Center also hosted major job fairs and JobLink networking sessions for individual job seekers to learn “first hand” from local employers about career opportunities. JobLink sessions are hosted at the Salinas and Seaside One-Stop locations with special presentations given by a variety of public and private employers.

#### 5. Supporting the One-Stop Career Center Activities

In 2007, the Monterey County WIB hosted the Healthcare Industry Labor Market Study Release event, the 2<sup>nd</sup> Annual Employer Employee Recognition event, a WIB Retreat and encouraged more involvement with local Chambers and Businesses.

The WIB extended subcontracts for 2007-08 with vendors providing services to the **hardest-to-serve Adult populations** throughout Monterey County:

- **Arbor** \$343,553 plus \$82,800 set aside for On-the-Job Training (*In 2006-07, Arbor received \$360,000 plus \$90,000 for the OJT set aside*)
- **Shoreline** \$257,832 plus \$62,604 set aside for On-the-Job Training (*In 2006-07, Shoreline received \$264,589 plus \$66,600 for the OJT set aside*)
- **Turning Point** \$307,630 plus \$75,680 set aside for On-the-Job Training (*In 2006-07, Turning Point received \$339,887 plus \$86,000 for the OJT set aside*)

In 2006, the US Department of Labor amended the Federal Dislocated Worker (DW) formula, which excluded agricultural workers from being considered in the base



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population for those dislocated from their jobs. Monterey County WIB staff participated in a statewide effort to encourage the State Workforce Investment Board in requesting Employment Development Department (EDD) to reconsider the statewide formula for local distribution of funds. The California Workforce Association (CWA), EDD’s State Labor Market Information Division, and EDD’s Chief Workforce Administrators as well as representatives from the local workforce system worked for several months to propose a new formula which reevaluated the components of the law, which constituted the mandated formula for the distribution of WIA Title I funds. This was especially critical to Monterey County since it had lost approximately 36% of its DW funds due to the exclusion of agricultural workers in one program year. The new formula which was championed by workforce investment areas with large agricultural worker populations were successful in restructuring the formula which was approved by the State WIB, EDD and the Governors office. As a result, this year Monterey County’s formula distribution for DW increased by approximately \$400,000 from the previous fiscal year absorbing all the losses and increasing the allocation by approximately \$36,000.

The WIB promoted training to **Temporary Aid to Needy Families (TANF)** recipients referred from our CalWorks Employment Services (CWES) partners. The Department of Social and Employment Services set aside \$300,000 for this effort to be given to the Office for Employment and Training (OET) for staff costs, training and supportive services.

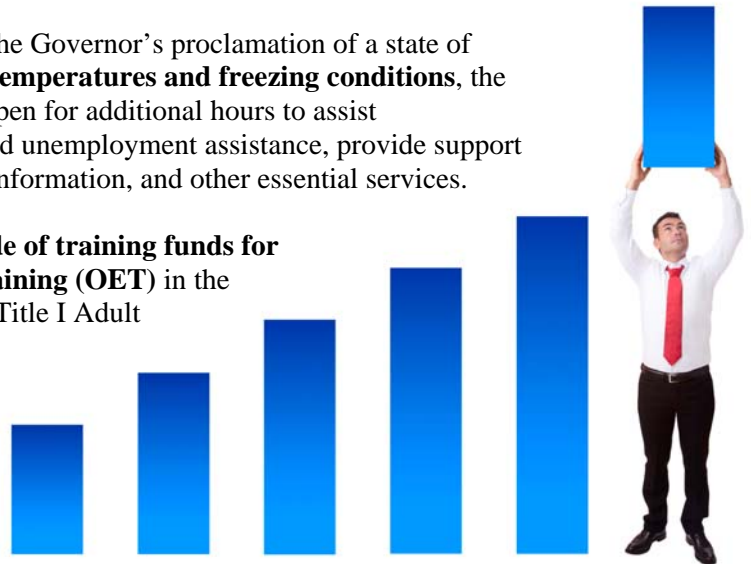
In December 2006, the Oversight Committee requested that a Corrective Action Plan be created that includes strategies to be implemented in order to meet the negotiated performance goals for **WIA Title I Youth**. Successfully meeting our negotiated performance goals supports future funding and incentive awards. **For fiscal year 2006-07, Monterey County successfully exceeded all 15 WIA Title I Performance goals and was one of four local areas, out of 49, to achieve all 15 measures.**

WIB Policy 2007-01 – **Adult Employment/Credential** was created in response to the WIA requirements for obtaining a credential from specific types of training institutions increasing the credential requirements.

WIB Policy 2007-02 – **Accessibility for Individuals with Disabilities** was proposed by the Disability Advisory Committee (DAC) **to provide services to individuals with disabilities** as indicated in the WIA regulations and ADA. The Monterey County WIB’s DAC consists of ten agencies which advocate and coordinate services to people with disabilities and advise the Monterey County WIB on methods for improving services and training.

In January 2007, in response to the Governor’s proclamation of a state of emergency due to **extreme low temperatures and freezing conditions**, the One-Stop Career Centers were open for additional hours to assist unemployed workers with job and unemployment assistance, provide support with food programs, healthcare information, and other essential services.

The WIB implemented a **set aside of training funds for the Office for Employment Training (OET)** in the amount of \$95,000 for the WIA Title I Adult allocation and \$95,000 for the Dislocated Worker allocation at approximately 11%. This set aside fund will be dedicated to tuition or OJT employer reimbursements.





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## 6. Supporting Youth Programs, Services and Activities

In response to the OET overview of the operational reasons for failure to achieve performance outcomes for the **Older Youth and Younger Youth Credential and Diploma rates**, a meeting was initiated in December 2006 to strategize a corrective action plan for WIB staff, OET administration, and the youth program providers to implement and ensure successful performance outcomes. State and local training sessions were developed to ensure that all staff members of Monterey County's youth service provider community received training to create a more effective and coordinated youth and employment training system to **achieve all seven WIA Title I youth performance measures for fiscal year 2006-07**.

The WIB solicits competitive bids for youth providers to compliment the services provided by OET through the One-Stop Career Center system. In PY 2006-07, the WIB awarded subcontracts to Turning Point and Unity Care to serve economically and disadvantaged youth. **Turning Point** provides services to youth with an emphasis placed upon the attainment of a high school diploma or GED. **Unity Care's** individual service strategy emphasizes the attainment of advanced educational credits, securing unsubsidized employment, and achieving the credentials necessary to secure positive performance outcomes. Both subcontracts were extended in 2007-08:

- **Turning Point** – \$250,000 (*In 2006-07, Turning Point received \$260,000*)
- **Unity Care** – \$120,000 plus \$20,000 set aside for supportive services (*In 2006-07, Unity Care received \$120,000*)

OET has developed a close relationship with community partners at the **Silver Star Resource Center** including the Monterey County Office of Education, the Probation Department, Behavioral Health, the District Attorney's Office, and Community Organizations such as Partners for Peace and Second Chance Youth Services. These agencies are part of a team that serve youth who are truant and at risk of gang and criminal involvement. Services include comprehensive life skills, mental health and drug abuse counseling, and family education and employment services.

## 7. Supporting Senate Bill (SB) 293 - Workforce Training Act

In March 2007, EDD released information about the requirements that have an impact on the **WIA and Wagner-Peyser programs**. SB 293 amends the Unemployment Insurance Code (UI Code) related to job preparation and training services and requires local workforce investment areas to amend existing policies and procedures pertaining to those aspects of their WIA funded activities. The proposed amendments are included in the WIB Bylaws, which focus on the composition of the local WIB and Youth Council membership and strengthens the relationship between the local WIB and its staff.

Specific amendments include the **addition of required WIB members representing** human resource executives, a 15% board composition representing labor organizations, and representatives of community-based organizations serving populations with barriers to employment.

The **Youth Council membership changes** include the appointment of youth who are enrolled in school, out-of-school youth, private sector representatives, local educational agencies serving youth, private nonprofit agencies serving youth, and apprenticeship training programs serving youth.

The SB 293 initiative became effective in January 2007. By June 2007, the Monterey County WIB was in compliance with all the SB 293 rules and regulations.



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## 8. Supporting the California’s (EDGE) Campaign

In August 2006, the WIB received information from the California Workforce Association, Workforce and Economic Development Program, California Labor Federation, AFL-CIO, California Budget Project, and the Workforce Alliance urging workforce investment areas to take part in an effort to persuade the Legislature to take up workforce development as a critical public policy issue in California. This effort is called “**California’s Education, Diversity and Growth in the Economy (EDGE) Campaign.**”

In October 2006, the WIB approved an action to support California’s EDGE Campaign and to have it incorporated in Monterey County’s Legislative agenda. Additionally, in November 2006, WIB staff gave a presentation to the Overall Economic Development Commission (OEDC) explaining the initiatives of the campaign.

## 9. Promoting the Monterey County WIB

The WIB continued to implement the August 2005 board recommendation to join local **Chambers of Commerce** as well as **Employer Associations** to promote and advocate the WIB initiatives. WIB members can easily get information and participate in events thanks to the valuable monthly publication *Chambers/Associations At-A-Glance*.

The WIB joined the **Monterey County Business Council** to partner with an alliance of business executives and professionals to help businesses, government, education, and the community work together on countywide matters to strengthen the economic vitality, quality of life and workforce in Monterey County.

The WIB recommended the development of a **new standalone website** that will allow our board members and WIB staff to respond and adapt to constant change and be more effective and efficient to provide the public access to information regarding vital workforce issues for our community.

WIB members attended the annual National Association of Workforce Boards (NAWB) conference in Washington D.C. to network and engage in dialogue concerning potential **WIA Reauthorization**. Due to the expiration of legislation, specific reforms considered include increased funding, development of partnerships that require enhanced coordination, and increased community college and economic development activity.

The WIB recommended that the Ad&PR Committee develop a **comprehensive campaign plan and strategy** to support its promotional initiatives. All of these activities relate to who and what the WIB is, the common thread and current initiatives.

## 10. Lifelong Learning

The State Board’s **Special Committee on Lifelong Learning** has directed that each local workforce investment area create a policy for lifelong learning, in the context of workforce development, to enable current and future workers to continually acquire the knowledge, skills, and abilities required to be successful in the workplace. The focus of this Special Committee on Lifelong Learning is workforce policy with a priority to **collaboratively improve**





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**California's educational system at all levels.** The essential workforce policy themes are related to ensure that all levels of California's educational system performs in providing current and future workers with lifelong learning opportunities that are aligned with the **needs of the new and changing economy as well as local businesses.** Included are serving youth most in need, workplace literacy services, apprenticeship programs, career development services, and career technical and vocational education.

In 2006-07, the Monterey County WIB completed a very successful operational year, which **highlighted innovation, creativity, diverse grant applications, and funding and further integration of workforce issues into community activities.** The WIB is preparing for an expansion of Lifelong Learning activities, improving employment and training opportunities in the healthcare industries,



supporting community colleges, creating deeper relationships within the newly created enterprise zone and accepting statewide leadership in supporting the needs of our economy, local businesses and those employed and those who seek employment in our community and regionally.

For more information about the Monterey County Workforce Investment Board, contact Joseph Werner, WIB Executive Director at (831) 759-6644, email [wernerj@co.monterey.ca.us](mailto:wernerj@co.monterey.ca.us) or visit [www.montereycountywib.org](http://www.montereycountywib.org)