



**WORKFORCE DEVELOPMENT BOARD  
BUSINESS SERVICES COMMITTEE MEETING  
AGENDA PACKET**

**Tuesday, September 12, 2017**

**4:00 p.m. – 6:00 p.m.**

**MBEST**

**3180 Imjin Road, Marina, CA 93933**

Documents related to agenda items that are distributed to the WDB less than 72 hours prior to the meeting shall be available for public inspection at 1441 Schilling Place, North, Salinas, CA or visit our website at [www.montereycountywdb.org](http://www.montereycountywdb.org). Documents distributed to the WDB at the meeting by County staff will be available at the meeting; documents distributed to the WDB by members of the public shall be made available after the meeting.

**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.

## NOTICE TO THE PUBLIC

Good afternoon, my name is Mary Ann Leffel and, in my capacity as Chair of Workforce Development Board Business Services Committee, I welcome you to the Workforce Development Board Business Services Committee meeting of September 12, 2017.

Members of the public who wish to address the Committee should identify themselves and state their name for the record. You should complete a blue Comment Card located near the door, prior to making comments, and hand it to the designated Workforce Development Board staff member.

Copies of the agenda have been placed on the table near the door for your convenience.

The procedure for this meeting is as follows:

- The Committee Secretary will verify quorum; the Chair will read the opening remarks.
- Members of the public wishing to make a comment on an item that is not on the agenda will be given two (2) minutes each to comment.
- Workforce Development Board staff and/or Committee members will present recommendations for each action item on the agenda.
- Committee members may ask questions of Workforce Development Board Staff and other Committee Members.
- Members of the public wishing to make a comment on an agenda item will be given two (2) minutes each to comment.
- The Committee may take action on any item designated as an action item.
- Business Services Committee members may only discuss items listed on the Agenda pursuant to the "Brown Act." With respect to non-agenda items raised by the public, Business Services Committee members may calendar them for a future meeting, may briefly respond, or may request clarification from the member of the public but, to remain in compliance with the Brown Act, they may not address non-agenda items raised by the public in a substantive or in-depth manner.



1441 Schilling Place, North  
Salinas, CA 93901

(831) 796-6434  
[www.montereycountywdb.org](http://www.montereycountywdb.org)

**Business Services Committee  
Members:**

*Mary Ann Leffel, Chair*

Wendy Brickman  
Paula Calvetti  
Harbhajan "Harvey" Dadwal  
Kimberly Schnader

**Monterey County Workforce Development Board  
Business Services Committee**

MBEST, 3180 Imjin Road, Conference Room B  
Marina, CA 93933

**Tuesday, September 12, 2017; 4:00 p.m.**

**AGENDA**

<b>CALL TO ORDER/INTRODUCTIONS:</b>	Mary Ann Leffel, <i>Chair</i>
<b>CHANGES TO AGENDA:</b>	
<b>PUBLIC COMMENT:</b> <i>(Limited to 2 minutes per person)</i>	
<b>CONSENT CALENDAR:</b>	Mary Ann Leffel
<b>1. ACTION:</b> Approve minutes from December 20, 2016.	
<b>DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:</b>	Mary Ann Leffel
1. Update on WIOA Effectiveness in Serving Employers.	Chris Donnelly
2. Demonstration of the EconoVue Labor Market Web-Based tool.	Javier Vanga
3. Discussion on business engagement, outreach and marketing.	Korey Woo
4. Discussion on Workkeys outreach to business community.	Mary Ann Leffel
5. Report out on Rapid Response Roundtable	Korey Woo
<b>ADJOURNMENT:</b>	Mary Ann Leffel
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**UNADOPTED**

Monterey County Workforce Development Board  
**Business Services Committee**  
MBEST, 3180 Imjin Road, Conference Room B, Marina, CA  
**Tuesday, December 20, 2016**

**Members Present:** Mary Ann Leffel (Chair), Paula Calvetti, Wendy Brickman

**Members Absent:** Harbhajan Dadwal and Kimberly Schnader

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

**Others Present:** Korey Woo

**Call to Order/Introductions:** Mrs. Leffel called the meeting to order at 4:36 p.m. and asked for introductions. A quorum was established.

**Changes to Agenda:** None

**Public Comment/Testimonial:** None

**Consent Calendar:**

1. Action: Approve the minutes from October 11, 2016.

**A motion was made by Wendy Brickman to approve the minutes from October 11, 2016, seconded by Kimberly Schnader. ALL AYES**

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

1. Action: Receive and accept the WDB Business Services Team report on business engagement and Rapid Response activities for Program Year 2016-17

**A motion was made by Wendy Brickman to receive and accept the WDB Business Services Team report on business engagement and Rapid Response activities for Program Year 2016-17, seconded by Paula Calvetti. ALL AYES**

2. Current report on America's Job Center of California and community job fairs.

**By consensus, the board received a report on America's Job Center of California and community job fairs.**

3. Current Report on Monterey County's local labor market.

**By consensus, the board received a report on Monterey County's local labor market.**

4. Update on the Work Ready Communities initiative, Work Keys Assessments in the region, and approved ACT Career Ready 101 Agreement for the three counties of the Work Ready Community initiative.

**By consensus, the board received an update on the Work Ready Communities, Work Keys Assessments in the region, and approved ACT Career Ready 101 Agreement for the three counties of the Work Ready Community initiative.**

**Announcements:** Mrs. Aldrich announced that the new WDB Interim Director will be starting on January 17, 2017. Mrs. Brickman announced that there will be a Pasta, Pizza and Professionals Lecture on Webinars at Cibo Restaurant on Monday, January 9, 2017 from 5:30 to 6:30 pm.

**Adjournment:** Ms. Leffel requested the meeting adjourn at 5:30 p.m.

**Motion:** Wendy Brickman motioned to adjourn the meeting.

**Second:** Paula Calvetti

**ALL AYES**

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# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** CHRISTOPHER DONNELLY, INTERIM EXECUTIVE DIRECTOR

**SUBJECT:** UPDATE ON WIOA EFFECTIVENESS IN SERVING EMPLOYERS

**DATE:** SEPTEMBER 12, 2017

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**INFORMATION:**

The Department of Labor has released its guidelines of proposed performance measurement for effectiveness in serving employers. The new performance measures will be in place July 1, 2019.

The Departments of Labor and Education have determined that this indicator will be measured as a shared outcome across all six core programs within each State to ensure a holistic approach to serving employers. (Title I Adult, Dislocated Worker, Youth, Department of Rehabilitation, Wagner-Peyser and Adult Education)

This indicator is reported on an annual basis; therefore, the reporting period for the effectiveness in serving employers indicator is the program year.

The Departments of Labor and Education have developed three approaches for measuring effectiveness in serving employers. States must select two of these three approaches to report on this indicator. Governors also may establish and report on a third State-specific approach for measuring effectiveness, in addition to the two Departmental approaches selected.

The three approaches implemented by the Departments are designed to gauge three critical workforce needs of the business community:

1. Providing employers with skilled workers;
2. Providing quality engagement and services to employers and sectors and establishing productive relationships with employers and sectors over extended periods of time; and
3. Providing quality engagement and services to all employers and sectors within a State and local economy

Three approaches to Measuring Effectiveness in Serving Employers (Each State must select two and may also develop a third State-established measure(s).)

1. **Retention (retention with the same employer)** – This approach captures the percentage of participants who exit and are employed with the same employer in the second and fourth quarters after exit. *This approach is useful in determining whether the core programs are serving employers effectively by improving the skills of their workforce and decreasing employee turnover.*
2. **Repeat Business Customers (Percentage of repeat employers using services within the previous three years)** – This approach tracks the percentage of employers who receive services that use core program services more than once.
3. **Employer Penetration Rate (Percentage of employers using services out of all employers in the State)** – This approach tracks the percentage of employers who are using the core program services out of all employers represented in an area or State served by the public workforce system.

**Pilot Program**

Since these metrics are new to WIOA core programs, the Departments have developed options by which States can pilot two of the above approaches to measure effectiveness in serving employers and provide data with which the Departments can assess the appropriateness of a new, permanent indicator beginning in PY 2019. States must select two of the three approaches to report for PY 2016 and PY 2017 as discussed above, and also may voluntarily develop, at the Governor's discretion, and additional, third State-specific approach to report as a suggested indicator for the Departments of Labor and Education to consider as part of the pilot evaluation.

# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** CHRISTOPHER DONNELLY, INTERIM EXECUTIVE DIRECTOR

**SUBJECT:** DEMONSTRATION OF THE ECONOVUE LABOR MARKET BASED TOOL

**DATE:** SEPTEMBER 12, 2017

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## **INFORMATION:**

In November 2016, the State of California Employment Development Department announced on behalf of California Workforce Development Board (CWDB) the availability of EconoVue, an online cloud-based service, which utilizes the Dun & Bradstreet business database.

### **About EconoVue**

#### **Perform market research, generate prospect lists, and analyze industry sectors across time & space**

EconoVue is a new window for viewing the economy, assisting businesses, job seekers, real estate developers and local governments to make informed decisions based on the best economic and demographic data available mapped across time and space. It features detailed dynamic printable/exportable market research and demographic profiles, dynamic business lists and industry sector reports for any selected census geography or city-defined boundary.

#### **Current business data for online prospect lists and market research**

EconoVue provides over 2,000,000 current Dun and Bradstreet business records for the state of California that are updated on a monthly basis. Exportable business lists can be generated for any selected census geography or city-defined boundary and refined based upon multiple criteria, so that you only download the records you need. It also provides access to 20 detailed Dun and Bradstreet credit and business reports for any business in California

#### **Historic business data for industry trend analysis**

EconoVue includes the National Establishment Time Series (NETS) database, featuring historic Dun and Bradstreet data for the state of California dating back to 1990. These data can be mapped thematically across time, and dynamically-generated multi-year Excel workbooks can be exported for any selected geography.

# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** CHRISTOPHER DONNELLY, INTERIM EXECUTIVE DIRECTOR

**SUBJECT:** REPORT OUT ON BUSINESS ENGAGEMENT, OUTREACH AND MARKETING

**DATE:** SEPTEMBER 12, 2017

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**INFORMATION:**

The Workforce Development Board staff along with Business Services Committee member will discuss methods of business engagement, outreach, and marketing.

The Monterey Business Council and the Workforce Development Board staff will partner to conduct Business Engagement within the County of Monterey. We will focus on educating our local business community on ACT WorkKeys Assessments. Our goal is to have work ready communities to help match employees to jobs based on verified skill levels. Employers can help their communities build a stronger workforce with the right skill set by supporting within Monterey County. Working together to assist employers finding the right employee with the right skill set.

The WDB Business Services staff have been utilizing the EconoVue system that allows the ability to filter companies experiencing financial stress to facilitate Rapid Response/Lay-Off Aversion outreach to companies prior to lay off.

In addition to EconoVue Business Services staff are utilizing Social Media to post our employment opportunities, recruitment information, and identifying businesses that are having reductions in workforce.

We have found that utilizing Social Media has brought in more job seekers to our recruitment events and job fairs.



# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE  
**FROM:** CHRISTOPHER DONNELLY, INTERIM EXECUTIVE DIRECTOR  
**SUBJECT:** DISCUSSION ON WORKKEYS OUTREACH TO THE BUSINESS COMMUNITY  
**DATE:** SEPTEMBER 12, 2017

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**INFORMATION/DISCUSSION:**

WDB staff and Business Services members plan to discuss different methods to utilize for outreach of WorkKeys in the business community.

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# MEMORANDUM

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**TO:** BUSINESS SERVICES COMMITTEE

**FROM:** CHRISTOPHER DONNELLY, INTERIM EXECUTIVE DIRECTOR

**SUBJECT:** REPORT OUT ON RAPID RESPONSE ROUNDTABLE

**DATE:** SEPTEMBER 12, 2017

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## **INFORMATION/DISCUSSION:**

### **1. Employment Training Panel**

State of California Economic Development Director, Robert Meyer and Economic Development Analyst, Renee Pierce presented the Employment Training Panel to the Roundtable. ETP is a State agency that uses pay for performance measures to reimburse the costs for employer-customized, job skills training through a basic contract relationship. Meyer explained that in order to participate, employers must be subject to the Unemployment Insurance contribution and employment training tax, have one or more full time employees and a California Employer Account Number to report wages.

### **2. Regional Updates**

Daniel Patterson provided an update on regional events. He noted that the waiver for 27 America's Job Center of California was heard at the State Workforce Development Executive Committee with plans to implement in the local areas. The waiver received provisional approval in May and will go before the State Board in August. He noted that AJCC can expect to be monitored for not asking for right to work documentation of all job seekers. He noted that the state recommends serving clients without enrolling and spending funds, while WIOA regulations stipulate that right to work criteria must be followed. He said that state law cannot supersede federal law and that eligibility still applies. He suggested that we should be collecting right to work documentation until we hear otherwise. The right to work documentation will be finalized in January 2018.

### **3. State Updates**

Patterson said that there have been some updates necessary to the CalJobs website and that not every Rapid Response receives a WARN notice. He said that the state is working with the Employment Development Department to figure out how to get the non-WARN RR into the system. He noted that automating the system will eliminate the needs for the 121 and 122 reports completely. He said that the reports are sufficient until the system is ready. He encouraged us all to continue to use the Customer Relationship Management (CRM) system for our business engagement efforts and to avoid duplication of efforts. He noted that social services, community colleges and ETP are all going to be inputting their data into the CRM.

Patterson noted that Dun and Bradstreet/Econovue is working to incorporate ping into the database to automatically fill in information.