



# **SPECIAL BUSINESS SERVICES COMMITTEE AGENDA PACKET**

**Monday, August 20, 2018**

**4:00 p.m. – 6:00 p.m.**

**MBEST**

**3180 Imjin Road, Conference Room B**

**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. This WIOA Title I financially assisted program or activity is an equal opportunity employer/program and auxiliary aids and services are available upon request to individuals with disabilities.

**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

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.
- Workforce Development Board members may only discuss items listed on the Agenda pursuant to the "Brown Act." With respect to non-agenda items raised by the public, Workforce Development Board 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

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

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

**Monday, August 20, 2018; 4:00 p.m.**

**AGENDA**

<b>CALL TO ORDER/INTRODUCTIONS: CHANGES TO AGENDA: PUBLIC COMMENT: (Limited to 2 minutes per person)</b>	Mary Ann Leffel, <i>Chair</i>
<b>CONSENT CALENDAR:</b>	Mary Ann Leffel
1. <b>ACTION:</b> Approve minutes from Business Services meeting of April 10, 2018.	
<b>DISCUSSION OR REVIEW OF BUSINESS CALENDAR ACTION ITEMS:</b>	Mary Ann Leffel
1. Discuss MCWDB 2018-19 Business Services Employer Engagement Plan.	Jerry Hernandez and Committee
2. Review of 2017-18 Business Services Business Engagement and Rapid Response Activities.	Korey Woo Laura Kershner
3. Discuss MCWDB 2018-19 Business Services Sector Strategies.	Jerry Hernandez and Committee
4. Review of On-the-Job and Incumbent Worker Outreach Activities.	Korey Woo Laura Kershner
5. Review of Regional Business Engagement Sector Strategies.	Korey Woo
<b>ADJOURNMENT:</b>	Mary Ann Leffel
<p>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 <a href="http://www.montereycountywdb.org">www.montereycountywdb.org</a>. 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. This WIOA Title I financially assisted program or activity is an equal opportunity employer/program and auxiliary aids and services are available upon request to individuals with disabilities.</p> <p>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.</p>	

**UNADOPTED**

Monterey County Workforce Development Board  
**Business Services Committee**  
MBEST, 3180 Imjin Road, Conference Room B, Marina, CA  
**Tuesday, April 10, 2018**

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

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

**Staff Present:** Chris Donnelly, Korey Woo, Laura Kershner, and Flor Galvan

**Public Comment/Testimonial:** None

**Call to Order/Introductions:** Mrs. Leffel called the meeting to order at 4:24 p.m. and asked for introductions. A quorum was established.

**Changes to Agenda:** None

**Consent Calendar:**

1. Action: Approve the minutes from Business Service meeting of January 9, 2017.  
**A motion was made by Paula Calvetti to approve the minutes from September 12, 2018, seconded by Wendy Brickman. Abstained -Mary Ann Leffel**

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

1. Update on Business engagement activities 2018.  
**The Board received an update on the Business engagement activities 2018.**
2. Update on Regional Employer Engagement Measures.  
**The Board received an update on Regional Employer Engagement Measures.**
3. Discuss Family-Centered Employment Strategies in Workforce Services.  
**The Board discussed Family-Centered Employment Strategies in Workforce Services.**
4. Discuss Human-Centered Design in Workforce Services.  
**The Board discussed Human-Centered Design in Workforce Services.**
5. Discuss Employer Engagement Strategies.  
**The Board discussed Employer Engagement Strategies.**

**Announcements:** None.

**Adjournment:** Mrs. Leffel requested the meeting adjourn at 6:19 p.m.

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# MEMORANDUM

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**TO:** WORKFORCE DEVELOPMENT BOARD BUSINESS SERVICES COMMITTEE  
**FROM:** CHRISTOPHER DONNELLY, EXECUTIVE DIRECTOR  
**SUBJECT:** 2018-2019 MCWDB BUSINESS SERVICES EMPLOYER ENGAGEMENT PLAN  
**DATE:** AUGUST 20, 2018

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## Monterey County Business Services - Employer Engagement Plan

### *Working Draft*

The Monterey County WDB Business Engagement Plan is built on the belief that business services become exemplary when business customers are made central to the Business Service planning and innovation process. By placing our customers at the center of the service design process, we look forward to aligning business services to anticipate and prepare for changing sector demands.

### Business Service Engagement includes:

- Holding business roundtables with local businesses and obtaining specific information on hiring and training requirements provided by local businesses. *Outcome: The MCWDB builds a more robust, responsive demand-side connection with our business customers.*
- Convening community partners and organizing training events as part of a local Business Engagement Network. *Outcome: A collaborative resource bank is created.*
- Coordinating business engagement efforts with partner agencies using a shared Customer Relationship Management tool (CalJOBS) for more efficient communication. *Outcome: Duplication of service is prevented.*
- Serving as a convener of industry, bringing large and small business, workforce, and education partners to public forums. *Outcome: The time and resources of business partners are maximized.*
- Focusing on priority sectors, utilizing industry input to develop coordinated and effective programming. *Outcome: Business engagement and performance are strengthened.*
- Using LMI tools and business surveys to address business needs, enabling growth and averting layoffs. *Outcome: Businesses are educated in the use and benefits of LMI wage and employment trend data.*
- Developing and funding incumbent worker training programs that improve the existing workforce's ability to perform and compete. *Outcome: Up-skill solutions are provided and employees are retained.*
- Providing Rapid Response layoff aversion services to prevent lay-offs. *Outcome: Layoffs are avoided.*

Performance Targets:

Success on these metrics will be determined by the data entered by the Business Services Team staff into CalJOBS and required reports.

- Meet a minimum 90% customer satisfaction rating on periodic customer service surveys while providing all clients with comprehensive reemployment services.
- Identify 50 businesses to assist in meeting their workforce needs.
- Provide 20 OJT opportunities to WIOA clients.
- Plan and implement 3 Job Fairs, including a Job Fair for Youth, and 30 specialized recruitments by Jun 30, 2019.
- Fill staff-assisted job postings within three days.
- Work with 15 employers who request pre-referral or pre-hire testing services.

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# MEMORANDUM

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**TO:** WORKFORCE DEVELOPMENT BOARD BUSINESS SERVICES COMMITTEE

**FROM:** CHRISTOPHER DONNELLY, EXECUTIVE DIRECTOR

**SUBJECT:** REVIEW OF PROGRAM YEAR 2017-2018 BUSINESS ENGAGEMENT AND RAPID RESPONSE ACTIVITIES

**DATE:** AUGUST 20, 2018

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## A. BUSINESS ENGAGEMENT ACTIVITIES

The Business Services Team assisted **1403** local employers from July 1, 2017 through June 30, 2018. The Business Services Representative (BSR) Team focused on identifying businesses that were either currently hiring or experiencing some sort of financial stress. The BSR team utilized Econovue to gather the corresponding information. After gathering the information from Econovue the BSR team conducted on site visits focusing on the Workforce Development Board's priority industry sectors. The numbers below include individual recruitment events, job orders posted, referrals to employers and job fairs.

**See chart below:**

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
	2017	2017	2017	2017	2017	2017	2018	2018	2018	2018	2018	2018	
<b>Number of Business Supported</b>													
# of Business Supported (by Month)	123	122	104	101	54	47	83	103	133	131	255	147	1403
<b>Human Resources Support</b>													
Applicants Pre-screened	64	18	19	137	56	57	36	42	14	9	25	15	492
Job Openings Posted to <a href="#">CalJOBS</a>	19	21	27	20	7	6	13	5	12	8	16	10	164
Job Referrals to Employers	33	23	4	4	10	57	21	25	5	28	18	16	244
<b>Job Fairs &amp; Custom Recruiting Events</b>													
Job Fairs & Custom Recruiting Events	6	6	2	1	5	2	3	3	1	3	6	2	40
Businesses Attended	4	5	5	37	5	2	3	3	1	109	40	2	216
Job Seekers Attended	31	18	19	137	47	41	15	17	14	409	150	15	913

**B. RAPID RESPONSE ACTIVITIES PY 2017-2018**

For fiscal year 2017-2018, the BSR Team provided Rapid Response Services to **9** businesses impacted by closures, layoffs and downsizing affecting 540 workers overall. Employee assistance included: work-site informational sessions covering unemployment insurance, reemployment, community resources, small business/entrepreneurship, career options and training opportunities, and assessment of job readiness. In addition, referrals were made to area employers that were hiring and focused career fairs were offered. In program year 2017-2018, the BSR Team reached out to the following businesses impacted by closures, layoffs and downsizing:

	July 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	June 2018	Total
<b>Rapid Response Services</b>													
Rapid Response & Layoff Aversion Orientations	0	1	0	1	3	0	1	0	0	0	1	2	<b>9</b>

**C. RAPID RESPONSE PRESENTATIONS**

Date of Rapid Response:	Business Name:	Affected Employees:
08/07/2017	Pacific Metrics	55
10/30/2017	Cal Pacific Specialty Foods	25 permanent employees (300 temps)
11/08/2017	Cal Pacific Specialty Foods	25 permanent employees (300 temps)
11/14/2017	Sierra Farms	250
11/22/2017	Sierra Farms	250
01/25/2018	Mission Linen	25
05/07/2018	Sodexo, Inc.	163
06/08/2018	County of Monterey	22
06/12/2018	County of Monterey	22



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# MEMORANDUM

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**TO:** WORKFORCE DEVELOPMENT BOARD BUSINESS SERVICES COMMITTEE  
**FROM:** CHRISTOPHER DONNELLY, EXECUTIVE DIRECTOR  
**SUBJECT:** 2018-2019 MCWDB BUSINESS SERVICES SECTOR STRATEGIES  
**DATE:** AUGUST 20, 2018

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## Monterey County Workforce Development Sector Strategies

### *Working Draft*

To improve industry engagement in the planning and development of sector-focused programs and services, four major Sector Strategies are proposed: 1) Focus Groups, 2) Sector Navigators, 3) a Website Business Resource Page, and 4) the strategic use of Labor Market Information. To maximize Sector Strategy success, active participation from Workforce Development Board Members will be essential to broaden and deepen the involvement of targeted industry sector employers.

### **I. Focus Groups**

Focus Group meetings will be conducted with industry leaders from the primary sectors, to:

- Help improve services for business and better align services with the needs of regional economies and local employers;
- Help facilitate new industry career pathway training to meet the changing workforce skill demands necessitated by retirement and industry shifts; and
- Work with “Employers of Choice” who provide high quality jobs, career paths, commit to inclusion, have strong reputations as employers and provide strong potential for job creation/expansion.

### **II. Sector Navigators**

The WDB will collaborate with the California community college System Sector Navigators to leverage/align career training pathway curriculum. The California community colleges system implements the “Doing What Matters” program for small business and industry curriculum development. In this program, the small business sector collaborates with industry and education to improve and expand business and entrepreneurial curriculum, providing a job-ready workforce and entrepreneurial leaders to ensure California’s economic growth and global competitiveness.

Collaborate with the Community College System Sector Navigators by:

- Establishing a working relationship with the Santa Cruz/Monterey Region Deputy Sector Navigator, Gabriela Sapp;
- Gathering information from inventoried Sector Navigator career pathways to inform the region’s Sector Strategy; and

- Determining where and how best to collaborate to provide employers high-quality worker training for new and incumbent workers that meet the needs of local and regional employers.

### **III. Website Business Resource Page**

An updated website design is planned for the MCWDB, providing an opportunity to for digital outreach to the regions business and industry community.

Create a website business resource page by:

- Determining the goal, purpose and audience of the business landing page;
- Conducting a web search of sample business sites;
- Creating a site mockup;
- Creating custom graphics and infographics, as appropriate;
- Testing the site with business/industry leaders and adjusting where appropriate;
- Editing the site; and
- Publishing the site and sending a press release.

### **IV. Labor Market Information (LMI)**

Labor Market data will be used to drive better information and strategic decision making by:

- Determining what challenges businesses face (retaining employees, downsizing/laying off, competition, doing more with less, employee benefits, recruitment)
- Determining what LMI data/analysis businesses want;
- Describing current economic conditions and predicting the relationship between labor supply and demand;
- Informing how business trends translate to action items for businesses;
- Developing relationships with area employers;
- Determining how and why business needs vary; and
- Demonstrating the value of LMI to business and industry.

# MEMORANDUM

**TO:** WORKFORCE DEVELOPMENT BOARD BUSINESS SERVICES COMMITTEE

**FROM:** CHRISTOPHER DONNELLY, EXECUTIVE DIRECTOR

**SUBJECT:** REVIEW OF ON-THE-JOB (OJT) AND INCUMBENT WORKER OUTREACH ACTIVITIES

**DATE:** AUGUST 20, 2018

## BUSINESS OJT INTEREST AND OUTREACH CONDUCTED BY INDUSTRY SECTOR

Agriculture
  Hospitality
  Construction
  Healthcare
  Education
  Other

Business	Outreach Method	Date of Outreach	Follow-up Date & Response
Organic Girl	Email	6/26/2018	7/06/2018
Fresh Express	Email	6/27/2018	7/16/2018
Greengate fresh	Email	6/27/2018	7/16/2018
D'arrigo brothers	Email	6/27/2018	7/16/2018
Taylor farms	Email	6/27/2018	7/16/2018
Bernardus Lodge & Spa	Email	6/27/2018	7/16/2018
Hyatt Monterey	Email	6/27/2018	7/16/2018
Portola Hotel and Spa	Email	6/27/2018	7/16/2018. Email response from HR Director, Dorian Oliphant. Not interested. 7/16/2018
Café Fina	Email	6/27/2018	7/16/2018
L'Hoist Mining	Email	6/27/2018	7/16/2018
Packers Sanitation Services, Inc.	Email	6/27/2018	7/16/2018
Turatti, North America	Email	6/27/2018	7/16/2018
Geo Reentry Services, Inc.	Email	6/27/2018	
Embassy Suites	Email	6/27/2018	7/16/2018
Dole	Email	6/27/2018	7/16/2018
Delicato Family Vineyards	Email	6/27/2018	7/16/2018
Howard Johnson	Email	6/27/2018	7/16/2018
Pebble Beach Company	Email	6/27/2018	
Quail Lodge & Golf Course	Email	6/27/2018	7/11/2018 quail lodge responded by calling business services on this date. 7/12/2018 business services called back to pitch OJT program. Representative will ask HR manager about setting up an in person meeting.

BUSINESS ITEM #4

■ Agriculture  
 ■ Hospitality  
 ■ Construction  
 ■ Healthcare  
 ■ Education  
 □ Other

Business	Outreach Method	Date of Outreach	Follow-up Date & Response
Quiedan Company	Email	6/27/2018	
Inns of Monterey	Email	6/27/2018	7/16/2018
Cannery Row Company	Email	6/27/2018	7/16/2018
Cork and Plough	Email	6/27/2018	7/16/2018
Alba	Email	6/27/2018	7/16/2018
Everyone's Harvest	Email	6/29/2018	
Big Sur River Inn	Email	6/27/2018	7/16/2018
Katherine Healthcare	Email	6/27/2018	
Saltwood Kitchen and Oysterette	Email	6/27/2018	7/16/2018
Dr. Rita Koshinski	Email	6/27/2018	6/29/2018 employer called to request more information. Business services called back and emailed preliminary paperwork.
Marina Dunes RV Resort	Email	6/27/2018	
Monterey Mushrooms	Email	6/27/2018	
Wine Grape Inspection	Email	6/27/2018	
Mann Packing	Email	6/27/2018	
CV Manor	Email	6/27/2018	
Workwell Medical	Email	6/27/2018	6/27/2018 responded, asked about youth program. Business services provided information.
Tommy's Glass	Email	6/27/2018	6/27/2018 interested. 6/28/2018 business services emailed preliminary OJT forms to return upon completion.
High Tensile Fence	Email	6/27/2018	
Marpo Construction	Email	6/27/2018	
Ream Construction	Email	6/27/2018	
Central Coast College	Email	6/27/2018	7/12/2018 central coast college called business services to request more information about OJT and potential reverse referral. 7/12/2018 business services returned call and provided more detailed OJT process.
Cypress Ridge Care Center	Email	6/28/2018	
Cypress Healthcare Partners	Email	6/28/2018	

BUSINESS ITEM #4

■ Agriculture  
 ■ Hospitality  
 ■ Construction  
 ■ Healthcare  
 ■ Education  
 □ Other

Business	Outreach Method	Date of Outreach	Follow-up Date & Response
Revolution plastics	Email	6/28/2018	6/18/2018 contacted by business regarding OJT /LMI info. Business services provided info. 6/28/2018 business services followed up to determine readiness to move forward. 7/1/2018 company responded and invited business to a meeting on site on 7/17/2018 at 3pm to learn more about OJT and see operation.
Signature Glass and Window	Email	6/28/2018	
Dority Roofing and Solar	Email	6/28/2018	
Carmel Valley Ranch	Email	6/28/2018	
Home Care Assistance	Email	6/28/2018	6/28/2018 responded. Thanked for assistance. Has already hired four people for her office from recruitment in May. Will drop by next week.
North County Industrial Machine Shop	Email	6/29/2018	
Mid Cal Heating, Sheet Metal and Gutters, Inc.	Email	6/29/2018	
Monterey Peninsula Inn	Email	6/29/2018	
A. Oseguera Company	Email	6/29/2018	
Willow Glen Residential Care Homes	Email	6/29/2018	
Family In Home Care Giving	Email	6/29/2018	6/29/2018. Employer responded. Business services sent preliminary OJT paperwork.
Springhill Suites Marriott	Email	6/29/2018	

# MEMORANDUM

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**TO:** WORKFORCE DEVELOPMENT BOARD BUSINESS SERVICES COMMITTEE  
**FROM:** CHRISTOPHER DONNELLY, EXECUTIVE DIRECTOR  
**SUBJECT:** REVIEW OF REGIONAL BUSINESS ENGAGEMENT SECTOR STRATEGIES  
**DATE:** AUGUST 20, 2018

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**KEY GOAL: BUILD A REGIONAL, INDUSTRY-LED SECTOR PARTNERSHIP**

**OUTCOME:** A core group of committed industry leaders willing to champion the development of a career pathway system for industry that will prepare the workforce they need, now and in the future.

**MCWDB STRATEGIES:**

- Moving beyond simple engagement to enhance Business Engagement activities to better serve employer needs and inspire businesses to become essential partners of the Workforce Development Board system and its partner agencies.
- Notifying employers about all our WDB services and partner services. Agreements to hire are often linked to stronger partnerships with employers and tend to make stronger relationships.
- Providing workforce development services through workforce sector partnerships that aim to meet the needs of employers and workers; such partnerships are local and/or regional efforts that involve multiple entities delivering programs and services.
- Engaging employers for involvement in a broader range of program activities, consulting with employers first to gather information, then building up to a more intensive approach where employers are central to the strategy, which ultimately leads to employer satisfaction.

**NEXT GENERATION SECTOR PARTNERSHIPS**



**The products or results are active.**

Pathways that didn't exist are created. Pathways already in existence are improved. Business has access to appropriately skilled talent pipeline. Individuals have access to the education, training, and work experience needed to enter careers.