

ADOPTED
Monterey County Workforce Investment Board
Business Services Committee
Tuesday, February 11, 2014
Marina Library, 190 Seaside Avenue, Marina, CA

Members Present: Anthony Aniello (Chair), Wendy Brickman, Paul Farmer and Andrea Zeller-Nield

Members Absent: Kimberly Schnader

Staff Present: Joyce Aldrich, Marleen Esquerra, Flor Galvan and Jerry Hernandez

Others Present: Dr. Zahi Adallah and Molly Lewis

Call to Order/Introductions: Mr. Aniello called the meeting to order at 4:00 p.m. A quorum was established.

Changes to Agenda: None

Public Comment: None

Consent Calendar:

1. Action: Approve the December 10, 2013 minutes.

Motion: Ms. Zeller-Nield motioned to approve the minutes with the recommendation to WIB staff to correct the word "Rapid".

Second: Ms. Brickman

Approved unanimously by those in attendance

Discussion or Review of Business Calendar Action Items:

- 1. Presentation on the newly constructed Technical Training Building and Center for Advanced Technology, Hartnell Alisal Campus.** Dr. Adallah stated he believes that Hartnell and the WIB are partners in economic and workforce development and believes in training and preparing an individual with critical thinking skills. The Hartnell Alisal Campus is a state of the art facility that provides training in welding, fabrication and automotive diagnostic. Hartnell offers a Diesel and Ag program, which includes agriculture production, business, marketing, and food and safety. Their Computer Science program provides a 3 year BS degree that costs a total of \$13,000 per student, which received recognition from the White House. He stated the students enrolled in their sustainable construction program helped to build the Rabobank Municipal Stadium in Salinas and have renovated the Steinbeck House. Hartnell offers a contract model that would benefit employers who would like to have all of their employees proficient in a certain program.
- 2. Report on the delivery of business outreach opportunities and services provided to the business community.** Mr. Hernandez reported that since July 2013, a total of 380 employers were served; a total of 434 applicants were pre-screened prior to referral to local employers for placement; 98 job openings were posted in VOS; 51 job fairs and custom recruiting events were hosted by the Business Services Team and a total of 85 candidates were reported hired. Mr. Hernandez provided a status report that indicated one-third of the anticipated growth of firms interviewed are projected to expand within the next three years in South Monterey County. He stated out of the nineteen businesses interviewed, 72% plan to increase business by introducing new products and expand their workforce within the next two years. Skilled production workers followed by management/marketing/sales and administration/clerical were the most frequently identified workforce skill gap identified by South Monterey County industry leaders. He also stated that 79% of the companies interviewed provide on-the-job training and plan to increase spending on training.
- 3. Report on the Rapid Response quarterly roundtable meeting.** Ms. Esquerra reported that she attended a Rapid Response workgroup meeting represented by workforce professionals near Central Valley, Fresno to recommend policy that guides and defines a workforce system that provides effective and timely Rapid Response services. She reported the purpose of Rapid Response is to provide services within 24 hours of receiving the Worker Adjustment & Retraining Notice (WARN)

announcement or public notice. At a local level, she reported the Rapid Response Team is working with multiple partners to include SBDC to address mass layoffs occurring within Monterey County. The workgroup discussed the development of a layoff aversion component that will be part of a comprehensive Rapid Response strategy where the State will offer incentives to local areas that help to avert layoffs. Ms. Esquerra stated the State plans to release a draft Rapid Response directive on February 25, 2014, according to a State regional representative who attended the workgroup meeting.

4. **Report on Monterey County's local labor market.** Ms. Aldrich reported that the State is asking all WIB's to look beyond their borders as the local labor market pertains to the region. She reported that 51,000 employees work in Monterey County, but live outside the area. In a 2011 study, she reported that 43,000 Monterey County residents work outside of Monterey County. For the period ending December 2013, Monterey County's unemployment rate was 11%, with a large majority of the 14,500 unemployed from the Ag industry.
5. **Update and discussion on the WIB's Strategic Local Plan goals and initiatives and how they currently align with the WIB's Business Services Plan.** Ms. Aldrich reported on the progress of the Business and Industry Goals. Many of the strategies have been implemented or they're in progress. The activities concerning the synchronist survey of businesses throughout Monterey County was presented earlier in the meeting. Plans are underway to further support the WorkKeys and Worldwide Interactive Network (WIN) initiatives.

Announcement of Events: Mr. Aniello announced all the upcoming meetings.

Adjournment: Mr. Aniello adjourned the meeting was adjourned at 5:50 p.m.

Motion: Ms. Zeller-Nield motioned to approve the adjournment.

Second: Ms. Brickman

Motion Passed Unanimously