

ADOPTED
Monterey County Workforce Investment Board
Business Services Committee
Tuesday, October 14, 2014
Marina Public Library, 190 Seaside Avenue, Marina, CA

Members Present: Paula Calvetti, Wendy Brickman, Paul farmer, Kimberly Schnader

Members Absent: Anthony Aniello, Andrea Zeller-Nield and Harvey Dadwal

Staff Present: Joyce Aldrich, Marleen Bush and Flor Galvan

Others Present: Edgar Blunt

Call to order/Introductions: Ms. Brickman called the meeting to order at 4:38pm and asked for introductions. A quorum was established.

Changes to Agenda: None

Public Comment: None

Consent Calendar:

1. Action: approve the August 26, 2014 minutes:

Motion: Ms. Schnader motioned to approve the action

Second: Ms. Calvetti

Approved unanimously by those in attendance

Discussion or Review of business calendar Action items:

1. **Presentation on "Career Pillar", an online career engagement system.** Mr. Blunt reported that Career Pillar is a company dedicated to providing new and innovative tools to organizations that help students and adults explore paths to a rewarding career that maximize the job search and interview process to capture and retain employment. He reported the Fresno region has 72 sites adopting Career Pillar tools; 88% of users reported an increase in their ability to connect with employers; 955 teachers asked to use these programs in their classrooms, and 43% of prospective clients generally make a decision to begin using Career Pillar products upon viewing the courses.
2. **Report on the delivery of business outreach opportunities and services provided to the business community.** Ms. Bush reported on the Business Services activities over the period of July 1, 2014 through September 30, 2014. A total of 141 employers were served; 446 applicants were pre-screened prior to referral to local employers for placement; 57 job openings were posted online in the Virtual One Stop (VOS) system; 11 participants were referred to area employers hiring; 50 job fairs and custom recruiting events were hosted by the Business Services Team and a total of 106 candidates were reported hired.
3. **Update on the Work Ready Communities initiative and discussion on the business Services Committee outreach efforts.** Ms. Aldrich reported that the Central Coast Career Readiness Consortium applied for and was selected to take part in the Certified Work Ready Communities initiative. She reported that it connects job seekers that complete the WorkKeys assessments to employers who are looking for individuals who have scored with exceptional skill sets. She reported as of August 31, 2014, 521 certificates have been awarded and 6 employers have registered. She asked the committee to share the information with other employers.
4. **Discussion on Extreme Entrepreneurship tour (EET) and strategies on how Monterey County can support youth entrepreneurship.** Ms. Bush reported on the Extreme Entrepreneurship Tour (EET) event held a few years ago on October 27, 2010. The Monterey and Santa Cruz County Workforce Investment Board's partnered together with other organizations to host this regional EET event. The goal was to inspire youth to succeed in school and in life by seizing educational opportunities to start their own business.

5. **Update on the State Directive on Rapid Response and Layoff aversion Activities.** Ms. Aldrich reported that Local Workforce Investment Areas (LWIAs) were given funding to be used to provide lay-off aversion services as part of their existing Rapid Response Program. With this funding, LWIA's will be able to diversify their existing Rapid Response Program to provide a full range of coordinated, comprehensive and pro-active services to employers to avert layoffs.
6. **Report on Monterey County's local labor market.** Ms. Bush reported that the unemployment rate for the month of August 2014 was 6.9%; labor force is 228,200 of which 212,400 are employed and 15,800 are unemployed.
7. **Review and discuss WIB's 5-year Local Plan Strategy update and WIB Retreat Strategic Initiatives.** Ms. Aldrich reported that work on the Local Plan strategies continue to be on-going. She asked that the committee attend the SBDC industry roundtables that have high growth. She also reported that several staff will spend two days at Work2Future in San Jose on October 22-23, 2014 to shadow and learn best practices from employees who administer WorkKeys assessments to clients.
8. **Discussion on the schedule of future meeting dates and times.** Ms. Aldrich reported that a poll was sent to the Business Services Committee members about rescheduling the meeting dates and times. She reported that it was determined that the meetings will be moved to the 2nd Wednesday of every other month, at 9:00 am, effective December 2014.

Announcement of Events: Ms. Brickman announced the upcoming meetings.

Adjournment: Ms. Brickman moved to adjourn the meeting at 5:28 p.m.

Motion: Ms. Schnader motioned to adjourn the meeting.

Second: Ms. Calvetti

Approved unanimously by those in attendance