

# **Santa Barbara County Workforce Development Board**

## **Performance Committee Meeting Minutes**

WRC, Ortega Main Conference Room  
130 East Ortega St, Santa Barbara, CA 93110

**April 25, 2018**

1:00 p.m. – 3:00 p.m.

### **Committee Members in Attendance:**

Ray McDonald, Glenn Morris

### **Committee Member not in Attendance:**

Kristen Miller, Laurel Shockley, Kevin Walthers

### **County Staff in Attendance:**

Marco Medina, Julie Smedley, Jessica Sampson

### **Guests:**

Racy Ming

### **Contractor Staff (KRA & PathPoint)**

Gabriel Morales, Maxine Suka, Mary Jo Asuncion (KRA)

Jaime Rutiaga (PathPoint)

#### **I. Call to Order/Roll Call:**

Meeting called to order by Mr. Glenn Morris, Performance Committee Chair 1:00 p.m. A quorum was not established.

#### **II. Opening Remarks/Introductions**

#### **III. Public Comments**

No public comment was heard.

#### **IV. Agenda Items**

##### **A. Reorganization to the Agenda**

No changes to the agenda.

##### **B. Old Business**

1. Approval of the December 19, 2017 Minutes

A quorum was not established, therefore the December 19, 2017 minutes were not approved.

### **C. New Business**

#### **1. AJCC Presentation by Racy Ming**

Racy Ming introduced herself as the consultant who was engaged by the WDB to conduct the Hallmarks of Excellence certification process. The State of California requires every WDB to certify its comprehensive AJCC's in 2017-18. Racy Ming states it's a two part process: 1.) Baseline certification (compliance oriented); and 2.) Hallmarks of Excellence certification (qualitative factors). The State identified eight "Hallmarks" that must be scored for each AJCC. The Scoring for each individual Hallmark of Excellence is ranked in a scale of 1-5. The Board must submit scores and continuous improvement plan for each comprehensive AJCC by June 30, 2018.

Each individual Hallmark of Excellence is ranked on a scale of 1 to 5:

- 1: No progress on the hallmark at this time.
- 2: Have started progress on the hallmark but not yet satisfactory.
- 3: Have a satisfactory amount of the hallmark in place the majority of the time.
- 4: Significantly meeting the hallmark with room for improvement.
- 5: Achieving and excelling at the hallmark.

Racy Ming states WDB wanted to have both AJCCs scored, both scores will be reported to the WDB, but only the Santa Maria AJCC, the comprehensive primary AJCC, will be reported to the state.

#### **Hallmark 1: The AJCC physical location and facility enhances the customer experience**

##### Strengths:

Both the Santa Maria and Santa Barbara locations are central and convenient to public transportation. The resource rooms in both locations were neat and professional looking. The resource rooms both appeared to have adequate equipment for customer use.

##### Areas for Improvement:

Both locations lack the State required AJCC branding  
External and internal signage can be improved at both locations

#### **Hallmark 2: The AJCC ensures universal access, with an emphasis on individuals with barriers to employment.**

##### Strengths:

All front line staff are bilingual in English and Spanish. Strong offering of services for veterans.

##### Areas for Improvement:

Accessibility for people with disabilities can be improved. Work with the WDB and EO Officer to ensure physical and programmatic accessibility for people with disabilities. Currently no virtual services are available. Work with the WDB to determine what services/resources may be offered virtually to customers.

### **Hallmark 3: The AJCC actively supports the One-Stop system through effective partnerships**

#### Strengths:

The AJCC (through the OSO and EDD) are doing outreach to a range of community organizations. On site partners are meetings on a regular basis to discuss the one stop system and make recommendations for improvements.

#### Areas for Improvement:

Ensure that in the resource rooms information and material are available about all partners. Develop common messaging/marketing material for doing outreach. Develop a plan for strengthening the referral process between partners.

### **Hallmark 4: The AJCC provides integrated, customer-centered services**

#### Strengths:

Both locations are set up so that customers are quickly greeted and directed to the appropriate resource. All staff have received customer service training.

#### Areas for Improvement:

Ensure that all staff are trained on each partner's programs, services, and eligibility requirements. Ensure that the training is offered on a regular basis. Ensure that partners meetings are happening regularly and frequently enough that staff are aware of partner updates and changes.

### **Hallmark 5: The AJCC is an on-ramp for skill development and the attainment of industry-recognized credentials which meet the needs of targeted regional sectors and pathways.**

#### Strengths:

Staff were aware of some of the areas in demand occupations. Supportive services are available up to \$1,000 per client.

#### Areas for Improvement:

Develop and execute a plan to train staff on labor market information, priority sectors, career pathways, and industry recognized credentials. Develop a display/provide information in the resource area on priority sectors and career pathways.

**Hallmark 6: The AJCC actively engages industry and labor and supports regional sector strategies through an integrated business service strategy that focuses on quality jobs.**

Strengths:

Business customers interviewed were very pleased with their interactions with staff, who they found to be helpful, professional, and approachable. Business customers interviewed were very satisfied with their OJT experiences and were happy with their new employees

Areas for Improvement:

No defined strategy in place for engaging employers in priority sectors. Some business customers expressed confusion about the different entities involved in providing services (AJCC, KRA, EDD, Workforce Resource Center, etc.).

**Hallmark 7: The AJCC has high-quality, well-informed, and cross-trained staffing**

Strengths:

Staff have received some training, including customer service training.

Areas for Improvement:

Need to develop and execute a comprehensive training plan for all staff, which includes: Labor market information, priority sectors, career pathways, and industry recognized credentials, services of One-Stop partners, eligibility for those services, and the process for referring customers to partners. Serving individuals with barriers to employment.

**Hallmark 8: The AJCC achieves business results through data-driven continuous improvement**

Strengths:

Both locations solicit customer feedback. Contractor does report to the WDB on a regular basis the number of clients served, services provided, etc.

Areas for Improvement:

Once VOS Greeter is implemented, develop policy/procedure for its use and the use of the data to be collected.

**Final recommended scores and self-assessment scores**

**Santa Maria**

Hallmark	Rec Score
Hallmark 1	2
Hallmark 2	2
Hallmark 3	2
Hallmark 4	2
Hallmark 5	2
Hallmark 6	3
Hallmark 7	2
Hallmark 8	3

**Santa Barbara**

Hallmark	Self Score
Hallmark 1	3
Hallmark 2	3
Hallmark 3	3
Hallmark 4	3
Hallmark 5	3
Hallmark 6	3
Hallmark 7	2
Hallmark 8	3

Next steps: WDB will review the matrix and recommend continuous improvement plan. The final drafts of the scores and continuance improvement plan due to the state by the end of June. KRA and WDB will work to implement the final continuance improvement plan over the course of the next program year.

2. Self-Assessment Presentation by Gabriel Morales and Maxine Suka

Introduction to self-assessments by Maxine Suka who states they utilized Survey Monkey to conduct self-assessments in Santa Maria AJCC and Santa Barbara AJCC. Santa Maria had 23-24 participants and 6-7 in Santa Barbara. Hallmarks of Excellence are on a scale of 1 to 5. Score for Santa Maria is 2 and the score for Santa Barbara is 3.

Next steps: Staff development and training; customer service improvement enhancement; customer satisfaction feedback; and technology and data collection. The goal is to show integrated effort to work with AJCC operator and EDD. Start including all mandated partners and those in the building. One of the areas of improvement is safety, that's a priority. The plan is to regroup with staff to review self-assessments and next steps moving forward. Charter out business services engagement team. Start off this new program year tackling these areas of improvement. Maxine Suka outlined a CQI Plan where she outlined the improvement areas, the strategies for improvement, and who would be responsible.

Comments/Feedback

Chairman Mr. Morris: "Results line up closely between the Board assessments and the self-assessments."

Executive Director Ray McDonald: "The MOUs are signed by EDD and Workforce system; it needs to be those partners who participate." He recommends stating exactly how many participate in the self-assessment and from which program they represent.

Chairman Mr. Morris: "KRA has put together a detailed continuous improvement plan; Racy Ming has some recommendations, let's make sure those get married."

Executive Director Ray McDonald: “We need to have a single document that’s going to be a recommendation to the Board. This needs to go to the state by June 30, 2018. Racy to get together with Gabe and Alma to contact employers.”

3. Youth Program Presentation by Jaime Rutiaga:

PathPoint Youth Program

PY 17/18	South County	
	Enrollment Goals	Actual Enrollment
ISY	16	15
OSY	47	37
County Wide Total	63	52

  

PY 17/18	North County	
	Enrollment Goals	Actual Enrollment
ISY	18	12
OSY	54	42
County Wide Total	72	54

Youth Program Operator Jaime Rutiaga states he is not concerned about hitting their enrollment goals. They feel we can over-enroll. Jaime states the last 2 months of the program year they are focusing more on service delivery and getting those last few enrollments. In South County the PWEX goal was 40, but only 4 youth have gone through. This is due to 2 factors: 1. Youth going directly into employment; 2. Response by the youth to focus on school right now and not work. As a result they are under-utilizing the PWEX dollars in the South County. Youth Program Operator Jaime Rutiaga states they are focusing on providing more of a menu service and work readiness training - getting youth from training to work experience is taking time and the youth lose interest, need money, and find their own employment. Youth Program Operator Jaime Rutiaga states in South County, their PWEX placement goals is 40 and PWEX actual placements is 4. In North County, their PWEX placement goals is 56 and PWEX actual placements is 12. He states there is a discrepancy between Caljobs and what PathPoint is tracking internally. The reason is participants haven’t had their second and/or fourth quarter follow-ups to track data on employment.

Comments/Feedback

Executive Director Ray McDonald: “What seems to be happening is the youth, rather than wanting subsidized jobs, are going directly to employment?” Youth Program Operator Jaime Rutiaga responds in the affirmative.

Executive Director Ray McDonald: “You’re not capturing employment at the time of exit?”

Youth Program Operator Jaime Rutiaga: “Moving forward, it’s important to demonstrate in program employment. We’ll need to improve that on our end in terms of data entry.”

Youth Program Operator Jaime Rutiaga states similar to South County, they feel confident they can meet and exceed the enrollment goal. Several Youth are in eligibility process now. He states competition is greater and the need is different. The Youth are not prepared; they are not getting employment on their own in North County. The work experience is of value to them and the program is of more interest to the Youth in this area. Youth Program Operator Jaime Rutiaga reports some Youth reengaged after outreach from PathPoint staff in Lompoc. He also states they’ve increased the number of businesses their working with and partnered with the Santa Maria Chamber of Commerce to increase opportunities to the Youth, to increase the number of enrollments, and to get them into work experience.

PathPoint is currently planning:

- Value Added Services
- Targeting Emerging Markets
- Targeting Home Grown Businesses
- Discussion with Santa Barbara Chambers of Commerce (on a focused tour of businesses in the area)
- Working with Santa Maria Chambers of Commerce ...
- Business Ventures Program and Work Experience Program
- Lompoc Beautification Project (making their space a drop-in center for Youth to access their services)
- Summer Employment Opportunities in Santa Barbara, Lompoc and Santa Maria
- Working with a Consultant to Provide Additional Focus to Youth who need support and training (focusing on Youth who started training, but didn’t finish).

Youth Program Operator Jaime Rutiaga takes the WDB through the work experience process: Youth Networked Specialists work with employers to set worksites; explain expectations, policies and procedures, workers compensation, payroll, and timesheets which must be verified by PathPoint staff. It’s 120 hours total (15-20 hours per week). The wage is set by grant, minimum wage for all participants. The goal is for businesses to hire Youth.

#### Comments/Feedback

Chairman Mr. Morris: “Do you get the sense that businesses view this as a way to evaluate potential new hires, or as a community service activity?”

Youth Program Operator Jaime Rutiaga: “A little bit of both. Where we’ve had people getting hired, these employers see the value in the Youth. For example, a solar company recently hired a Youth placed there within a week. It gives the Youth the experience of working in an office setting or a retail setting – that is the value for the Youth.”

Chairman Mr. Morris: “What do you do with the money PathPoint doesn’t spend?”

Executive Director Ray McDonald: “South County goal is \$330,980. You’re at \$172,486 and you’re two months away from the end of the fiscal year. That money will be subject to recapture as it’s mentioned in your contract, that money will not roll forward. That’s going to be something I take up with the Board in regards to where that money can best be spent. Another item I’ll point out in South County, the number of WEX participants is 4 and it’s supposed to be 40. It’s going to be problematic. There are requirements in your contract, as well as WIOA program requirements, that a certain percentage of the dollars spent is on work experience. North County seems to be better on all accounts. Keep an eye on your ISY versus your OSY numbers.”

4. WIOA AD/DW Program Presentation by Maxine Suka

July 1, 2017 - March 31, 2018

WIOA AD/DW Program

PY 17/18	South County			
	KRA Enrollment Goals	Actual Enrollment	Contracted Amount	Needed by June 30th
AD	51	66	67	1
DW	25	49	65	16
<b>Total</b>	<b>76</b>	<b>115</b>	<b>132</b>	<b>17</b>

South County	
ITA/OJT Placement Goals	ITA/OJT Actual Placements
5	4

PY 17/18	North County			
	KRA Enrollment Goals	Actual Enrollment	Contracted Amount	Needed by June 30th
AD	76	87	101	14
DW	74	54	98	44
<b>Total</b>	<b>150</b>	<b>141</b>	<b>199</b>	<b>58</b>

North County	
ITA/OJT Placement Goals	ITA/OJT Actual Placements
5	4

PY 17/18	Exited			
	South County	North County		
AD	18	40		
DW	16	30		
<b>Total</b>	<b>34</b>	<b>70</b>		

PY 17/18	Employment			
	South County	North County		
AD	12	29		
DW	15	26		
<b>Total</b>	<b>27</b>	<b>55</b>		

During her presentation WIOA AD/DW Program Operator Maxine Suka states Caljobs data is 90 days behind. Executive Director Ray McDonald’s responds the only numbers that count are the numbers in CalJobs. WIOA AD/DW Program Operator Maxine Suka states in North County, 70 participants have exited the program, and of those exiter’s, 55 have secured employment. In South County, 34 participants have exited the program, and of those exiters, 27 have secured employment.

Comments/Feedback

Chairman Mr. Morris comments to WIOA AD/DW Program Operator Gabriel Morales: “Why more businesses aren’t using more WIOA money on OJTs.”

WIOA AD/DW Program Operator Gabriel Morales responds: “We have greater success with smaller businesses. Those employers share that information and we will get referrals, that’s been working well for us. With larger corporations, their HR is out of the area. “

**4. Open discussion**

Executive Director Ray McDonald’s Closing Remarks: “What we try to do when we set up our contract, was to set up a plan and have you work against the plan. That’s why we don’t do a lot of adjustments throughout the year, no major adjustments of things. Moving money around in large swoops, things like that. We are trying to see how you perform to those program year goals and if it turns out those goals need to be adjusted we can make those adjustments in the next contract. Again, speaking to AD/DW participants. How many AD/DW you’re serving in various places – but those are still funding streams. You can’t take AD dollars and use them on DW’s.”

**V. Next Meeting**

TBD

**Adjourn:**

The meeting was adjourned at 2:31 p.m. by Glenn Morris.