

Monterey County Economic Development Department
Workforce Investment Board

730 La Guardia Street, 2nd Floor
Salinas, CA 93905
www.montereycountywib.org

“I would like to thank the America’s Job Center of California for offering a great work experience program to employers and job seekers...”

“The job fair was excellent and successful. Keep up the great work! It’s nice to know that there will be jobs for those that are impacted by layoffs...”

ANNUAL REPORT
Program Year 2013-2014



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MESSAGE from WIB Chair



Dear Friend of the Monterey County Workforce Investment Board,

Trying to explain to those unfamiliar with the workforce system what the WIB does, how it measures success and what the current challenges and opportunities are doesn't need to be a confusing saga. Imagine for a minute that you and I are in the elevator together and you ask the question, "What does the WIB do?" My reply is to tell you the Workforce Investment Board in Monterey County helps unemployed people move into the labor force. We take locals who are often getting unemployment benefits and give them no-cost counseling, job training, and other support services to assist them in getting jobs. The WIB works with local employers to help them solve recruitment needs and often gives those businesses

substantial subsidies for hiring new employees. In short, the WIB helps transform people receiving public assistance into taxpaying, wage earners.

It is a simple strategy that both fiscal conservatives and bleeding hearts can embrace, yet it requires a broad support network to be effective. Monterey County WIB received about \$8.5 million in federal money last year and, through its main vendor as well as its subcontractors, the WIB helped provided services, training and subsidized employment to support approximately 4,000 people. In the last fiscal year WIB representatives met with almost 900 local employers and shared the WIB story. In that time the unemployment rate in Monterey County dropped from 8.2% to 7%. While the WIB cannot take entire credit for that improvement, the drop in unemployment happened at the same time the Monterey County WIB was working with the record number of employees laid off at Capitol One and Fresh Express. That is a good measure of the efficacy of the workforce system.

If you talk with a random client of the WIB who received tuition subsidy to study at Hartnell College or participated in the Summer Youth Employment Program, they will tell you of their satisfaction with the service -- many such people share their stories in the following pages. It turns out that job training and workforce development -- while difficult and expensive to implement -- is almost universally supported. In an era when the Democrats and Republicans cannot agree on immigration, taxes, the environment or healthcare, the Workforce Innovation and Opportunity Act was passed by a vote of 415-6 in the House of Representatives this past summer. The WIOA was signed by President Obama in July, 2014 and it presents the Monterey County WIB with the means to continue to its mission. The new law also puts in place dramatic new benchmarks for workforce achievement that will be a challenge to meet in the coming year. As we strive to meet those goals, I want to ask you to share the WIB's elevator pitch with those employers and workers that you know who you think would benefit for its services. Thanks for your time and attention reviewing this annual report and, as always, thanks for your support of the Monterey County WIB.

ERIK CUSHMAN
WIB Chair, Monterey County

WIB Members

✦ Indicates Executive Committee Member

Anthony Aniello ✦
AJ Associates

Wendy Brickman
Brickman Marketing

Paula Calvetti
Hyatt Regency Monterey/
Hyatt Carmel Highlands

Diana Carrillo ✦
Center for Employment
Training

Erik Cushman ✦
Monterey County Weekly

Harbhajan Dadwal
Five Rivers Hospitality, Inc.

Al Davis
National Association for the
Advancement of Colored
People

Jay Donato
SEIU Local 521

Yuko Duckworth
Employment Development
Department

Paul Farmer
Salinas Valley Chamber of
Commerce

Sherry Farson
Commercial Bank - Rabobank
N.A.

Andy Hartmann
International Brotherhood of
Electrical Workers Local 234

Hunter Harvath
Monterey-Salinas Transit

Neal Heckman
Palace Office Interiors

Cesar Lara ✦
Monterey Bay Central Labor
Council

Mary Ann Leffel ✦
Veritas Associates LLC

Dr. Willard Lewallen ✦
Hartnell College

Steve MacArthur
Plumbers & Steamfitters
Local 62

Aaron Oskolkoff
CVS Pharmacy

Salvador Munoz
Munoz and Associates

Ken Peacock
Carpenters Union Locals 505
& 605 Santa Cruz and
Monterey Counties

Dave Potter ✦
5th District Supervisor,
County of Monterey

Elliott Robinson
Monterey County
Department of Social
Services

Kimberly Schnader
Language Line Services

Lawrence Silva
Tanimura & Antle Fresh
Foods, Inc.

Teresa Sullivan
Alliance on Aging

Walter Tribley
Monterey Peninsula College

Brian Turlington
Monterey County
Business Council

Andrea Zeller-Nield
CSUMB, Small Business
Development Center

YOUTH COUNCIL Members

Sharon Albert
Mission Trails Regional
Occupational Program &
Salinas Adult School

Vivian Brennand
Monterey County Housing
Authority

Diana Carrillo ✦
Center for Employment
Training

Alan Crawford
Monterey High School

Mark Gonzalez
Northern California Cement
Masons

Andy Hartmann
International Brotherhood of
Electrical Workers Local 234

Hunter Harvath
Monterey-Salinas Transit

Salvador Munoz
Munoz and Associates

Aaron Oskolkoff
CVS Pharmacy

Ginger Pierce
Monterey County
Department of Social
Services, Children & Family
Services

Tina Rosa
Seaside Police Activities
League

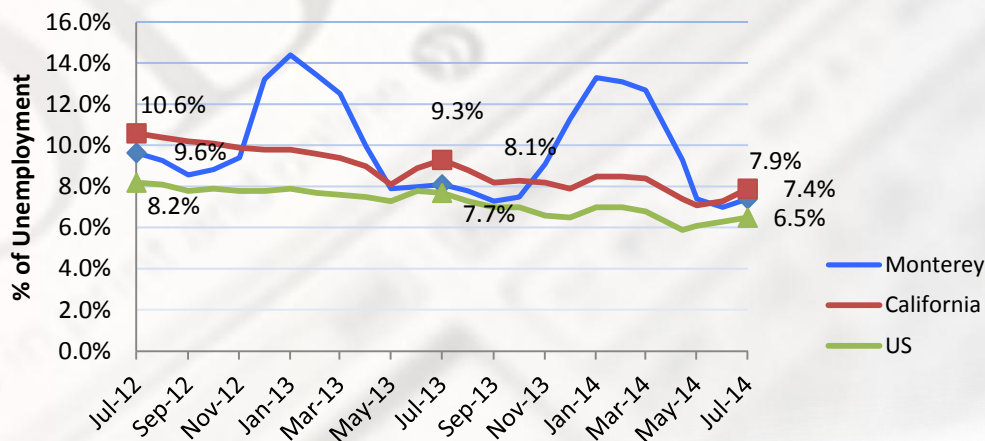
Joanne Webster
Girls Inc.

AT A GLANCE: Monterey County

Monterey County is located on the pacific coast of California, 125 miles south of San Francisco and 350 miles north of Los Angeles. The county is known for some of the world’s most beautiful coastline, including Big Sur, State Route 1, and 17-Mile Drive on the Monterey Peninsula as well as Salinas Valley, known as the “Salad Capital of the World” and one of the most productive agricultural regions in California. Farming is a vital component of the county’s economy, accounting for over \$4 billion in total output and approximately 29 percent of all wage and salary jobs. Lettuce is the principal crop in the region, with Monterey County producing roughly half of all lettuce in the United States. The county also has a strong concentration of research and higher education institutions that support a strong, qualified workforce.

- Total population is 435,899 (2014)
- Average population growth rate was 0.7 percent per year, over the last 5 years
- In 2013, a total of 3,600 wage and salary jobs were created in Monterey County, representing an increase of 2.1 percent.
- Average salary per worker in Monterey County is \$54,178
- Median household income is \$60,143, below the state average of \$61,400
- Median house price is \$390,400, above the state average of \$383,900
- Monterey County is comprised of 12 incorporated cities and 16 unincorporated areas
- Top 4 targeted industries that hold the most promise of job creation include: Agriculture; Tourism & Hospitality; Education & Research; and Health & Social Assistance
- The unemployment rate in Monterey County has improved over the last two program years, falling from a high of 14.4 percent in 2013 to a low of 7.0 percent in 2014.

Monthly Unemployment Rate Trends, July 2012 - July 2014



Source: U.S. Census Bureau Current Population Survey and American Community Survey, Applied Development Economics (ADE) Labor Force Analysis (May 2013), Employment Development Department (EDD) Labor Market Information Division monthly labor force data (2012-2014), California Economic Forecast - County-Level (2014-2040), and data provided by Economic Modeling Specialists, Inc. (EMSI).

PURPOSE of Annual Report

The Monterey County Workforce Investment Board (WIB), a division of the Monterey County Economic Development Department, is pleased to present its Annual Report for the program period of **July 1, 2013** through **June 30, 2014**.

This report highlights the performance outcomes of all programs and services offered through the America's Job Center of California (Job Center) in Monterey County, formerly known as the One-Stop Career Center. It also highlights the accomplishments and continued progress of major priorities identified in the WIB's 5-Year Strategic Plan for 2013-17. It is anticipated that the strategic planning priorities will continue to be instrumental in addressing the future job training and placement needs of the workforce in Monterey County.



OUR Mission

“The purpose of the Workforce Investment Board shall be to provide strategic planning, policy development, oversight and evaluation of the local workforce investment system;

The Workforce Investment Board shall provide leadership to support the best practices of the public and private sectors to create a demand driven, dynamic, efficient and effective Workforce Investment Board;

The Workforce Investment Board shall develop innovative models that effectively acquire and leverage alternative funding sources to offer access to all services;

The Workforce Investment Board shall contribute to a healthy economy that is filled with jobs that are built with integrity and offer positive experiences by empowering the community members and businesses with the knowledge and skills to be successful.”

“I am impressed with the youth that are referred to our business for work experience. The youth always come dressed to impress. I also enjoy teaching the youth about customer service, sales, and merchandising and being a mentor. The work experience program teaches youth the value of work and how it is a stepping stone to gain the foundational skills necessary to move to the next level of their career choice.”

Mr. Oskolkoff, Manager of CVS Pharmacy

AMERICA'S JOB CENTER OF CALIFORNIA: **Monterey County**

The America's Job Center of California (formerly One-Stop Career Center) was created through the Federal Workforce Investment Act (WIA) to provide a comprehensive range of workforce development activities through the Job Center and local community organizations. Available workforce development activities are designed to benefit job seekers, laid off (dislocated) workers, youth, incumbent workers, new entrants to the workforce, veterans, persons with disabilities, and employers.

The purpose of these activities is to promote an increase in the employment, job retention, earnings, and occupational skills improvement of participants. This, in turn, improves the quality of the workforce, reduces welfare dependency, and improves the productivity and competitiveness of the region.

In Monterey County, there are three Job Centers strategically located in Salinas, Seaside and King City. The Job Center system also includes a network of affiliated sites, which may be funded through subcontracts with the WIB for specialized programs to address specific targeted populations or regions. This network is electronically linked through the Virtual One-Stop (VOS) system (www.onestopmonterey.org).



WIB: Who We Are

The Monterey County Workforce Investment Board (WIB) was established in 1998 through the Workforce Investment Act (WIA), a federally funded program designed to mobilize and integrate private and public partners to educate, train and place individuals in jobs with the necessary resources and skills to fulfill employer needs.

The WIB is the policy making body charged with overseeing the allocation of WIA Title I public funds. The WIB is made up of a majority of private sector

business owners who have their finger on the pulse of the local economy. Members are appointed by the Monterey County Board of Supervisors from the leadership ranks of education, economic development, community based organizations, America's Job Center of California partners, organized labor and business.



HIGH PERFORMING WIB DESIGNATION:

In July 2013, the Monterey County WIB received the High Performance Local Board (HPB) Certification, from the State of California WIB, based on the State's review and scoring of Monterey County's 2013-17 Strategic Local Plan. Monterey County is one of 16 WIBs that received this achievement in the state.

The WIB is an integral part of the county's vision and capitalizes on the diverse skills of its residents by developing a trained workforce. In doing so, the WIB has developed the following four key strategic goals with action oriented strategies to guide the activities of the local workforce system in alignment with the State's Workforce Development Plan goals:

- **GOAL #1 – BUSINESS AND INDUSTRY:** Meet the workforce needs of high demand sectors of the state and regional economies.
- **GOAL #2 – SYSTEM ALIGNMENT AND ACCOUNTABILITY LOCAL STRATEGY:** Support system alignment, service integration and continuous improvement using data to support evidence-based policymaking.
- **GOAL #3 – ADULTS:** Increase the number of Californians who obtain a marketable and industry-recognized credential or degree, with special emphasis on unemployed, underemployed, low skilled, low-income, veterans, individuals with disabilities, and other at-risk populations.
- **GOAL #4 – YOUTH:** Increase the number of high school students, with emphasis on at-risk youth and those from low-income communities, who graduate prepared for postsecondary vocational training, further education, and/or a career.

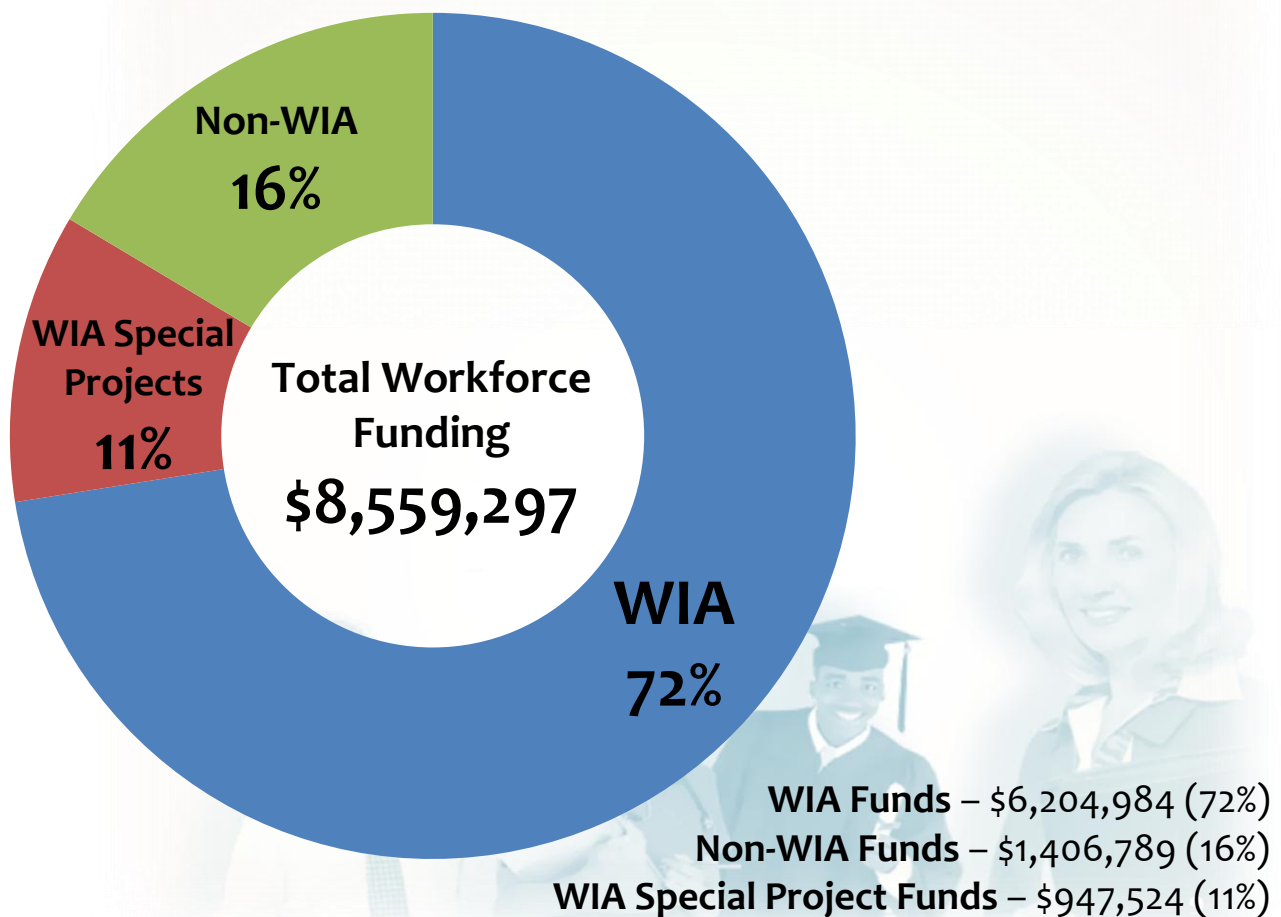
WORKFORCE Funding

Workforce Investment Act (WIA) funds, provided by the US Department of Labor, are given to local Workforce Investment Boards by a prescribed formula based on the needs and size of each local workforce investment area.

The WIB resides within the Monterey County Economic Development Department and has responsibility for the distribution and oversight of the funds and services operated through the America's Job Center of California in Monterey County and various community partners.

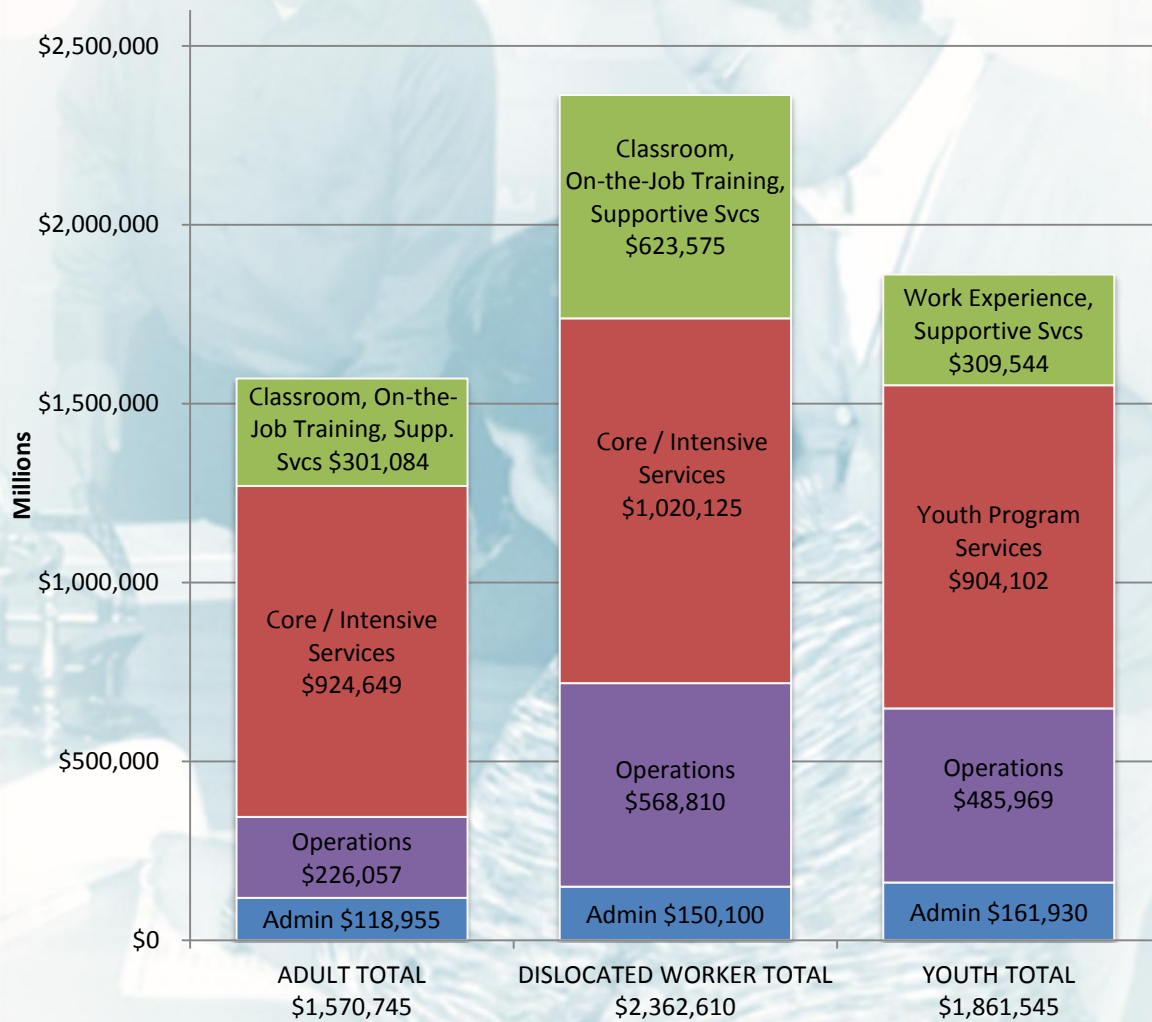
For program year 2013-14, the Monterey County WIB received an allocation of \$6.2 million in WIA formula funds, which includes \$915,878 in carry-in funds from the previous program year. This primary source of funding, accounts for 72% of the WIB's revenue. These funds are allocated annually to deliver Adult, Dislocated Worker, and Youth employment and training programs as well as Rapid Response services through the America's Job Center of California delivery system. Additional resources received by the Monterey County WIB include discretionary, special project, and competitive grant funds totaling \$2,354,313 to serve target populations.

This year, Monterey County WIB's annual budget to provide employment and training services and support the needs of businesses and jobseekers total \$8,559,297.



WORKFORCE Funding Breakdown

The graph below shows a breakdown of classroom, on-the-job training, work experience and supportive service funding; core and intensive services, and youth program services; and operating and administrative costs to deliver all WIA Adult, Dislocated Worker and Youth programs and services throughout the America's Job Center of California delivery system in Monterey County.



WORKFORCE Programs

The WIB oversees all WIA Adult, Dislocated Worker, Youth, and Rapid Response Programs that operate under the Job Center delivery system in collaboration with other community partners, to include the primary WIA service provider, Office for Employment Training, a division of the Monterey County Economic Development Department as well as two adult program providers Shoreline Workforce Development Services (Shoreline) and Turning Point of Central California (Turning Point) and two youth program providers, Santa Cruz County Office of Education (Sueños) and Turning Point, all of which are funded in program year 2013-14.

OUTCOMES	1,872	Total number of registered individuals
	3,925	Total number of distinct individuals receiving services
	30,663	Total number of services provided to individuals
	895	Total number of resumes created

ADULT & DISLOCATED WORKER Programs

The WIA Adult and Dislocated Worker programs are designed to increase the employment, retention, earnings and occupational skill attainment of participants. Individuals may receive assistance through job referrals and labor market information or specialized employment services such as career assessment and job search assistance. Job training opportunities are also available for selected individuals who are in need of occupational training to gain the skills necessary to obtain productive, self-sustaining employment.

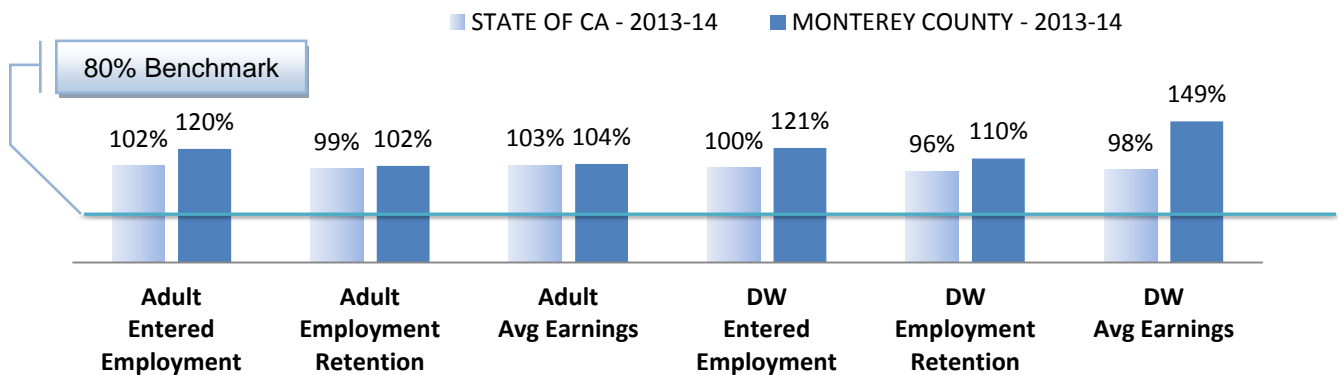
OUTCOMES	595	Total WIA Adults and Dislocated Workers enrolled
	219	Customers received training
	\$861,152	Total actual funds spent on training (<i>not incl. leveraged funds</i>)
	352	Total number of individuals who entered employment
	\$10.17	Avg. wage of Adults who entered employment
	\$18.86	Avg. wage of Dislocated Workers who entered employment

“I was laid off as a Customer Service Representative. As a single mother of three, I came to the Job Center seeking services while pursuing full-time, sustainable work. I am thankful for Ms. Gonzales and the supportive services I received from the Office for Employment Training and I'm proud to say that I was successfully hired by the County's Health Department.”

Ms. Caguiat, WIA Dislocated Worker

ADULT & DISLOCATED WORKER Programs Performance

This program year, Monterey County exceeded 100% above goal on all of its local performance measures set by the Department of Labor each year. (At a minimum, each local area must meet or exceed the 80% benchmark.) In comparison to the State, Monterey County surpassed the State’s performance outcomes in entered employment, retention and earnings as shown in the chart below. This demonstrates the WIB’s commitment to continuing improvement of its coordinated and comprehensive workforce investment system, and the hard work and dedication of leadership and program staff. The WIB continues to focus its WIA programs on transitioning workers into high-wage, high-growth, and demand-driven jobs. This is evident in the WIB’s Adult and Dislocated Worker performance outcomes as follows:



“I contacted Shoreline to receive training. They have been nothing but helpful in my search for work, how to build a resume, how to communicate with employers... everything. Every question I had was answered by staff and they never hesitated to help.”
Mr. Pardo-Lugo, WIA Dislocated Worker

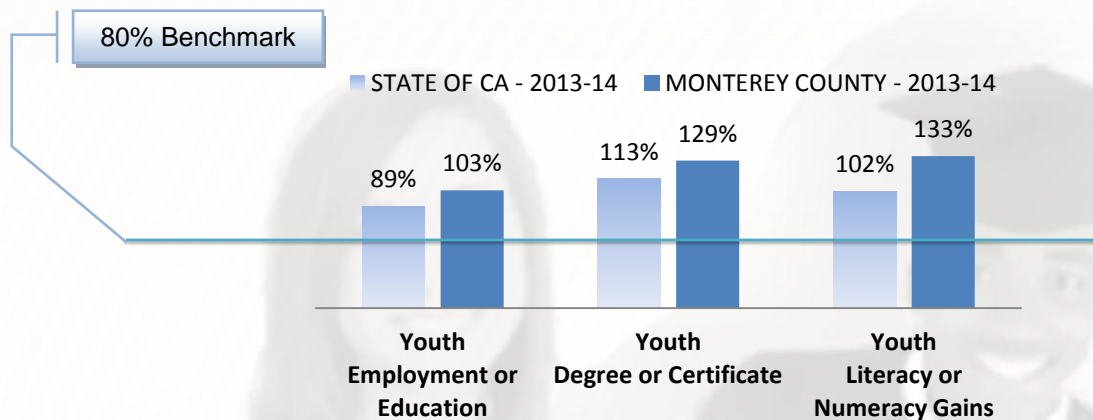
YOUTH Program

The Monterey County WIA Youth program has a reputation of excellence, with an objective of increasing the long-term employability of young people between the ages of 14-21 by means of education and training programs. Youth who meet income and program requirements are eligible to participate in the WIA Youth program. The year-round youth program emphasizes attainment of basic skills competencies, enhances opportunities for academic and occupational training, and provides exposure to the job market and employment.

OUTCOMES	289	Total WIA Youth enrolled
	113	Participated in the Summer Youth Employment Program
	154	Placed into employment or education
	165	Attained a degree or industry recognized certificate
	31%	Out-of-School Youth enrollments

YOUTH Program Performance

This program year, Monterey County successfully exceeded 100% above goal on all of the youth performance measures set by the Department of Labor. (At a minimum, each local area must meet or exceed the 80% benchmark.) In comparison to the State, Monterey County surpassed the State's youth performance outcomes in entered employment or education, attainment of a degree or certificate and literacy or numeracy gains as reflected in the chart below:



“When I first enrolled into Turning Point's Youth Program, I learned how to dress for an interview and the skills needed to be prepared for work. I want to thank Turning Point for the work experience opportunity and for giving me the clothes and shoes to prepare for a job interview. I am now a smart, confident and prepared individual that is certainly dressed for success.”

Mr. Henley, WIA Youth



“I'd like to take a few moments to comment about how happy we are with Jenny as our participant in the summer youth program. I believe the most impressive thing about Jenny is her positive ‘can do’ attitude. She never questions authority, learns quickly and is very efficient. She can now develop X-Rays, take blood pressure and vital findings, perform certain physical exam procedures, perform insurance tasks, place patients on therapy, assist with ultrasound or laser set up and treatment, assist with exercise rehabilitation, and many other general office tasks.”

Mr. Jones, D.C., Chiropractor

YOUTH Employment Program Highlights 2013-14



Youth Life Skills Workshop

“When I first joined the program, I had no idea what I was getting myself into. I just did it because a few of my friends had been in the program before. I can honestly say that it’s one of the best choices I’ve ever made. The work experience was amazing. I learned a lot and I met amazing people. It really changed the way I see the radio industry and the workforce. The program has also helped me get a job.”

Mr. Ambriz Tena, WIA Youth

“I would like to thank the America’s Job Center of California for offering a great work experience program to employers and job seekers. As a result of the Silver Star program, I hired 8 participants. Our company uses the Silver Star program as a trial probation period to see if a candidate will be a good fit for hire. I am also pleased with how the Job Center prepares candidates with work readiness skills prior to placement.”

Mr. Carr, Walgreens, Manager



Youth Pre-Employment Skills Training



Youth Job Interview Skills Training

BUSINESS SERVICES & RAPID RESPONSE Programs

Business services are an important priority for the WIB and its Business Services Team who are dedicated to serving employers in an effort to support job retention and job growth. As the number one goal of the 2013-17 Strategic Plan on Business and Industry, the WIB approved the creation of a Business Services Committee and Business Services Plan to integrate local business involvement with workforce initiatives. This committee is comprised of business members who represent both the leading industries and employers in the local industry sectors. These members have a significant role to contribute to job growth and openings in the area by providing insight on the barriers that employers face in hiring individuals as well as identify skill gaps in the labor force that contribute to the lack of local business competitiveness. The input from these members will help the Business Services Team, its regional partners, and workforce system to align its resources to develop solutions to meet the needs of the employer community.



The WIB has also partnered with the Business Services Team and Economic Development Department to outreach to the business community to survey business growth, development and overall trends. Business services provided by the team includes an array of services to employers that may include recruitment and applicant screening, access to a pool of potential job candidates, tax credit and incentive information, and access to labor market information.

The WIB also coordinates efforts with its partners that are comprised of the Job Center service providers, economic development representatives, the Monterey County Business Council, Employment Development Department, Unemployment Insurance, and the Small Business Development Center that are committed to addressing business needs, whether through local government policy and streamlined permitting processes, or linking businesses to local and regional resources that adds value to company innovation and growth.

In addition to working with employers to find and match the right candidates to jobs, Business Services staff and partners also play a critical role in assisting businesses as they are downsizing and laying off employees. Through Rapid Response events, these partners work together to provide information, assistance and services to employers and impacted individuals.

OUTCOMES	631	Employers served
	890	Applicants pre-screened prior to referral to employers for placement
	969	Participants referred to area employers hiring
	103	Job fairs and custom recruiting events hosted by Business Services Team
	113	Job seekers reported hired

“Ms. Woo has been a guiding star for me since the start up of my business. She coordinated recruitment efforts by placing job flyers, posting job orders, inviting me and my staff to various job fairs, guiding us in interviewing skills and allocating resources to conduct interviews at the Job Center.” **Mr. Razzak, Managing Dir., Peninsula Security**

“The River Ranch Fresh Foods Job Fair was a huge success. It was a full house! Approximately 170 employees attended. All 21 employers who attended were happy they were invited. The employers expressed that they spoke to many qualified individuals and were very satisfied with the outcome of the event.” **Ms. Orange, HR**



“The job fair was excellent and successful. Keep up the great work! It’s nice to know that there will be jobs for those that are impacted by layoffs.” **Mr. Slaten, Plant Manager, Encore**

“Ms. Woo was a great coach and I found her to be great to work with. She has great people skills and you can tell by talking to her that she is passionate about her job and helping people get employed. Ms. Woo left no doubt in my mind that the folks that need help are in the best hands to help them succeed.” **Mr. Lommen, President, Lumen Pacific**



SPECIAL Grants and Projects

In addition to the WIA Adult, Dislocated Worker and Youth primary programs, the Monterey County WIB has a strong history of raising revenues that help to maintain service levels by applying for competitive and discretionary grants throughout the year. In program year 2013-14, Monterey County WIB received funding totaling \$2,354,313 to support the following special grants and projects:

Dislocated Worker Additional Assistance (\$874,890, plus \$72,634 in carry-in funds)

For program year 2013-14, the WIB applied for and received \$874,890 in Governor's 25 Percent Discretionary Dislocated Worker Additional Assistance grant funds to expand re-employment services and training to individuals due to an increase of displaced workers seeking services through the America's Job Center of California delivery system. The increased customer flow is driven by multiple layoffs, primarily in the banking and agriculture light manufacturing industries.

Monterey County is expecting to serve up to 160 individuals under this grant. Of the 160 individuals, it is anticipated that 65 will receive training services.

Salinas Valley Enterprise Zone (\$49,500)

The Monterey County Economic Development Department, with the support of the WIB's Business Services Team, was designated by the Monterey County Board of Supervisors to work with the City of Salinas to assist in the Salinas Valley Enterprise Zone (SVEZ) Program. To support the SVEZ Program, the WIB received \$49,500 in Non-WIA funding to help businesses grow and prosper.

The purpose of the SVEZ Program is to stimulate business and industrial growth in depressed areas of the State, help attract business, help retain and expand business and industry, and create increased job opportunities for all Californians. This includes setting up and conducting interviews with Salinas Valley businesses, meeting with Real Estate Brokers and property owners to obtain information regarding commercial, industrial, and mixed use properties for sale or lease within the Enterprise Zone boundaries; and working with the Cities of Gonzales, Soledad, Greenfield, and King City in meeting their reporting obligations.

AB 109 Public Safety Realignment Act (\$389,361)

The Monterey County Probation Department, the lead agency for the implementation of the AB 109 Public Safety Realignment Act special project, collaborated with the Department of Social Services and the Office for Employment Training to provide services for up to 65 individuals to include ongoing personal, educational and career counseling, assessment of workforce skills and abilities and to develop service strategies that encompass appropriate training, and placement in subsidized employment opportunities. To support this effort, the WIB received \$389,361 in AB 109 Public Safety Realignment Act funds.

To compliment the AB 109 Public Safety Realignment Act special project, the Office for Employment Training reengaged the **Monterey County's Kick Start Ex-Offender Re-Entry Employment Program**.

The Kick Start Program helps to support ex-offenders that are ill-prepared for employment to re-acclimate them back into the work world. Through a series of workshops offered by the Office for Employment Training, participants learn everything from grooming and appearance, to developing a positive mental attitude, to setting and completing goals. Assistance is also given on completing job applications and searching for employment.

From July 2013 through June 2014, 108 individuals were referred to the Kick Start Program to receive services. Of those referred, 36 were enrolled and placed into work experience and 37 entered unsubsidized employment, upon program completion. For more information visit: www.kickstart-employment.com

Workforce Solutions (\$717,928)

In January 2012, the Office for Employment Training and the Department of Social Services launched Workforce Solutions, an employment and training program that provides partially subsidized wages for local employers to hire highly motivated, dependable CalWORKs job seekers. The goal is to increase job skills for Welfare to Work customers and lead them to permanent self sufficiency by placing them in full-time and permanent employment.

This program year, the WIB received \$717,928 in Workforce Solutions program funds to increase services through partner programs to provide a combination of work experience, on-the-job training, or classroom training to produce a skilled worker.

From July 2013 through June 2014, 72 individuals were referred to the Workforce Solutions Program to receive services. Of those referred, 34 were enrolled in the program and 38% of those individuals were placed in unsubsidized employment, at the end of their program participation.

Silver Star Program (\$250,000)

The Silver Star program is a long-time collaborative effort with the Probation Department and other community-based organizations with a primary purpose to provide prevention services for youth and their families. The program's mission is to utilize a multi-agency collaborative of prevention and early intervention services to prevent and reduce gang association, membership and activities among youth ages 16 to 21 in Monterey County. The Office for Employment Training staff provides job preparation and job placement, work experience, and gang outreach and intervention support under this program. This year, the WIB received \$250,000 to support this collaborative effort.

From July 2013 through June 2014, 130 individuals were referred to the Silver Star Program to receive services and 49 were enrolled and placed into work experience.

Veterans Collaborative

The Office for Employment Training convenes a veterans' collaborative of various stakeholders in Monterey County that has been instrumental in sharing information about resources and services for local Veterans including an online resource directory Help-4-Vets, which is the result of months of hard work between the veterans collaborative. The goal of Help-4-Vets is to provide local information on services, resources and programs that are available to improve and enhance the quality of life of vets. For more information visit: www.help-4-Vets.org

REGIONAL Collaborations & Partnerships

Regionally, the Monterey County WIB has existing partnerships with a consortium of six local workforce investment areas and their respective WIBs. Originally organized in 2009, the Workforce Collaborative of California's Central Coast (WCCCC) is comprised of the WIBs of Ventura, Santa Barbara, San Luis Obispo and Monterey Counties. San Benito and Santa Cruz County WIBs joined formally in 2011.

The WCCCC was brought together by all the WIB directors and Boards to establish a cooperative and mutually beneficial relationship to improve workforce development on the Central Coast. Over the years, this collaborative has been successful in competing for funds from the California Endowment Allied Healthcare Initiative, to the California Workforce Investment Board (WIB) for the Regional Industry Clusters of Opportunity Grant (RICOG).

Proposition 39 – Pre-Apprenticeship (\$50,000)

In 2014, Santa Cruz County WIB received funding for the implementation of the Proposition 39 Pre-Apprenticeship Support, Training and Placement special project. Santa Cruz WIB is partnering with the Monterey, San Benito and Santa Cruz County WIB partners to develop a program to fill critical workforce skills gaps by creating opportunities for job seekers to earn industry-valued credentials and enter into the apprenticeship or direct employment in the energy efficiency or construction sector.

Workforce Accelerator (\$55,000)

In 2014, the Monterey County WIB received Workforce Accelerator Funds from the California Workforce Investment Board and the Employment Development Department to design, develop, and implement projects that accelerate employment and re-employment strategies for job seekers, in collaboration with the San Benito and Santa Cruz County WIBs. The purpose of this special funding is to create and prototype innovative strategies that bridge education and workforce gaps for targeted populations, and initial implementation of promising models and practices in workforce system service delivery infrastructure. The intent is to accelerate skill development, employment, and reemployment for one or more of the target populations (long-term unemployed, returning veterans, individuals with disabilities, low-income workers, disconnected youth, and ex-offenders).

These are a few examples of the WCCCC bringing together regional partners, including economic development, community colleges, organized labor and K-12 partners to leverage resources to develop region-wide plans and strategies to strengthen workforce development and economic prosperity.

Monterey County Economic Development Department
Workforce Investment Board

730 La Guardia Street, 2nd Floor
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www.montereycountywib.org

**AMERICA'S JOB CENTER OF CALIFORNIA
AND SERVICE PROVIDER LOCATIONS**

SALINAS

America's Job Center of California

Office for Employment Training
Salinas Airport Business Park
730 La Guardia Street | Salinas, CA 93905
(831) 796-3600

SEASIDE

America's Job Center of California (Satellite)

Office for Employment Training
University Plaza Shopping Center
1760 Fremont Blvd, Ste. D-2 | Seaside, CA 93955
(831) 899-8236

KING CITY

America's Job Center of California (Satellite)

Office for Employment Training
Towne Square Shopping Center | 200 Broadway Street, Ste. 62
King City, CA 93930
(831) 386-6801

Santa Cruz County Office of Education

Sueños Youth Program
400 Encinal Street | Santa Cruz, CA 95060
(831) 466-5703

Shoreline Workforce Development Services

1252 North Main Street | Salinas, CA 93906
(831) 287-2350

Shoreline Workforce Development Services

249 10th Street | Marina, CA 93933
(831) 883-5718

Turning Point of Central California

111 E. San Luis Street | Salinas, CA 93901
(831) 758-9421

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