



HUMBOLDT WDB
WORKFORCE DEVELOPMENT BOARD

TO: BOARD OF SUPERVISORS
FROM: DAN HEINEN, WORKFORCE DEVELOPMENT BOARD CHAIR
SUBJECT: RESPONSES TO 2016-2017 GRAND JURY REPORT *SHOULD THE WORKFORCE DEVELOPMENT BOARD UPDATE ITS RESUME?*
DATE: AUGUST 14, 2017

Please find below the Workforce Development Board's response to the recommendations in the above-referenced report.

Recommendation No. R1: *The Humboldt County Civil Grand Jury recommends the Workforce Development Board increase its effectiveness by focusing on targeted employment needs and opportunities, and broaden program descriptions to include clearly defined skill levels.*

This recommendation has been implemented.

The Humboldt County Workforce Development Board produces local labor market information called the Targets of Opportunity. The Targets demonstrates the greatest opportunity for the following: job/firm growth; wage growth; strong or growing specialization, concentrated employment; and job opportunities at entry, mid and high wage levels. In addition, employer feedback is gathered in a variety of ways including advisory committees, panel discussions, deep dive interviews, and surveys. The combination of Targets data, industry feedback and a strong alignment between The Job Market, College of the Redwoods, Humboldt State University, and the local K-12 system allows the workforce system to understand and respond effectively to industry needs by working with education partners to develop curriculum and trainings for clients to attain skills necessary for living-wage jobs. At The Job Market, clients receive specialized support from vocational counselors who assist in developing individual employment plans aligned with in-demand local jobs. Plans include clearly defined skills needed and career pathways training programs to attain them.

Recommendation No. R2: *The Humboldt County Civil Grand Jury recommends that the Workforce Development Board review all programs for the level of detail needed to produce useful outcomes for the job seekers expected to attend.*

This recommendation has been implemented.

The Workforce Development Board provides oversight to the One-Stop system, locally known as The Job Market, as well as sub-recipients that operate the youth, adult, and dislocated worker programs. All programs are monitored annually for fiscal and program compliance, and outcome goals established by the state and federal governments. Client activities and performance outcomes are reported and tracked in the state system, CalJOBS. Humboldt County Workforce Development Board staff compiles performance data and provides reports to the board quarterly. There are several other required reports that staff submits to the state on a regular basis, including: layoff aversion reports that provide data on jobs saved; rapid response reports that provide data on plant closures, layoffs and support for the affected employees; and reports for grants programs and special one-time funding projects. Staff tracks multiple outcome obligations, including federal, state and local, to ensure all programs are in compliance.. There is

ongoing oversight and tracking for all the programs to ensure they meet the requirements of the law.

Recommendation No. R3: *The Humboldt County Civil Grand Jury recommends that the Workforce Development Board monitor outcomes of all programs for quality and attendee satisfaction.*

This recommendation has been implemented.

The Workforce Development Board performs a thorough evaluation of programs and ensures all training is aligned with local industry and business needs as a base requirement. Feedback from clients and employers is gathered at all points of service as standard practice and includes quality and attendee satisfaction evaluations, interviews and outcome assessments to guarantee services are meeting mandated goals, as well as client expectations and needs. These evaluations are provided to job seekers and employers who participate in Job Market workshops, job fairs, onsite recruitments and Rapid Response events (support provided to dislocated workers and employers affected by plant closure or layoff).

Over the last three years, the aggregate feedback from the numerous evaluations taken resulted in 75 percent of clients rating Job Market workshops as excellent, 24 percent as good, and 1 percent as needing improvement. Evaluations of Job Fairs have also been collected. At the 2016 annual Career Fair, the 24 employers who completed surveys - out of the 58 attending - reported hiring 29 individuals. Schools used for vocational training by the Workforce Innovation and Opportunity Act programs must be accredited by the Bureau for Private Post-Secondary Education and prove to have a 70 percent or better employment placement rate. State or Community Colleges must additionally provide certification or credentials to 70 percent of those training. These rules guarantee for the highest standards when funds are spent on skills training for clients. Finally the state Employment Development Department sets annual goals for each Workforce Development Board area and monitors these. Humboldt has regularly met or exceeded these goals.

Recommendation No. R4: *The Humboldt County Civil Grand Jury recommends that the Workforce Development Board publish outcomes and user ratings, making them easily available to potential attendees.*

This recommendation has been implemented.

During every client's initial orientation, the services, benefits and outcomes of Workforce Innovation and Opportunity Act programs are discussed. Clients can and do ask questions at this time as well as during every other point of service and are provided with rating and outcome data. Program Operators report to the Workforce Development Board annually at a minimum, including total number of clients served, service and/or training provided and educational and employment outcomes. Workforce Development Board meetings and reports, as public meetings governed by the Brown Act, are posted publicly and available for review at the Workforce Development Board website. Schools that provide vocational training are listed on the state's Employment Training Provider List along with their outcomes and rates of employment. This site and information about how to access and review it is provided to all clients who seek and enroll in training using Workforce Innovation and Opportunity Act funds. Workforce Innovation and Opportunity Act One-Stop annual performance outcomes are also posted by the state on public websites. Any and all who seek this information are directed to it or receive it.

In response to this recommendation, the Workforce Development Board will look into printing out these reports and state data to make them readily available in binders at key points of service.

Recommendation No. R5: *The Humboldt County Civil Grand Jury recommends that the Workforce Development program use the Slingshot program as a model for targeted programs to serve specialized critical County needs, e.g., skilled trades workers, medical and mental health specialists, foster care providers, child care providers, home health workers, construction workers, city planners, law enforcement workers, etc...*

This recommendation has been implemented.

Between the Targets of Opportunity growing and in-demand industry-cluster analysis and direct feedback from industry, continuous efforts are in place to address critical workforce needs in Humboldt. The Slingshot project is more visible, and at a larger scale, due to a million dollar grant award. The focus of the Slingshot project is healthcare, which is based on the Targets of Opportunity data and feedback from a healthcare industry group.

Currently, there are projects that follow the Slingshot model, specifically addressing construction and skilled trades workers. The scale of these projects is much smaller, however, given that the total Workforce Innovation and Opportunity Act annual funding for *all* program efforts – client and business services- is just over one million dollars itself. The workforce system responds to critical needs by leveraging multi-agency partnerships and efforts to ensure clients have access to appropriate career pathways, apprenticeship programs, short-term certification programs and work experience quite effectively, despite this very limited budget.

Recommendation No. R6: *The Humboldt County Civil Grand Jury recommends that the Workforce Development Board reach modern job seekers and job providers via social media (such as LinkedIn and Instagram) to publicize success stories, promote Job Market services and to promote specific job and situations of direct interest in the County.*

This recommendation has been partially implemented.

The Workforce Development Board, through the auspice of The Job Market, does provide a website with job postings and linkage direct to CalJOBS – the state’s largest and most comprehensive online job data base. The Job Market website has been optimized for smart phone use, the most frequent means of access. The Job Market also uses Facebook to push out job and service information to 1,074 current Job Market followers, and more than 3,500 additional followers between the Facebook sites for the county and the Department of Health & Human Services.

By far, Facebook remains the best social medium to reach Job Market clients. Very few Job Market clients use LinkedIn, which tends to skew to technology or higher professional levels than the vast majority of Job Market clients or local jobs. Instagram, which is entirely photo-based, has limited applicability here. Further, utilizing social media beyond this point is difficult for the system for two reasons. One, the digital divide is a real issue for many Job Market clients who have little or no access to computers or internet at home; and two due to the extreme limits of funding to support additional social media efforts which take constant monitoring and updating. More use of social media is not an option for the system nor is it necessarily advantageous at this time.