

**Business Development Committee Agenda**

Thursday, June 1, 2023

Martin Petersen Event Center

720 12th Street, Modesto, CA 95354

1:00 p.m. – 2:30 p.m.

The Business Development Committee complies with all provisions of the Brown Act and the Stanislaus County Workforce Development Board Conflict of Interest and Code of Conduct Policy. See links below.

<https://oag.ca.gov/sites/all/files/agweb/pdfs/publications/brownAct2003.pdf>

<http://stanworkforce.com/board>.

The Agenda at each meeting allows for a public comment period, limited to 5 minutes. Public Comment forms are available at [www.stanworkforce.com](http://www.stanworkforce.com).

All meetings are conducted in English. Current COVID-19 protocols will be followed.

If you require assistance per the Americans with Disabilities Act, please notify Stanislaus County Workforce Development at (209) 558-2114, 48 hours in advance of the meeting.

Public notice of all Business Development Committee meetings are posted 72 hours in advance of the meeting on the webpage at <http://stanworkforce.com/board>.

- I. Call to Order and Introductions
- II. Conflict of Interest
- III. Presentation – Johnny Garcia & Adriana Garcia, Spanish Business Bootcamp
- IV. Public Comment Period
- V. New Committee Member Christine Schweininger
- VI. Director's Report
  - A. Update
    1. HR Hotline Reports
    2. WorkKeys Report
    3. Stanislaus Equity Partners Report
    4. Labor Market Information
  - B. Business Services Update - Eugene Garcia, Business Services Manager
    1. Update on Workshops – Eugene Garcia
    2. Sector Updates
      - a. Ag Sector Anna Genasci
      - b. Healthcare – Doris Foster
- VII. Consent Item
  - A. Approve the Minutes of the March 2, 2023 Business Development Committee Meeting
  - B. Approval to Move the Thursday, September 7, 2023 Business Development Committee Meeting to Thursday, September 14, 2023.
- VIII. Discussion and Action Item
  - A. Approval of the Recommended Spending Plan of the Workforce Innovations and Opportunity Act Training Fund Requirements 2023-2024.

- B. Consider and Approve the Recommended Change in Services for Underserved Business by Stanislaus Equity Partners for the 2023-2024 Fiscal Year.
- C. Consider the Request from Opportunity Stanislaus to Renew the Employer Assessment Contract (WorkKeys) for the 2023-2024 Fiscal Year.

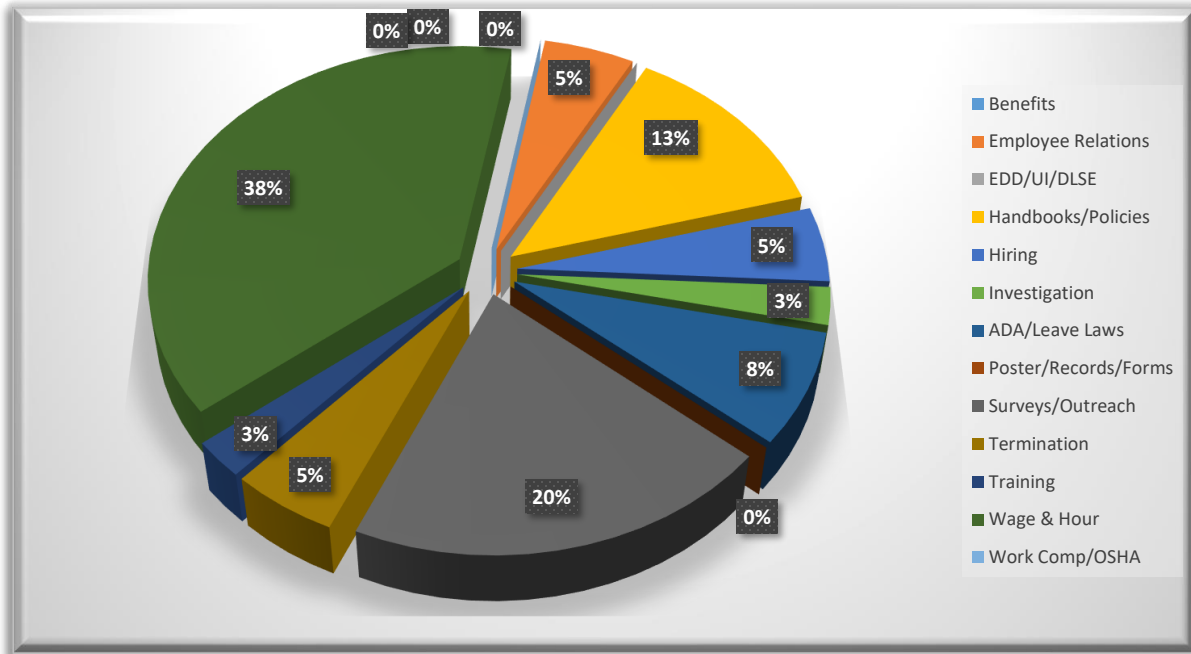
- 1. Opportunity Stanislaus Marketing Strategy – Amber Edwards, VP of Talent Development

IX. Future Topics and Discussion

Next Meeting:

Date: September 14, 2023  
Location: Martin Petersen Event Center  
Time: 1:00 p.m. – 2:30 p.m.

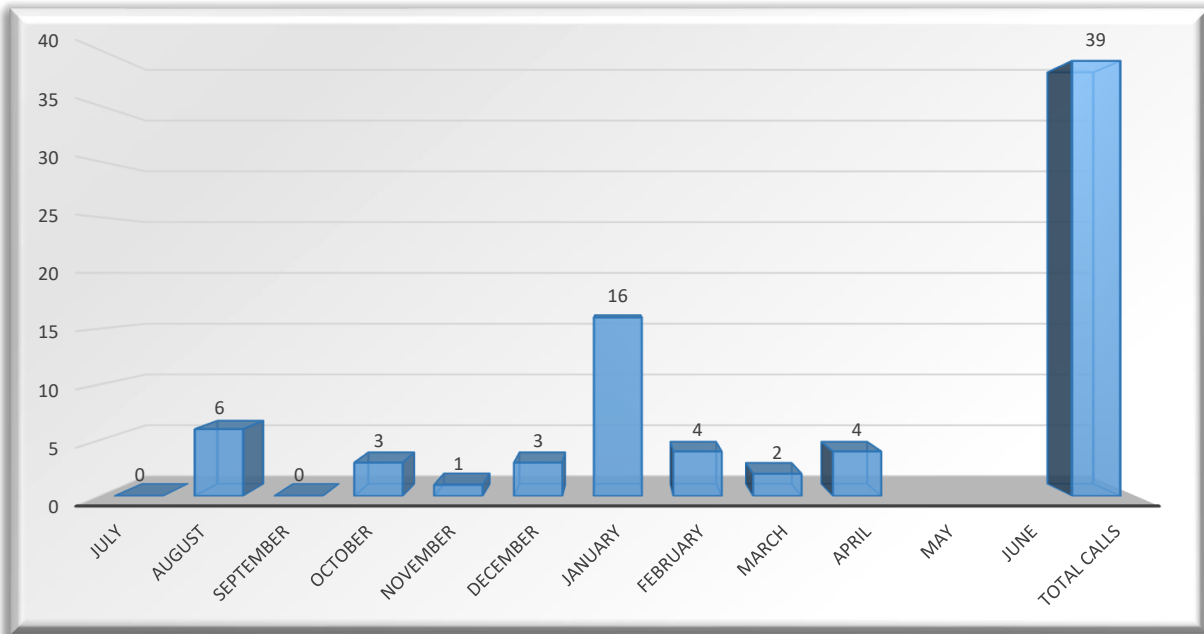
## 2022 - 2023 SUMMARY YTD



Reason For Call	July	August	September	October	November	December	January	February	March	April	May	June
Benefits												
Employee Relations		1						1				
EDD/UI/DLSE												
Handbooks/Policies		2		3								
Hiring						1			1			
Investigation							1					
ADA/Leave Laws		1					2					
Poster/Records/Forms												
Surveys/Outreach/Other		2					3	2		1		
Termination							2					
Training							1					
Wage & Hour					1	2	7	1	1	3		
Work Comp/OSHA												
<b>TOTAL</b>	<b>0</b>	<b>6</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>16</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>0</b>



## TOTAL NUMBER OF CALLS YTD



July	0
August	6
September	0
October	3
November	1
December	3
January	16
February	4
March	2
April	4
May	0
June	0
<b>Total Calls</b>	<b>39</b>





Contact Date	Description	Business Name
8/24/2022 0:00	Employee Relations	Cassle Garage Door Company
8/25/2022 0:00	Courtesy call, Not In, Left Msg	Cassle Garage Door Company
8/25/2022 0:00	Policy Review Questions	Cassle Garage Door Company
8/29/2022 0:00	Courtesy call, Not In, Left Msg	Bassett Young, LLC
8/29/2022 0:00	Policy Review Questions	Bassett Group LLC
8/29/2022 0:00	Leave of Absence Issue	Vail Creek Jewelry Design
10/3/2022 0:00	Policy Review Questions	Cassle Garage Door Company
10/3/2022 0:00	Policy Review Questions	Youth For Christ Central Valley
10/7/2022 0:00	Policy Review Questions	Docon Inc
11/2/2022 0:00	Wage/Hour	Mobaak Aromatherapy Shoppe
12/5/2022 0:00	Wage/Hour	Mobaak Aromatherapy Shop
12/15/2022 0:00	Recruitment	Turlock Land
12/20/2022 0:00	Wage/Hour	Constructionize Inc.
1/4/2023 9:23	Courtesy call, Not In, Left Msg	Wood Connection
1/30/2023 0:00	Courtesy call, Not In, Left Msg	Wood Connections
1/30/2023 0:00	Courtesy Contact	Wood Connections
1/17/2023 0:00	Investigation - Internal	Green Eyes Manufacturing
1/4/2023 0:00	Leave of Absence Issue	Wood Connection
1/23/2023 0:00	Leave of Absence Issue	Wood Connections
1/24/2023 0:00	Termination Issue	Wood Connections
1/31/2023 0:00	Termination Issue	Wood Connections
1/13/2023 0:00	Training Query	Rank Investigation
1/3/2023 0:00	Wage/Hour	Faith Home Teen Challenge
1/12/2023 0:00	Wage/Hour	Landcaster Painting
1/17/2023 0:00	Wage/Hour	Mobaak Aromatherapy Shoppe
1/17/2023 0:00	Wage/Hour	Green Eyes Manufacturing
1/18/2023 0:00	Wage/Hour	Green Eyes Manufacturing
1/19/2023 0:00	Wage/Hour	Lancaster Painting
1/24/2023 0:00	Wage/Hour	Lancaster Painting
2/3/2023 0:00	Employee Relations	Green Eyes Manufacturing
2/9/2023 0:00	Courtesy call, Not In, Left Msg	Lancaster Painting
2/15/2023 0:00	Wage/Hour	Duarte Nursery
2/22/2023 0:00	Courtesy call, Not In, Left Msg	Cassle Garage Door Company
3/22/2023 0:00	Hiring Issue	Branchcon Inc
3/22/2023 0:00	Wage/Hour	Branchcon Inc
4/5/2023 0:00	Wage/Hour	Green Eyes Manufacturing
4/11/2023 0:00	Wage/Hour	Green Eyes Manufacturing
4/17/2023 0:00	Wage/Hour	Mobaak Aroma Thearpy
4/25/2023 0:00	CEA Website	Del Rio Landscape

## WorkKeys Testing

WorkKeys assessments are offered to local business to assist in making hiring and promotion decisions. The array of assessments measure foundational skills required in the workplace.

### January 2023 to March 2023

	<b>Individuals Assessed</b>	<b>Total Assessments</b>	<b>Number Hired</b>
<b>Gallo</b>	48	106	0
<b>Gallo Glass</b>	7	9	0
<b>Oakdale Irrigation District</b>	5	15	0
<b>Volt</b>	10	28	0
<b>Totals:</b>	<b>70</b>	<b>158</b>	<b>0</b>



Connecting neighbors, resources, and opportunities

## SCWD SERVICES TO UNDERSERVED BUSINESSES QUARTERLY REPORT 01/01/23 – 03/31/23

### PURPOSE OF PROGRAM

To facilitate the improvement of local high risk or at-risk businesses, to identify businesses that are underserved (minority-owned, women owned, geographical low-income location, or other “at-risk” businesses) within Stanislaus County, and to collaborate with Workforce Development staff to offer resources and services to mitigate layoffs and closures, thereby promoting business longevity and job retention.

### PROGRAM OBJECTIVES

- Identify and connect with underserved businesses (minority-owned, woman-owned, geographical low-income location, or other “at risk” businesses) within Stanislaus County who might need business resources, assistance, and/or options to mitigate layoffs and closures.
- Refer underserved businesses (minority-owned, woman-owned, geographical low-income location, or other “at risk” businesses) within Stanislaus County, to resource partners who can immediately assist.
- Initiate partnership meetings between underserved businesses and the SCWD Business Services Unit staff for ongoing follow up.

### SERVICES UPDATE

WIOA SERVICES	SERVICES PROVIDED 01/01/23-03/31/23
Employer Networking	119
Referral to Community Resource	111
Referral to SCWD Business Services Unit	5
Total Services Provided	273
Total Businesses Served	43

*Stanislaus Equity Partners thanks Stanislaus County Workforce Development for their continued partnership and its impact on the underserved business community.*

**Business Development Committee  
Meeting Minutes**

Thursday, March 2, 2023  
Martin Petersen Event Center  
Rooms 1 & 2  
720 12<sup>th</sup> Street, Modesto, CA 95354  
1:00 p.m. – 2:30 p.m.

Members in attendance:

Kris Helton, Chair	Billy Meyers
Dillon Olvera	Jennifer Shipman
Maryn Pitt	Tim Roos

Absent:

Shawn Hemiller  
Jack Deliddo  
Jason Maggard

Staff in attendance:

Doris Foster	Kris Ixta
Danny Arreguin	Sara Redd
Chris Hancock	

Additional guest present:

There were 2 additional guests present

- I. Call to Order and Roll Call  
Kris Helton, Business Development Committee Chair, called the meeting to order at 1:02 p.m., thanked everyone for attending and invited those present to introduce themselves.
- II. Conflict of Interest  
Chairman Helton outlined the Conflict of Interest Policy.
- III. Presentation
  - A. Danny Arreguin, Marketing & Communications Coordinator, presented the Committee with a Marketing Strategies Overview. The presentation covered the following areas:
    1. Goals and Key Performance Indicators
    2. Approach to Branding
    3. Social Media Impact
    4. Focus on Quality Website Traffic
    5. Engaging More Businesses



#### IV. Public Comment Period

Chairman Helton gave information on the Public Comment Period. There were no public comments.

#### V. Director's Report

##### A. Update

##### 1. Business Reports: Ceres, Stanislaus County

Director Foster reviewed these reports which provide an overview of the number of business in these areas, how many employees they have, a breakdown of these business by number of employees, financial stress score of these businesses, and these businesses industries.

##### 2. Sector Reports

Director Foster briefly described the data that was provided in the sector reports. Reports were provided for the following sectors: Agriculture, Health Care, Manufacturing, Logistics/Warehousing, and Construction. Kris Helton stated that he would like to see these reports shared with committees within these sectors.

##### 3. Handouts:

##### 1. Stanislaus Equity Partners

Quarterly report on Workforce Development underserved businesses from 10/1/22 – 12/31/22 The Department would like to use additional Rapid Response funding in order to increase their outreach in order to be able to assist more businesses.

##### 2. WorkKeys through Opportunity Stanislaus

Director Foster stated that this contract will be placed on the June agenda for review in order to decide if we move forward with the contract. Jennifer Shipman requested a detailed report of how Opportunity Stanislaus spent the \$5k in additional marketing funds and what activities or action they have taken. Kris Helton would like to know what are they doing with regards to marketing and social media campaigns and has it been useful. Is there something that Workforce Development can do to assist them get more visibility or have they exhausted all resources and businesses just don't want to use WorkKeys?

##### B. Business Services Update

1. Chris Hancock, Business Services Supervisor, presented an overview on the Incumbent Worker Training Program.
2. Chris then updated the Committee on Sector Strategies. The next Ag Sector partnership meeting will be on March 22<sup>nd</sup>. Leadership and Supervisor trainings are in place, 2 cohorts; an English class with 10 participants currently signed up and a Spanish class with 4 participants currently signed up. They will be separate classes lasting from April to mid-June. Stanislaus County Office of Education will begin implementing soft skill training in their curriculum. Chris also added that Workforce

Development is applying for the English Language Learner grant for \$4M, MJC will partner to provide curriculum

VI. Consent Items

- A. Approve the Minutes of the December 1, 2022 Business Development Committee Meeting. J. Shipman/M. Pitt.

VII. Discussion and Action Item

- A. Approval of Stanislaus County Workforce Development (SCWD) to Conduct Marketing Outreach and Engagement with Local Small Businesses by Providing Quarterly Business Engagement and Education Workshops. It was noted that the focus will be on underserved businesses and will not be similar to SBDC's program. M. Pitt/D. Olvera.
- B. Approval of Waiver Application to Increase the On-the-Job Training Reimbursement Rate to 90 Percent During Fiscal Year 2023-2024 for Employers with 50 or Fewer Employees. J. Shipman/T. Roos.
- C. Approve Waiver Application to Expend up to Thirty Percent (30%) of Workforce Innovation Opportunity Act (WIOA) Funds for the Provision of Transitional Jobs (Work Experience), During Fiscal Year 2023-2024. T. Roos/J. Shipman

VIII. Client Services Update

Assistant Director, Sara Redd, provided the following updates:

On-the-Job Training –there are 9 new participants for a total of 24 for the fiscal year compared to 19 at this time last year.

Paid Internships - there are 14 new participants, 3 are with the pre-apprenticeship program. Currently Workforce Development has a partnership with the Stanislaus County Department of Education with a paid internship for their solar bootcamp. Workforce Development will be creating 20 internship positions for this program.

IX. Future Topics and Discussion

There were no additional future topics for discussion noted.

X. Adjournment

Chairman Helton adjourned the meeting at 2:42 p.m.

Next Meeting: June 1, 2023

**June 1, 2023**

Stanislaus County Business Development Committee Agenda Item

TO: Business Development Committee

FROM: Doris Foster, Director

I. SUBJECT:

Approval to Move the Thursday, September 7, 2023 Business Development Committee Meeting to Thursday, September 14, 2023.

II. ITEM NUMBER: VII-B

III. ITEM TYPE: Consent

IV. STAFF RECOMMENDATION:

Approve changing the scheduled meeting date which conflicts with the California Workforce Association Meeting of the Minds Annual Conference.

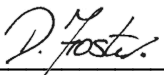
V. DISCUSSION:

At the December 1, 2022 Committee meeting the Stanislaus County Business Development Committee approved quarterly meetings scheduled for the first Thursday of March, June, September, and December 2023. The scheduled meeting date for September 7, 2023 conflicts with an annual conference that many staff and Board members attend. As a result of the conflict with this event, Committee member and staff availability may be limited.

The meeting scheduled for Thursday, September 7, 2023 is proposed to be moved to the following Thursday, September 14, 2023. The location for this meeting will be at the Martin Petersen Event Center.

VI. ADMINISTRATIVE BUDGET IMPACT:

None.

  
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Doris Foster, Director

**June 1, 2023**

Business Development Committee Agenda Item

**TO:** Business Development Committee

**FROM:** Doris Foster, Director

**SUBJECT:**

Approval of the Recommended Spending Plan of the Workforce Innovations and Opportunity Act Training Fund Requirements 2023-2024

**ITEM NUMBER:** VIII-A

**ITEM TYPE:** Discussion and Action

**STAFF RECOMMENDATION:**

Approve the recommended Spending Plan of the Workforce Innovations and Opportunity Act training funds requirements for Fiscal Year 2023-2024.

**POLICY:**

Employment Development Department Workforce Services Directive #18-10, (WSD18-10) WIOA Training Expenditure Requirement, states that Local boards must spend at least 30 percent of the combined total of their adult and dislocated worker WIOA formula fund allocation on training services. The minimum training expenditure requirement does not apply to the youth WIOA formula fund allocation. Local Boards may apply designated leveraged resources used for training and supportive services (up to 10 percent of the combined total of their adult and dislocated worker formula fund allocation) toward meeting the minimum training expenditure requirement.

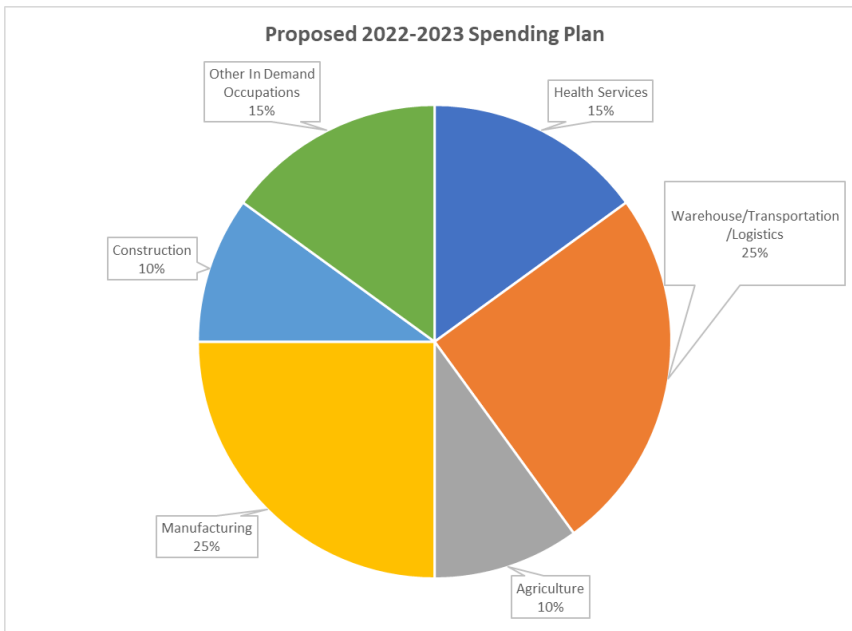
**DISCUSSION:**

Historically training fund spending has been driven by in-demand occupations, business requests and client interest; which has been reactive to the needs presented by businesses and clients. This past year was the first year Workforce Development staff were more intentional on the spending in the identified sectors and actively reached out to those sectors that needed program specific training to upskill labor.

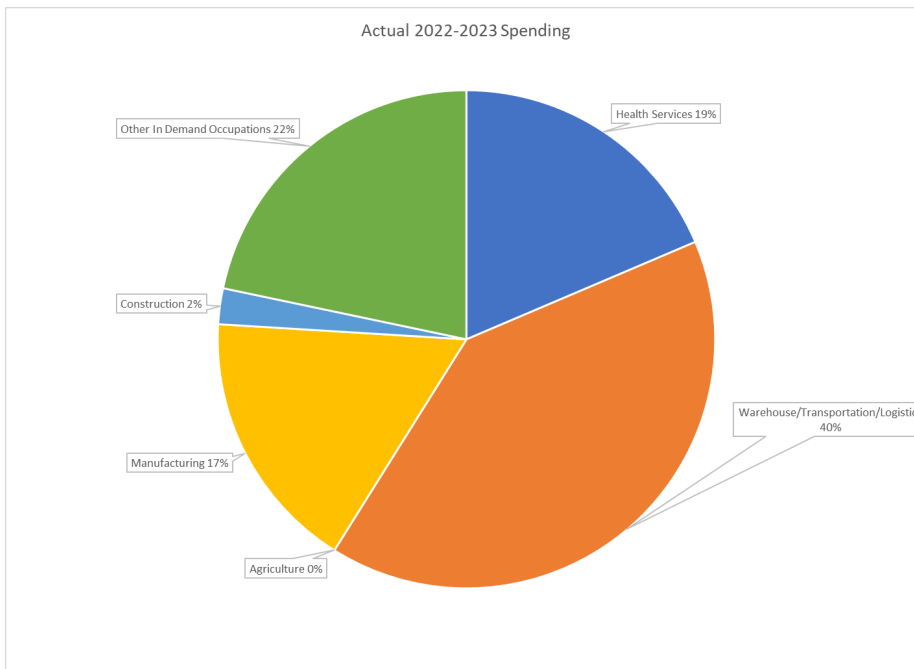
On September 14, 2022 the Business Development Committee approved the recommended spending plan of the Workforce Innovations and Opportunity Act (WIOA) Training Fund requirements.

The estimated budgeted Training Funds for 2023-2024 is \$2 million of which \$635,000 is leveraged resources. Leveraged resources can be used for training and supportive services (up to 10 percent of the total allocation) toward meeting the minimum training expenditure requirement. This is achieved through contracted trainings such as On the Job Trainings in which the employer's part of the wages are considered leveraged resources. The remaining training funds are then spread between the Board identified sectors.

With the approval from the Business Development Committee, the intent was to make a difference in Stanislaus County and train up individuals to meet the needs of businesses in the community. The below illustration represents the Proposed 2022-2023 intentional spending plan



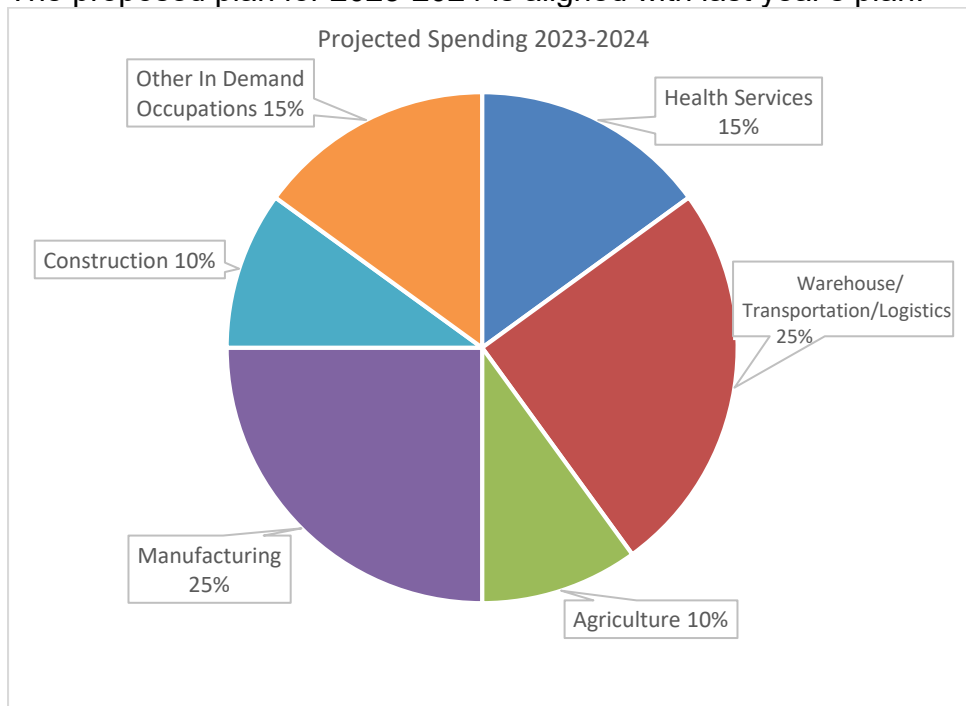
The actual expenditures for the year to date are illustrated below.



Warehouse, transportation logistics continues to be a popular sector for training in Stanislaus County. Other in Demand occupations continue to be a request from local businesses. Workforce Development had a cohort complete a basic skills construction training, that was paid through a grant from the state. In addition, Workforce Development partnered with Stanislaus County Office of Education on a Solar training project, which also had no cost to the Department. Additionally, many clients are referred to Modesto Junior College which currently has many no cost classes. The Department's expenditures did increase for agriculture this year, however, the funding did not come out of the training budget.

The projected plan for 2022-2023 was the first year the department had an intentional spending plan. Despite skewing from the projected percentages, knowing that services were provided to the community in the projected sectors makes the year a success.

The proposed plan for 2023-2024 is aligned with last year's plan.



The Department will spend funding to meet these needs by engaging in the following trainings:

- Individual Training
- On the Job Training
- Paid Internship/Work Experience
- Incumbent Worker Training
- Customized Training
- Pre-Apprenticeship/Apprenticeships

**ADMINISTRATIVE BUDGET IMPACT:**

There is no additional impact to the budget as training is already included in the Department budget.

  
Doris Foster, Director

**June 1, 2023**

Stanislaus County Business Development Committee Agenda Item

TO: Business Development Committee

FROM: Doris Foster, Director

I. SUBJECT:

Consider and Approve the Recommended Change in Services for Underserved Business by Stanislaus Equity Partners for the 2023-2024 Fiscal Year.

II. ITEM NUMBER: VIII-B

III. ITEM TYPE: Discussion and Action

IV. STAFF RECOMMENDATION:

Consideration and Approval of the Recommended Change in Services for Underserved Business by Stanislaus Equity Partners for the 2023-2024 Fiscal Year.

V. POLICY ISSUE:

According to Workforce Innovation and Opportunities Act (WIOA) regulations 679.370, the Local Workforce Development Board, among other responsibilities, must: Develop effective linkages with employers in the region to support employer utilization of the local workforce development system; develop and implement proven or promising strategies for meeting the employment and skill needs of workers and employers (such as the establishment of industry and sector partnerships), that provide the skilled workforce needed by employers in the region, and that expand employment and career advancement opportunities for workforce development system participants in in-demand industry sectors or occupations.

VI. DISCUSSION:

Stanislaus Equity Partners is a Modesto-based community developer that engages, connects, and develops the non-profit, minority, small business, and faith-based communities in caring for the needs of the Stanislaus County community. Since 2002, it has served as a catalyst to discover and promote opportunities to local non-profits, provide business counseling and resources, and connect these vital agencies to one another for effective planning/resource-sharing in a way that significantly contributes to the overall growth of our community.

Stanislaus Equity Partners places special attention and efforts on underserved communities, where Stanislaus County's highest concentration of low-income and/or disadvantaged residents live. Stanislaus Equity Partners has developed extensive trusted relationships and influence within minority communities, such as the Latino Community, and already assists in mobilizing these groups to utilize local available resources in the community.

At the January 4, 2021 Workforce Development Board meeting, the Board approved the release of a Request for Proposal (RFP) Services to Underserved Businesses. An RFP was released and a subsequent contract was issued to the prevailing bidder, Stanislaus Equity Partners (formerly City Ministry Network), for a one year period from July 1, 2021 to June 30, 2022 with the availability for two additional renewals based on performance. This will be the second renewal issued for this program.

In an effort to strengthen the economic condition of Stanislaus County, Workforce Development appreciates the partnership with Stanislaus Equity Partners to increase engagement and services to minority-owned, and under represented businesses that primarily serve at-risk underserved community members. This partnership serves to assist in identifying and improving access to at-risk underserved businesses, and helps Workforce Development increase service availability and economic viability to these important community members.

From July 1, 2022 through March 17, 2023 Stanislaus Equity Partners has provided three hundred and eight services (308) to fifty-six (56) underserved businesses, exceeding their required 50 for the contract. Per the contract, they are required to refer at least thirty-five (35) underserved businesses to resource partners and to date they have referred fifty-five (55), again exceeding the contract requirement. However, they are behind on initiating thirty-five (35) partnership meetings with Stanislaus County Workforce Development (SCWD) Business Services and SCWD has only received five (5) referrals to date.

SCWD staff and Stanislaus Equity Partners have had a series of meetings to review the contract expectations, and both parties agreed that due to changes in the economic conditions, there needs to be a change in the current approach of serving Underserved Businesses. SCWD and Stanislaus Equity Partners are recommending adjustments to the deliverables in the contract to better meet the needs of the underserved community for the next contract cycle. The basic intent of the contract, serving the Underserved Business needs will not change, but adjustments can provide opportunities for greater interaction between SCWD, Stanislaus Equity Partners, and the intended target populations.

Currently, Stanislaus Equity Partners' provides the following activities:

- Identify underserved businesses (minority-owned, women-owned, geographical low-income location, or other "at-risk" business) in Stanislaus County that could benefit from the resources and services of Workforce Development and its partners.
- Identify, establish, and build relationships with resource partners who can immediately assist underserved business in avoiding furloughs, layoffs, and other negative outcomes (Layoff Aversion Activities as defined by WIOA), which may endanger jobs and business longevity.
- Connect businesses to partnering resources such as lenders, business assistance programs, consulting services, labor market analysis, and economic development activities to address needs and prevent layoffs, and record referral in CalJOBS Case Notes.



Workforce Development Staff are proposing the following activities for the 2023-2024 contract.

- Sector Strategy - Develop an industry-driven, community-supported sector partnership model in which Stanislaus Equity Partners business leaders set and facilitate two meetings during the program year. Stanislaus Equity Partners, acting as the convening authority, shall engage businesses and business leaders from the Underserved Community, along with Supporting Sector Partners, including Hispanic Chamber of Commerce, Stanislaus 2030, Valley Sierra Small Business Development Center, workforce, economic development, community-based organizations, and other stakeholders, as they address the shared priorities, workforce needs, and necessary assistance and support for business needs within the Underserved Community in Stanislaus County.
- Workshops – As a result of the information from the Sector Strategy meetings, Stanislaus Equity Partners will create Business Engagement and Education Workshops which will engage and assist with the sharing of knowledge base, information, and best practices to the business community.
- Employer Assistance – Stanislaus Equity Partners will identify at-risk businesses from the Underserved Community well in advance of layoffs, get executive level commitment to work together, assess the needs of the business, and deliver solutions to address risk factors by providing high quality professional consulting and training so that these employers become stable and eventually strengthen thereby averting lay-offs. These activities will work closely with Valley Sierra Small Business Development Center (SBDC) to ensure that there is no duplication of services. The two entities would work in partnership.

This model will implement strategies and action steps to address the needs of underserved and under representative businesses based on the information received through sector strategies, workshops, surveys, outreach, and other information gathering and communication efforts.

Stanislaus Equity Partners will continue to provide a quarterly progress reports on all contract activities that will be presented to the Business Development Committee.

#### VII. ADMINISTRATIVE BUDGET IMPACT:

Workforce Development will renew the contract of \$90,000 with Stanislaus Equity Partners to provide services effective July 1, 2023 to June 30, 2024.

  
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Doris Foster, Director

**June 1, 2023**

Stanislaus County Business Development Committee Agenda Item

TO: Business Development Committee

FROM: Doris Foster, Director

I. SUBJECT:

Consider the Request from Opportunity Stanislaus to Renew the Employer Assessment Contract (WorkKeys) for the 2023-2024 Fiscal Year

II. ITEM NUMBER: VIII-C

III. ITEM TYPE: Discussion and Action

IV. STAFF RECOMMENDATION:

Consideration of the request from Opportunity Stanislaus to renew the Employer Assessment Contract (WorkKeys) for the 2023-2024 Program Year.

V. POLICY ISSUE:

Per 20 CFR Parts 676, 677, and 678, § 678.430 Employer Assessments is defined as a basic career services that provides initial assessment of skill levels including literacy, numeracy, and English language proficiency, as well as aptitudes, abilities (including skill gaps).

VI. DISCUSSION:

Stanislaus County Workforce Development utilizes contract services in order to provide greater services to the community that can be leveraged by creating outside partnerships. Employer Assessment - WorkKeys are offered to local business to assist in making hiring and promotion decisions. The array of assessments measure foundational skills required in the workplace. WorkKeys provides Employer Assessments as follows:

1. Proctor WorkKeys assessment for new hires, incumbent workers, apprenticeship programs, and internship programs of clients for local businesses.
2. Score assessments and enter data.
3. Order materials and invoice employers.
4. Refer job seekers and businesses to America's Job Center of California (AJCC) services as needed.
5. Provide a monthly report of total assessments, referrals, and outcomes to Stanislaus County Workforce Development by the 5th business day of the following month. Reported outcomes should include hires, promotions, and entry into training directly related to WorkKeys testing.

6. Gather satisfaction surveys from businesses and submit copy with monthly reporting. Surveys will be conducted at least every quarter.
7. Market, advertise, and promote WorkKeys assessment testing to target more diversified businesses to in-demand sectors in Stanislaus County.

During the 2018-2019 Fiscal Year, Workforce Development released a Request for Proposal for Employer Assessment Services. Based on the scoring of the proposals received in response to the Request for Proposal, Opportunity Stanislaus ranked the highest and was awarded the Employer Assessment Services Contract. The contract was a one-year term with the option to renew for two additional years. The three years of the contract ended June 30, 2022. The amount of the contract was \$50,000 each year for the three years.

In regards to the 2022-2023 Fiscal Year, at the June 2, 2022 Business Development Committee meeting, the Committee approved the Pre-Employment Assessment Survey results regarding Employer Assessment and approved of the recommendation of services to the Workforce Development Board. Additionally, the Committee also recommended that a budget of \$5,000 for marketing be included in the funding. The Committee approved the internal Pre-Assessment tools currently used as well as the Employer WorkKeys Pre-Assessment tool.

At the July 11, 2022 Workforce Development Board meeting the Board approved the recommendation made by the Business Development Committee to engage in the Pre-Employment Assessments of WorkKeys in the Amount of \$55,000 (which included the additional \$5,000 for marketing).

For 2022-2023, Opportunity Stanislaus was the only licensed provider of WorkKey in Stanislaus County. Workforce Development Staff submitted and were approved for a sole source contract with Opportunity Stanislaus.

For the 2023-2024 Fiscal Year, at the March 2, 2023 Business Development Committee meeting, upon reviewing the quarterly WorkKeys Testing Report, the Committee requested further information with regards to the additional \$5,000 in marketing funds. The Committee requested a detailed report on how the marketing funds had been used, if there had been any social media campaigns, and if these campaigns were found to be useful. The Committee also requested feedback if Opportunity Stanislaus felt there was anything Workforce Development could do in order to assist in obtaining more visibility or if employers were just not utilizing WorkKeys any longer.

On May 10, 2023 Opportunity Stanislaus hosted a marketing event called "Unlocking the Power of WorkKeys". Attachment A as presented by Opportunity Stanislaus summarizes where the marketing focus has been placed during this last fiscal year as well as details of the event and the results obtained from it.

Additionally included as Attachment B are the results of the 2022-2023 WorkKeys Assessments from September 1, 2022 to April 30, 2023.

For the 2023-2024 Fiscal Year, if recommended to continue Employer Assessment for WorkKeys services, Workforce Development staff will verify if there are any licensed

testing centers for WorkKeys in Stanislaus County. Based on results, staff will follow either the sole source or bid process.

VII. ADMINISTRATIVE BUDGET IMPACT:

If recommended Workforce Development will engage in a Contract for Employer Assessment Services – WorkKeys for \$50,000 to provide services for July 1, 2023 to June 30, 2024.



Doris Foster, Director

In response to a request from Workforce Development for Opportunity Stanislaus to better gauge the demand for the WorkKeys assessment tool, Opportunity Stanislaus has spent time the past fiscal year marketing the program to local companies. Our focus has specifically been on those businesses we have a high level of interaction with regarding recruitment and where we are made aware of issues such as turnover, retention, and safety issues.

This led to the creation of a list of employers who expressed interest in the program including:

- Yosemite Foods
- Valley First Credit Union
- Repsco Inc
- Belkorp Ag
- Mocse Credit Union
- Availability Professional Staffing
- Laird Manufacturing
- Bronco Winery
- Varni Brothers Corporation
- Ring Container

Then on May 10 we hosted a marketing event called Unlocking the Power of WorkKeys at our downtown Modesto location so that we could talk about the program in-depth, showcase the testing room itself and speak to questions any specific employer has about the program. Due to space constraints we invited only those companies with highest need to the event including all of the above businesses.

During the event we had OS WorkKeys proctor Kim Whitcomb, who has administered over 20,000 WorkKeys tests, speak at length about how the program works. Then we had Kim Bukhari, the Human Resources Administrator at Oakdale Irrigation District—an organization that currently and regularly uses WorkKeys speak to her experiences with the program. Kim highlighted the efficiency of the process; the impact WorkKeys has had on retention; and the reasons they utilize WorkKeys to strategically screen for key positions.

We then talked about case studies from throughout the country at companies of all sizes across different industries and the benefits they have seen from WorkKeys including millions of dollars in training costs to mitigate skill gaps; decreased safety incidents and workers' compensation costs; reduction in turnover; and increases in employee tenure. We provided a tour of the facility, explained the logistics of the process from the perspective of a test taker, and went over frequently asked questions. Doris Foster was in attendance and explained the value of WorkKeys to the general public and the success of their efforts in ensuring individuals complete and ultimately thrive in the training/retraining programs in which they enroll.

The following companies attended the in-person marketing event: Belkorp Ag, Ring Container, Mocse Credit Union, and Varni Brothers Corporation. At the end of the event we asked the companies how likely they are to use WorkKeys in the future and were told the probability was as follows: 90% for Mocse Credit Union; 80% for Ring Container; 90% for Varni Brothers Corporation; and 90% for Belkorp Ag. We have scheduled meetings with the other companies who have expressed interest to provide customized feedback on how they can best utilize the tool to solve their problems. Opportunity Stanislaus will continue to market the program through the end of the fiscal year but believe the increased interest will raise the program to its maximum bandwidth for the current funding levels and accordingly consider the marketing efforts a success.

## WorkKeys Testing - Year to Date

WorkKeys assessments are offered to local business to assist in hiring and promotion decisions. The array of assessments measure foundational skills required in the workplace.

### September 2022\* to April 2023

	Individuals Assessed	Total Assessments	Number Hired
Gallo	179	370	37
Gallo Glass	28	40	0
Oakdale Irrigation District	5	15	0
Volt	35	83	0
<b>Totals:</b>	<b>247</b>	<b>508</b>	<b>37</b>

\*Contract start date was September 1, 2022.

### Average Wage at Hire \$22.74\*\*

\*\*Testing dates for those hired ranged from 9/6/22 to 12/19/22.