



2015 Outcome Measurement & Management Report

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Executive Summary

Goodwill Central Coast (GCC) uses an Outcome Measurement System to evaluate the quality of its workforce development services (WDS.) The system measures program effectiveness, efficiency, and customer satisfaction and waiting times. Outcome measures are refined annually based on program goals and objectives, various funding agency requirements and CARF standards. Information is used to ensure programs are viable and the highest quality services are being provided to meet community needs. Programs which fail to meet goals are assigned corrective action plans to improve quality.

Most programs are meeting the majority of their goals and objectives according to the system. Corrective action plans have been created to remedy program shortcomings and will be monitored throughout 2016.

Program Findings

- Despite the growing economy and the favorable employment conditions in our territory, the total number of persons increased by 7% to 12,194 in 2015.
- As a result of the economic conditions, it is not surprising that the primary customer of our services continues to be people below federal poverty levels and those job seekers who are unemployed or under employed seeking training services to improve their position in the labor market.
- The Organizational Work Program has grown 34% this year providing paid work experiences to 363 people.
- Major sources of referrals come from CalWorks and Workforce Innovation and Opportunity Act (WIOA, formerly the Workforce Investment Act (WIA)) and self-referrals into program activities provided by the career centers and vocational schools.
- In terms of consumer ethnicity, we are serving more African Americans, and Hispanic in our workforce development services programs than compared to the US Census Data for our territory.
- Gender is primarily female up 5.54% from 2014 to 69.54%. The numbers of males served in workforce programs in 2015 was 30.46%.
- Most of our participants are between the ages of 25 to 34.
- For the first time since the expansion of services in San Luis Obispo in 2009, we are serving more people in Santa Cruz by 11.6%. Looking at the three year trend (2013 to 2015), Santa Cruz County has basically doubled every year, Monterey has remained relatively even, and San Luis Obispo has dropped by approximately fifty percent each year. In 2015, the decrease in job seekers in San Luis Obispo is attributed to the end of the WIA Youth Program contract with Cuesta College. Overall, despite the decrease in the unemployment rate, the changing mix of program offerings succeeded in keeping the overall total numbers of people served stable.

- Skills training program enrollments continued to decline in Santa Cruz County, and in Monterey. 2016 will be a year to develop new strategies to reach full enrollment in the programs.
- Customer satisfaction is high and for the most part all programs met program goals.
- Job Placement rates have declined.

I. Introduction/Methodology

The purpose of this Outcome Measurement System Report is to evaluate the effectiveness, efficiency, characteristics of the persons served, and customer satisfaction for each of the GCC workforce programs in 2015. This report details for consumers and the public, the positive outcomes GCC made in the lives of the people we served.

There are five major components of the Outcome Measurement System:

1. Written procedures on the purpose, responsibilities, and expected achievements of the outcomes measurements system and the mechanisms for reporting the information provided by the system out to stakeholders.
2. Actual effectiveness, efficiency, satisfaction, and characteristic measures which are analyzed and modified annually to meet new expectations.
3. Sharing the results of this system through a monthly reporting system to the board and staff, and by annually publishing the information in reports to stakeholders.
4. Using the information for continual quality improvement through a plan to improve outcome measures that did not meet goals.
5. Data was retrieved from each program's Outcomes Measurement System, Data System Action Forms, Budget Variance Reports, and Consumer Feedback Questionnaires.

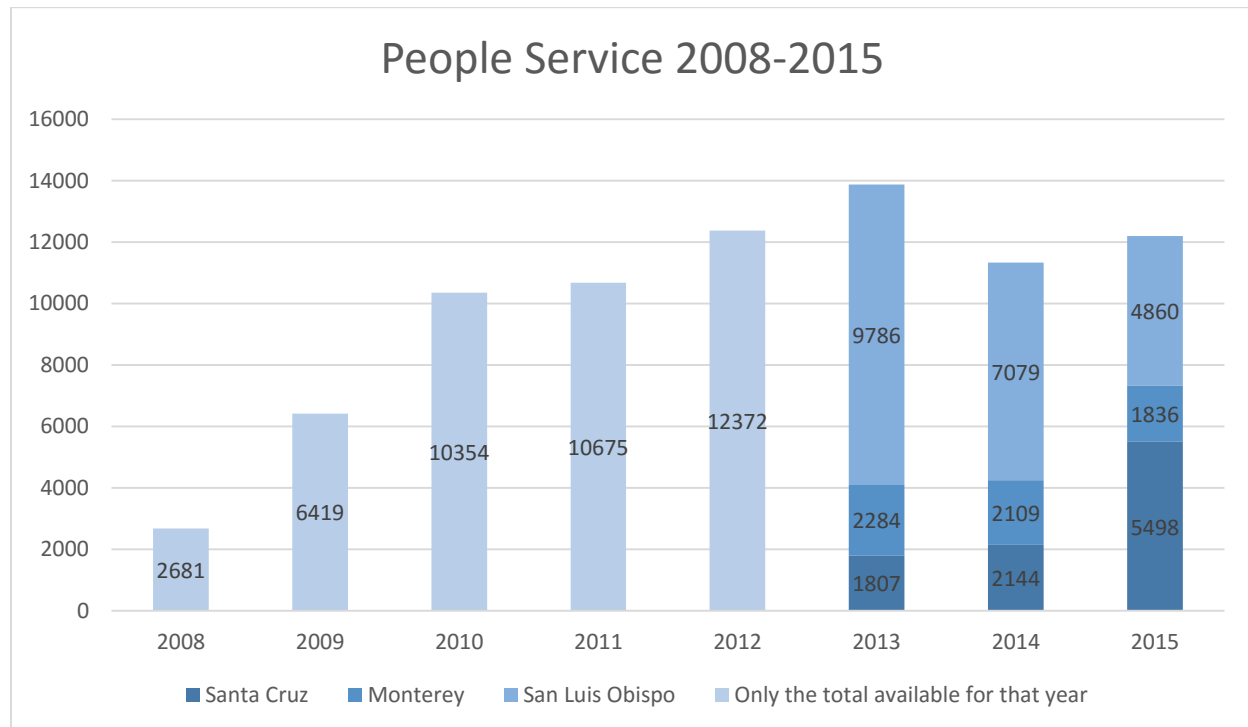
This report, along with recommendations for quality improvements, is submitted to the Board of Directors, senior staff, funding sources, and line staff. Line staff and the administration team continue to be responsible for making improvements to services so we can better serve our customers' needs.

II. Characteristics and Demographics of the Persons Served

Workforce Development Services (WDS) tracks the following characteristics and demographics of the person served:

Consumer Population

The total number of people served in 2015 was 12,194 compared with 11,332 in 2014, an increase of 7%. Growth in services is attributed to assuming the operation of the America's Job Centers of California in Santa Cruz. The programs in Monterey remained stable; and programs in San Luis Obispo decreased due to the discontinuation of the youth services subcontract with Cuesta Community College.



• See Appendix 1: WDS Demographic Data

Consumer Population by Need

The general reasons people seek services from GCC are as follows:

- Job Seekers who lack employment or unemployment—52%
- Welfare to Work (CalWorks /TANF)—35%
- People seeking vocation training delivered by GCC—7%
- People seeking specialized programs—6%

Source of Referrals

The general sources of people referred to GCC WDS are referred as follows:

Source	2015	2014	Change
Self-Referrals	8690	10,437	-1,747
TANF Programs	534	660	-126
Regional Occupational Programs	11	50	-39
WIA/WIOA	2851*	119	2,732
Department of Rehabilitation	14	44	-30
Veterans Administration	90	3	87
Social Security	4	18	-14

- The significant change in this figure is attributed to including all people in the WIA/WIOA funding stream, not just those referred to vocational training programs via WIA/WIOA.

Consumer Population by Ethnicity

As the following chart shows we are serving more African Americans, and Hispanic in our workforce development services programs than in the general public. Like our employee recruiting efforts, we make meeting the needs of our Spanish speaking participants a priority by providing materials in Spanish, and hiring bi-lingual, and bi-cultural staff.

Participant Ethnicity Data	Census Data for GCC Territory	Percentage of Participants Served
Black or African American	2.4%	5.21%
American Indian and Alaska Native	2.0%	1.63%
Asian	5.2%	0.94%
Native Hawaiian and Other Pacific Islander	0.3%	0.47%
Two or More Races	3.7%	0%
Hispanic	37.5%	40.68%
White	53.0%	48.62%
Declined to State		2.45%

- See Appendix 2: WDS Demographic Data

Consumer Population by Gender

As the following chart comparing US Census Data for our three county area to 2015 data for all workforce participants served shows that overall we have 30.39% male and 69.54% female. The two programs that have a larger percentage of males to females are San Luis Obispo Community Action Partnership program serving Veteran's and their families, and the Culinary Academy.

Participant Gender Data	Census Data for GCC Territory	Percentage of Participants Served
Male	50.5%	30.46%
Female	49.5%	69.54%

- See Appendix 2: WDS Demographic Data

Consumer Population by Age

The cumulative percentage for each age category of our participants is as follows:

Age	% of Total
14 - 18	3%
19 - 21	7%
22 - 24	13%
25 - 34	32%
35 - 44	17%
45 - 54	17%
55 - 64	10%
65 and older	2%

- See Appendix 2: WDS Demographic Data

As the chart shows, the 25-34 age range is the primary age category for the majority of the programs with three exceptions: to be expected the Cosmetology students are younger with 43% between the ages of 22-24; the job seekers in programs in San Luis Obispo tend to be older with 31% between the ages of 45-54 having been served at the America's Job Center of California; in line with this is 40% of the Veterans in the Supportive Services to Veterans and their families are between the same age range of 45-54.

Consumer Population by Geographic Source

The table below illustrates where clients report their home address.

County	2015	%	2014	%	2013	%
Santa Cruz	5498	45%	2144	19%	1807	13%
Monterey	1836	15%	2109	19%	2284	16%
San Luis Obispo	4860	40%	7079	62%	9786	71%
Other Counties	0	0%	0	0%	0	0%

Surplus (Deficits) & E/R by Geographic Source

The table below illustrates surplus or deficit revenue was created, and the Expense to Revenue ratios by county for 2015 and 2014. These figures do not include administrative overhead or housing cost. Overall, there was a surplus of \$ 253,058 in 2015 compared to a deficit of \$547,205 in 2014. 75% of the program costs are for staff—a 10% decrease from the 2014.

County	2015		2014	
	Surplus/Deficits	E/R	Surplus/Deficits	E/R
Santa Cruz	\$ 85,660	0.95	\$ (70,070.00)	1.05
Monterey	\$ 125,955	0.91	\$ (165,503.00)	1.16
San Luis Obispo	\$ 41,443	0.97	\$ (11,141.00)	1.007

- All Expense and Revenue information was determined using the final GCC Budget Variance Report for 2015.

III. Outcome Data System Components by Individual Programs

A. America's Job Centers of California

1. Workforce Santa Cruz County a proud partner of the America's Job Centers of California

Effectiveness Measure: To maximize the number the number of goals obtained from the contract requirements.

Result: Our role in implementing Workforce Santa Cruz services via the America's Job Centers of California expanded in 2015 when we became the operator of Adult and Dislocated Worker services in July—previously we had contracts to manage a satellite Career Center at our headquarters in Santa Cruz, On-The-Job Training, and Business Services contracts that were rolled into the management responsibilities. In the first 6 months of 2015 we exceeded contract goal for business services. Achieved 80% of the contract goal for On-The-Job Training, exceeding the goal for wage per hour. While, during the initial 6 months of the AJCC contract we did not meet the goals for enrollments or On-The-Job Training contracts, we met the goals for job fairs, and exceeded the goal for employers entered into the Virtual Career Center system. This initial 6 months of the program has been focused on staff learning the regulations governing the program; and, since 67% of the staff is new, orienting to with responsibilities as GCC employees.

Corrective Action Plan: Staff are trained and will focus on the achievement of meeting contract goals and enhancing services to assist participants to realize their goals to improve their position in the labor market.

Efficiency Measure: To operate the most cost efficient program.

Workforce Santa Cruz AJCC	
Total Surplus	E/R
\$ 9,212	0.96

Result: Objective was met.

Satisfaction Measure: To achieve the highest customer satisfaction rating.

Result: Customers reported satisfaction with the program as demonstrated by customer comment cards.

Recommendation: Develop a system to digitally collect and collate customer satisfaction results.

Service Access: There was no waiting or waiting list for the program.

2. America's Job Centers of California in San Luis Obispo County

Effectiveness Measure: To maximize the number the number of goals obtained from the contract requirements.

Result: Over all the contract performance well, and met or exceeded contract goals. On-The-Job Training contracts remain an essential method to meet leveraged funding goal which are the main area of concern.

Corrective Action Plan: Remain fully staffed in the business services area to maximize On-The-Job Training contracts and meet the leveraged funding goal.

Efficiency Measure: To operate the most cost efficient program.

AJCC of SLO		
	Total Surplus	E/R
\$	43,058	0.97

Result: Objective was met.

Satisfaction Measure: To achieve the highest customer satisfaction rating.

Result: Customer Satisfaction Surveys were not collected consistently during this year. This situation was corrected mid-year. When Satisfaction Surveys were conducted customers reported 100% of clients surveyed indicate services meet or exceed expectations. 98% said they would recommend AJCC services to friends and family.

Corrective Action Plan: consistently collect Satisfaction Surveys.

Service Access: There was no waiting or waiting list for the program.

B. Comprehensive Vocational Evaluation Services

Effectiveness Measure: To maximize the number of referral questions answered by the vocational evaluators per the referral form, achieve 90%.

Results: Objective met. Evaluation staff answered more than 95% of the referral questions.

Efficiency Measure: To measure Expense to Revenue Ratio & Revenue per case, achieve 100% E/R.

Vocational Evaluation		
Program	Total Surplus	E/R
Voc Eval	\$ (1,236)	1.12

Result: Objective not met. Vocational evaluation expense to revenue ratio was 1.12. Because referrals from the Department of Rehabilitation were consistently low, the Vocational Evaluation program was put on hold. Management is evaluating the feasibility of accepting referral in the future.

Satisfaction Measure: To achieve an average score of 80% satisfactory rating in all areas of consumer satisfaction survey.

Result: Objective met. Customer satisfaction score was; 100% satisfied.

Service Access:

Results: There was minor waiting in vocational evaluation services due to the part-time nature of the program operating only one week a month. Most clients are seen within three weeks of the referral.

C. Employment Skills Training Services

1. GCC WDS School of Cosmetology

With the rebranding project all aspects of the Goodwill affiliate were renamed Goodwill Central Coast with one exception, the GCC WDS School of Cosmetology. This decision was made to preserve the reputation of the graduates working in the field, and to ensure that the school is recognized by the California State Board of Cosmetology. As such a new logo was designed to better match the style elements of the new Goodwill Central Coast logo:



Effectiveness Measure:

Cosmetology Yearly Outcome Results	2015	2014	2013
1. Achieve a course completion rate of 65%			
Overall	77%	81%	71%
Cosmetology	72%	70%	74%
High School Cosmetology	76%	73%	63%
Esthetician	82%	100%	81%
2. To place 70% of the program graduates			
Cosmetology	81%	100%	61%

Esthetician	100%	92%	31%
3. 70% of the students will pass the State License Examination			
Cosmetology	96%	75%	73%
Esthetician	100%	80%	100%

Efficiency Measure: To operate the most cost efficient program.

Shoreline School of Cosmetology		
	Total Surplus	E/R
\$	(15,143)	1.03

Result: Not met. The expense to revenue ratio is 1.03.

Corrective Action Plan: Although this is an improvement from 2014 when the expense to revenue ratio was 1.19, 2016 will be a year to develop a solid business plan to implement a detailed cash flow forecast, and to achieve full enrollment.

Satisfaction Measure: To achieve an average score of 60% or higher, in excellent rating and 80% satisfactory in all areas of consumer satisfaction.

Results: Objective met. In 2015, student satisfaction was rated at 100% and client satisfaction was rated at 100%.

Service Access:

Results: At the end of 2015 there were 43 people waiting to enroll in the cosmetology program and 13 waiting to enroll in the esthetician program.

2. Culinary Arts Program

Effectiveness Measure:

Yearly Outcome Results	2015	2014	2013
1. To achieve a course completion rate of 85%.	99%	88%	100%
2. To place 70% of the program graduates.	61%	33%	71%
3. 75% of the students will pass the ServeSafe Certification Test.	98%	98%	100%

Results: Objective not met. To improve the job placement rate the instructor will better engage employers in the Community and actively work with job placement staff in Salinas. He will also emphasis job placement while recruiting students and in the curriculum.

Efficiency Measure: To operate the most cost efficient program.

Culinary Academy		
	Total Surplus	E/R
\$	21,680	0.81

Results: Objective met.

Satisfaction Measure: To achieve the highest customer satisfaction rating

Yearly Facility Customer Satisfaction Results	2015	2014	2013
1. Food	100%	82%	77%
2. Facility	100%	100%	100%
3. Staff	98%	100%	100%

Results: Met objective. In 2016 customer satisfaction data will be collected digitally.

Service Access:

Results: There was no waiting list to start the culinary program.

D. Community Employment Services

1. Job Search Workshop Program Santa Cruz County (JSW)

Effectiveness Measure: To maximize the numbers of job placements -achieve a 30% job placement rate per county contract.

Result: Objective exceeded. 90% of the closed cases were placed into competitive employment.

Efficiency Measure: To operate the most cost efficient program.

JSW		
	Total Surplus	E/R
\$	57,599	0.64

Result: Achieved Result, JSA produced a healthy surplus as a fee for service program.

Satisfaction Measure: To achieve an average score of 80% meeting most “area of expectations” for customer satisfaction surveys.

Result: Customer satisfaction was rated at 96%

Service Access:

Results: There was no waiting or wait list in this program.

2. Work Experience Program Santa Cruz County

Effectiveness Measurement:

- 1) Place 40 participants in to WEX sites, maximizing Performance Based Outcomes.

Results: Objective met 100%

- 2) To ensure that clients entering into unsubsidized employment achieve an average wage of \$ 9.50.

Result: Objective exceeded with an average wage of \$9.63

Efficiency Measure: To measure Expense to Revenue Ratio & Revenue per case. Achieve a 100% E/R.

WEX	
Total Surplus	E/R
\$ 16,007	0.79

Results: Objective exceeded. Expense to Revenue ratio was 79%.

Satisfaction Measure: To achieve an average score of 80% satisfactory rating in all areas of consumer satisfaction survey.

Result: Objective exceeded 100% of clients were contacted

Service Access: To contact 90% of the clients referred for work experience within 10 days from point of first referrals.

Result: Objective exceeded. 100% of the clients were contacted within 10 days of being referred to the program.

3. SCSEP

Effectiveness Measure: To place 37 seniors into subsidized employment.

Result: Goal exceeded with 40 participants placed into subsidized employment.

Efficiency Measure: To operate the most cost efficient program.

SCSEP		
Total Surplus	E/R	
\$ 12,624	0.95	

Result: Met objective at a .95 Expense to Revenue Ratio.

Satisfaction Measure: To achieve the highest customer satisfaction rating

Result: Customer Satisfaction Surveys for the SCSEP program are done directly by the Department of Labor. We do not see the surveys nor do we see the results. We did assist in the Survey process by sending pre-survey formal Letters (and following up with phone calls/emails) to those Host Agencies and SCSEP Participants identified by the Department of Labor as being intended recipients of DOL’s PY2015 Customer Satisfaction Surveys.

Corrective Action Plan: Staff are working with the Department of Labor to access Customer Satisfaction data. If we are unable to access the data, then we will implement an additional survey method.

Service Access: Eligible participants are placed into employment immediately if there is an appropriate site available. If no Host Agency is available at the time, participants are placed on a waiting list. Staff are continually working to identify Host Agencies that will provide the best employment experience for participants.

4. CAP SLO

Effectiveness Measure: To maximize the number the number of goals obtained from the contract requirements.

Results: Meets goals: Full service – 51, Light Touch 20. Full service means fully eligible SSVF clients. Light Touch means those veterans who are not fully qualified – or unqualified – but who we still provide limited services. Family members – 4.

Efficiency Measure: To operate the most cost efficient program.

CAP SLO		
Total Surplus	E/R	
\$ (517)	1.01	

Result: Did not meet.

Corrective Action Plan: Staff on site will carefully manage all expenses to stay within the contract budget.

Satisfaction Measure: To achieve the highest customer satisfaction rating.

Result: General Satisfaction Surveys were conducted via the AJCC in SLO, customers reported 100% of clients surveyed indicate services meet or exceed expectations. 98% said they would recommend AJCC services to friends and family.

Service Access: This program is specific to Veterans and their families. Participants are referred from the Community Action Partnership Veterans Advocates, the Veterans Service Office, public outreach programs, public speaking, SLO County, AJCC, and more. Referrals have been consistent.

E. Organizational Work Program

1. Santa Cruz

Effectiveness Measure: To maximize the number the number of goals obtained from the contract requirements.

Results: This program is dependent on referrals from the county department of social services. All referred participants were placed into subsidized employment in immediately.

Efficiency Measure: To operate the most cost efficient program.

Organizational Work Program		
Program	Total Surplus	E/R
OWP Santa Cruz	\$ 3,742	0.91
TEMP	\$ 4,499	0.91

Result: Met objective at a .91 Expense to Revenue Ratio.

Satisfaction Measure: To achieve the highest customer satisfaction rating.

Result: Overall satisfaction rating of 98%

Service Access: All participants were placed into subsidized employment upon referral from the county's CalWorks case managers, there was no waiting list for this program.

2. Monterey

Effectiveness Measure: To maximize the number the number of goals obtained from the contract requirements.

Results: This program is dependent on referrals from the county department of social services. All referred participants were placed into subsidized employment in immediately. This program exceeded outcome targets. GCC and the county are in negotiations to expand the program in 2016.

Efficiency Measure: To operate the most cost efficient program.

Organizational Work Program		
Program	Total Surplus	E/R
OWP Monterey	\$ 96,089	0.90

Result: Met objective at a .90 Expense to Revenue Ratio.

Corrective Action Plan: Although the E/R ratio is excellent, the program performed under budget. Management needs to ensure that the program is fully staffed so that more employers and participants may participant in the program.

Satisfaction Measure: To achieve the highest customer satisfaction rating.

Result: Overall satisfaction rating of 81%

Service Access: All participants were placed into subsidized employment upon referral from the county's CalWorks case managers, there was no waiting list for this program.

3. San Luis Obispo

Effectiveness Measure: To maximize the number the number of goals obtained from the contract requirements.

Results: This program is dependent on referrals from the county department of social services. All referred participants were placed into subsidized employment in immediately. This program is much smaller in scope than the programs in Santa Cruz and Monterey. In 2016 negotiations with the county will include a goal to increase the programs funding and thus number of participants served.

Efficiency Measure: To operate the most cost efficient program.

Organizational Work Program		
Program	Total Surplus	E/R
OWP SLO	\$ 10,965	0.95

Result: Met objective at a .95 Expense to Revenue Ratio.

Satisfaction Measure: To achieve the highest customer satisfaction rating.

Result: General Satisfaction Surveys were conducted via the AJCC in SLO, customers reported 100% of clients surveyed indicate services meet or exceed expectations. 98% said they would recommend AJCC services to friends and family.

Service Access: All participants were placed into subsidized employment upon referral from the county's CalWorks case managers, there was no waiting list for this program.

Corrective Action Plan: Referrals were not consistent in 2015. From January to June there were 61 referrals and only 38 people enrolled in the program. The program was restructure in July in order to increase the number of enrollment making the program more accessible and from July to December there were 40 referrals and 30 enrollments.

IV. Customer Satisfaction

GCC has developed customer satisfaction feedback mechanisms for each program area. For vocational education programs the participants were asked to complete a satisfaction questionnaire at the end of the program. For the job center programs, satisfaction data was solicited on a bi-annual basis as a relative sample of our total employer and referral sources.

The survey questionnaires asked consumers to rate their perceptions about length of time for services received, quality of services, professionalism and helpfulness of the staff. This also gave them an opportunity to give additional feedback concerning the perception of the quality of services.

In most programs, the overall customer satisfaction objectives were achieved. The results of the customer satisfaction are communicated to the Board of Directors, administration, staff, customers, and various publics by the distribution of this report.



Memo To: Goodwill Central Coast Board of Directors
From: Kathleen Marcove, Vice President of Workforce and Organizational Development
Date: February 2, 2016
RE: Monthly Board of Director's Report: Workforce Development Services



Workforce Development Services Success Story

Kayla Rhyne is a single mother of a little girl. She was in the caregiving industry and worked for an in-home care company for a couple of years. Because of health issues she had to leave that job and was not able to return. Around that time she was also dealing with the loss of her mother and other family issues. She sought assistance from the Department of Social Services who referred her to Goodwill Central Coast's Organizational Work Program (OWP) in February 2015.

Kayla was hesitant to start working at Goodwill because the major issues in her life were posing a huge barrier interfering with her ability to commit to a schedule and focus on work. The 30 hours a week she was mandated to complete seemed overwhelming for her. She didn't want a retail job, so we placed her in the San Luis Obispo plant as a processor for the warehouse.

Kayla was trained by Salome, the skills trainer at the warehouse, who became her mentor. Salome shared all her knowledge about the job and identified what motivated Kayla. She offered Kayla support and encouragement, not just for the job but also for Kayla's personal life. "Salome played a role in helping me overcome my family problems and motivated me to be the best version of me."

Kayla has learned to improve her communication skills. She thrives in the fast pace environment. She's learned that she can take initiative and take a leadership role. This job gave her the boost in confidence and self-esteem that she was lacking. "I've learned to push myself and always learn new things and never stop growing. My goals seem much more plausible now."

Some of her biggest accomplishments have been completing the 16 week OWP Job Skills Academy which led to a full time position as an employee of Goodwill Central Coast. She applied for a lead position and she hopes to hear good news from that. Kayla would like to explore other positions within Goodwill. She would like to move up within the company and eventually settle down and have a place of her own.

Overall Kayla's experience working for Goodwill Central Coast has been life changing. "I was in a really dark place when I first started but working for Goodwill has helped me build my confidence and showed me that as long as I work hard I can do anything I set my mind to."

The most important lesson Kayla has learned is to never give up on life. She would advise other people that are in the program to "work hard because hard work pays off—it's a slow process but eventually you'll succeed."

Program Report Narrative

Number Served

2015 was a good year statistically for Workforce Development Services. Despite closing the career center in Grover Beach, ending the Cuesta Youth program in San Luis Obispo, and the low unemployment rate, our numbers held steady increasing by 3% for a total of 12,194 persons served across our three county territory. Programs in Santa Cruz, in particular the American's Job Centers of California, kept us on track demonstrating 242% of the numbers served in 2014. Moreover, the number of people served at an intensive level, meaning they received a staff assisted service or attended training, was up by 349 people from 2014—a trend we will seek to continue. All these strides happened while significantly lowering the subsidies from corporate funds.

Organizational Work Program

It is important to highlight our subsidized employment program providing labor to the entire organization. The Organizational Work Program (OWP), as exemplified the success story opening this report, has grown 40% in 2015 to serve 335 participants. When Work Experience (WEX), and Senior Employment program (SCSEP) are included, 453 people in poverty gained invaluable work experience and skills as a result of our contracts for these programs. The majority of the participants were placed in Goodwill facilities from stores and the processing plants, to workforce and administrative jobs, these subsidized employment programs have provided over 50,000 hours of work to Goodwill Central Coast to assist in fueling our growth. In addition, these programs have served to assist us in recruiting 33 regular employees. This is truly the power of work.

2016 has started off well. The second set of numbers represent participants carried over from 2015, meaning that they are still receiving services, or still in training. We are working with Jim Burke and his team to increase the number of OWP participants in the store and processing plants.

Training Academies

The Culinary program is full, and we are looking forward to developing a business plan to expand the program in the new facility. Cosmetology and Esthetics programs started new classes in January with seven and four students respectively. We are researching the opportunity to include a retail component at the Cosmetology school. The America's Job Centers in Santa Cruz and San Luis Obispo continue to put job seekers in training, and find talent for employers in this time of high employment.

CARF Preparation

Preparations are under way for the 2016 CARF Accreditation Survey which is scheduled for March 3rd and 4th.

Goodwill Central Coast

Workforce Service Numbers: January 2015 through December 2015

Program Funding Description	GRANT / PROGRAM	REGION	2013 Final	2014 Final	2015 YTD
Grant Funded Program	Business Services Representative (Ended 6/30/2015)	Santa Cruz County	44	163	99
Grant Funded Program	Career Center Services (Ended 6/30/2015)	Santa Cruz County	642	570	246
Grant Funded Program	Job Search Workshop	Santa Cruz County	343	208	111
Grant Funded Program	On-the-Job Training (Ended 6/30/2015)	Santa Cruz County	20	30	5
Grant Funded Program	Organizational Work Program Santa Cruz County	Santa Cruz County	0	87	82
Grant Funded Program	Work Experience Program	Santa Cruz County	332	194	60
Grant Funded Program	7/1/2015 TEMP	Santa Cruz County	0	0	28
Vocational Education	School of Cosmetology	Santa Cruz County	183	168	152
Fee for Service	Ticket to Work	Santa Cruz County	4	18	4
Fee for Service	Vocational Evaluation	Santa Cruz County	32	27	14
Grant Funded Program	7/1/2015 One-Stop: AJCC Santa Cruz Self Registration	Santa Cruz County			968
Grant Funded Program	7/1/2015 One-Stop: Universal Services (Encinal -Santa Cruz)	Santa Cruz County			501
Grant Funded Program	7/1/2015 One-Stop: Universal Services (Watsonville)	Santa Cruz County			467
Grant Funded Program	7/1/2015 One-Stop: Core	Santa Cruz County			157
Grant Funded Program	7/1/2015 One-Stop: Intensive	Santa Cruz County			62
Grant Funded Program	7/1/2015 One-Stop: Individual Training Account	Santa Cruz County			59
Grant Funded Program	7/1/2015 One-Stop: On the Job Training	Santa Cruz County			3
Grant Funded Program	7/1/2015 Business Services Representative	Santa Cruz County			25
Free Career Center Service	Computer Evaluation: PreValue-IT	Santa Cruz County	176	298	369
Various Funding	Job Fairs Santa Cruz County	Santa Cruz County	0	509	1776
VITA Program	Number of Tax Returns Filed Santa Cruz County	Santa Cruz County	0	0	310
	TOTAL SANTA CRUZ COUNTY		1776	2272	5498
GW and Grant Funded Program	Salinas Career Center Services	Monterey County	2088	880	916
Grant Funded Program	On-the-Job Training (Ended 6/30/2015)	Monterey County	44	42	38
Grant Funded Program	Organizational Work Program Monterey County	Monterey County		145	204
Grant Funded Program	Senior Community Service Employment Program (SCSEP)	Monterey County		27	30
Vocational Education	Culinary Program: Culinary Arts Certificate	Monterey County	15	22	13
Vocational Education	Culinary Program: Service Safe Certification	Monterey County	21	20	17
Various Funding	Job Fairs Monterey County	Monterey County	0	951	618
VITA Program	Number of Tax Returns Filed Monterey County	Monterey County	0	0	207
	TOTAL MONTEREY COUNTY		2168	2087	1836
Grant Funded Program	AJCC: Universal Services	San Luis Obispo	4234	2296	1473
Grant Funded Program	AJCC: Core	San Luis Obispo	394	715	445
Grant Funded Program	AJCC: Intensive	San Luis Obispo	403	309	370
Grant Funded Program	AJCC: Individual Training Account	San Luis Obispo	43	20	53
Grant Funded Program	AJCC: On the Job Training	San Luis Obispo	28	12	31
Grant Funded Program	WIA Youth (managed by Cuesta College Ended 6/30/2015)	San Luis Obispo	4699	3738	1504
Grant Funded Program	Community Action Partnership of SLO	San Luis Obispo		21	90
Grant Funded Program	Organizational Work Program San Luis Obispo County	San Luis Obispo		7	49
Grant Funded Program	Pacific Gas & Electric: Essential Ability Skills	San Luis Obispo	7	101	60
Grant Funded Program	Pacific Gas & Electric: Computer Training	San Luis Obispo	0	0	79
Various Funding	Job Fairs San Luis Obispo County	San Luis Obispo	307	226	706
VITA Program	Number of Tax Returns Filed San Luis Obispo County	San Luis Obispo	0	0	134
	TOTAL SAN LUIS OBSIPO COUNTY		10115	7445	4860

SUMMARY	2013	2014	2015
Light Touch Universal Services	11970	9170	9619
Intensive Programs	1706	2176	2525
Business Services	44	163	124
Total	14059	11804	12194
Total Served Santa Cruz	1776	2272	5498
Total Served Monterey	2168	2087	1836
Total Served San Luis Obispo	10115	7445	4860
Placement Data			
# placed External	972	561	287
# placed Internal	0	239	285
Total Placed	972	800	572
Vocational Training Leading to an Industry Recognized Certification			
Number of Individuals Trained	262	230	294
Number of Training Hours	301968	282160	251136

Goodwill Central Coast

Workforce Service Numbers: January 1, 2016 to January 31, 2016

Program Funding Description	GRANT / PROGRAM	2014 Final	2015 Final	2016 YTD
Grant Funded Program	Career Center Services (Ended 6/30/2015)	570	246	13
Grant Funded Program	Job Search Workshop	208	111	13
Grant Funded Program	Organizational Work Program Santa Cruz County	87	82	19
Grant Funded Program	Work Experience Program	194	60	12
Grant Funded Program	7/1/2015 TEMP	0	28	11
Vocational Education	School of Cosmetology	168	152	43
Fee for Service	Ticket to Work	18	4	0
Fee for Service	Vocational Evaluation	27	14	0
Grant Funded Program	7/1/2015 One-Stop: AJCC Santa Cruz Self Registration		968	0
Grant Funded Program	7/1/2015 One-Stop: Universal Services (Encinal -Santa Cruz)		501	59
Grant Funded Program	7/1/2015 One-Stop: Universal Services (Watsonville)		467	233
Grant Funded Program	7/1/2015 One-Stop: Core		157	25
Grant Funded Program	7/1/2015 One-Stop: Intensive		62	25
Grant Funded Program	7/1/2015 One-Stop: Individual Training Account		59	22
Grant Funded Program	7/1/2015 One-Stop: On the Job Training		3	3
Grant Funded Program	7/1/2015 Business Services Representative		25	5
Free Career Center Service	Computer Evaluation: PreValue-IT	298	369	5
Various Funding	Job Fairs Santa Cruz County	509	1776	0
VITA Program	Number of Tax Returns Filed Santa Cruz County	0	310	1
	TOTAL SANTA CRUZ COUNTY	2272	5498	489
GW and Grant Funded Program	Salinas Career Center Services	880	916	494
Grant Funded Program	Organizational Work Program Monterey County	145	204	40
Grant Funded Program	Senior Community Service Employment Program (SCSEP)	27	30	0
Vocational Education	Culinary Program: Culinary Arts Certificate	22	13	5
Vocational Education	Culinary Program: Service Safe Certification	20	17	0
Various Funding	Job Fairs Monterey County	951	618	0
VITA Program	Number of Tax Returns Filed Monterey County	0	207	6
	TOTAL MONTEREY COUNTY	2087	1836	539
Grant Funded Program	AJCC: Universal Services	2296	1473	676
Grant Funded Program	AJCC: Core	715	445	134
Grant Funded Program	AJCC: Intensive	309	370	11
Grant Funded Program	AJCC: Individual Training Account	20	53	3
Grant Funded Program	AJCC: On the Job Training	12	31	1
Grant Funded Program	Community Action Partnership of SLO	21	90	35
Grant Funded Program	Organizational Work Program San Luis Obispo County	7	49	6
Grant Funded Program	Pacific Gas & Electric: Essential Ability Skills	101	60	3
Various Funding	Job Fairs San Luis Obispo County	226	706	0
VITA Program	Number of Tax Returns Filed San Luis Obispo County	0	134	4
	TOTAL SAN LUIS OBSIPO COUNTY	7445	4860	869
	Number of Training Hours	585260	521736	17800
	Number of Individuals Trained	530	564	13
	Vocational Training leading to an industry recognized certification			
	Total placed	800	351	55
	# placed Internal	536	34	2
	# placed External	264	317	17
	placement Data			
	Number of Training Hours	144	480	88
	Number of Individuals Trained	508	1836	236
	Number of Individuals Trained	555	248	48
	Total	1180	1516	188
	Number of Training Hours	163	154	2
	Number of Individuals Trained	576	552	40
	Number of Individuals Trained	610	66	108
	TOTAL	5105	5105	505



Appendix B: GCC Cultural Competency and Diversity Analysis Memo 2015

WDS Demographic Data

Goodwill Central Coast 2015

GRANT PROGRAM	REGION	Data Source	Ethnicity						
			% White	% Black	% AmerInd /Alaskan	% Asian	% Hawaiian /Pacific	% 2 or More	% Hispanic
America's Job Center of California/Santa Cruz	Santa Cruz County	VCC	56.25%	0.00%	6.25%	3.13%	0.00%	0.00%	53.13%
America's Job Center of California/Watsonville	Santa Cruz County	VCC	46.72%	3.65%	1.46%	1.46%	1.46%	0.00%	56.93%
Job Search Workshop	Santa Cruz County	Action Forms	31.71%	4.88%	0.00%	0.00%	0.00%	0.00%	63.41%
Organizational Work Program	Santa Cruz County	OWP Spreadsheet	31.11%	8.89%	3.33%	0.00%	0.00%	0.00%	56.67%
Temporary Work Program	Santa Cruz County	For Pay Action Form	15.38%	7.69%	0.00%	0.00%	0.00%	0.00%	20.00%
Work Experience Program	Santa Cruz County	Action Forms	15.12%	6.98%	4.65%	2.33%	0.00%	0.00%	70.93%
Organizational Work Program	Monterey County	For Pay Action Form	10.64%	12.77%	0.00%	2.13%	0.00%	0.00%	74.47%
Senior Community Service Employment	Monterey County	Action Forms	58.33%	0.00%	0.00%	0.00%	0.00%	0.00%	41.67%
America's Job Center of California	San Luis Obispo	CalJobs	58.55%	2.07%	4.66%	4.15%	0.52%	0.00%	22.28%
SLO Community Action Partnership	San Luis Obispo	Action Forms	90.91%	4.55%	0.00%	0.00%	4.55%	0.00%	0.00%
Organizational Work Program	San Luis Obispo	For Pay Action Form	80.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.00%
School of Cosmetology	Santa Cruz County	Data Base	72.50%	0.00%	2.50%	0.00%	0.00%	0.00%	25.00%
Vocational Evaluation	Santa Cruz County	Action Forms	77.78%	0.00%	0.00%	0.00%	0.00%	0.00%	22.22%
Culinary School	Monterey County	Action Forms	35.71%	21.43%	0.00%	0.00%	0.00%	0.00%	42.86%
GRANT PROGRAM	REGION	Data Source	Gender		Age				
			% Male	% Female	% under 18	% 18-64	% 65 +		
America's Job Center of California/Santa Cruz	Santa Cruz County	VCC	34.38%	65.63%	6.25%	84.40%	9.38%		
America's Job Center of California/Watsonville	Santa Cruz County	VCC	32.85%	67.15%	8.03%	90.50%	1.46%		
Job Search Workshop	Santa Cruz County	Action Forms	18.48%	81.52%	0.00%	97.83%	0.00%		
Organizational Work Program	Santa Cruz County	OWP Spreadsheet	21.11%	78.89%	0.00%	100.00%	0.00%		
Temporary Work Program	Santa Cruz County	For Pay Action Form	15.38%	84.62%	0.00%	100.00%	0.00%		
Work Experience Program	Santa Cruz County	Action Forms	15.56%	84.44%	0.00%	97.78%	0.00%		
Organizational Work Program	Monterey County	For Pay Action Form	29.79%	70.21%	0.00%	95.74%	0.00%		
Senior Community Service Employment	Monterey County	Action Forms	16.67%	83.33%	0.00%	66.67%	33.33%		
America's Job Center of California	San Luis Obispo	CalJobs	41.97%	56.99%	0.00%	97.41%	2.59%		
SLO Community Action Partnership	San Luis Obispo	Action Forms	77.27%	22.73%	0.00%	95.45%	4.55%		
Organizational Work Program	San Luis Obispo	For Pay Action Form	15.38%	84.62%	0.00%	100.00%	0.00%		
School of Cosmetology	Santa Cruz County	Data Base	5.00%	95.00%	0.00%	97.50%	2.50%		
Vocational Evaluation	Santa Cruz County	Action Forms	44.44%	55.56%	0.00%	100.00%	0.00%		
Culinary School	Monterey County	Action Forms	57.14%	42.86%	0.00%	85.71%	0.00%		