

APPLICATION FOR
WORKFORCE DEVELOPMENT BOARD
OF SANTA BARBARA COUNTY

Return to: Workforce Development Board, 130 East Ortega Street, Santa Barbara CA 93101

Instructions: Please complete each section below. Please print in ink or type. You may attach additional sheets or supporting documentation as needed. Please note that ALL information provided is a matter of public record, and is subject to disclosure.

1. NAME: <div style="display: flex; justify-content: space-between;"> MORENO MELISSA V. </div> <hr/> <div style="display: flex; justify-content: space-between; font-size: small;"> Last First Middle </div>	2. PHONE: <div style="background-color: black; width: 100px; height: 15px; margin-bottom: 5px;"></div> <hr/>
---	---

3. ORGANIZATION: <div style="text-align: center; border-bottom: 1px solid black;">SANTA BARBARA CITY COLLEGE</div>	4. TITLE: <div style="text-align: center; border-bottom: 1px solid black;">VICE PRESIDENT</div>
---	--

5. BUSINESS ADDRESS: <div style="display: flex; justify-content: space-between;"> <div style="background-color: black; width: 150px; height: 15px;"></div> <div style="background-color: black; width: 80px; height: 15px;"></div> <div style="background-color: black; width: 80px; height: 15px;"></div> </div> <hr/> <div style="display: flex; justify-content: space-between; font-size: small;"> Number Street City Zip Code </div>	6. EMAIL: <div style="background-color: black; width: 150px; height: 15px;"></div> <hr/>
--	---

7. APPROXIMATE NUMBER OF EMPLOYEES LOCATED IN SANTA BARBARA COUNTY: <div style="text-align: center;">Approx. 2000</div>	8. DO YOU LIVE IN SANTA BARBARA COUNTY? <div style="text-align: center;">X YES / NO</div>	9. IF SO, IN WHICH SUPERVISORIAL DISTRICT DO YOU LIVE? <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <input type="checkbox"/> First District (Carbajal) <input type="checkbox"/> Second District (Wolf) <input checked="" type="checkbox"/> Third District (Farr) </div> <div style="width: 45%;"> <input type="checkbox"/> Fourth District (Adam) <input type="checkbox"/> Fifth District (Lavagnino) <input type="checkbox"/> Not applicable </div> </div>
--	--	--

10. WHICH BEST DESCRIBES YOUR ORGANIZATION?	
Type of organization (please select one): <input type="checkbox"/> Business/Private Sector <input type="checkbox"/> Labor Organization <input type="checkbox"/> Apprenticeship Program <input type="checkbox"/> Community Based Organization <input type="checkbox"/> Provider of Adult Education and Literacy (title II) <input type="checkbox"/> Employment Development Department <input type="checkbox"/> Department of Rehabilitation <input type="checkbox"/> Economic or Community Development Entity <input type="checkbox"/> Educational Institution <input type="checkbox"/> Other (please specify):	Industry Sector (please select one): <input type="checkbox"/> Agriculture, Tourism, Wineries <input type="checkbox"/> Building and Design <input type="checkbox"/> Business Support Services <input type="checkbox"/> Energy and Environment <input type="checkbox"/> Healthcare <input type="checkbox"/> Technology and Innovation <input checked="" type="checkbox"/> Other (please specify): EDUCATION/GOVERNMENT

11. INTEREST: Please explain why you are interested in serving on the Workforce Development Board.

My work at Santa Barbara City College is aligned with the WDB mission and goals. As Vice President of Extended Learning, we serve the most marginalized populations and adult learners who are seeking to speak English, up-skill in the work place, earn a high school diploma, learn new vocational skills and find jobs. Our population includes dislocated workers, veterans, formerly incarcerated, and literacy second language learners. It would be a great opportunity and an honor to participate in the meaningful work of the WDB, and make a difference in our region.

12. EXPERIENCE: Please describe any relevant experience, qualifications, affiliations, or resources you would bring to the Board.

I have worked in several leadership roles at the college: First as Director, then Dean and now Vice President for a cumulative 12 years. I am a licensed attorney, and my legal knowledge has served me well in all roles at the college, and helps me gain a deeper understanding of the college, the community college system, and the complex legal construct in which we operate. I have been a member of our community for over 40 years and have been connected to industry in all my roles at the college, as a former entrepreneurship director and business division dean. In my current role as Vice President, and currently serving as the Economic Development Officer of the college, I can bring experience and connections, and the perspective of our adult students, and what works to advance their interests.

13. REGIONAL WORKFORCE: What do you think are the critical workforce issues in our region? Why?

We have an undertrained local workforce and many gaps in the education and jobs sector. I hear the plight of employers having to higher talent from out of the area. And, our local standard of living is high and housing is unreachable. We are working to be more responsive to the local employers and are listening to what they need in order to build relevant educational programs.

14. SIGNATURE: <div style="font-family: cursive; font-size: 1.5em; text-align: center;">muisumbi</div>	15. DATE: <div style="font-size: 1.5em; text-align: center;">8/27/19</div>
---	---

**APPLICATION FOR
WORKFORCE DEVELOPMENT BOARD
OF SANTA BARBARA COUNTY**

Return to: Workforce Development Board, 130 East Ortega Street, Santa Barbara CA 93101

Instructions: Please complete each section below. Please print in ink or type. You may attach additional sheets or supporting documentation as needed. Please note that ALL information provided is a matter of public record, and is subject to disclosure.

1. NAME:	2. PHONE:
Lamica Last	Thomas First
	Jefferson Middle

3. ORGANIZATION:	4. TITLE:
Allan Hancock College	Director Career Center and K-12 Partnerships

5. BUSINESS ADDRESS:	6. EMAIL:
[REDACTED]	[REDACTED]

Number	Street	City	Zip Code
7. APPROXIMATE NUMBER OF EMPLOYEES LOCATED IN SANTA BARBARA COUNTY:			
219,313			
8. DO YOU LIVE IN SANTA BARBARA COUNTY?		9. IF SO, IN WHICH SUPERVISORIAL DISTRICT DO YOU LIVE?	
YES		<input type="checkbox"/> First District (Carbajal) <input type="checkbox"/> Fourth District (Adam) <input type="checkbox"/> Second District (Wolf) <input type="checkbox"/> Fifth District (Lavagnino) <input checked="" type="checkbox"/> Third District (Farr) <input type="checkbox"/> Not applicable	

10. WHICH BEST DESCRIBES YOUR ORGANIZATION?	
Type of organization (please select one): <input type="checkbox"/> Business/Private Sector <input type="checkbox"/> Labor Organization <input type="checkbox"/> Apprenticeship Program <input type="checkbox"/> Community Based Organization <input type="checkbox"/> Provider of Adult Education and Literacy (title II) <input type="checkbox"/> Employment Development Department <input type="checkbox"/> Department of Rehabilitation <input type="checkbox"/> Economic or Community Development Entity <input checked="" type="checkbox"/> Educational Institution <input type="checkbox"/> Other (please specify):	Industry Sector (please select one): <input type="checkbox"/> Agriculture, Tourism, Wineries <input type="checkbox"/> Building and Design <input type="checkbox"/> Business Support Services <input type="checkbox"/> Energy and Environment <input type="checkbox"/> Healthcare <input type="checkbox"/> Technology and Innovation <input type="checkbox"/> Other (please specify):

11. INTEREST: Please explain why you are interested in serving on the Workforce Development Board.

As the Director of the Allan Hancock College Career Center and K-12 Partnerships including Workforce Development, I am committed to serving on the WDB to provide post-secondary assistance to leverage available resources to support workforce development in Santa Barbara County. As a former CEO of a Boys and Girls Club, Police Officer, CTE Educator/Principal, I have had the pleasure of working in and with many industry sectors and K-14 districts. Having chaired community alliances as a civilian and sworn officer, I understand the importance with inclusivity and creating strong community partnerships. I would be honored to serve on this board representing AHC and as a proud community member.

12. EXPERIENCE: Please describe any relevant experience, qualifications, affiliations, or resources you would bring to the Board.

Professional and relevant experiences and affiliations

- 4 Years Non Profit Administration
- 10 Years Law Enforcement (Police Officer, School Resource Officer, Community Policing Officer, Academy Director, Field Training Officer)
- 14 Years Secondary and Post-Secondary Education (Career Technical Education Instructor Criminal Justice, Principal, AHC Director)
- 2 Years Restaurant Owner

Education and Certifications

- Master of Arts: University of Northern Colorado Education
- Master of Arts: Ferris State University Career Technical Education(1 class still to take)
- Bachelor of Arts: Emphasis Criminal Justice
- Peace Officer Academy and Certifications: Red Rocks Community College, CO. and Rio Salado Community College, AZ

Over the past 14 years, I have worked very closely with school districts, community colleges and industry sectors on key elements related to workforce development, economic vitality and college and community advancement initiatives. I've done this in a few different communities/counties and this has given me a broad perspective on workforce issues and opportunities facing communities.

13. REGIONAL WORKFORCE: What do you think are the critical workforce issues in our region? Why?

- Efficient coordination and execution of resources supporting workforce development
- Availability and access of career training and retooling
- Effective communication and platforms to create and sustain effective partnerships from stakeholders

Of course factors like rising housing costs, lack of affordable rental properties, availability of high tech/high wage positions all contribute to the obstacles facing our industry employers

14. SIGNATURE: *Thomas Jefferson Lamica*



15. DATE: 8/30/19

**APPLICATION FOR
WORKFORCE DEVELOPMENT BOARD
OF SANTA BARBARA COUNTY**

Return to: Workforce Development Board, 130 East Ortega Street, Santa Barbara CA 93101

Instructions: Please complete each section below. Please print in ink or type. You may attach additional sheets or supporting documentation as needed. Please note that ALL information provided is a matter of public record, and is subject to disclosure.

1. NAME: Mathers Susan Paula-Marie	2. PHONE: [REDACTED]
Last First Middle	

3. ORGANIZATION: Department of Rehabilitation	4. TITLE: Regional Director - Santa Barbara District
---	--

5. BUSINESS ADDRESS: [REDACTED]	6. EMAIL: [REDACTED]
Number Street City Zip Code	

7. APPROXIMATE NUMBER OF EMPLOYEES LOCATED IN SANTA BARBARA COUNTY: 50	8. DO YOU LIVE IN SANTA BARBARA COUNTY? YES	9. IF SO, IN WHICH SUPERVISORIAL DISTRICT DO YOU LIVE? <input type="checkbox"/> First District (Carbajal) <input type="checkbox"/> Fourth District (Adam) <input checked="" type="checkbox"/> Second District (Wolf) <input type="checkbox"/> Fifth District (Lavagnino) <input type="checkbox"/> Third District (Farr) <input type="checkbox"/> Not applicable
--	---	---

10. WHICH BEST DESCRIBES YOUR ORGANIZATION?	
Type of organization (please select one): <input type="checkbox"/> Business/Private Sector <input type="checkbox"/> Labor Organization <input type="checkbox"/> Apprenticeship Program <input type="checkbox"/> Community Based Organization <input type="checkbox"/> Provider of Adult Education and Literacy (title II) <input type="checkbox"/> Employment Development Department <input checked="" type="checkbox"/> Department of Rehabilitation <input type="checkbox"/> Economic or Community Development Entity <input type="checkbox"/> Educational Institution <input type="checkbox"/> Other (please specify):	Industry Sector (please select one): <input type="checkbox"/> Agriculture, Tourism, Wineries <input type="checkbox"/> Building and Design <input type="checkbox"/> Business Support Services <input type="checkbox"/> Energy and Environment <input type="checkbox"/> Healthcare <input type="checkbox"/> Technology and Innovation <input checked="" type="checkbox"/> Other (please specify): State Government

11. INTEREST: Please explain why you are interested in serving on the Workforce Development Board.
As the Santa Barbara District Regional Director of Department of Rehabilitation, I am interested in our agency aligning with the WBD goals. I am dedicated to promoting career pathways in Santa Barbara County by coordinating employment, training/education and support service, particularly for individuals with barriers to employment including people with disabilities. I want to help ensure the appropriate use, management, as well as the investment of funds to maximize performance outcomes. As the Regional Director of a Vocational Rehabilitation Program, I have the authority and responsibility to make the decisions to help the WBD enhance our community.

12. EXPERIENCE: Please describe any relevant experience, qualifications, affiliations, or resources you would bring to the Board.

Department of Rehabilitation
Regional Director (previously a Manger, Cooperative Programs Specialist and Counselor)
Administrative Oversight

- Manage Santa Barbara District Vocational Rehabilitation Program.
- Analyze data and lead program reviews to determine the effectiveness of Third-Party Contracts.
- Write comprehensive reports addressing: strengths, program findings and recommendations to ensure program success.

Supervision of Staff

- Hire staff and Supervise their performance.
- Provide leadership to and mentor staff in the District.

Collaboration/Coordination and Consultation

- Negotiate and develop ten (10) contracts for employing youth and students with disabilities.
- Coordinate business engagement activities for local employers.
- Deliver Subject Matter Expertise on Work Innovation and Opportunity Act.
- Provide technical assistance to DOR and community Contract Administrators.

- Represent DOR on California Leadership Team - Communities of Practice serving youth.

San Marcos College

Coordinator/Counselor Job Placement Program

Administrative Oversight

- Researched and Co-authored a Federal grant from the Office of Special Education and Rehabilitation Services (OSERS), *Partnerships for Employing Students with Disabilities*.
- Conducted performance evaluations and developed plans for improvement.
- Managed Vocational Services, Career Counseling, and Job Placement services for students with disabilities.

Development and Implementation

- Researched and analyzed labor market data for development of Student Education Plan.
- Utilized counseling techniques to assist persons with disabilities enter or re-enter the workforce.
- Counseled students on academic, career, and disability management issues.
- Provided trainings to Employers and College Professors on disability issues.
- Developed Memoranda of Understanding with the local social service agencies.

Collaboration/Coordination and Consultation

- Established and facilitated a 30 member Employer Advisory Board.
- Provided Technical Assistance to other Community Colleges in the country that were planning to apply for a OSERS grant.
- Coordinated local high school tours of career programs.
- Developed Mini-Career Fairs and round table discussions with employers.
- Coordinated national Networking, Information, Curriculum and Exchange (NICE) program.

Worked 15 years in Healthcare as an Occupational Therapist.

3. REGIONAL WORKFORCE: What do you think are the critical workforce issues in our region? Why?

Santa Barbara County has some complex workforce issues impacting our local communities.

The employment in Santa Barbara County has increased by 10% since 2010. However, the county's growth rate is still below neighboring counties, the state and national average. The strong improvements in the Southern and Northern sections of the county tend to influence the county's employment growth, yet the Central region's growth rate is significantly less. In addition, the clusters of the food, beverage, and agriculture, along with tourism and hospitality continue to provide most of the jobs. They represent 19% of all the jobs in the county and they have increased approximately 16% since 2010. Another concern is that some of the jobs in this cluster are most vulnerable to being replaced by automation and technology. There is also the worry that the quality of employment is deteriorating in Santa Barbara County because unskilled occupations represent more than half of the jobs in the county. They are growing at a faster rate than skilled and professional positions. Furthermore, a significant amount of higher-paying jobs are declining in the county, which increases the number of residents who will need to travel a longer distance to work or work more than at one job to continue to live in the county.

Some of the most critical workforce issues impacting businesses in Santa Barbara County include finding affordable housing and qualified applicants. According to the Santa Barbara WDB 2018 Industry, Economic and Workforce Research Report, over 70% of companies surveyed reported having difficulty finding qualified applicants who meet the organization hiring standards. Employers recognize that without adequate housing within a reasonable distance to work, recruiting and retaining employees will remain difficult, as well as recruiting non-entry level employees with adequate skills and industry experience.

That same report found that 61% of businesses considered Santa Barbara County positive. Over a third of employers rated Santa Barbara as a fair, poor, or very poor place to do business. Additionally, almost 65% "of employers rated the county as a fair, poor, or very poor place to start a new business, and only 35 percent rated the county positively".

Possible solutions to the fore-mentioned issues include, developing career pathways around the higher paying jobs. High-paying industry clusters including biotechnology, information and communication technologies (ICT) and healthcare are growing quickly in the county and are strong pathways which offer highly skilled jobs for higher wages. These clusters are expected to continue to grow in the future as well as offer sustainable career pathways, workforce development, and economic development.

Additionally, it is important to continue develop programs and strategies in this cluster to increase educational attainment in the South and Central parts of Santa Barbara County. Moreover, it is important to create opportunities to support and advance entrepreneurs, as well as to improve the county's business climate. Also, it is essential to identify and develop realistic housing solutions to support local businesses since they impact the employers' ability to recruit and retain high caliber employees.

14. SIGNATURE:

Susan Mather

15. DATE:

9/3/2019