



## SANTA CRUZ COUNTY HUMAN SERVICES

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RANDY MORRIS, DIRECTOR



# News Release

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## WORKFORCE SANTA CRUZ COUNTY STRATEGIC VISION FORUMS ANNOUNCED

*Santa Cruz County's Workforce Development Board Seeks Community Stakeholder Engagement*

To ensure broad community input, the Santa Cruz County Workforce Development Board (WDB) invites the community to share your insights toward shaping its 2025 -2030 strategic plan. To do this, the WDB will be holding 11 Community Stakeholder Engagement Strategic Vision Forums to learn from community insights, experiences, and expertise, all toward improving support for workforce development in our county.

The forums will be held in English with Spanish interpretation at various locations throughout Santa Cruz County to encourage wide participation. Stakeholders from sectors ranging from business and public agencies to education, unions, and labor organizations are encouraged to register and attend. Youth, young adults, and the general public are encouraged to participate in the engagement sessions. Topics for each session will range from being a job seeker, community-based organization, education and training partner, employer, veteran, disabled, or youth. Participants can choose the forum that best aligns with their experience and expertise.

"The experiences and insights community members will bring to these strategic forums will help us question old assumptions, imagine new possibilities, and build a workforce that is resilient, adaptable, and poised to thrive in the future economy," said Santa Cruz County WDB Director Andy Stone. "When we listen to the people we serve, we build better solutions. Our strategic planning isn't just about creating a document, it's about understanding the real struggles job seekers face and the skills employers need. By bringing these voices together, we can design a workforce system that actually works for everyone in our community."

Detailed information on the 11 Strategic Vision Forums, including dates, times and locations, as well as registration links, can be found at <https://workforcescc.com/strategic-vision-forums>. For additional questions about forum participation, please contact Brenda Diaz-Rivas at 831-763-8856, or [Brenda.Diaz-Rivas@santacruzcountyca.gov](mailto:Brenda.Diaz-Rivas@santacruzcountyca.gov).

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