



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

### MANUFACTURING COMMITTEE MEETING

Thursday, April 19, 2018

8:00 a.m. - 9:30 a.m.

United Food and Commercial Workers Union (UFCW) – Suite A  
816 Camarillo Springs Rd., Camarillo, CA

- |           |   |  |
|-----------|---|--|
| 8:00 a.m. | <b>1.0 Call to Order and Agenda Review</b>  | Alex Rivera  |
| 8:02 a.m. | <b>2.0 Public Comments</b>  | Alex Rivera  |
|           | <i>Procedure: The public is welcome to comment. All comments not related to items on the agenda may be made at the beginning of the meeting only.</i>   |  |
| 8:05 a.m. | <b>3.0 Approval of Minutes:</b> <ul style="list-style-type: none"><li>February 15, 2018</li></ul>   | Alex Rivera  |
| 8:08 a.m. | <b>4.0 WIOA Planning Discussion</b> <ul style="list-style-type: none"><li>Joint Meeting WDB Regional Sector Committees November 16, 2017 "Skills Attainment for Upward Mobility &amp; Aligned Services for Shared Prosperity":</li><li>Survey Ranking and Next Steps</li></ul>  |  |
| 9:00 a.m. | <b>5.0 Workforce Development Reports</b> <ul style="list-style-type: none"><li>Community Based Organization: <i>Workforce Education Coalition</i></li><li>California Community Colleges: <i>Workforce Training – Manufacturing</i></li><li>Ventura County Community College District: <i>Workforce Services</i></li><li>Ventura County Office of Education: <i>Career Education</i></li></ul> | Marybeth Jacobsen<br>Michael Bastine<br>Alexandria Wright<br>Tiffany Morse |
| 9:25 a.m. | <b>6.0 Committee Member Comments</b>  | Committee Members  |
| 9:30 a.m. | <b>7.0 Adjournment</b>  | Alex Rivera  |

Next Meeting

Thursday June 28, 2018

8:00 a.m. - 9:30 a.m.

United Food and Commercial Workers Union (UFCW) Suite A  
816 Camarillo Springs Rd., Camarillo, CA

Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the Workforce Development Board of Ventura County staff at (805) 477-5306 at least five days prior to the meeting. TTY line: 1-800-735-2922.



**WDB Manufacturing Committee Meeting**  
**February 15, 2018**

**MINUTES**

**Meeting Attendees**

Committee Members

Alex Rivera\* (Chair)  
Michael Bastine  
Marybeth Jacobsen  
Marilyn Jansen\*  
Tiffany Morse  
Bill Pratt\*  
Tre Robinson  
MaryAnn Rooney  
Alexandria Wright

WDB Staff

Patrick Newburn

Guests

Tracy DiFilippis (Goodwill SoCal)  
Fred Garcia (Human Services Agency)  
Heidi Hayes (theAgency)  
Shannon Johnson (Moorpark College)  
Curtis McHugh (HAAS Automation)  
Edward Sajor (Human Services Agency)

\*WDB Members

**1.0 Call to Order and Agenda Review**

Chair Alex Rivera called the meeting to order at 8:06 a.m.

**2.0 Public Comments**

No public comments.

**3.0 Approval of Minutes: October 19, 2017**

Motion: Bill Pratt  
Second: Tre Robinson  
Abstain: MaryAnn Rooney; Marybeth Jacobsen  
Approved

**4.0 WORKFORCE DEVELOPMENT REPORTS**

• Ventura County Office of Education: Career Education

Dr. Tiffany Morse provided an extensive update using Power Point slides about Career Technical Education (CTE) programs offered by the Ventura Office of Education. Special emphasis included an overview of the 150+ career pathways offered through VC Innovates. Additionally middle schools have 115 exploratory programs. Over 70 new CTE teachers were hired for the school year. In particular Mechatronics and Robotics have seen an increase in participation being offered at 15 high schools and middle schools. Dr. Morse reported that 2100+ students have received college credit through CTE pathway programs. A notable area of success are the Entree to Employment dinners offered through VC Innovates. 2300 students have connected directly with employers over dinner and table side conversation. Other community events have provided students opportunity to explore career options at Aviation Day, Ag Summit, Hospitality Week, Summer Camps, Sustainable Clean Technology event, and Made in VC. Morse also highlighted the success of the Career Education Centers that are hosted by VCOE using ASPIRE curriculum. Over 5800 students participate at 77 CEC programs serving 50 schools. CEC provided capstone projects for district CTE pathways, as well as providing internships for students in capstone courses. Committee members had thoughtful questions regarding business partnerships,

pathways, and future funding. WDB Committee Chair Alex Rivera thanked Dr. Morse for the detailed presentation.

- Ventura County Community College District: *Workforce Services*

Dr. Alexandria Wright provided an update about the workforce programs offered through Ventura Community College District (Ventura, Oxnard and Moorpark campuses). Dr. Wright reported that Strong Workforce funding from the State has enabled the three colleges to hire CTE coordinators. A new Mechatronics course (Engineering programs) is being offered at Ventura College in partnership with the Office of Naval Research. Dr. Wright highlighted several career focused certificates being offered including Computer Numerical Control (CNC) and the newest in Mechatronics. The district share lab space with VCOE/VC Innovates where K-12 uses the labs in the daytime, and college and adults use the labs at night. Of special note, the college district is beginning a free machinist readiness 100 hour course for no-credit at Ventura College. Lastly, Dr. Wright mentioned that continued funding is being explored through Strong Workforce grant applications including anew application for Medical Biotechnology. She emphasized the importance of continued partnerships with the Manufacturing Committee, WDB, and America's Job Center of California (AJCC).

- California Community Colleges: *Workforce Training – Manufacturing*

Michael Bastine, Deputy Sector Navigator for Manufacturing, from the California Community Colleges provided updates about new trends in the colleges to offer non-credit courses as a way provide a rapid placement into jobs, as well as an introductory tool to attract students into credit classes pursuing certificates and degrees. Mr. Bastine highlighted a 3 month program for Autistic students (Unusually Abled Academy) pursuing pathways into CNC careers. Mr. Bastine also mentioned that Strong Workforce Grants specific to courses in NIMS, Robotics and, Mechatronics may be available to Ventura County.

- Special Report: *Moorpark College Makerspace Internship Program*

Dr. Shannon Johnson, Moorpark College, provided an overview of the new paid internship program as part of the California Community College Maker Initiative. The Makerspace Internship Program at the college is structured to provide students 20 hours per intern, opportunities to demonstrate their passion for making, designing, and doing. Moorpark College is able to subsidize the student wages and partners with the California Community College Foundation to serve at the employer of record covering liability and payroll matters. The Makerspace program seeks partnerships with businesses to provide hands-on and creative ways to engage students in entrepreneurship, economic growth, and job creation. Dr. Johnson may be contacted at [sjohnson1@vcccd.edu](mailto:sjohnson1@vcccd.edu) or (805)553-4845. WDB Committee Chair Alex Rivera thanks Shannon for her presentation and exciting new program that will benefit manufacturing.

## 5.0 WIOA Workforce Development Planning

- Joint Meeting WDB Regional Sector Committees November 16, 2017  
*“Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity*

Committee members reviewed the report from the November 16, 2017 Joint Meeting of the WDB Regional Sector Committees, *“Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity.”* Members agreed that the lengthy report required more review than time allowed at today's meeting. Members directed WDB staff to conduct an online survey to collect rankings from members of the report findings and to allow members an opportunity to discuss the report and rankings at the next committee meeting.

## 6.0 Committee Member Comments

- Patrick Newburn gave an overview about businesses that were impacted by the December 4, 2017 Thomas Fire. Those affected are being served by various county agencies including outreach and services conducted by the Economic Development Collaborative - Ventura County.
- Bill Pratt talked about the need for outreach to engage and advocate with more manufacturing businesses. Members discussed due to limited funding, the committee will need to discuss creative methods to achieve a broad business advocacy strategy. Marilyn Jansen also suggested the outreach strategy include advocacy with organized labor.
- Mary Ann Rooney announced an opportunity for businesses to provide job shadowing in manufacturing with 30 students available from the Oxnard Union High School District.
- Tracy DiFilippis from the Goodwill invited members to attend a one day conference March 22, 2018 at Goodwill Los Angeles about CNC and Industrial Mechanics occupations.

## 7.0 Adjournment

Alex Rivera adjourned the meeting at 9:44 a.m.

### Next Meeting:

April 19, 2018 (8:00 a.m. – 9:30 a.m.)  
United Food and Commercial Workers Union (UFCW) Suite A  
816 Camarillo Springs Rd, Camarillo



**JOINT MEETING  
WDB REGIONAL SECTOR COMMITTEES**

**November 16, 2017**

***"Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity"***

- WDB Business Services Committee
- WDB Clean/Green Committee
- WDB Healthcare Committee
- WDB Manufacturing Committee
- WDB Programs Committee

**MINUTES**

**Meeting Attendees**

Business Services

- Heidi Hayes (theAgency)
- Paula Hodge (College of the Canyons, SCCRC)
- Payal Kamdar (VSolvit)
- Tracy Perez\*
- Jaime Mata\*

Manufacturing

- Alex Rivera\*(Chair)
- Michael Bastine (College of the Canyons, SCCRC)
- Marybeth Jacobsen (WEC)
- Marilyn Jansen\*
- Byron Lindros\*
- Tiffany Morse ( VCOE)
- Bill Pratt\*
- Tre Robinson (Wholesome Harvest Baking)
- Mary Anne Rooney(Civic Alliance)
- Bruce Stenslie\*

Programs

- Tony Skinner\* (Chair)
- Roger Rice\* (Vice Chair)
- Jerry Beckerman(Segue)
- Connie Chan\*
- Mary Navarro-Aldana\*

WDB Members

- Vic Anselmo\* (Chair)
- Greg Liu \* (Vice Chair)
- Brian Gabler\*
- Patty Schulz\*

Clean/Green

- Anthony Mireles\*(Chair)
- John Brooks ( City of Thousand Oaks)
- Holly Chavez (Allan Hancock College)
- David Fleisch (County of Ventura)
- Darrell Gooden (VC Innovates, VCOE)
- Charles Harrington\*
- Grant Leichtfuss (Villa Park Orchards Assoc.)
- Mary Anne Rooney (Civic Alliance)

Healthcare

- Greg Barnes\* (Chair)
- Richard Trogman\* (Vice Chair)
- John Cordova (College of the Canyons, SCCRC)
- Irene Ornelas (VC Innovates, VCOE)
- Michelle Reynolds (VCMC)
- Mary Anne Rooney(Ventura County Civic Alliance)
- Bill Werner (Simi Valley Hospital)
- Celina Zacarias\*

WDB Administration

- Talia Barrera
- Patricia Duffy
- Tracy Johnson
- Patrick Newburn
- Vivian Pettit
- Ma Odezza Robite

Guests

- Nancy Ambriz (County of Ventura)
- Lisa Brunelle (Department of Rehabilitation)
- Lisa Eklund (VC Innovates, VCOE)
- Hillary Howard (VC Innovates, VCOE)
- Rachel Linares (County of Ventura)
- Melissa Livingston (County of Ventura)
- Susan Mathers (Department of Rehabilitation)
- Richard McNeal
- Christy Norton (County of Ventura)
- Eileen Rohlfing (Employment Development Department)
- Teresa Serrata (County of Ventura)
- Luanne Swanberg (South Central Coast Regional Consortium)
- Steve Thompson (Ventura Adult Continuing Education)
- Carolyn Vang-Walker (Ventura Adult Continuing Education)
- Alexandria Wright (VCCCD)

\*WDB Members

## **1.0 Welcome and Introductions**

WDB Chair, Vic Anselmo, welcomed the attendees to the Joint Meeting of the WDB Regional Sector Committees: Business Services, Clean/Green, Healthcare, and Manufacturing. Additional members from the Programs and Outreach Committee, as well as community partners were also in attendance. Vic Anselmo introduced the facilitator/guest speaker from California Workforce Association, Bob Lanter. Mr. Lanter provided a short self-introduction and asked the WDB members and sector committee members to give quick self-introductions.

Bob Lanter introduced his fellow guest speaker, Vinz Koller, from Social Policy Research Associates, who gave an interesting presentation about the Swiss apprenticeship model.

## **2.0 Apprenticeship 2.0: College without Debt**

Mr. Koller provided an informative presentation of the Swiss apprenticeship model and the features of the Swiss education system which allows multitude of career paths. The model includes teaching soft skills that will not create dead-ends, schools focused on teaching communication and advanced math subjects. He emphasized on the practice of the Swiss education system where there is a public and private partnership and strengthened by the Swiss economy which is considered as the sixth largest investor/economy in the world.

He also explained the key feature of apprentices in the Swiss model where students spend three to four days per week with employers while spending only one to two days inside the classroom. In the Swiss model, sixteen-year old students can make decisions and nineteen-year old students already have achieved professional certificates and can earn a living. He compared that the average age of apprentices in the Swiss model is seventeen years old versus twenty-nine years old in USA.

The question was asked, if the employers were required to have apprentices. Mr. Koller responded that "only thirty percent of the employers have apprentices."

He also explained the funding of apprenticeship system, how firms invest in apprentices, measurement tools, background on how the Swiss employees gain experience and soft skills and how skills are best learned. When asked how California can adapt the Swiss system, Mr. Koller shared that it can be achieved by: building ecosystems, establishing permeability, triangulating, rebuilding prestige, focusing on students, and diversifying the registered apprenticeships.

One of the participants asked for the observed best practices in California. Mr. Koller gave an example of the Valley Transit Authority in Santa Clara with one hundred new positions opened for apprentices. Also, Mr. Lanter gave an example where he explained that the veterans in Livermore were trained in engineering at the laboratory.

A participant asked Mr. Koller how to address the transportation issue for young workers since most of the jobs are located outside Ventura County. Mr. Koller responded that the workforce development is a regional affair. He further suggested to look at the local economy and market and to look at where people work. Mr. Lanter provided an example of the apprenticeship Task Force in Washington, D.C. It showed how to expand outside the classic apprenticeship model where small, medium, and large employers can participate. Mr. Koller added that employers should look at apprenticeship on a broader sense and that employees can do training online to address the transportation issue.

Mr. Koller was asked if the apprenticeships were paid by the companies. Mr. Koller responded that it was paid by the State in the Swiss model and that the employees did not pay anything

Mr. Lanter provided a brief explanation and examples of work-based learning namely: registered apprenticeships, on-the-job training, incumbent worker training, career tech education with a workplace component, and transitional jobs/work experience. He mentioned that twenty percent of local youth formula funds are for work experiences such as summer jobs, pre-apprenticeship training, on-the-job training, and internships. He also provided a list of resources for work-based learning.

### **3.0 A Common Vision**

Mr. Lanter facilitated a group brainstorming on what success looks like. Participants were divided into six groups with six to seven members each. Each group provided their response to the question: “What’s Going On?” or “What are the current work-based learning activities being practiced in each organization?”

#### What’s Going On?

- Internships – rehabilitation, VCOE (1000 in education offsite)
- On the Job Training – America’s Job Center
- Field Trips – middle high (750)
- Training for Employability Skills
- Entrée to Employment (2,000)
- Job Shadows
- Guest Speakers
- Civic engagement
- Construction apprenticeships
- Summer camps
- Trade based charter schools
  
- Hospitality Industry
- Incumbent Worker Training (lean manufacturing)
- Adult Education Pre-apprenticeships Internships
- Department of Rehabilitation – limited internships/externships
- VC Innovates Adult Education
- CLU Capstone Program (MBA)
- TDC Studies
- CAD Department/ Manufacturing 30
- Manufacturing Week Tours
  
- Regional Makers Space
- Robotics
- Health Care
- CAL Works Internships
- PathPoint
- CSUCI-Clinical Tech
- County of Ventura – Summer Interns
- Summer City Hall – Ventura & Oxnard
- Trades (IBW, etc.) Apprentices
- Employers (OJT) WIOA

- AG Supervisor Training at VC Noncredit
  - Externship for Teachers In Engineering
  - NBVC Internships (Primarily Com College)
  - HCA (Health Care Agency) – WPL Revamping, Internships, Job Shadow
  - CTE Programs at H.S Focus on Industry Certificates
  - Career Education Center – Office of ED
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- On the job training
  - Union apprenticeships
  - University Internships
  - Government Internships
  - Regional Occupation Program
  - Summer in the City – VCCA
  - City Corps
  - Adult Education and Job Placement
  - CMTC
- 
- Applied Science Program at Ventura College (Entry level)
  - Internship at Career Education Center (VCOE)
  - Externship with CET
  - Incumbent Worker Training at
  - OJT at multiple companies
  - BOA + EDD – training (unpaid)

Mr. Lanter used the Victory Circle Technique or a visioning exercise which showed the ideal vision of work-based learning for one year from now in Ventura County:

- CWA report to get them involved
- Anchor employers; employers are saying “Thank you!”
- Businesses are retained/created
- They like making money while working
- Engagement scores are high
- Monitoring their responses thru social media
- Youth unemployment goes down in county
- Robust marketing on CTE
- Clear understanding of pathways
- Target industry that are local- here regionally start 2-3
- One-stop site connecting employers to interns
- Listing of all applications and career paths available
- Website and social media for the youth
- Job Seekers/Students say “I love my job!”
- Employers say “Why didn’t we do it before?”
- Cohort of gateway path with Business enrolled in VACE
- Directory of all Work Based learning programs with business partnerships
- Multiple payment methods
- Innovation in public sector employers
- Stable and secure innovation and productive career pathways
- CWA annual report on how sectors is moving to get this done
- Employers want more



- Students feel secure, valued, respected, and engaged
- Youth VI rate decrease in country
- New fast track program works well!

#### **4.0 Contradictions**

Mr. Lanter asked each group what obstacles stand in the way of reaching the vision of a unified work-based learning strategy of Ventura County. Each group listed their responses:

##### **Business Engagement**

- Sustaining Commitment of Employers
- Partnerships between business and education are needed
- Employer Champions wanted
- Employer engagement
- Not enough employers involved or hiring
- Partner Collaboration and Coordination

##### **Process and Bureaucracy**

- Time: Patience for incremental growth
- New things take time
- Re-doing work that's already been done
- Funding stream
- Red Tape
- Fractured leadership and direction (capacity/priorities)
- WDB + Partners Capacity
- Misaligned incentives (Inability to triangulate)
- No Framework
- Restrictive HR Policies
- Coordination of efforts

##### **Leadership**

- Project Champions wanted (Strategic Oversight)
- Actionable Plans needed
- Develop Common Vision-Education among all LEAs
- Common means of communicating work being done
- Funds + Better coordination

##### **Education/Training/Marketing**

- Perception of academic learning vs. work-based learning
- Matching training vs. work (INT) schedule (Swiss model: 3-4 vs. 1-2)
- Length of time to get training from idea to classroom
- Need to establish certification/portability
- Education integrated with industry
- Student knowledge of career options
- Limited program information available
- Negative image of Work-Based Learning – Change to Positive

## Youth

- Inclusion for all youth
- Transportation
- Supportive transit system not available
- Student career inspiration/ initiative lacking
- Youth missing soft skills

### **5.0 Commitment and Next Steps**

WDB committee members worked in cross-sector groups, reporting to the large group their responses. Below is a summary of the wall notes and committee members' comments during the follow-up discussion. The input will be considered during WDB planning and WDB/WIOA regional and local planning processes:

- Working on task force/ WDB
- Utilize programs that are available (once we find out)
- Office OJT, internships
- Actively network to bring business to table
- Pair with business to provide training
- Advocate on behalf of students
- Work through policies – align education to cut red tape
- Attempt to communicate purpose to students (Entrée to Employment)
- Leveraging resources and activities
- Guide students to meet passion
- Develop student committee for student voice
- Communicating to public at large
- Engage students early (middle school)
- Study what other countries are doing

### **Summary of Next Steps**

Based on the contradictions given aligned with the commitment listed above, Mr. Lanter suggested to provide a follow-through of these ideas with doable action plans with the following focus:

1. Plan to engage business/employers;
2. Plan to streamline the process/bureaucracy;
3. Plan to engage youth in work-based Learning activities;
4. Plan to align activities and market to the public what we are doing; and
5. Plan to align leadership; to have a common platform.

### **6.0 Close and Adjournment**

Vic Anselmo adjourned the meeting at 4:30 p.m.

#### Next Meeting

Workforce Development Board Meeting  
December 7, 2017  
America's Job Center of California (AJCC)  
2901 North Ventura Road, Oxnard



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY MANUFACTURING COMMITTEE

### Survey Results

Using the findings from the Joint Meeting WDB Regional Sector Committee (November 2017), your committee ranked your top three or more answers to the following eight questions:

1. What are top three or more current work-based learning activities being practiced in Manufacturing?
  - 1 **Incumbent Worker Training**
  - 2 **On the Job Training – America’s Job Center/WIOA**
  - 3 **University Internships**
  - 4 Adult Education Pre-apprenticeships
  - 5 Department of Rehabilitation – limited internships/externships
2. What is the ideal vision of work-based learning one year from now in Ventura County?
  - 1 **Anchor employers; employers are saying “Thank you!”**
  - 2 **Clear understanding of pathways**
  - 3 **Directory of all Work Based learning programs with business partnerships**
  - 4 Businesses are retained/created
  - 5 Robust marketing on CTE
3. What top three Business Engagement obstacles stand in the way of reaching the vision of a unified work-based learning strategy in Ventura County?
  - 1 **Partnerships between business and education are needed**
  - 2 **Employer engagement**
  - 3 **Sustaining Commitment of Employers**
  - 4 Employer Champions wanted
  - 5 Not enough employers involved or hiring
4. What top three Process and Bureaucracy obstacles stand in the way of reaching the vision of a unified work-based learning strategy in Ventura County?
  - 1 **Coordination of efforts**
  - 2 **Fractured leadership and direction (capacity/priorities)**
  - 3 **Funding stream**
  - 4 Red Tape
  - 5 No Framework
5. What top three Leadership obstacles stand in the way of reaching the vision of a unified work-based learning strategy of Ventura County?
  - 1 **Project Champions wanted (Strategic Oversight)**
  - 2 **Funds + Better coordination**
  - 3 **Actionable Plans needed**
  - 4 Develop Common Vision-Education among all LEAs
  - 5 Common means of communicating work being done
6. What top three Education/Training/Marketing obstacles stand in the way of reaching the vision of a unified work-based learning strategy in Ventura County?
  - 1 **Student knowledge of career options**
  - 2 **Perception of academic learning vs. work-based learning**
  - 3 **Education integrated with industry**
  - 4 Need to establish certification/portability
  - 5 Limited program information available

7. What top three Youth obstacles stand in the way of reaching the vision of a unified work-based learning strategy in Ventura County?

- 1 **Student career inspiration/ initiative lacking**
- 2 **Transportation**
- 3 **Supportive transit system not available**
- 4 Youth missing soft skills
- 5 Inclusion for all youth

8. What are top three Next Steps for the WDB Manufacturing Committee?

- 1 **Actively network to bring business to table**
- 2 **Pair with business to provide training**
- 3 **Utilize programs that are available (once we find out)**
- 4 Working on task force/ WDB
- 5 Work through policies – align education to cut red tape