



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday March 20, 2019

9:00 a.m. – 10:30 a.m.

Economic Development Collaborative (EDC)
4001 Mission Oaks Blvd., (Suite A-1) Camarillo CA

AGENDA

9:00 a.m.	1.0 Call to Order and Agenda Review	Brian Gabler
9:02 a.m.	2.0 Public Comments <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>	Brian Gabler
9:05 a.m.	3.0 Approval of Minutes: January 16, 2019	Committee Members
9:10 a.m.	4.0 Marketing and Outreach: <ul style="list-style-type: none">➤ PY 2018-2019 Q3 - Report➤ Regional Plan Implementation 1.0: Update	Heidi Hayes
9:40 a.m.	5.0 Action Item Recommend that the Executive Committee Approve and Recommend to the Workforce Development Board of Ventura County (WDBVC) the Approval and Recommendation to the Board of Supervisors, Approval of a Contract with the Agency to provide Marketing and Public Relations services from July 1, 2019 through June 30, 2020 to the WDB in the amount of \$150,000 in WIOA Core funds as stated under RFP #1718.01, Released on August 28, 2017 and Closed on September 25, 2018.	Brian Gabler
9:50 a.m.	6.0 America's Job Center of California (AJCC): Update	TBD
10:05 a.m.	7.0 WIOA Local Plan: Outreach Update	Rebecca Evans
10:20 a.m.	8.0 Committee Member Comments	Committee Members
10:30 a.m.	9.0 Adjournment <u>Next Meeting</u> May 15, 2019 (9:00 a.m. – 10:30 a.m.) Economic Development Collaborative 4001 Mission Oaks Blvd. Camarillo	Brian Gabler

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.

For information about the Workforce Development Board of Ventura County, go to www.workforceventuracounty.org



WDB Outreach Committee Meeting

Wednesday, January 16, 2019

9:00 a.m. - 10:30 a.m.

Economic Development Collaborative (EDC)
4001 Mission Oaks Blvd., (Suite A-1), Camarillo

MINUTES

Meeting Attendees

Outreach Committee

Brian Gabler
Bruce Stenslie

WDB Staff

Talia Barrera
Rebecca Evans

Guests

Heidi Hayes (theAgency)
Jaimé Duncan (Adult and Family
Services/WIOA)
Yvonne Jonason (Employment Training
Panel)

1.0 Call to Order

Chair Brian Gabler called the meeting to order at 9:05 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: September 19, 2018

Motion to Approve: Bruce Stenslie
Second: Brian Gabler
Motion carried.

4.0 Marketing and Outreach: Update 2018-2019 Q2 Summary

Heidi Hayes with theAgency reported update on outreach activities:

Employer Outreach

- **Workforce Wednesday**
 - **September 26** – ACE Charter High School IB Global – Tony Skinner and Joe Clausi
 - **October 24** – Prison to Employment – Anthony Mireles and Patrick Newburn
 - **November 28** – Veteran's Day, What can we do for you? – Capt. Doug King and Mary Navarro-Aldana
 - **December 4** – Spanish Interview - Fire Recovery Resources – KOXR, David Cruz – Rigoberto Gonzalez (US Small Business Administration) and Alondra Gaytan (Economic Development Collaborative)

- **December 11** – Spanish Interview - Prison to Employment – KOXR, David Cruz - Anthony Mireles and Patrick Newburn
- **Workforce Update Eblast**
 - October 30 – WDB Cohorts: 560 Sent/23.7% Open Rate/12.7% CTR
 - October 30 – Biz List: 3,067 Sent/6% Open Rate/74% CTR
 - December 19 – WDB Cohorts: 538 Sent/25% Open Rate/11.9% CTR
 - December 19 – Biz List: 3,051 Sent/4% Open Rate/3% CTR
- **Hill/Wolsey Fire Outreach Support**
 - Developed Woolsey Fire Resource Landing Page on VCGB
 - <https://www.venturacountygrowsbusiness.com/firerecovery/>
 - Designed VCGB & WDB Website Sliders linking to resource page
 - Updated/added resources and information needed (daily, weekly)
- KCLU
 - Produced new :30 PSA directing listeners to business recovery resources
 - Designed three new digital elements of online and mobile
- KJR & KXLM Spanish Language Outreach
 - Produced new :30 Spanish-language radio spot
 - Added four-week schedule to WDB integrated outreach media calendar
 - Coordinated and scheduled December 4th, KOXR David Cruz live radio interview
- Facebook and LinkedIn
 - Supported updates, deadlines, and business recovery resources with postings from mid-November to present
- **Ventura County Grows Business Website – July 1 to January 9, 2019**
 - 5,292 Users
 - **202% increase year-over-year**
 - 6,209 Sessions
 - **145% increase year-over-year**
 - 10,614 Pageviews
 - **50% increase year-over-year**
- **RPI Grant: Regional Business Outreach & Engagement**
- **VCGB/VCJWF Fall 2018 Media – October 1 – December 31, 2018**
 - Designed new creative assets focusing on general business growth and retention resources for VCGB
 - Continue to integrate the “Work Based Learning” messaging into VCGB and VCJWF creative and content
 - 2.14 impressions projected: 2.41 impressions delivered – 123% of projection
 - Negotiated Value 182% of cost
- **VCGB Media Highlights: -**
 - **Pandora – VCGB**
 - 546,505 Total Impressions and 8.38 Frequency
 - 2,921 Clicked for a CTR rate = .67%
 - **LA Times**
 - Admail 10/23 & 11/13 Bonus Eblast

- 100,000 sent @ 19.82% open rate = 19.819
- 2,189 Clicked for a CTR rate = .67%
- LinkedIn
 - 82,888 Total Impressions
 - 169 clicked for a CTR
- Programmatic Video
 - 74,981 Total Impressions
 - 211 clicked for a CTR = .28%
- Value-Add ROS
 - 125,025 Total Impressions
 - 149 clicked for a CTR=.12%
- Survey Length: Approx. 13-15 minutes for participants to complete.

- **Business Services/Workforce Development Research**

- Survey Content Finalized and Programmed Ready to Launch
- Methodology: Panel survey, targeting business executives, owners and c-level decision makers of various sizes and industries reflecting the county
- Sampling by business size: 100 (Goal Competencies)
 - Utilizing data from 2017 Q3 data from EDD

Size of Business/employees	Our Sample	% Breakdown	Number of Businesses
			25,236
0-4		64%	16,117
5-9	79	15%	3,696
10-19	10	10%	2,587
20-49	7	7%	1,821
50-99	4	2%	617
100-249		1%	310
250-499		0%	54
500-999		0%	23
1000+		0%	11

- Sampling by industry
 - To ensure we have responses from a variety of industries, we will not have more than 6 or so businesses from a single category
- Sampling by region
 - East County/West County blend with the regions defined
 - ✓ East: Thousand Oaks, Simi Valley, Moorpark
 - ✓ West: Camarillo, Ventura, Oxnard, Port Hueneme, Sana Paula, Fillmore and Ojai
- Reported survey results at the Outreach Committee Meeting on January 16, 2019.
- Creative
 - Spanish Language Job Seeker Broadcast – ran a four-week schedule in KXLM and KLJR to air during the holiday hiring season, produced :30 radio spot.


- Organic Post Reach: 347 most for a single day

Post Details

Venue County Grows Business
Published by Post Venetopia | October 7 at 11:40 AM

Halloween is just around the corner! Take advantage of the season with a few funnels you can market your small business. Here are a few tips, tricks, and tools! [http://www.venuecountygrowsbusiness.com](#)

Free account growth ideas here: [http://www.venuecountygrowsbusiness.com](#) or email us directly at info@venuecountygrowsbusiness.com | 855-522-0500



[Pin it to Pinterest](#)

5 Fun Halloween Marketing Ideas for Your Small Business
Ready for some scary-good inspiration? Check out: [Halloween-and-yo...](#)

Get More Likes, Comments and Shares
Boost this post for \$25 to reach up to 1,700 people.

10 People Reached 8 Impressions [View Post](#)

10,000+ likes, 10,000+ comments & more

[Like](#) [Comment](#) [Share](#) [More](#)

Performance for Your Post

157 People Reached

7 Likes, Comments & Shares		
5 Likes	6 On Post	0 On Stories
0 Comments	0 On Post	0 On Stories
1 Share	1 On Post	0 On Stories

1 Post Clicks

1 Profile Views	1 Link Clicks	0 Other Clicks
-----------------	---------------	----------------

INSTANT FEEDBACK

- 0 on Post
- 0 on Post
- 0 on Post

[View Ad Info](#) [Unlink Page](#)

Suggested story may be delivered from what appears on profile


Sept/Oct - Top Post Examples (by engagement):

Ventura County Grow Business

Published by Pam Thompson · September 19

NEEDING WOMEN! Please entrepreneur women on digital marketing have you registered yet? Learn about branding, blogging, email marketing, social media and more... Join FREE!! and several paid speakers at this no-charge forum on September 26 from 9:30 to 5:00pm at the Carmelo Library. Seating is limited so make certain your seat. Register at: [http://bit.ly/DigitalMarketingForum](#)

#entrepreneurwomenbusiness #venturacounty #digitalmarketing #smallbusiness #venturacountygrowbusiness
[venturacountygrowbusiness.com](#) | 800-522-6266



Get More Likes, Comments and Shares
 Boost Post for \$20 to reach up to 1,700 people.

118 People Reached 4 Engagements **Boost Post**

Like Comment Share ...

Performance for Your Post

1	2	3
Like	On Post	On Share
Comment	On Post	On Share
Share	On Post	On Share
Post View	Like Click	Other Clicks

Watched Previews 0 Video Ad Posts 0 Report as Spam 0 Profile Page


Suggested posts may be displayed from what appears on page(s)

Ventura County Grow Business

Published by Pam Thompson · September 19

need quality employees? We bet there are older workers that could do the job. Just why are most Americans delaying retirement and working longer? Economies offer multiple theories about what is driving people to work longer, including improving health, higher education and a shift toward less physically-demanding jobs. Or could it be that they need to pay their bills too? [http://bit.ly/CareerRetirementorPlayingtheSMB](#)

#entrepreneurwomenbusiness #venturacounty #worklonger #retirement #olderworkers
[venturacountygrowbusiness.com](#) | 800-522-6266



Get More Likes, Comments and Shares
 Boost Post for \$20 to reach up to 1,700 people.

191 People Reached 11 Engagements **Boost Post**

Like Comment Share ...

Performance for Your Post

1	2	3
Like	On Post	On Share
Comment	On Post	On Share
Share	On Post	On Share
Post View	Like Click	Other Clicks

Watched Previews 0 Video Ad Posts 0 Report as Spam 0 Profile Page

Suggested posts may be displayed from what appears on page(s)

[illegible]

Nov/Dec – Top Post Examples (by engagement): <=4%

[illegible]

Peet Details

Ventura County Grow Business

Published by Peet Thompson · 11 NOVEMBER 15, 2015 · 0

Starting a business? Keep this list handy. The more you know about starting a business, the more power you have to turn an organization that develops into a lasting source of income and satisfaction. For help with the beginning stages of opening a business, this checklist is a great place to start. [http://bit.ly/vcn-Growth-Business-Checklist](#)

[Venturacountygrowbusiness](#) [http://venturacountystrategicexpansion.org/venturabusinessandexpress](#)
[venturacountygrowbusiness.com](#) | 650-522-4466... See More

Performance for Your Post

223 People Reached

LINKS, COMMENTS & SHARES		
2 Links	2 Comments	9 On Shares
0 Comments	0 On Post	3 On Shares
1 Share	1 On Post	3 On Shares

11 Post Clicks

Photo Views	Like Clicks	Other Clicks
1 Like Post	3 Like Clicks	5 Other Clicks

RELATIVE FEEDBACK

- 1 Like Post
- 0 Like All Posts
- 0 Repeat or New
- 0 Unlike Page

Reported stats may be delayed from what appears on posts.

Get More Likes, Comments and Shares

Boost this post for \$10 to reach up to 2,000 people.


223 People Reached **14** Engagements

[View Analytics and Other Account Insights](#) [I Share](#)

[Like](#) [Comment](#) [Share](#) [⋮](#)

Boost Post

Post Details




Vermont County Drivers License

Published in Post-Tradecraft | November 21, 2018 at 9:40 PM

>>>

Manufacturing is important—both nationally and locally. Vermont County Manufacturers—who you know that VCOM has a dedicated page will resources just for you? Take a look: [http://bit.ly/Manufacturing-in-Vermont-County](#)

Top 10 Facts About Manufacturing
[http://tinyurl.com/bxgpmkz](#) New Issue



[Copy to Messenger](#) [Send Message](#)

Get More Likes, Comments and Shares
Boost this post for \$10 or reach up to 2,880 people

157 People Reached

Like

Comment

Share

0 Engagement

[Report Post](#)

Performance for Your Post

157 people reached

5 Reactions · Comments & Shares ▾		
4 Like	0 On Post	0 On Shared
1 Love	1 On Post	0 On Shared
0 Wow	0 On Post	0 On Shared
0 Haha	0 On Post	0 On Shared
3 From Cards		
0 Photo Link	0 Link Card ▾	1 Video Card ▾

NEGATIVE FEEDBACK

- Hide Post Show All Posts
- Report as Spam Limit Page

Required: 1 day prior to deleting posts about religious beliefs.

Vestista County Online Business
introduced by Mark Thompson · 11 November 20, 2016 · 45

Do you know about the MBA Learning Center? Help to write a business plan? Find options for franchising? The MBA offers a variety of online courses to help you start and run your business—and all on a 100% schedule. 100% flexible, and from the comfort of the location you choose. How great is that?

Over 100 online courses, 24/7 access, and a support team to help you succeed. All for less than \$100 a month. [Learn More](#)

[Open in Messenger](#)
[Send Message](#)

Get More Likes, Comments and Shares
 Boost the post for \$30 to reach up to 2,600 people

105
 People Reached

11
 Engagements

[Boost Post](#)

Free Course, Part Master and 2 others

Like

Comment

Share

Performance for Your Post

105 People Reached

4 Reactions, Comments & Shares

Like

Love

Wow

Careless

Glad

5
 On Post

0
 On Post

0
 On Post

0
 On Post

0
 On Post

6
 on Mobile

0
 on Mobile

0
 on Mobile

0
 on Mobile

0
 on Mobile

7 Post Clicks

Post Click

Link Click

Other Click

1
 Post Click

1
 Link Click

0
 Other Click

NOTES / FEEDBACK

Post

Link

Other

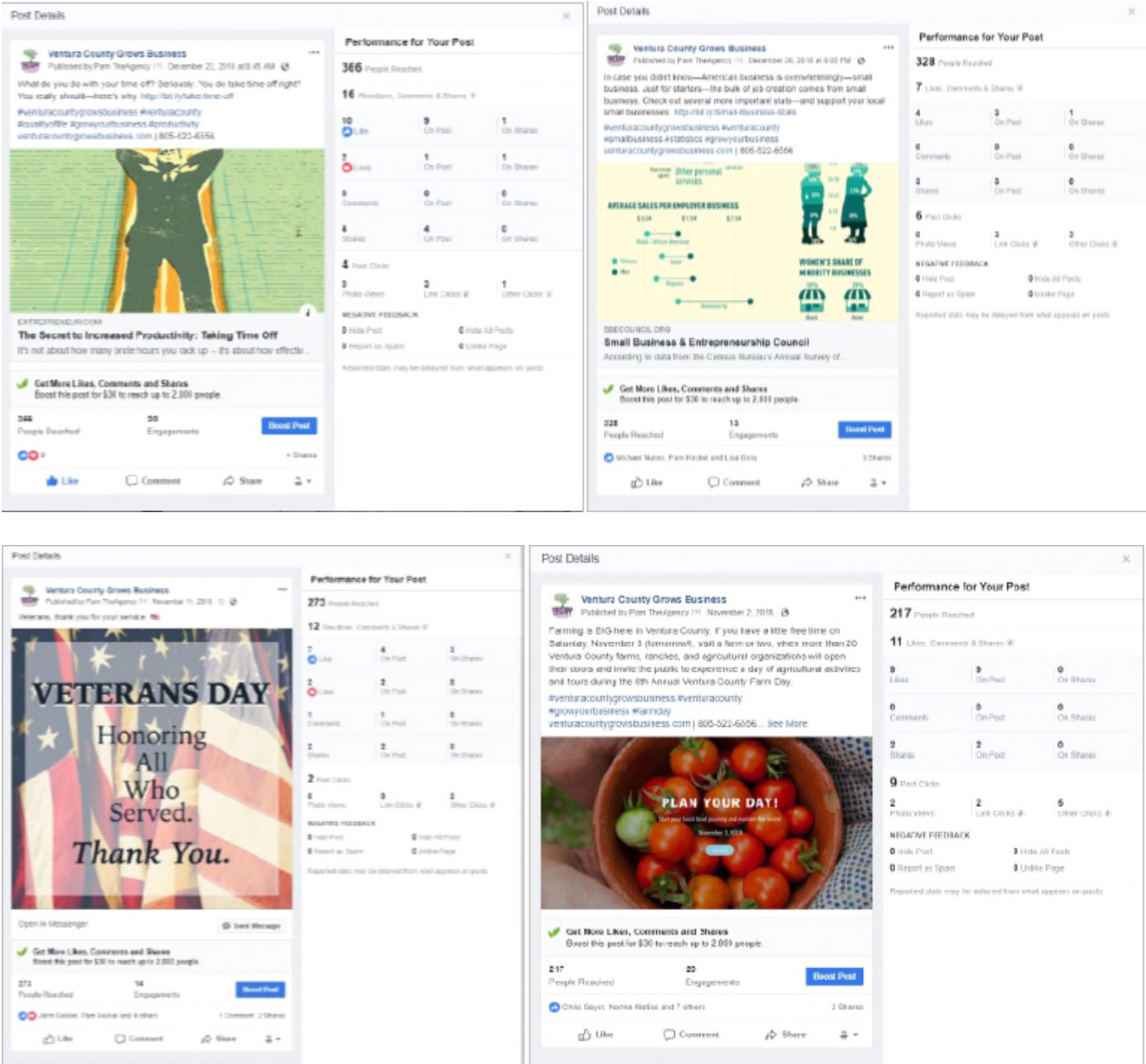
0
 Post

0
 Link

0
 Other

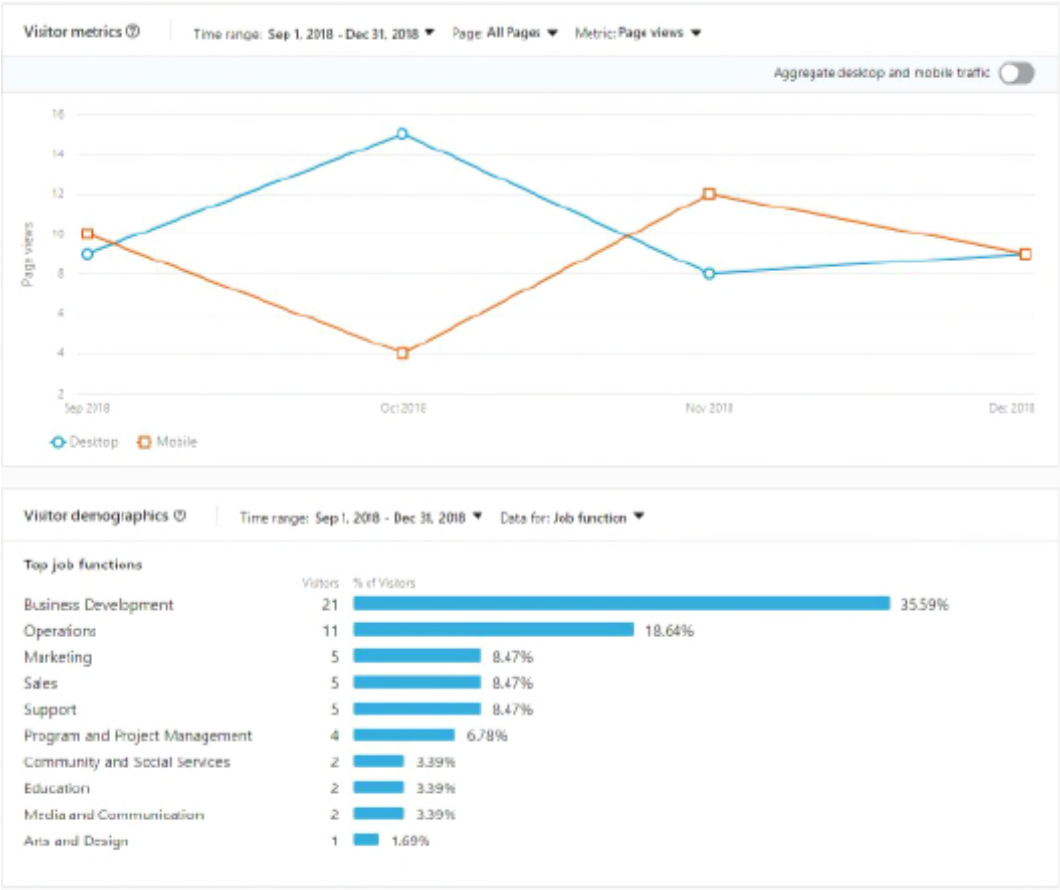
Reported 10/20/16. An offense has been reported on this post.

Nov/Dec – Top Post Examples (by reach):



Sept/Oct/Nov/Dec VCGB LinkedIn Company Page: <https://www.linkedin.com/company/ventura-county-grows-business/>

- 62 posts, 4 posts per week average
- Baseline Stats



Sept/Oct Sponsored post vs Organic post

Posted by Pamela Heckel • 10/23/2018 • Sponsor now

Ventura County Grows Business

Did you know—our unemployment rate was down again this month? The unemployment rate in Ventura County was 3.7 percent in September 2018, down from a revised 3.9 percent in August 2018, and below the year-ago estimate...

Job Outlook - September 2018 Edition

1 Like

Like Comment

Organic impressions: 81 Impressions

Show stats

Posted by Pamela Heckel • 9/14/2018 • Sponsor now

Ventura County Grows Business

You've always wanted to start your own business—what's stopping you, now is a great time! Check out this 12-step guide that starts with self-evaluation—and when you're ready—we're here to help.

The Complete, 12-Step Guide to Starting a Business

1 Like

Like Comment

Organic impressions: 81 Impressions

Show stats

Posted by Pamela Heckel • 9/27/2018 • Sponsor now

Ventura County Grows Business

Innovation & entrepreneurship is happening in Ventura County! And we've got resources—take a look!

Workspace

3 Likes

Like Comment

Organic impressions: 23 Impressions

Show stats

Posted by Pamela Heckel • 10/5/2018 • Sponsor now

Ventura County Grows Business

Do you know you can find free & low-cost resources to help build your business at Ventura County Grows Business? How can we help YOU? <http://bit.ly/Grow-Your-Business-Ventura-County>

About Ventura County Grows Business

2 Likes

Like Comment

Organic impressions: 16 Impressions

Show stats

YOUTH OUTREACH

- VC Jobs With a Future Website – July 1, to January 10, 2019
 - 2,535 Users – 124% increase year-over-year
 - 3,024 Sessions – 12% increase year-over-year
 - 6,139 Pageviews – 12% increase year-over-year
 - Pandora – October 1 to November 6, 2018 Media Highlights
 - 279,230 Total impressions and 15.17 Frequency
 - 950 Clicked for a CTR rate = .43%

- **VC Jobs with a Future – Twitter: September 1 to January 2019**
 - As of January 2019 – 1,060 followers
 - 203 Total Tweets
 - 1350 Profile Visits
 - 182,900 Impressions
 - 1,489 Impressions per day average

GENERAL OUTREACH

- **Workforce Ventura County Website – July 1, to January 10, 2019**
 - 3,875 Users - -4.5% decrease year-over-year
 - 5,356 Sessions - -5.8% decrease year-over-year
 - 12,845 Page Views - -3.9% decrease year-over-year
- **Press releases**
 - Prepared and sent 2018 WDB Annual Awards and distributed calls for nominations on September 20 and October 8
 - Prepared new WDB Executive Director Announcement
 - EVSP Outreach Committee participation
- **JOB SEEKER OUTREACH**
 - Spanish Language Radio – KXLM & KLJR
 - Ran for 4 weeks
 - 167,600 gross impressions
- **Career Shops**
 - Sent October workshops on September 14
 - Sent November workshops on October 14
 - Sent December workshops on November 6
 - Sent January workshops on December 7

5.0 2018 WDB Awards: Update

Talia Barrera shared with the committee the names of the recipients of the 2018 Awards: Leadership Award – Emily Barany, Collaborative Action Award – HOPE Program, and Youth Opportunity Award – Summer at City Hall Program.

6.0 Committee Member Comments

No additional comments

7.0 Adjournment

Meeting adjourned.

Next Meeting

March 20, 2019 (9:00 – 10:30 a.m.)

Economic Development Collaborative (EDC)

4001 Mission Oaks Blvd., (Suite A-1), Camarillo



WDB Outreach Annual Review July 1, 2018 – March 15, 2019

Employer Outreach

Promote Business Goals

- Develop and implement business, economic development, and job seeker outreach strategies to raise awareness of, and participation in, workforce development programs and services.
- Implement outreach campaign to build on and reinforce awareness of the business resources and support in Ventura County

The following activities were implemented to promote WDB Business Goals:

- **Ventura County Grows Business Paid Media Outreach – Fall 2018 (Includes VCJWF element.)**
Supported, in part, with RPI grant funding.
 - Dates: November to October 2018
 - Total Cost: \$16,000
 - Total Value: \$29,181 (182%)
 - Total Impressions: 2,414,429
- **Ventura County Grows Business Paid Media Outreach – Spring 2019 (Includes VCFWF element.)**
Currently in negotiation and planning.
 - Dates: March to April 2019
 - Total Cost: \$16,500
 - Projected Value: \$20,293 (123%)
 - Total Impressions: 2,173,034
- **Workforce Wednesday: August 2018 to June 2019**
 - Researched/recommended topics, recruited/coordinated participants and developed discussion guides for (7) Workforce Wednesdays with (2) in development for April-May 2019.
- **Workforce Update E-Newsletter August 2018 to June 2019**
 - Researched and developed content, created new design and disseminated (4) eblasts to approximately 14,284 (List clean-up done in 2018). Open rates average 25% for WDB Cohorts and 5% for business lists.
- **Hill/Woolsey Fire Outreach Support**
 - **Developed Wooley Fire Resource Landing Page on VCGB** (updated regularly)
 - <https://www.venturacountygrowsbusiness.com/firerecovery/>
 - Designed VCGB & WDB Website Sliders Linking to Resource Page
 - **KLCU**
 - Produced new :30 PSA directing listeners to business recovery resources
 - Designed three (3) new digital elements for online and mobile
 - **KLJR & KXLM Spanish Language Outreach**
 - Produced new :30 Spanish-language radio spot
 - Added four-week schedule to WDB integrated outreach media calendar
 - Coordinated December 4th, KOXR David Cruz live radio interview with Rigoberto Gonzalez-Nossa, U.S.-SBA Disaster Representative and Alondra Gaytan, EDC-SBDC
 - **Facebook & LinkedIn**
 - Supported updates, deadlines, and recovery resources targeted postings.



WDB Outreach Annual Review July 1, 2018 – March 15, 2019

- **18/19 RPI Grant Outreach** – supporting/promoting are addressing the skilled workforce deficits we face as a region, amount other WDB priorities.
 - Methodology: Panel survey, targeting business executives, owners and c-level decision makers of various sizes and industries reflecting the county.
 - Sample Size: 125
 - Presented RPI Business Survey Results to: Complete Report Attached
 - Outreach Committee - January 16
 - Business Services Committee – February 12
 - EVSP Steering Committee – February 22
 - Upcoming:
 - EVSP Outreach Committee – March 29
 - WDB Executive Committee – April 11
 - WDB Board TBD – April 25
- **Employer Outreach New Elements**
 - “Grow Your Business” digital elements: banners and eblast.
 - “Grow Your Business” pamphlet
 - America’s Job Center of California Collateral
 - Job Seeker Pamphlet (English and Spanish)
 - Business Services Pamphlet (English and Spanish)
 - Rapid Response Pamphlet (English and Spanish)
 - OJT Pamphlet (English and Spanish)
 - OJT Tent Card
 - Press Kit Folder
 - AJCC OJT Success Story.
 - AJCC Pull-Up Signs – (6) VCGB, Employer, Job Seeker, Youth, Rapid Response, OJT
- **Ventura County Grows Business Website – July 1 to March 15, 2019**
 - 6,403 Users - **170% increase year-over-year**
 - 7,549 Sessions - **123% increase year-over-year**
 - 12,960 Pageviews - **43% increase year-over-year**
 - Managed content updates, corrections, event calendar and additions.
 - Woolsey/Hill Fire Recovery Resources - www.venturacountygrowsbusiness.com/firerecovery
 - Veterans Services/Resources - www.venturacountygrowsbusiness.com/veterans
 - Work-Based Learning - www.venturacountygrowsbusiness.com/workbasedlearning
- **Ventura County Grows Business Facebook – 3,545 Fans** (Through 3/14/19)
 - Managed ongoing content, research, development and posting
 - Average 25-30 custom content postings/month
 - **Fans: 5.9% Increase** (June 30, 2018 = 3,348)
 - Total Reach through February 28, 2019: 102,353 – **195% increase in reach year-over-year**
- **Ventura County Grows Business Group Page: LinkedIn – 31 Followers**
 - Developed, designed and managed content
 - Average 25-30 custom content posts/month



WDB Outreach Annual Review July 1, 2018 – March 15, 2019

Youth Outreach

Promote Out-of-School Youth Goals (OSY)

- Engage OSY through exposure to career pathways and options, including education, training, and work experience opportunities.
- Develop relevant media outreach strategies to target Ventura County OSY with key messages.

The following activities were implemented to promote WDB Youth Goals:

- **Paid Media Outreach** – Negotiated, planned and placed paid media for VC Jobs With a Future in conjunction with the Fall 2018 and Spring 2019 Ventura County Grows Business campaigns. Please refer to those plans.
- **VC Jobs With a Future Website – July 1, 2018 to March 15, 2019**
 - 3,384 Users = -19% year-over-year
 - 4,014 Sessions = -22% year-over-year
 - 8,153 Pageviews = -31% year-over-year
 - Managed content updates, corrections, and additions
 - Note: This time last year youth-targeted campaign had begun early February.
- **VC Jobs with a Future – Twitter: January 1 to February 28, 2019**
 - As of February 26, 2019 – 1,089 followers
 - +3.91% (June 30, 2018 1,048)
 - 115 Total Tweets January 1-February 28 (59 days)
 - 976 Profile Visits (Avg 488 p/month) (936 July/August)
 - 125,700 Impressions (Avg 62,850 p/month) (96,800 July/August)
 - 1,065 Impressions per day average (1,600-day July/August)
- **VC Jobs with a Future – Twitter: 1094 followers as of 3/15/19**
 - Managed content, research, development and posting.
 - Average 45-55 postings/month
 - **405,400 Impressions = +107% year over year** (July 1, 2018 to February 25, 2019)
 - **Followers: 4.4% increase over previous year**
- **Youth Outreach – New Elements Developed**
 - Updated Youth Pathways Pamphlet - Updated resource reference and coordinated with service providers EDD, PathPoint and BGC to review and edit partner information.
 - **Yardi Systems**
 - Connected Yardi Systems with youth providers to donate computer equipment to organizations serving youth in Ventura County.

Job Seeker Outreach

Promote Job Seeker Goals

- Implement outreach campaign to build on and reinforce awareness of job seeker resources for those who might require these services as they become unemployed.



WDB Outreach Annual Review July 1, 2018 – March 15, 2019

The following activities were implemented to promote WDB Job Seeker Goals:

- **Spanish Language Radio**
 - KXLM and KLJR schedule added to integrated plan
 - 10/22 to 11/18/18 (4 weeks)
 - 167,600 gross impressions
 -
- **KCLU AJCC Outreach**
 - KCLU Sponsorship – AJCC Job Seeker began late-September and ended December 31, 2017.
- **Career Shops** – Developed and distributed (8) monthly calendar releases for Career Shops available free-of-charge at American Job Center of California Ventura County Locations with (3) calendar releases to come for April-June 2018. (One provided too late to promote.)
 - **Calendar listings published** in 38 media to date (2/28/19) including: VCStar, Acorn (various), The Patch (various), KDAR, KCLU, Citizens Journal, 805 Calendar, Santa Paula Times
- **Job Seeker Outreach – New AJCC Collateral Developed – Included in Employer Outreach.**

General Outreach

Promote WDB Goals

- Reinforce the visibility of the WDB and its members in the community as a valuable workforce development resource dedicated to supporting the needs of Ventura County employers and job seekers.

The following activities were implemented to promote General WDB Goals:

- **KCLU Annual Plan**
 - Finalized 2018-19 plan to include:
 - 50 Weeks
 - 6.56 Million Impressions
 - 150,000 Value-Add Online Impressions
- **Paid Media Outreach** – Negotiated, planned and placed paid media for general outreach:
 - Total Cost: \$18,172 (KCLU Contract billed direct to WDB)
 - Total Value: \$29,533 (**163% of cost**)
 - Total Impressions: 5,871,540 (Includes months of KCLU not allocated to VCGB/VCJWF)
- **New Releases, Interviews, Op-Eds: Published in various media** including VCStar, Pacific Coast Business Times, Acorn (Various), PRLog, ePR.Com, Patches (various)
 - **Releases Developed and Distributed:**
 - New Board Member/Retiring Members, In process
 - Congressman Carbajal Media Advisory, 3/15/19 (prepared twice, first event cancelled)
 - 2018 WDB Award Winners, 3/1/19
 - WDB Regional Town Hall Event, 1/16/19
 - New Executive Director Announcement, 1/15/19
 - 2018 WDB Award Call for nominations, 8/14/18
 - New Board Appointments & Chair/Vice-Chair, 7/12/18



WDB Outreach Annual Review July 1, 2018 – March 15, 2019

- **Op-Eds Developed/Coordinated Placed:**
 - *Ace Charter High School and the IB Program*, 9/10/18 VCStar
 - *More Doors Opening for Subsidized Workforce Training*, 8/19/18 VCStar
- **Various**
 - **Prison to Employment Partnership Town Hall 2/13/19**
 - Developed and Disseminated P2E Town Hall Eblast – 2/6/19
 - **Regional Plan Town Hall 1/31/19**
 - Produced new KCLU :30 PSA announcing WDB Regional Plan Town Hall
 - Developed and disseminated Town Hall Eblast sent (2) times: 1/29/19, 1/22/19
 - **2018 WDB Awards**
 - Press Release – See above.
 - Updated logo in various formats, Redesigned ‘fillable’ Nomination Form
 - Designed/distributed call-for-nominations eblast sent (3) times: 8/16/18, 9/20/18, 10/8/18
 - **Regional Sector Meeting Invitation Eblasts**
 - Designed/distributed invitation to participate sent (2) times: 8/3/18, 8/15/18
 - **WDB Address Change** - Updated change of address on all digital assets including website, web pages, social media platforms, digital media, PR forms, etc.
 - **EVSP Steering & Outreach Committees** – Participated in start-up and ongoing as needed and requested.
- **Workforce Ventura County Website** - Google Analytics Stats July 1 to March 15, 2019
 - Ongoing site support and content development as needed
 - New slider development for Veterans and Woolsey/Hill Fire outreach (2)
 - Audience Overview – 5,424 Users/7,619 Sessions
 - 2.15% Increase in users year over year
 - .41% increase in sessions year over year
- **Job Outlook Full Report & Eblasts**
 - Created new design template with integrated “Tableau” data table integration on VCGB
 - <https://www.venturacountygrowsbusiness.com/job-trends/>
 - Researched compiled and distributed monthly Job Outlook report. (7) Completed to date,
 - Developed Monthly Topline Eblast summary of the Job Outlook and disseminated eblast to approximately 25,347 WDB Cohorts and Ventura County Businesses.
- **KCLU General Outreach PSA’s** – Develop PSA’s and online banners as needed to support promote WDB goals in employer, job seeker and youth outreach over 11 months.



Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

Employer Outreach

- **Workforce Wednesday**
 - **January 23** – Tri-County Regional Energy Network: Anthony Mireles and Alejandra Tellez. Final discussion guide attached.
 - **February 20** – Port of Hueneme Project Labor Agreement, Tony Skinner and Christina Birdsey. Final discussion guide attached.
 - **March 20** – NDWG Dislocated Worker Grant: Patrick Newburn and Alex Renteria (Goodwill). Discussion guide in development.
 - **April to June Topic Ideas** – VCGB Programs & Services, WDB Award Winner or Summer Internships?
- **February 2018 Workforce Update Eblast**
 - Feb 15 – WDB Cohorts: 558 Sent/22.8% Open Rate/11.6% CTR
 - Feb 15 – Biz List: 3,013 Sent/5% Open Rate/32% CTR – (*Barracuda*).
- **Ventura County Grows Business Outreach**
 - **VCGB/VCJWF Spring 2019 Media** – March 1 to April 30, 2019
 - **Creative:**
 - New creative approved at January 2019 meeting to “Grow” your business being utilized.
 - New :15 VCGB Video pre-roll in development.
 - Additional assets developed for Chamber placements.
 - Continued to integrate the “*Work-Based Learning*” and “*OJT*” messaging into VCGB and VCJWF creative and content.
 - 2.17 impressions projected
 - Negotiated Value: 123% of Cost
 - See updated media flow chart attached.
- **Ventura County Grows Business Website – July 1 to February 3, 2019**
 - 6,205 Users (Note: 3,691 users from 10/1 – 12/5/18 Campaign Period, 60%)
 - **173% increase year-over-year**
 - 7,294 Sessions
 - **124% increase year-over-year**
 - 12,446 Pageviews
 - **41% increase year-over-year**
- **RPI Grant: Regional Business Outreach & Engagement Tactics**
 - Presented RPI Business Survey Results to: Complete Report Attached
 - Outreach Committee - January 16
 - Business Services Committee – February 12
 - EVSP Steering Committee – February 22



Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

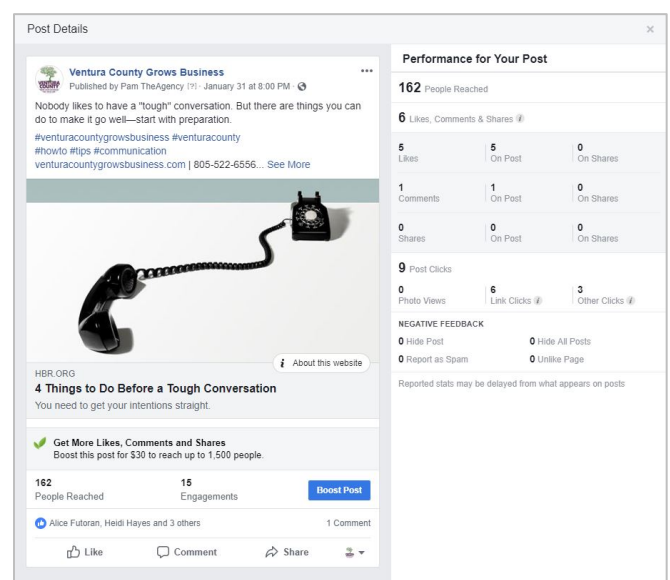
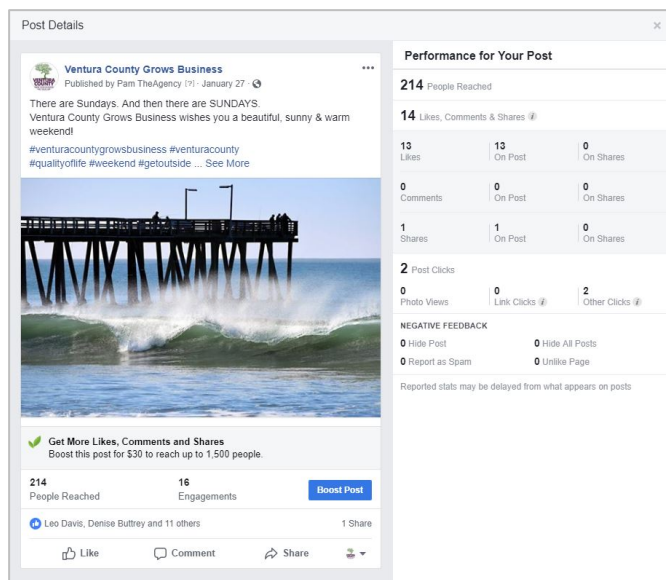
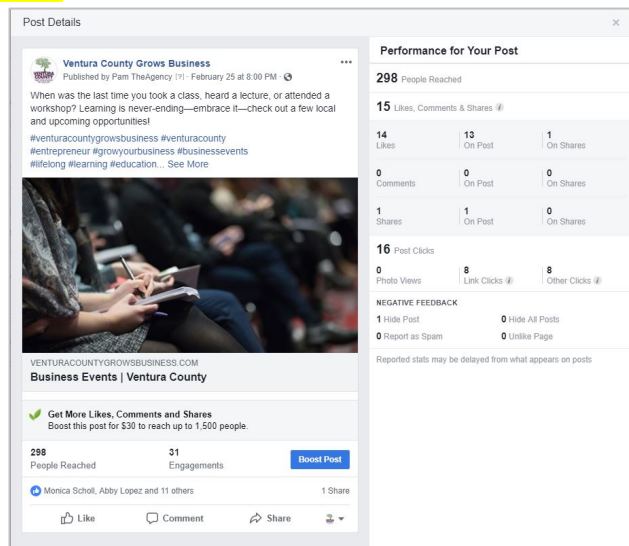
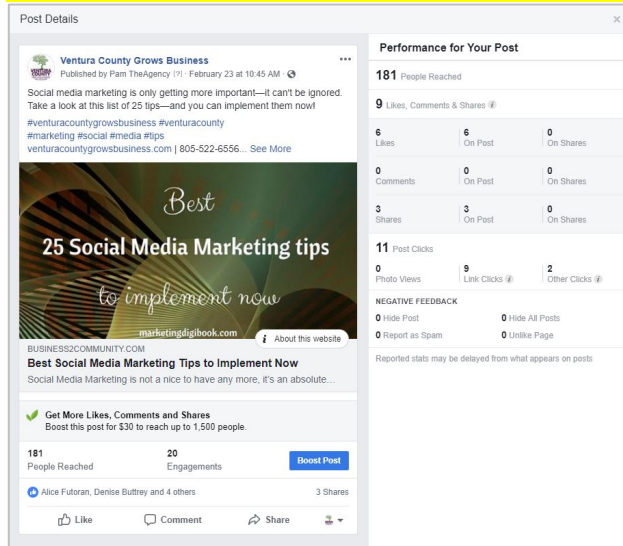
- **Creative**

- **VCGB New Pamphlet** – Approved and to be printed. Final PDF attached

- **VCGB Facebook – January 1 to February 28, 2019**

- As of February 28, 2019 – Likes/Fans, 3,515
- +5% (June 30, 2018 = 3,348)
- Posts: 61 total posts (approx. 30 per month or 6 per week)
- Total Reach: 24,392 – Average 2,710/week
- Organic Post Reach: 312 most for a single day (1/7/19)
- Paid Post Reach: 1514 for a single day (1/27/2019)

Jan/Feb - Top Post Examples (by engagement): <= 4%



Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting


Jan/Feb - Top Post Examples (by reach):

Post Details

Ventura County Grows Business
Published by Pam TheAgency · February 11 at 6:00 PM

Hey entrepreneurs—do you have a great business idea? Complete in the upcoming Startups Ventura County competition. Visit the site to learn more. The deadline to apply is March 1.

#venturacountygrowsbusiness #venturacounty #entrepreneur #business #startups #business #venturacountygrowsbusiness.com | 805-522-6556 See More



TOP PRIZE \$10,000
2ND PLACE \$5,000
3RD PLACE \$2,500

- Access to Decision Makers
- Referral to Venture Capitalists
- One-Year Free Co-Working Space

SVC 2019

Startups Ventura County is structured to help entrepreneurs with technology startup ideas. Entrepreneurs interested in competing are required to submit their applications by MARCH 1, 2019.

SAVE THE DATE: APRIL 5-7, 2019
COMMUNITY MEETING & LUNCH

For more details and participation rules, please visit our website. **APPLY ONLINE!**
STARTUPSVENTURACOUNTY.COM

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 1,500 people

516 People Reached
39 Engagements

Denise Barlow, Lisa Goss and 5 others

Like Comment Share

Performance for Your Post

516 People Reached

19 Reactions, Comments & Shares

10 Likes	7 On Post	3 On Shares
1 Love	0 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

20 Post Clicks

4 Photo Views	2 Link Clicks	14 Other Clicks
---------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency · January 29 at 8:00 PM

Warren Buffett: You cannot make a good deal with a bad person. Great advice and common sense. It's the way you should do things—and it pays off. Associate yourself with good people. People who tell the truth and honor their commitments, and people with emotional intelligence. Worth your read.

#venturacountygrowsbusiness #venturacounty #entrepreneur #business #startups #business #venturacountygrowsbusiness.com | 805-522-6556 <https://cnb.cx/2Gd9HbJ>



CNBC.COM
Warren Buffett's simple career advice will transform how you approach your job

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 1,500 people.

463 People Reached
33 Engagements

Amber Frederich, Pam Heckel and 8 others

5 Shares

Like Comment Share

Performance for Your Post

463 People Reached

18 Likes, Comments & Shares

13 Likes	10 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

15 Post Clicks

0 Photo Views	13 Link Clicks	2 Other Clicks
---------------	----------------	----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency · February 25 at 8:00 PM

When was the last time you took a class, heard a lecture, or attended a workshop? Learning is never-ending—embrace it—check out a few local and upcoming opportunities!

#venturacountygrowsbusiness #venturacounty #entrepreneur #growyourbusiness #business #events #lifelong #learning #education... See More



VENTURACOUNTYGROWSBUSINESS.COM
Business Events | Ventura County

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 1,500 people.

298 People Reached
31 Engagements

Monica Scholl, Abby Lopez and 11 others

1 Share

Like Comment Share

Performance for Your Post

298 People Reached

15 Likes, Comments & Shares

14 Likes	13 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

16 Post Clicks

0 Photo Views	8 Link Clicks	8 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

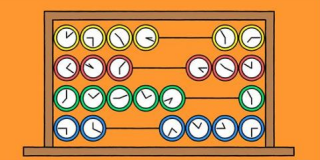
Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency · February 18 at 8:00 PM

Do you need more time? Help is on the horizon. Multiply your time by assessing your tasks in terms of their significance—and free up more time. Ask yourself 4 key questions and you just might find the key to time management. Could it really be this simple?

#venturacountygrowsbusiness #venturacounty #time #management #qualityoflife #venturacountygrowsbusiness.com | 805-522-6556... See More



IDEAS TED.COM
Multiply your time by asking 4 questions about the stuff on your to-do list

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 1,500 people.

227 People Reached
12 Engagements

Maria Christopher, Pam Heckel and Denise Buttry

2 Shares

Like Comment Share

Performance for Your Post

227 People Reached

5 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

7 Post Clicks

0 Photo Views	8 Link Clicks	2 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Jan/Feb - Top Boosted Post Examples:

Post Details

Ventura County Grow's Business
Published by Pam TheAgency | Feb 8 at 8:00 PM

Do you have employees that need training? If so, learn more about the Employment Training Panel (ETP). The ETP is a joint business-labor state agency that funds training to ensure employers have the skilled workers they need to compete locally and globally.

#venturecountygrowsbusiness #venturacounty
#employertaining #growyourbusiness
ventura-county-grows-business.com | 805-522-6556... See More

Performance for Your Post

2,175 People Reached		
11 Likes, Comments & Shares		
8 Likes	8 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares
30 Post Clicks		
0 Photo Views	27 Link Clicks	3 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

VENTURA-COUNTY-GROWS-BUSINESS.COM

Employee Training Services | Ventura County

At Ventura County Grow's Business, we provide the...

Learn More

2,175

People Reached

41

Engagements

Boost Again

Boosted on Feb 8, 2019

By Pam TheAgency

Completed

People Reached	2.2K	Landing Page Views	21
View Results			

Kathleen Taylor, Pete Ruth and 4 others

1 Comment 2 Shares

Like

Comment

Share

More


Post Details

Ventura County Grows Business

Published by Pam The Agency (T) · January 3 ·

You have big dreams for your business. Turn them into reality. Do you need consulting? Employee training? What about loans, funding & capital? We can help. Check us out.

#venturaoutgrowsbusiness #venturetraining
#consultingservices #employeeelearning
#loansfundingcapital #growyourbusiness... See More



Ventura County Grows Business

Government Organization

530 People Reached

12 Engagements

Boost Again

Booted on Jan 22, 2019

By Pam The Agency

People Reached	336	Post Engagement	155
----------------	-----	-----------------	-----

View Results

Ramiro Andrade, Pam Heckel and 3 others

Like Comment Share

Performance for Your Post

530 People Reached

5 Likes, Comments & Shares

5 Likes	5 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

7 Post Clicks

0 Photo Views	4 Link Clicks	3 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

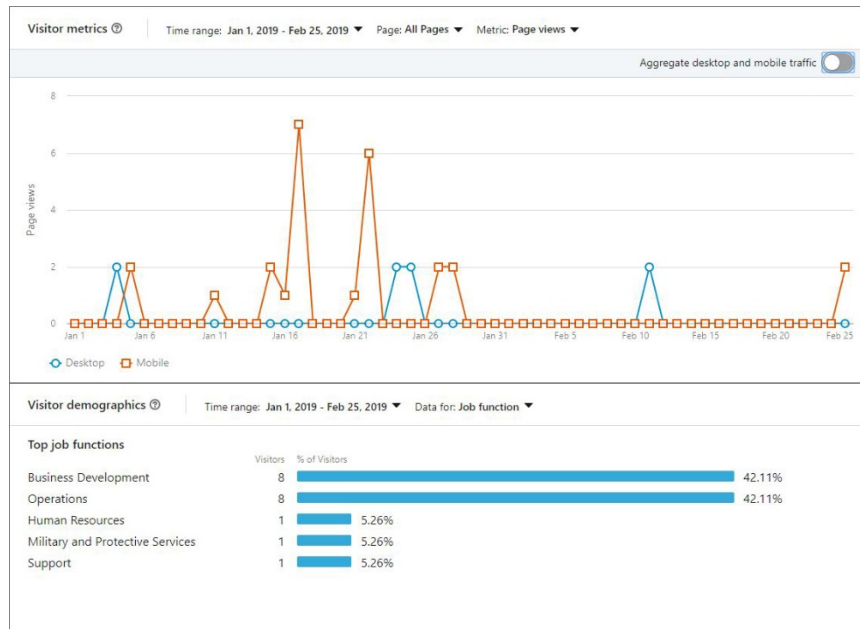
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

Jan/Feb VCGB LinkedIn Company Page - <https://www.linkedin.com/company/ventura-county-grows-business/>

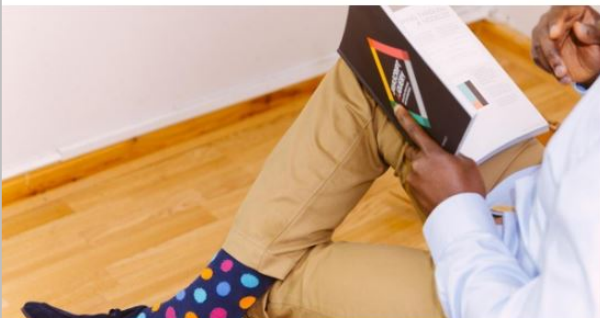
- 32 posts, 4 posts per week average.
- **Baseline Stats**



Jan/Feb – LinkedIn Sample posts:

Ventura County Grows Business
26 followers
1mo

What have YOU learned lately? Do you know there is OPPORTUNITY galore to pick up new skills, learn new things, and meet new people? And all in your own backyard? Check out January's no-cost and low-cost workshops, classes, ...see more



Business Events | Ventura County
ventura-county-grows-business.com

Like Comment

Organic impressions: 39 Impressions Show stats ▼

Ventura County Grows Business
26 followers
2w

Do you have employees that need training? If so, learn more about the Employment Training Panel (ETP). The ETP is a joint business-labor state agency that funds training to ensure employers have the skilled workers they need to comp...see more



1 Like

Like Comment

Organic impressions: 36 Impressions Show stats ▼

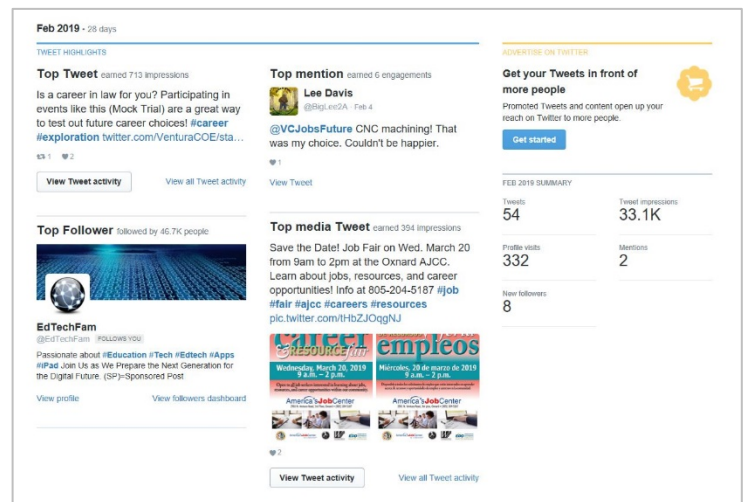
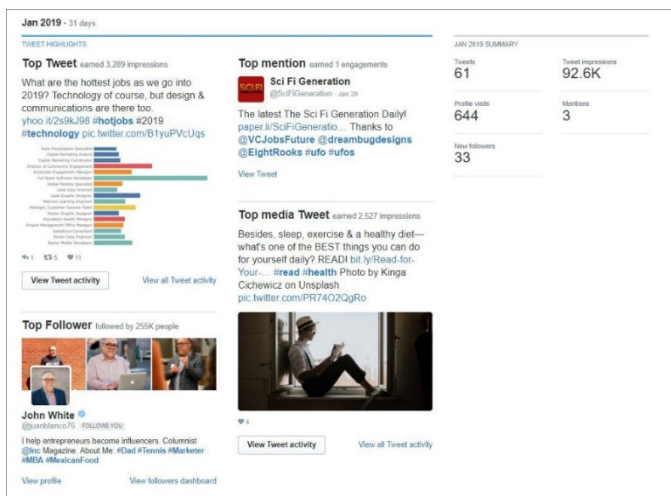


Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

YOUTH OUTREACH

- **VC Jobs With a Future Website – July 1 to March 3, 2019** – Note: Last year at this time an outreach campaign had been running since late January.
 - 3,204 Users
 - -9% decrease year-over-year
 - 3,800 Sessions
 - -14% decrease year-over-year
 - 7,691 Pageviews
 - -27% decrease year-over-year
 - Pandora – March 1 to April 30, 2019 Media Highlights
 - 291,932 Projected Total Impressions
- **VC Jobs with a Future – Twitter: January 1 to February 28, 2019**
 - As of February 26, 2019 – 1,089 followers
 - +3.91% (June 30, 2018 1,048)
 - 115 Total Tweets January 1-February 28 (59 days)
 - 976 Profile Visits (Avg 488 p/month) (936 July/August)
 - 125,700 Impressions (Avg 62,850 p/month) (96,800 July/August)
 - 1,065 Impressions per day average (1,600-day July/August)

January & February “Top Tweet” Summaries (See graphics below)





Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

Jan/Feb - Engagements & Top Tweets (See graphics below)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Jobs with a Future @VCJobsFuture - Jan 3			3,306	271	8.2%
	What are the hottest jobs as we go into 2019? Technology of course, but design & communications are there too. yho0.it/2s9kU98 #hotjobs #2019 #technology pic.twitter.com/B1yuPvUq5					
	View Tweet activity		Promote			
	Promoted in campaigns			1,839	112	6.8%
	Jobs with a Future @VCJobsFuture - Jan 12			2,531	4	0.2%
	Besides, sleep, exercise & a healthy diet—what's one of the BEST things you can do for yourself daily? READ! bit.ly/Read-for-You... #read #health Photo by Kinga Gichewicz on Unsplash pic.twitter.com/PR74O2QgRo					
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture - Jan 10			2,033	3	0.1%
	Want a future so bright you gotta wear shades? :) Plan it! Get started here. bit.ly/VC-Jobs-With-A-... #career #future #plan Photo by frankie cordoba on Unsplash pic.twitter.com/1hTyVKup7K					
	View Tweet activity		Promote			
	Promoted in campaigns			414	7	1.7%
	Jobs with a Future @VCJobsFuture - Jan 7			1,158	0	0.0%
	What's the best first step to a great career? FINISH high school! Just do it, you won't regret it. (And no, it's NOT too late.) bit.ly/finish-high-sc... #ged #highschool #diploma #equivalency Photo by Good Free Photos on Unsplash pic.twitter.com/mMaMqVYEkk					
	View Tweet activity		Promote			
	Promoted in campaigns			1,260	25	2.0%
	Jobs with a Future @VCJobsFuture - Jan 17			1,025	9	0.9%
	These are a GREAT way to learn about a career that interests you, check them out! #career #exploration #architecture #construction twitter.com/Career1Stop/st...					
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture - Jan 14			980	1	0.1%
	Is college worth it? Yes. Is it the RIGHT path for YOU? Explore your options. bit.ly/Explore-College #college #exploration Photo by Robert Bye on Unsplash pic.twitter.com/i8y09uGZf					
	View Tweet activity		Promote			
	Promoted in campaigns			252	5	2.0%
	Jobs with a Future @VCJobsFuture - Jan 15			970	2	0.2%
	It's easy to just sail off into the horizon, but you need a map if you want to arrive at a specific destination. bit.ly/Plan-Your-Dire... #life #direction #plan #future Photo by Johannes Plenio on Unsplash pic.twitter.com/bkpQG4cRo3					
	View Tweet activity		Promote			
	Promoted in campaigns			268	8	2.2%
	Jobs with a Future @VCJobsFuture - Jan 5			703	3	0.4%
	Need a little help with your job search or career? The AJCC has you covered. Check out January's Careershops. Something for everyone. #careershops #workshops #ajcc pic.twitter.com/xDSJFN2OZq					
	View Tweet activity		Promote			
	Promoted in campaigns			721	10	1.4%
	Jobs with a Future @VCJobsFuture - Jan 11			667	5	0.7%
	Are there good reasons to leave a job you love? Yes. bit.ly/Quit-a-Job-You... #leave #job #reasons Photo by Nastuh Abotaleb on Unsplash pic.twitter.com/uEH01fhpCQ					
	View Tweet activity		Promote			
	Promoted in campaigns			472	5	1.1%
	Jobs with a Future @VCJobsFuture - Jan 2			667	2	0.3%
	Are you "job-ready"? Have a resume? Interview skills? If you need help, there are local organizations ready to assist you! Get started on your way to a career & a future. bit.ly/Youth-Job-Help Photo by Ben White on Unsplash #jobready #careers #interview pic.twitter.com/DixRopOU					
	View Tweet activity		Promote			
	Promoted in campaigns			1,193	19	1.6%





Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

JOB SEEKER OUTREACH

- **Career Shops**

- February workshops – sent workshop info January 31

- **Clip Examples:**

- VC Reporter – ran info on Rebecca in "Biz Buzz" section on February 6.
- Citizens Journal – posted February workshops on February 6.
- KDAR – posted February workshop listing
- Moorpark Patch - posted February workshop listings

GENERAL OUTREACH

- **Workforce Ventura County Website – July 1, to March 3, 2019**

- 5,081 Users
 - **+.12 increase year-over-year**
- 7,098 Sessions
 - **-1.98% decrease year-over-year**
- 17,120 Page Views
 - **-.85% decrease year-over-year**

- **Regional Plan Town Hall 1/31/19**

- Produced new KCLU :30 PSA directing listeners to participate in WDB Regional Plan Town Hall
- Developed and disseminated Town Hall Eblast sent (2) times:
 - Jan 29 – 726 Cohorts: 27.6% Open Rate/7.6% CTR
 - Jan 29 – 3,106 Businesses: 7% Open Rate/2% CTR
 - Jan 17 – 575 Cohorts: 34.3% Open Rate/6.6% CTR
 - Jan 22 – 3,029 Businesses: 6% Open Rate/2% CTR

- **Prison to Employment Partnership Town Hall 2/13/19**

- Developed and Disseminated P2E Town Hall Eblast
 - Feb 6 – 727 Cohorts: 29.6% Open Rate/3.3% CTR
 - Feb 6 – 3,016 Businesses: 5% Open Rate/1% CTR

- **Press Releases**

- **WDB Regional Plan Town Hall Event** – prepared release and sent January 16.
- **Rebecca Evan's Executive Director appointment** – prepared and sent out approved news release with photo January 17.
- **Prepared WDB Awards release.** Approved. Will send it once we get photos from the February 28 meeting.
- **Prepared draft of new WDB member Rosa Serrato.** Release to completed and distributed in late March.
- **Congressman Carbajal AJCC Visit** - Develop and distribute press alert once March 18th details are finalized. See draft attached.



Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

Clips:

- Pacific Coast Business Times – ran Rebecca's info and photo January 25
- VC Star – ran Town Hall release January 27
- Camarillo Acorn – ran Town Hall release January 25
- Citizens Journal – ran Town Hall and Rebecca Evans news releases. Posted January 17.
- Moorpark Patch – posted Town Hall and Rebecca's news releases
- Amigos805.com – posted Town Hall and Rebecca's news release
- AmericanTowns.com – posted Town Hall and Rebecca's news release

- **WDB Address Change**

- Updated change of address on all digital assets including website, web pages, social media platforms, digital media, PR forms, etc. Developed punch-list of potential collateral elements in need of updating.

- **WDB Website Redesign** - Client advised that county will provide timeline for new site buildout. Agency to provide support on content, design and layout.

- **Website Development: Connecting Apprenticeships, Internships & Employers**

- Client to advise/discuss.

- **Job Outlook Eblast:**

- **January 18 (December Report)** – WDB Cohorts: 575/23.9% open rate/10.2% CTR
- **January 18 (December Report)** - Biz List: 3,040/6% open rate/1% CTR

- **Job Outlook Most Recent Stats:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **December 2018:**

- **Ventura County increased .1%** from 3.7% in November 2018 to 3.8% in December 2018 (December 2017 = 4.0%)
- **California increased .2%** from 3.9% in November 2018 to 4.1% in December 2018 (December 2017 = 4.2%)
- **U.S. increased .2%** from 3.5% in November 2018 to 3.7% in December 2018 (December 2017 = 3.9%)

Updated Projects in Process summary through 3/6/19 included in packet.



Workforce Development Board Projects in Process: 18/19 Program Year

3/6/19

Items in Gray = Completed

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
General	Congressman Carbajal Press Advisory	Press Release	1-Jul	18-Mar	Visit has been rescheduled fo 3/18. Develop and distribute media invitation.	Client to advise on topic points.
General	New WDB Board Member Release	Press Release	1-Feb	15-Mar	Develop/distribute new board member press release after 2/12 BOS approval. In development.	
Employers	VCGB Sustaining Outreach Strategy - Spring 2019	Agency Services	2-Jan	30-Jun	Outreach strategy review and approved. Implementation in progress.	
General	Salem Radio Online - David Ortiz Spanish-language radio interviews	Media Relations	2-Jan	30-Jun	Coordinate and pitch relevant interview topics and participants.	
General	EVSP - Outreach Strategy	Agency Services	15-Aug	30-Jun	Participate in EVSP marketing sub-group.	
Employer	RPI Grant - Employer Services Research	Agency Services	1-Jul	30-Nov	Develop research to learn whether services offered are connecting with employer needs and identify workforce development challenges. Survey draft presented 8/28/18, finalized 10/30/18. Programmed panel survey began 11/1/18. Findings complete and presented to WDB staff 12/18/18. To Outreach Committee on 1/16, to Business Services Committee on 2/12, to EVSP Steering Committee on 2/22.	
Employer	Sector Committee - Clean Green	Agency Services	1-Jul	TBD	Work with Clean Green committee on completion/promotion of testimonials. Assisted with/narrator V/O Copy 10/19/17. Assisted with editing review 5/24/18	Pending Completion
Employer	Sector Committee - Business Services	Agency Services	1-Jul	TBD	Coordinate and implement, where possible, committee initiatives.	



Workforce Development Board Projects in Process: 18/19 Program Year

3/6/19

Items in Gray = Completed

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
General	Integrated Outreach Media Calendar	Agency Services	1-Jul	30-Jun	Agency to negotiate, manage, place and audit annual integrated media plan. Presented and approved. In process.	
General	WDB Outreach	Agency Services	1-Jul	30-Jun	Agency services ongoing.	
General	KCLU PSA Sponsorships	Agency Services	1-Jul	30-Jun	Agency services ongoing.	
General	Op-Ed Development: New Topics	Media Relations	1-Jul	30-Jun	Agency services ongoing.	
General	WDB Photo Library	Creative Services	1-Jul	30-Jun	Agency services ongoing.	
General	Workforce Ventura County Website	Creative Services	1-Jul	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Website	Agency Services	1-Jul	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Facebook	Agency Services	1-Jul	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business LinkedIn	Agency Services	1-Jul	30-Jun	Agency services ongoing.	
Youth	VC Jobs With A Future Website	Agency Services	1-Jul	30-Jun	Agency services ongoing.	
Youth	VC Jobs With A Future Twitter Page	Creative Services	1-Jul	30-Jun	Agency services ongoing.	
Job Seeker /Employer	JCC Job Fair/Business Expo Support	Agency Services	1-Jul	30-Jun	Agency services ongoing.	Client to provide info on Job Fairs/Business Expos
Job Seeker	June 2019 Career Shops	Press Release	1-May	n/a		Waiting on schedules.
Job Seeker	May 2019 Career Shops	Press Release	1-Apr	n/a		Waiting on schedules.
Job Seeker	April 2019 Career Shops	Press Release	1-Mar	n/a		Waiting on schedules.
Job Seeker	March 2019 Career Shops	Press Release	1-Feb	n/a		Waiting on schedules.



Workforce Development Board Projects in Process: 18/19 Program Year

3/6/19

Items in Gray = Completed

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
General	Job Outlook: May 2019	Creative Services/Eblast	20-May	17-May		
General	Job Outlook: April 2019	Creative Services/Eblast	22-Apr	19-Apr		
General	Job Outlook: March 2019	Creative Services/Eblast	18-Jan	15-Mar		
Employer	Workforce Update: June 2019	Creative Services/Eblast	24-Apr	5-Jun	Agency to develop content for client review	
Employer	Workforce Update: April 2019	Creative Services/Eblast	27-Feb	24-Apr	Agency to develop content for client review	
Employer	Workforce Wednesday, 6/26/19 - TBD	Agency Services	3-Jan	26-Jun		TBD
Employer	Workforce Wednesday, 5/22/19 - TBD	Agency Services	3-Jan	22-May		TBD
Employer	Workforce Wednesday, 4/24/19 - TBD	Agency Services	3-Jan	24-Apr		TBD
Employer	Workforce Wednesday, 3/20/19 - Dislocated Worker Grants	Agency Services	3-Jan	20-Mar	Patrick Newburn & Alex Renteria. Discussion guide in development.	
Employers & Job Seekers	WDB - Apprenticeship/Employer Connection Website, MC3 Support	Creative Services	1-Jul	31-Jan	Agency to investigate options for design, development and management. Coordinate with Vsolvit & outside vendors.	Client to advise next steps.
Youth	WDB - Website Redesign	Creative Services	1-Jul	31-Jan		Client to advise next steps
Employers	VCGB - Outreach Campaign	Creative Services	1-Jul	31-Dec	Agency recommended new banners and eblast design. Approved 1/16 and in process for Spring outreach. Developing additional elements for Chamber placements.	



Workforce Development Board
Projects in Process: 18/19 Program Year

Items in Gray = Completed

3/6/19

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
Youth	VCFWF - Outreach Campaign	Creative Services	1-Jul	31-Dec	Existing elements for Fall 2018. New campaign TBD. Approved 1/16 and in process for Spring outreach.	
Job Seekers	AJCC - Outreach Campaign	Creative Services	1-Jul	31-Dec	English language TBD	
General	KCLU Scripts & Banner	Creative Services	1-Jul	30-Jun	Develop new and update scripts and online banners for KCLU ongoing.	

- Agency Services On-Going
- Workforce Wednesday
- Eblast Development/Dissemination
- Creative Services
- Career Shops



Workforce Development Board Projects in Process: 18/19 Program Year

3/6/19

Items in Gray = Completed

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
General	New Chair & Vice Chair & Reappointments	Press Release	1-Jul	13-Jul	Developed and distributed. Completed 7/13/18	
General	2018 WDB Awards	Press Release	1-Aug	14-Aug	Develop and distribute call for nominations. Completed 8/14/18	
General	HASC Event	Agency Services	1-Aug	15-Aug	Attended HASC regional event, took photos, prepared write-up. Completed 8/15/18	
General	Tableau Software Integration	Agency Services	1-Jul	17-Aug	Researched and developed the program to pull key sector data to support new Job Outlook. Completed 8/17/18	
Job Seekers	New Career Shops Release	Media Relations	1-Jul	17-Aug	Client preferred standard calendar release. Completed 8/17/18	
General	GDPR Compliance	Agency Services	1-Jul	31-Aug	Completed 8/17/18	
General	Op-Ed: Work-Based Learning	Media Relations	1-Jul	25-Aug	Completed 8/19/18 VCStar	
General	2018 WDB Awards	Agency Services	16-Jul	31-Dec	Developed & distributed release, form, logo, and eblast. Completed 8/23/18	
General	2018 WDB Awards	Agency Services	15-Oct	19-Oct	Develop nomination for ACE Charter and the IB Global Program. Completed 10/18/18	
General	Op-Ed: Ace Charter High School IB Global Program	Media Relations	26-Aug	30-Sep	Develop Op-Ed from 8/26 Workforce Wednesday w/Tony Skinner & Joe Clausi Completed 11/1/18	



Workforce Development Board

Projects in Process: 18/19 Program Year

3/6/19

Items in Gray = Completed

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
Youth	Corporate Computer Donations	Agency Services	15-Oct	30-Nov	Agency to coordinate with Yardi Systems, PathPoint & BGC on computer donations for underserved youth. Introduction Completed 11/5/18	
General	AJCC Outreach Strategy - Spanish	Agency Services	1-Jul	18-Nov	Negotiated, placed and updated Job Seeker Spanish language radio. Schedule begins 10/22. Completed 11/18/18	
General	KOCX - David Ortiz Spanish-language radio interview - Woolsey Fire	Media Relations	9-Nov	4-Dec	Coordinate Woolsey Fire Business Recovery Resources Spanish-Language Radio Interview. US-SBA Rep & Alondra Gayton, EDC, Completed 12/4/18	
Youth	VCJWF Outreach Strategy	Agency Services	1-Jul	31-Dec	Fall 2018 media strategy presented 8/28/18. Approved 9/13. Ran 10/1 to 12/5/18. Completed 12/5/18	
Employers	VCGB Sustaining Outreach Strategy - RPI Grant	Agency Services	1-Jul	31-Dec	Develop an ongoing outreach strategy to maintain relevant traffic on the website, Facebook and LinkedIn page. Fall 2018 media strategy presented 8/28/18. Approved 9/13. Completed 12/5/18	
Job Seeker	KOCX - David Ortiz Spanish-language radio interview - Prison to Employment	Media Relations	5-Nov	11-Dec	Coordinate Prison to Employment Spanish-language radio interview. Anthony Mireles & Patrick Newburn. Completed 12/11/18	



Workforce Development Board Projects in Process: 18/19 Program Year

3/6/19

Items in Gray = Completed

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
General	Woolsey/Hill Fire Media Outreach Strategy	Agency Services	9-Nov	TBD	Developed and implements KCLU and LAZER (English & Spanish) paid media outreach plan. Completed 1/6/19	
Employer	Salem Online Radio - David Ortiz Spanish/English-language radio interview - Woolsey Fire Follow-Up	Media Relations	2-Jan	11-Jan	Coordinate follow-up interview with US-SBA representative. Completed 1/9/19	
General	WDB Regional/Local Plan - Townhall Meeting Announcement	Press Release	7-Jan	31-Jan	Develop and distribute bi-lingual calendar announcement to support participation in 1/31/19 invitation to comment on revised plan, to take place at the Oxnard AJCC. Completed 1/16/19	
General	New WDB Executive Director Release	Press Release	1-Dec	17-Jan	Develop/distribute new Executive Director announcement for Rebecca Evans. Completed 1/17/19.	
General	Update new WDB Address on all Digital Assets	Agency Services	1-Dec	1-Mar	Identify and Update all digital locations where WDB address appears. Completed 3/1/19	
General	2018 WDB Awards Announcement	Press Release	1-Feb	1-Mar	Develop and distribute press release announcing 2018 WDB Award Winners. Completed 3/1/19	
Employer	Workforce Wednesday, 8/22/18: Recruitment Struggles & Strategies	Agency Services	1-Jul	22-Aug	Rebecca Evans & Alex Rivera. Completed 8/22/18	
Employer	Workforce Wednesday, 9/26/18, Ace Chart IB Global Certification	Agency Services	1-Jul	26-Sep	Tony Skinner & Joe Clausi. Discussion guide to client 9/12/18. Completed 9/26/18	



Workforce Development Board Projects in Process: 18/19 Program Year

3/6/19

Items in Gray = Completed

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
Employer	Workforce Wednesday, 10/24/18: Prison To Employment WDB Grants	Agency Services	1-Jul	24-Oct	Patrick Newburn and Anthony Mireles. Discussion guide finalized. Completed 10/24/18	
Employer	Workforce Wednesday, 11/28/18 - Veteran's Day! What can we do for you?	Agency Services	1-Jul	28-Nov	Mary Navarro-Aldana and Captain King. Completed 11/28/18	
Employer	Workforce Wednesday, 1/23/19 - Tri-County Clean Energy Initiative	Agency Services	1-Jul	23-Jan	Anthony Mireles and Alejandra Tellez. Completed 1/23/19	
Employer	Workforce Wednesday, 2/20/19 - Apprenticeship Opportunities at the Port!	Agency Services	3-Jan	20-Feb	Tony Skinner and Christina Birdsey. Completed 2/20/19	
General	Job Outlook: June 2018	Creative Services/Eblast	1-Jul	21-Jul	Completed 7/20/18	
General	Regional Sector Meeting Invitation	Creative Services/Eblast	1-Aug	16-Aug	Designed and distributed twice on 8/3/18 and Completed 8/16/18	
General	2018 WDB Awards	Creative Services/Eblast	16-Jul	16-Aug	Develop and distribute call for nominations eblast. Completed 8/16/18	
General	Job Outlook: July 2018	Creative Services/Eblast	22-Jul	17-Aug	Completed 8/17/18	
General	Job Outlook: Eblast Redesign	Creative Services/Eblast	1-Jul	30-Sep	Redesign eblast utilizing Tableau software and graphic imagery. Complete 8/17/18	
Employer	Workforce Update: Eblast Redesign	Creative Services/Eblast	1-Jul	30-Sep	Redesign eblast to compliment Job Outlook and enhance mobile viewability. Completed 8/24/18	
Employer	Workforce Update: August 2018	Creative Services/Eblast	1-Jul	22-Aug	Completed 8/24/18	
General	Job Outlook: August 2018	Creative Services/Eblast	17-Aug	21-Sep	Completed 9/21/18	



Workforce Development Board Projects in Process: 18/19 Program Year

3/6/19

Items in Gray = Completed

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
General	2018 WDB Awards	Creative Services/Eblast	16-Jul	16-Aug	Develop and distribute extended call for nominations eblast #2. Completed 9/20/18	
General	2018 WDB Awards	Creative Services/Eblast	16-Jul	16-Aug	Develop and distribute Final Week call for nominations eblast #3. Completed 10/8/18	
General	Job Outlook: September 2018	Creative Services/Eblast	21-Sep	19-Oct	Completed 10/19/18	
Employer	Workforce Update: October 2018	Creative Services/Eblast	22-Aug	30-Oct	Completed 10/30/18	
General	Job Outlook: October 2018	Creative Services/Eblast	19-Oct	16-Nov	Completed 11/16/18	
Employer	Workforce Update: December 2018	Creative Services/Eblast	24-Oct	5-Dec	Completed 12/17/18	
General	Job Outlook: November 2018	Creative Services/Eblast	16-Nov	21-Dec	Completed 12/21/18	
General	Job Outlook: December 2018	Creative Services/Eblast	21-Dec	18-Jan	Completed 1/18/19	
General	Job Outlook: February 2019	Creative Services/Eblast	n/a	n/a	February hiatus due to local year-end reporting delays. Pick back up in March	
General	Prison to Employment Coalition - Townhall Meeting Announcement	Creative Services/Eblast	14-Jan	31-Jan	Developed and Distributed 1/17, 1/22 & 1/29. Completed 1/29/19	
General	WDB Regional/Local Plan - Townhall Meeting Announcement	Creative Services/Eblast	1-Feb	6-Feb	Developed and Distribute. Completed 2/6/19	
Employer	Workforce Update: February 2019	Creative Services/Eblast	6-Dec	27-Feb	Completed 2/15/19	
Employers	VCGB - LinkedIn Page	Creative Services	1-Jul	13-Aug	Redesign and relaunch VCGB page as a company to enable broader participation and promotion . Completed 8/3/18	



Workforce Development Board

Projects in Process: 18/19 Program Year

3/6/19

Items in Gray = Completed

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
General	2018 WDB Awards (2)	Creative Services	18-Jul	16-Aug	Developed and redesigned logo and fillable nomination form. Completed 8/16/18	
General	AJCC Pull-Up Signage (4)	Creative Services	16-Jul	22-Aug	Designed four new pull-up signs for Job Seeker, Business Services, OJT and Youth. Completed 8/22/18	
Employers & Job Seekers	AJCC Collateral (6)	Creative Services	1-Jul	1-Dec	Redesign (6) Job Seeker and Employer AJCC pamphlets, OJT Tent Card and Press Kit Folder. Completed 8/22/18	
General	Employer & Job Seeker Success Stories	Creative Services	1-Jul	30-Jun	Solicit, produce and post new stories from WDB MOU Partners. 1 completed for AJCC 8/29/18	
General	2018 WDB Awards Nomination Form	Creative Services	18-Jul	16-Aug	Updated fillable nomination form for extensions x3 times. Completed 9/20/18, 10/8/18, 10/17/18	
Employers & Job Seekers	AJCC Pamphlets - Spanish Versions (4)	Creative Services	1-Sep	31-Oct	Develop Spanish version of Job Seeker, Business, Rapid Response, OJT brochures. Completed 10/19/18	
Job Seekers	Spanish-Language Radio	Creative Services	1-Oct	22-Oct	Revise and new production of :30 Spanish language job seeker radio spot. Completed 10/22	
Youth	Youth Pamphlet Update	Creative Services	1-Sep	31-Oct	Coordinate with client and youth partners to update content and revise artwork. Completed 10/30/18	



Workforce Development Board Projects in Process: 18/19 Program Year

Items in Gray = Completed

3/6/19

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
Employers	VCGB Pull-Up Sign (1)	Creative Services	12-Sep	31-Oct	Design new VCGB Pull-Up sign for meetings & events. Final artwork to client for review/release 10/19. Completed 11/6/18	
Veterans	VCGB Veterans Resources - Website	Creative Services	1-Nov	12-Nov	Design slider and landing page content to provide one-stop resources for Veterans Business Services. Completed 11/12/18	
Employer	Woolsey/Hill Fire - :30 Radio Spanish & English	Creative Services	9-Nov	30-Nov	Draft and produce two :30 radio spots directing business owners to fire recovery resources. Completed 11/30/18	
Employer	Woolsey/Hill Fire - Banners	Creative Services	9-Nov	30-Nov	Designed 728x90, 300x250 & 320x50 digital elements linking to VCGB resource page. Completed 11/30/18	
Employer	Woolsey/Hill Fire - Website Recovery Resources	Creative Services	9-Nov	TBD	Design and develop slider graphics and landing page content to support business in their search for fire recovery resources and information. Completed 2/15/19	
Employer	VCGB Pamphlet	Creative Services	17-Sep	31-Jan	Design and Develop new Ventura County Grows Business brochure. To client for review November 2018. Completed 3/6/19	
Job Seeker	July 2018 Career Shops	Press Release	1-Jun	n/a	Completed 7/3/18	
Job Seeker	August 2018 Career Shops	Press Release	1-Jul	n/a	Completed 7/16/18, reissued with corrections 8/1	
Job Seeker	September 2018 Career Shops	Press Release	1-Aug	n/a	Completed 8/17/18	



Workforce Development Board

Projects in Process: 18/19 Program Year

Items in Gray = Completed

3/6/19

Outreach Category	Project Reference	Element Description	Project Start Date	Placement Date	Note: Update in process.	Client Action
Job Seeker	October 2018 Career Shops	Press Release	1-Sep	n/a	Completed 9/14/18	
Job Seeker	November 2018 Career Shops	Press Release	1-Oct	n/a	Completed 10/15/18	
Job Seeker	December 2018 Career Shops	Press Release	1-Nov	n/a	Completed 11/6/18	
Job Seeker	January 2019 Career Shops	Press Release	1-Dec	n/a	Completed 12/7/18	
Job Seeker	February 2019 Career Shops	Press Release	1-Jan	n/a	Completed 1/31/19	

- Agency Services On-Going
- Workforce Wednesday
- Eblast Development/Dissemination
- Creative Services
- Career Shops



Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

Employer Outreach

- **Workforce Wednesday**
 - **January 23** – Tri-County Regional Energy Network: Anthony Mireles and Alejandra Tellez. Final discussion guide attached.
 - **February 20** – Port of Hueneme Project Labor Agreement, Tony Skinner and Christina Birdsey. Final discussion guide attached.
 - **March 20** – NDWG Dislocated Worker Grant: Patrick Newburn and Alex Renteria (Goodwill). Discussion guide in development.
 - **April to June Topic Ideas** – VCGB Programs & Services, WDB Award Winner or Summer Internships?
- **February 2018 Workforce Update Eblast**
 - Feb 15 – WDB Cohorts: 558 Sent/22.8% Open Rate/11.6% CTR
 - Feb 15 – Biz List: 3,013 Sent/5% Open Rate/32% CTR – (*Barracuda*).
- **Ventura County Grows Business Outreach**
 - **VCGB/VCJWF Spring 2019 Media** – March 1 to April 30, 2019
 - **Creative:**
 - New creative approved at January 2019 meeting to “Grow” your business being utilized.
 - New :15 VCGB Video pre-roll in development.
 - Additional assets developed for Chamber placements.
 - Continued to integrate the “*Work-Based Learning*” and “*OJT*” messaging into VCGB and VCJWF creative and content.
 - 2.17 impressions projected
 - Negotiated Value: 123% of Cost
 - See updated media flow chart attached.
- **Ventura County Grows Business Website – July 1 to February 3, 2019**
 - 6,205 Users (Note: 3,691 users from 10/1 – 12/5/18 Campaign Period, 60%)
 - **173% increase year-over-year**
 - 7,294 Sessions
 - **124% increase year-over-year**
 - 12,446 Pageviews
 - **41% increase year-over-year**
- **RPI Grant: Regional Business Outreach & Engagement Tactics**
 - Presented RPI Business Survey Results to: Complete Report Attached
 - Outreach Committee - January 16
 - Business Services Committee – February 12
 - EVSP Steering Committee – February 22



Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

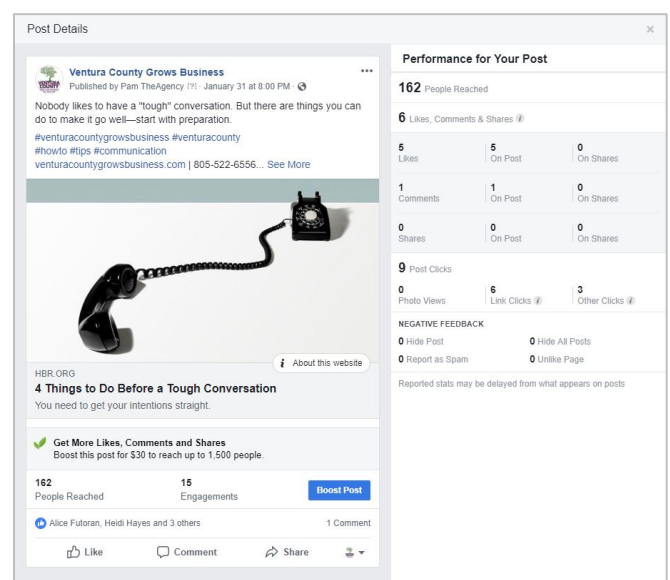
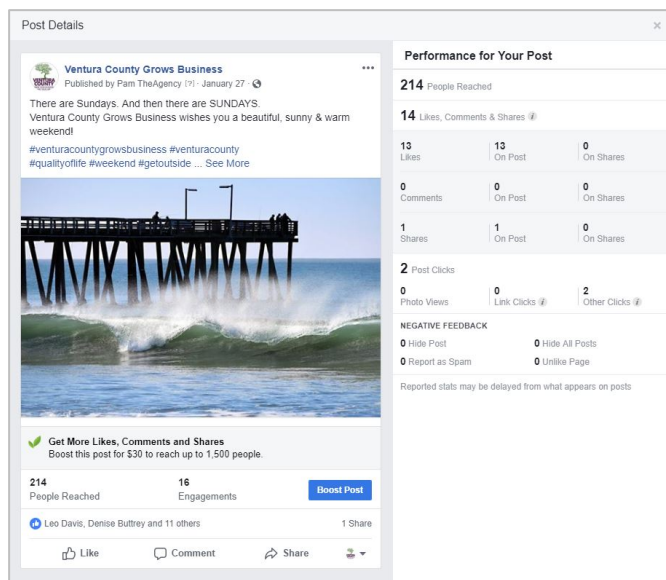
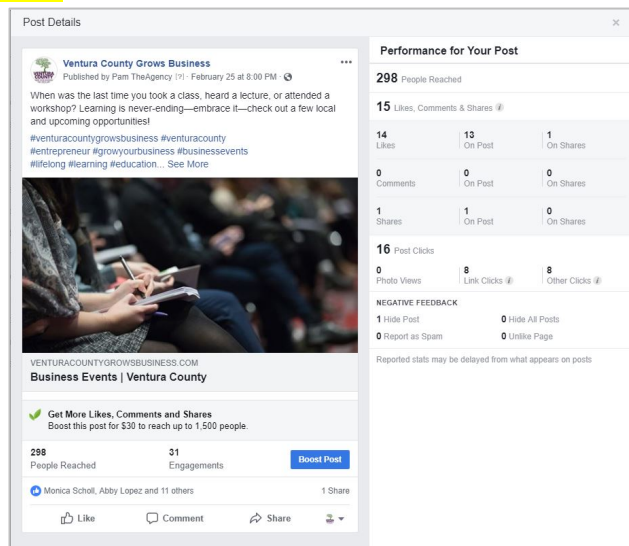
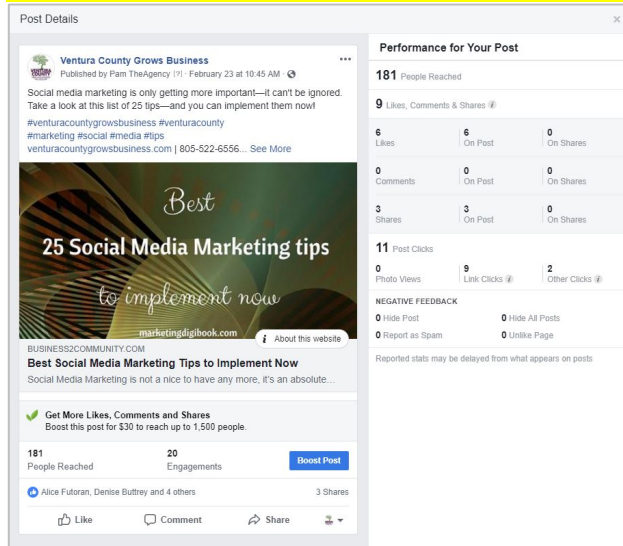
- **Creative**

- **VCGB New Pamphlet** – Approved and to be printed. Final PDF attached

- **VCGB Facebook – January 1 to February 28, 2019**

- As of February 28, 2019 – Likes/Fans, 3,515
- +5% (June 30, 2018 = 3,348)
- Posts: 61 total posts (approx. 30 per month or 6 per week)
- Total Reach: 24,392 – Average 2,710/week
- Organic Post Reach: 312 most for a single day (1/7/19)
- Paid Post Reach: 1514 for a single day (1/27/2019)

Jan/Feb - Top Post Examples (by engagement): <= 4%



Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting


Jan/Feb - Top Post Examples (by reach):

Post Details

Ventura County Grows Business
Published by Pam TheAgency · February 11 at 6:00 PM ·

Hey entrepreneurs—do you have a great business idea? Complete in the upcoming Startups Ventura County competition. Visit the site to learn more. The deadline to apply is March 1.

#venturacountygrowsbusiness #venturacounty #entrepreneur #business #startups #business #venturacountygrowsbusiness.com | 805-522-6556 See More



TOP PRIZE \$10,000
2ND PLACE \$5,000
3RD PLACE \$2,500

- Access to Decision Makers
- Referral to Venture Capitalists
- One-Year Free Co-Working Space

SVC 2019

Startups Ventura County is structured to help entrepreneurs with technology startup ideas. Entrepreneurs interested in competing are required to submit their applications by MARCH 1, 2019.

SAVE THE DATE: APRIL 5-7, 2019
COMMUNITY MEETING & PITCH DAY

For more details and participation rules, please visit our website. **APPLY ONLINE!**
STARTUPSVENTURACOUNTY.COM

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 1,500 people.

516 People Reached 39 Engagements [Boost Post](#)

Denise Barlow, Lisa Goss and 5 others 8 Shares

Like Comment Share

Performance for Your Post

516 People Reached

19 Reactions, Comments & Shares

10 Likes	7 On Post	3 On Shares
1 Love	0 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

20 Post Clicks

4 Photo Views	2 Link Clicks	14 Other Clicks
---------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency · January 29 at 8:00 PM ·

Warren Buffett: You cannot make a good deal with a bad person. Great advice and common sense. It's the way you should do things—and it pays off. Associate yourself with good people. People who tell the truth and honor their commitments, and people with emotional intelligence. Worth your read.

#venturacountygrowsbusiness #venturacounty #entrepreneur #business #startups #business #venturacountygrowsbusiness.com | 805-522-6556 <https://cnb.cx/2Gd9HbJ>



CNBC.COM
Warren Buffett's simple career advice will transform how you approach your job

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 1,500 people.

463 People Reached 33 Engagements [Boost Post](#)

Amber Frederich, Pam Heckel and 8 others 5 Shares

Like Comment Share

Performance for Your Post

463 People Reached

18 Likes, Comments & Shares

13 Likes	10 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

15 Post Clicks

0 Photo Views	13 Link Clicks	2 Other Clicks
---------------	----------------	----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency · February 25 at 8:00 PM ·

When was the last time you took a class, heard a lecture, or attended a workshop? Learning is never-ending—embrace it—check out a few local and upcoming opportunities!

#venturacountygrowsbusiness #venturacounty #entrepreneur #growyourbusiness #business #events #lifelong #learning #education... See More



VENTURACOUNTYGROWSBUSINESS.COM
Business Events | Ventura County

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 1,500 people.

298 People Reached 31 Engagements [Boost Post](#)

Monica Scholl, Abby Lopez and 11 others 1 Share

Like Comment Share

Performance for Your Post

298 People Reached

15 Likes, Comments & Shares

14 Likes	13 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

16 Post Clicks

0 Photo Views	8 Link Clicks	8 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

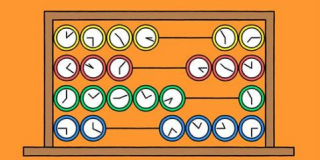
Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency · February 18 at 8:00 PM ·

Do you need more time? Help is on the horizon. Multiply your time by assessing your tasks in terms of their significance—and free up more time. Ask yourself 4 key questions and you just might find the key to time management. Could it really be this simple?

#venturacountygrowsbusiness #venturacounty #time #management #qualityoflife #venturacountygrowsbusiness.com | 805-522-6556... See More



IDEAS TED.COM
Multiply your time by asking 4 questions about the stuff on your to-do list

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 1,500 people.

227 People Reached 12 Engagements [Boost Post](#)

Maria Christopher, Pam Heckel and Denise Buttry 2 Shares

Like Comment Share

Performance for Your Post

227 People Reached

5 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

7 Post Clicks

0 Photo Views	8 Link Clicks	2 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Jan/Feb - Top Boosted Post Examples:

Ventura County Grow's Business
Published by Pam TheAgency · 7h · February 6 at 8:00 PM · 6

Do you have employees that need training? If so, learn more about the Employment Training Panel (ETP). The ETP is a joint business-labor state agency that funds training to ensure employees have the skilled workers they need to compete locally and globally.

#venturacountygrowsbusiness #venturacounty #employetraining #growyourbusiness
[venturacountygrowsbusiness.com](#) | 805-522-6556... See More

2,175 People Reached

11 Likes, Comments & Shares

8 Likes	0 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

30 Post Clicks

0 Photo Views	27 Link Clicks	3 Other Clicks
---------------	----------------	----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

VENTURACOUNTYGROWSBUSINESS.COM
Employee Training Services | Ventura County
 At Ventura County Grow's Business, we provide the...

Learn More

2,175 People Reached

41 Engagements

Boost Again

Boosted on Feb 8, 2019
 By Pam TheAgency

Completed


People Reached	2.2K	Landing Page Views 21
----------------	-------------	---------------------------------

View Results

Like
 Comment
 Share

Kathleen Taylor, Pete Ruth and 4 others
 1 Comment · 2 Shares

Post Details




Ventura County Grow's Business

Published by Pam TheAgency 71 January 3

You have big dreams for your business. Turn them into reality? Do you need consulting? Are you training? What about loans, funding & capital? We can help. Check us out.

[#venturacountygrowsbusiness](#)
[#venturacounty](#)
[#consultingservices](#)
[#employeetraining](#)
[#loansfundingcapital](#)
[#growyourbusiness...](#) See More



Ventura County Grow's Business

Government Organization

530

People Reached

12

Engagements

Boost Again

Boosted on Jan 22, 2019

By Pam TheAgency

People Reached

336

Post Engagement

155

View Results

Ramiro Andrade, Pam Heckel and 3 others

Like

Comment

Share

Performance for Your Post

530 People Reached

5 Likes, Comments & Shares

5 Likes

0 Comments

0 Shares

5 On Post

0 On Post

0 On Post

7 Post Clicks

0 Photo Views

4 Link Clicks

3 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

0 Hide All Posts

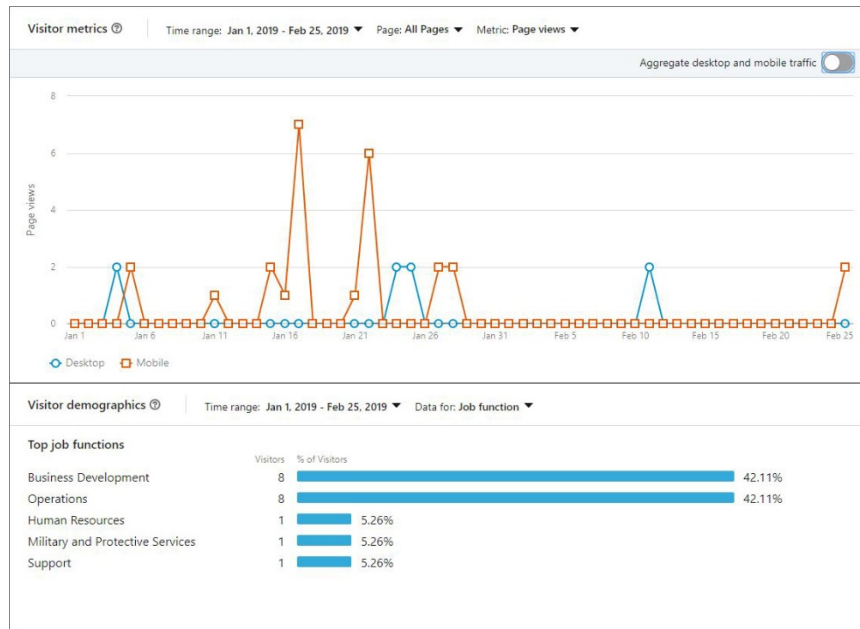
0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity reported in the time zone of your ad account.

Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

Jan/Feb VCGB LinkedIn Company Page - <https://www.linkedin.com/company/ventura-county-grows-business/>

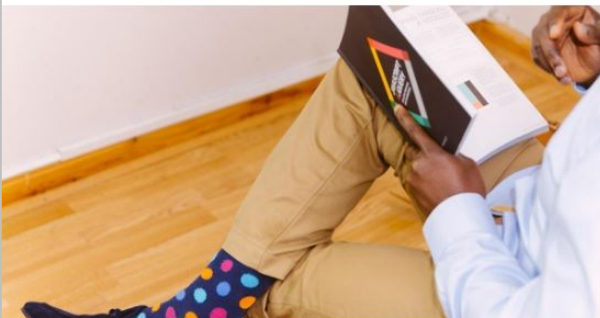
- 32 posts, 4 posts per week average.
- **Baseline Stats**



Jan/Feb – LinkedIn Sample posts:

Ventura County Grows Business
26 followers
1mo

What have YOU learned lately? Do you know there is OPPORTUNITY galore to pick up new skills, learn new things, and meet new people? And all in your own backyard? Check out January's no-cost and low-cost workshops, classes, ...see more



Business Events | Ventura County
ventura-county-grows-business.com

Like Comment

Organic impressions: 39 Impressions Show stats ▼

Ventura County Grows Business
26 followers
2w

Do you have employees that need training? If so, learn more about the Employment Training Panel (ETP). The ETP is a joint business-labor state agency that funds training to ensure employers have the skilled workers they need to comp...see more



1 Like

Like Comment

Organic impressions: 36 Impressions Show stats ▼

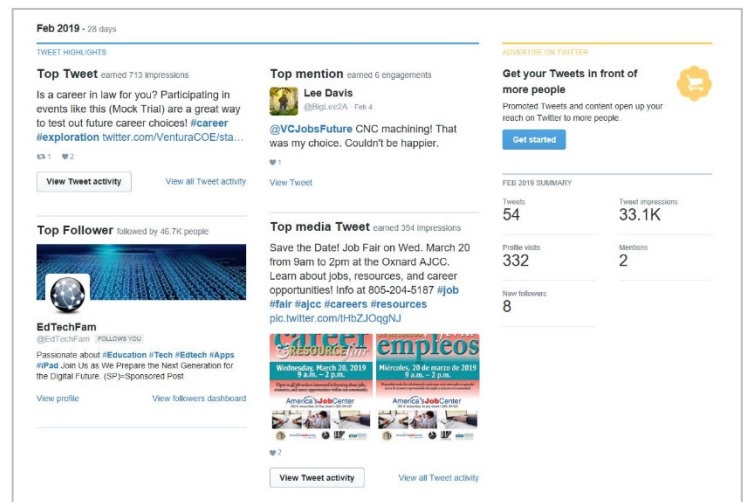
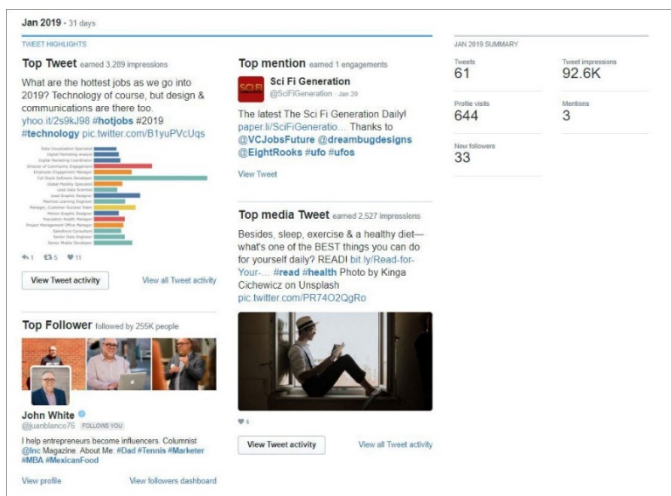


Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

YOUTH OUTREACH

- **VC Jobs With a Future Website – July 1 to March 3, 2019** – Note: Last year at this time an outreach campaign had been running since late January.
 - 3,204 Users
 - -9% decrease year-over-year
 - 3,800 Sessions
 - -14% decrease year-over-year
 - 7,691 Pageviews
 - -27% decrease year-over-year
 - Pandora – March 1 to April 30, 2019 Media Highlights
 - 291,932 Projected Total Impressions
- **VC Jobs with a Future – Twitter: January 1 to February 28, 2019**
 - As of February 26, 2019 – 1,089 followers
 - +3.91% (June 30, 2018 1,048)
 - 115 Total Tweets January 1-February 28 (59 days)
 - 976 Profile Visits (Avg 488 p/month) (936 July/August)
 - 125,700 Impressions (Avg 62,850 p/month) (96,800 July/August)
 - 1,065 Impressions per day average (1,600-day July/August)

January & February “Top Tweet” Summaries (See graphics below)





Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

Jan/Feb - Engagements & Top Tweets (See graphics below)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Jobs with a Future @VCJobsFuture · Jan 3			3,306	271	8.2%
	What are the hottest jobs as we go into 2019? Technology of course, but design & communications are there too. yho0.it/2s9kU98 #hotjobs #2019 #technology pic.twitter.com/B1yuPvUq5					
	View Tweet activity		Promote			
	Promoted in campaigns			1,839	112	6.8%
	Jobs with a Future @VCJobsFuture · Jan 12			2,531	4	0.2%
	Besides, sleep, exercise & a healthy diet—what's one of the BEST things you can do for yourself daily? READ! bit.ly/Read-for-You... #read #health Photo by Kinga Gichewicz on Unsplash pic.twitter.com/PR74O2QgRo					
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture · Jan 10			2,033	3	0.1%
	Want a future so bright you gotta wear shades? :) Plan it! Get started here. bit.ly/VC-Jobs-With-A-... #career #future #plan Photo by frankie cordoba on Unsplash pic.twitter.com/1hTyVKup7K					
	View Tweet activity		Promote			
	Promoted in campaigns			414	7	1.7%
	Jobs with a Future @VCJobsFuture · Jan 7			1,158	0	0.0%
	What's the best first step to a great career? FINISH high school! Just do it, you won't regret it. (And no, it's NOT too late.) bit.ly/finish-high-sc... #ged #highschool #diploma #equivalency Photo by Good Free Photos on Unsplash pic.twitter.com/mMaMqVYEkk					
	View Tweet activity		Promote			
	Promoted in campaigns			1,260	25	2.0%
	Jobs with a Future @VCJobsFuture · Jan 17			1,025	9	0.9%
	These are a GREAT way to learn about a career that interests you, check them out! #career #exploration #architecture #construction twitter.com/Career1Stop/st...					
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture · Jan 14			980	1	0.1%
	Is college worth it? Yes. Is it the RIGHT path for YOU? Explore your options. bit.ly/Explore-College #college #exploration Photo by Robert Bye on Unsplash pic.twitter.com/i8y09uGZf					
	View Tweet activity		Promote			
	Promoted in campaigns			252	5	2.0%
	Jobs with a Future @VCJobsFuture · Jan 15			970	2	0.2%
	It's easy to just sail off into the horizon, but you need a map if you want to arrive at a specific destination. bit.ly/Plan-Your-Dire... #life #direction #plan #future Photo by Johannes Plenio on Unsplash pic.twitter.com/bkpQG4oRo3					
	View Tweet activity		Promote			
	Promoted in campaigns			268	8	2.2%
	Jobs with a Future @VCJobsFuture · Jan 5			703	3	0.4%
	Need a little help with your job search or career? The AJCC has you covered. Check out January's Careershops. Something for everyone. #careershops #workshops #ajcc pic.twitter.com/xDSJFNZOZq					
	View Tweet activity		Promote			
	Promoted in campaigns			721	10	1.4%
	Jobs with a Future @VCJobsFuture · Jan 11			667	5	0.7%
	Are there good reasons to leave a job you love? Yes. bit.ly/Quit-a-Job-You... #leave #job #reasons Photo by Nastuh Abotaleb on Unsplash pic.twitter.com/uEH01fhpCQ					
	View Tweet activity		Promote			
	Promoted in campaigns			472	5	1.1%
	Jobs with a Future @VCJobsFuture · Jan 2			667	2	0.3%
	Are you "job-ready"? Have a resume? Interview skills? If you need help, there are local organizations ready to assist you! Get started on your way to a career & a future. bit.ly/Youth-Job-Help Photo by Ben White on Unsplash #jobready #careers #interview pic.twitter.com/DixRopOU					
	View Tweet activity		Promote			
	Promoted in campaigns			1,193	19	1.6%

Engagements

Showing 57 days with daily frequency

Engagement rate
0.7%

Feb 26
1.1% engagement rate



Link clicks
85

Feb 26
0 link clicks



On average, you earned 1 link clicks per day

Retweets
13

Feb 26
1 retweet



On average, you earned 0 Retweets per day

Likes
183

Feb 26
3 likes



On average, you earned 3 likes per day

Replies
3

Feb 26
0 replies



On average, you earned 0 replies per day



Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

JOB SEEKER OUTREACH

- **Career Shops**

- February workshops – sent workshop info January 31

- **Clip Examples:**

- VC Reporter – ran info on Rebecca in "Biz Buzz" section on February 6.
- Citizens Journal – posted February workshops on February 6.
- KDAR – posted February workshop listing
- Moorpark Patch - posted February workshop listings

GENERAL OUTREACH

- **Workforce Ventura County Website – July 1, to March 3, 2019**

- 5,081 Users
 - **+.12 increase year-over-year**
- 7,098 Sessions
 - **-1.98% decrease year-over-year**
- 17,120 Page Views
 - **-.85% decrease year-over-year**

- **Regional Plan Town Hall 1/31/19**

- Produced new KCLU :30 PSA directing listeners to participate in WDB Regional Plan Town Hall
- Developed and disseminated Town Hall Eblast sent (2) times:
 - Jan 29 – 726 Cohorts: 27.6% Open Rate/7.6% CTR
 - Jan 29 – 3,106 Businesses: 7% Open Rate/2% CTR
 - Jan 17 – 575 Cohorts: 34.3% Open Rate/6.6% CTR
 - Jan 22 – 3,029 Businesses: 6% Open Rate/2% CTR

- **Prison to Employment Partnership Town Hall 2/13/19**

- Developed and Disseminated P2E Town Hall Eblast
 - Feb 6 – 727 Cohorts: 29.6% Open Rate/3.3% CTR
 - Feb 6 – 3,016 Businesses: 5% Open Rate/1% CTR

- **Press Releases**

- **WDB Regional Plan Town Hall Event** – prepared release and sent January 16.
- **Rebecca Evan's Executive Director appointment** – prepared and sent out approved news release with photo January 17.
- **Prepared WDB Awards release.** Approved. Will send it once we get photos from the February 28 meeting.
- **Prepared draft of new WDB member Rosa Serrato.** Release to completed and distributed in late March.
- **Congressman Carbajal AJCC Visit** - Develop and distribute press alert once March 18th details are finalized. See draft attached.



Workforce Development Board Outreach Update: January 12, to March 6, 2019 March 20, 2019 Meeting

Clips:

- Pacific Coast Business Times – ran Rebecca's info and photo January 25
- VC Star – ran Town Hall release January 27
- Camarillo Acorn – ran Town Hall release January 25
- Citizens Journal – ran Town Hall and Rebecca Evans news releases. Posted January 17.
- Moorpark Patch – posted Town Hall and Rebecca's news releases
- Amigos805.com – posted Town Hall and Rebecca's news release
- AmericanTowns.com – posted Town Hall and Rebecca's news release

- **WDB Address Change**

- Updated change of address on all digital assets including website, web pages, social media platforms, digital media, PR forms, etc. Developed punch-list of potential collateral elements in need of updating.

- **WDB Website Redesign** - Client advised that county will provide timeline for new site buildout. Agency to provide support on content, design and layout.

- **Website Development: Connecting Apprenticeships, Internships & Employers**

- Client to advise/discuss.

- **Job Outlook Eblast:**

- **January 18 (December Report)** – WDB Cohorts: 575/23.9% open rate/10.2% CTR
- **January 18 (December Report)** - Biz List: 3,040/6% open rate/1% CTR

- **Job Outlook Most Recent Stats:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **December 2018:**

- **Ventura County increased .1%** from 3.7% in November 2018 to 3.8% in December 2018 (December 2017 = 4.0%)
- **California increased .2%** from 3.9% in November 2018 to 4.1% in December 2018 (December 2017 = 4.2%)
- **U.S. increased .2%** from 3.5% in November 2018 to 3.7% in December 2018 (December 2017 = 3.9%)

Updated Projects in Process summary through 3/6/19 included in packet.



Workforce Wednesday for 1-23-19
Interview at 8:40AM
Live at KVTA 1590-AM Studio
2284 Victoria Avenue, Ventura

Workforce Wednesday Interview Guide – Tri-County Regional Energy Network

Welcome back to Workforce Wednesday, a monthly broadcast from the Workforce Development Board of Ventura County.

Opening

The Tri-County Regional Energy Network, a program with many words and a much shorter acronym: 3C-Ren is about using unique the regional attributes in Ventura, Santa Barbara and San Luis Obispo Counties to deliver energy efficiencies. This initiative could have a significant impact on residential energy efficiency for new developments representing both job creation and more affordable living options for our community. Here to talk about how this program will work are:

- **Anthony Mireles:** President and Business Representative for the Laborers International Union of North America “Local 585”, and Workforce Development Board Member and Clean/Green Business Committee Chair.
- **Alejandra Tellez:** Management Analyst at the County of Ventura

Interview Questions

- **Alejandra:** Can you share with us an overview of the 3C-REN program?
- **Anthony:** It sounds like this program will create more job opportunities and training in the construction industry. Do these programs already exist?
- **Alejandra:** How will 3C-REN benefit Ventura County?
- **Anthony:** As part of the focus of the program, what do you envision will be the most beneficial energy efficiency upgrades available for businesses?
- **Alejandra:** What is the Economic Development and Community Impact?
- **Anthony:** How would the workforce benefit from this program?
- **Anthony & Alejandra:** How can businesses, homeowners and job seekers take advantage of the benefits of this program?

Wrap-Up

If you are interested in partnering with the Workforce Development Board and learning more about the ways your business can be part of developing our future workforce visit Workforce Ventura County Dot Org.



Workforce Wednesday for 2/20/19
Interview at 8:40AM – Port of Hueneme Makes Local Labor a Priority
Live at KVTA 1590-AM Studio
2284 Victoria Avenue, Ventura

Workforce Wednesday Interview Guide

Welcome back to Workforce Wednesday, a monthly broadcast from the Workforce Development Board of Ventura County.

Opening

In December The Port of Hueneme took a historic step in signing a Project Labor Agreement or PLA, that is the first of its kind in the Port's 81-year history. The PLA will ensure local labor is utilized for all Port projects estimated at, or over \$250,000. Here to talk about what kind of economic opportunity the PLA represents to Ventura County and securing homegrown, good-paying jobs are:

- **Tony Skinner:** President, International Brotherhood of Electrical Workers, Local 952 and Executive Secretary/Treasurer, Tri-Counties Building & Construction Trades Council, and Workforce Development Board Member
- **Christina Birdsey:** Chief Operating Officer at the Port of Hueneme

Interview Questions

- **Tony:** Can you briefly describe this partnership between the Port and Labor? And what opportunities will this represent for new jobs? In our county?
- **Christina:** What are some initiatives on how the Port will accomplish this historic partnership?
- **Tony:** How many jobs do you project the PLA will add to the local economy? Average or range of salary for the new jobs?
- **Christina:** I understand the program will include a feature that provides avenues to employment for Veterans. Tell us about "Helmets to Hardhats."
- **Tony & Christina:** What, in your opinion, will be the most important part of this agreement?
- **Tony & Christina:** How do businesses who want to bid on projects and job seekers who want to train for these new skilled positions get started?

Wrap-Up

If you are interested in learning more about what's going on at the Port of Hueneme go to [port of hueneme dot org](http://portofhueneme.org). For new apprenticeship opportunities go to [I B E W L U 9 5 2 dot org](http://IBEWLU952.org)

If you are an employer interested in partnering with the Workforce Development Board and learning more about the ways your business can be part of developing and recruiting our future workforce visit [Workforce Ventura County Dot Org](http://WorkforceVenturaCounty.org).

February 2019

WORKFORCEUPDATE

Bringing People & Opportunities Together

Tri-County Regional Energy Network Going Green = New Jobs



The Tri-County Regional Energy Network, a program with many words and a much shorter acronym: 3C-Ren is all about using the unique regional attributes of Ventura, Santa Barbara, and San Luis Obispo Counties to deliver energy efficiencies. This initiative could have a significant impact on residential energy efficiency for new

developments representing both job creation, and more affordable living options for our community. Alejandra Tellez, Management Analyst at the County of Ventura and Anthony Mireles, President and Business Representative for the Laborers International Union of North America "Local 585" and WDB Member, joined KVTA host Tom Spence in the January Workforce Wednesday to discuss the 3C-Ren program.

[CLICK HERE TO LISTEN](#)

2018 WDB Award Winners



Join us in honoring the 2018 WDB Award winners at the WDB's February 28th Board Meeting at the Ventura County Office of Education from 8 am to 10 am. This year's Collaborative Action Award recognizes a coalition of organizations who created the **Health Occupations Pipeline Education (HOPE) program**. The Youth Opportunity Award winners, include the **Ventura County**

Civic Alliance and the **Oxnard Union High School District** for development of the "Summer at City Hall" program. The WDB Leadership Award acknowledges Emily Barany for her effort in creating the website **805 HELP** to connect resources with those impacted by regional disasters.

Partner Focus:



The mission of the **Ventura County Department of Child Support Services** (VCDCSS) is to promote the best interests and well-being of children and families by working to ensure that children receive adequate and appropriate support from both custodial and non-custodial parents. "My hope is that we can work with WDB to assist our parents that owe child support in receiving the resources they need to become employable," said Teri Pederson, VCDCSS Outreach and Training Coordinator. "Our agency looks forward to collaborating with the WDB; together we can build stronger families which will result in stronger communities."

WDB Salutes Members Welcome & Thank you!



Rosa Serrato



Jim Faul



Roger Rice



Byron Lindros

The WDB welcomes new member **Rosa Serrato**, Corporate Human Resources Business Partner at Reiter Affiliated Companies. We also thank three retiring members for a combined 19 years of board service including: **Jim Faul**, 2009-2019, former Board Chair, Vice-Chair and Outreach Committee member, **Dr. Roger Rice**, 2013-2019, Youth and Program Committee member, and **Byron Lindros**, 2015-2018, Manufacturing Committee member.

PathPoint Success Youth Networked Services



Elena, is a first-generation immigrant who sacrificed her education to help support her disabled single mother. She graduated high school at 23 and found employment assistance through **PathPoint's Youth Networked Services** in Ventura County. After completing both a paid internship and Phlebotomy class, Elena says she wouldn't know what to do without the opportunity PathPoint provided her for her future. [**CLICK HERE**](#) to follow her story.

Workforce Wednesday

Tune in to Tom Spence on KVTB 1590-AM for the next Workforce

Connect Ventura County



VENTURA COUNTY
JOBS WITH A FUTURE



America's
JobCenter
of CaliforniaSM



Meeting Calendar

Worth The Read

Forbes: [Employ Millennials? Here's Why You Should NOT Try To Retain Them](#)

CNBC: [More millennials are demanding these workplace perks](#)

UCLA Report: [California must build a workforce to serve older adults' behavioral health needs](#)

LA Times: [New California 2019 Labor Laws](#)



County.

WORKFORCE
DEVELOPMENT BOARD

The Workforce Development Board administers federal Workforce Investment and Opportunity Act funds that help to support America's Job Center of California locations and other free adult, youth and employer programs and services in Ventura

We've Moved! Please note our new address below.
2901 N. Ventura Road, Oxnard, CA 93036

Created in partnership with [theAgency.](#)

Join the WDB Conversation



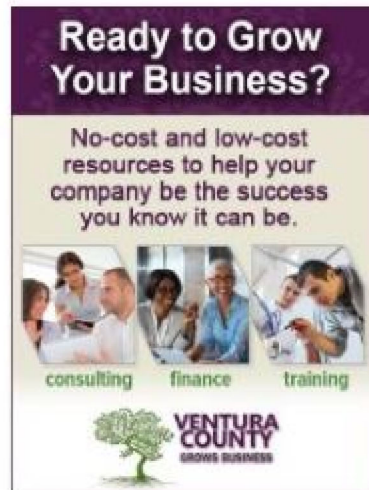
805-477-5306 | workforceventuracounty.org



180x150_VCGB.jpg



245x114_VCGB.jpg



300x400_VCGB.jpg



Ventura County Grows Business Spring 2019 Digital Plan Overview

Flight: March 1 to April 30, 2019



2/21/18 R1

Placements	Notes:	MARCH	APRIL	Total Impressions	Total Investment	Total Value		
PANDORA.COM (VCGB)	Geo Targeted Ventura County: 25-64	Mobile Video, Mobile Display Responsive Banner, Standard Banner Value-Add		253,213	\$3,529	\$4,152		
PANDORA.COM (VCJWF)	Geo-Targeted Ventura County: 18-24	Mobile Video, Mobile Display Responsive Banner, Standard Banner Value-Add		291,932	\$3,529	\$4,152		
LATIMES.COM / TIMES+	Geo Targeted Ventura County / Demo: Business Owners, CEO, President, Manager, Director, COO, CFO, etc. Business Size – 10+ people	Connected TV, Programmatic Video plus 3 Admail eblasts & LAT ROS Added Value			\$8,529	\$11,085		
	Connected TV: Geo Targeted	:30 Connected TV		78,889				
	Programmatic Video	:15 Pre-Roll		40,000				
	Ad Mail Eblasts (3)	26-Mar		16-Apr		30-Apr	150,000	Included Above
	LA Times.com Run-of-site (ROS) 300x600	LAT ROS Value Add		187,000				
CHAMBERS	Digital Placement: Various Types				\$905	\$905		
Size TBD	Simi Valley - Weekly E-Newsletter			2,600				
Same as LAT Eblast	Conejo Valley - Dedicated Eblast			2,800				
180x150	Camarillo - Weekly E-Newsletter			24,000				
245x114	Oxnard - Weekly E-Newsletter			3,000				
Size TBD	Ventura - Weekly E-Newsletter			7,000				
FACEBOOK	Geo Targeted Ventura County / Corporate Executives, Business Owners, SMB, President			N/A	0*	\$0		
KCLU (Radio)	WDB P.O.	:30 Sec PSA 2x per wk / :10 Sec local Biz Report / :30 Sec Marketplace / :30 Sec All Things Considered 2x per wk		1,101,600	Included in annual contract.			
KCLU.COM	Value Add Streaming Banners	300x250 / 728x90 / 320x50		31,000				
Total:				2,173,034	\$16,492	\$20,293		

*\$600 credit from Fall 2018 Campaign to be utilized.

Impressions Investment Value
123%

Business Partners

America's Job Center of California

www.venturacountyajcc.org

County of Ventura

www.ventura.org/business-services

Economic Development Collaborative

www.edcollaborative.com

Employment Development Department

www.edd.ca.gov/employer_services.htm

SCORE Ventura County

www.ventura.score.org

Small Business Development Center Ventura County

www.edcsbdc.com

Ventura County Community College District

www.vcccd.edu/departments/economic-development

Women's Economic Ventures

www.wevonline.org



venturacountygrowsbusiness.com

(805) 522-6556

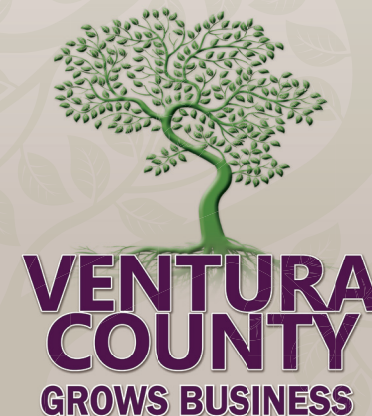


Printed on Recycled Paper



READY TO GROW YOUR BUSINESS?

Take advantage of no-cost and low-cost resources to help your company be the success you know it can be.



venturacountygrowsbusiness.com

Bringing People & Opportunities Together

Ventura County Grows Business is a collaborative effort with county and city economic development managers and the Workforce Development Board. These stakeholders work together to provide services and support that businesses need to thrive. Ventura County Grows Business (VCGB) is a robust group of partners that offer no-cost and low-cost professional services to support business growth and retention in the following areas:



Startup

Whether starting a business in Ventura County has been a long-held dream or a recent venture, it helps to have the right advice and guidance. Professional assistance to entrepreneurs covering a full-range of startup topics is available. venturacountygrowsbusiness.com/startup



Loans/Funding/Capital

Navigating the maze of business loan options can be overwhelming. Whether you are interested in small business loans or other loan options, our partners can provide you with the relevant information and resources to assist you in making the best choice for your business. venturacountygrowsbusiness.com/loans-funding-capital



Business Transition

Companies continually expand and contract, or may face barriers that keep them from expanding. When there is a need for workforce reduction or layoff aversion, on-site support is available, in English and/or Spanish, at no cost to employers. venturacountygrowsbusiness.com/business-transition



Business Consulting

When your business needs the help of expert consultants to expand, VCGB's consulting partners can provide valuable guidance on legal issues, HR, marketing, sales, government contracting and procurement, as well as a variety of other topics. venturacountygrowsbusiness.com/business-consulting



Manufacturing Consulting

Whether it's meeting the challenge of finding qualified employees, financing critical equipment or increasing operational efficiencies, VCGB's partners are committed to the growth and economic success of manufacturing businesses in Ventura County. venturacountygrowsbusiness.com/manufacturing-consulting



International Trade

Pursuing global business is a valuable pathway for strengthening small businesses and our regional economy. VCGB helps to connect your business with organizations providing instruction on how to connect with global trade opportunities. venturacountygrowsbusiness.com/international-trade



Recruitment

VCGB is a proud partner with America's Job Center of California (AJCC), which provides recruitment services for employers at no cost. AJCC's also offer a dedicated interview space to assist employers with filling their open positions in a professional environment. venturacountygrowsbusiness.com/recruitment



Training

VCGB's partners offer training services that include customized on-site training and reimbursement for employee training (both current and new). Our partners assist businesses of all types to train individuals with the necessary skills to be successful. venturacountygrowsbusiness.com/training



Free Career Workshops in February

Added by [Carol Miller](#) on February 6, 2019.

February 2019 Career Shops

Location: West County America's Job Center
2901 N. Ventura Rd., 3rd Floor, Oxnard
805-204-5171



February 8 – Veterans Orientation, 10:00 a.m. – 11:30 a.m. – This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran.

February 8 – The Power of CalJOBS, 1:30 p.m. – 3:00 p.m. – CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

February 13, 20 and 27 – Social Media, 10:00 a.m. – noon – Social media is everywhere. It is not just for entertainment or a way to stay connected with friends and family, but a powerful tool that can be utilized for networking and building career success. Learn how to create a positive personal brand as well as the importance of social media etiquette.

February 13 and 27 – Career Explorer, 3:00 p.m. – 5:00 p.m. – This workshop is designed to teach job readiness, communication skills and cultural relevance in today's workplace (Owens Valley Career Development Center). To register call (805) 204-5187.

February 15 – Resumes That Sell, 8:30 a.m. – 10:00 a.m. – Get hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references.

February 22 – Job Search/Social Media, 8:30 a.m. – 10:00 a.m. – This workshop provides common sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers, and returning to the workforce. The social media portion provides information on the most popular online social networks.

Google Academy – Classes held Mondays and Tuesdays, 8:00 a.m. – noon – This workshop teaches students how to use Google's free applications such as Google Docs, Sheets and Slides. The class will help prepare students to use these applications in the workplace. The six-week workshop is a combination of lectures and hands-on practice. Students learn how to create their own Google account, share their work with others and learn how to collaborate in real time. The complete workshop consists of six, eight-hour modules. Each module is run in two, four-hour sessions. Those who successfully complete all six modules will earn a course completion certificate, however enrollment in individual modules is also an option.

ESL (English as a Second Language) to Work – Classes held Tuesdays through Thursdays throughout the month – This workshop for ESL participants is designed to develop basic skills related to the work environment: speaking, listening, reading, writing, problem solving, critical thinking, interpersonal relations, career planning and advancement and cross-cultural understanding. Upon successful completion, students may be ready to succeed in additional job training courses or employment.

Space is limited. Prior registration required. Career Shops are offered at no cost to job seekers. Participants must be registered with CalJOBS (<https://www.caljobs.ca.gov>) before signing up for a career shop. For more information, call the West County America's Job Center at 805-204-5171.

Career shops are sponsored by the Human Services Agency, EDD Workforces Services and the Workforce Development Board of Ventura County. This is an Equal Opportunity Employer/Program/Service. For TDD/TT inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



Free Career Workshops For Job Seekers

[Lecture/Seminars](#)

8:30 AM on Friday, February 1 - 5:00 PM on Thursday, February 28

Free Career Workshops For Job Seekers - presented throughout February by the America's Job Center of California in Oxnard with support from the Workforce Development Board, EDD Workforce Services and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. For more job search opportunities, go to <https://www.caljobs.ca.gov>. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration is required. Call the America's Job Center of California at 805-204-5171 or go to its website to enroll.

Location:

West County America's Job Center
2901 N. Ventura Rd., 3rd Floor
Oxnard, CA 93003

[Google Map](#)



Free Job & Career Workshops in February

Career Shops are offered at no cost to job seekers.

Jan 31, 2019 1:27 pm ET



Location: West County America's Job Center

2901 N. Ventura Rd., 3rd Floor, Oxnard

805-204-5171

February 8 - Veterans Orientation, 10:00 a.m. – 11:30 a.m. - This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran.

February 8 - The Power of CalJOBS, 1:30 p.m. – 3:00 p.m. - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

February 13, 20 and 27 - Social Media, 10:00 a.m. – noon – Social media is everywhere. It is not just for entertainment or a way to stay connected with friends and family, but a powerful tool that can be utilized for networking and building career success. Learn how to create a positive personal brand as well as the importance of social media etiquette.

February 13 and 27 - Career Explorer, 3:00 p.m. – 5:00 p.m. – This workshop is designed to teach job readiness, communication skills and cultural relevance in today's workplace (Owens Valley Career Development Center). To register call (805) 204-5187.

February 15 – Resumes That Sell, 8:30 a.m. – 10:00 a.m. - Get hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references.

February 22 – Job Search/Social Media, 8:30 a.m. – 10:00 a.m. - This workshop provides common sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers, and returning to the workforce. The social media portion provides information on the most popular online social networks.

Google Academy – Classes held Mondays and Tuesdays, 8:00 a.m. - noon - This workshop teaches students how to use Google's free applications such as Google Docs, Sheets and Slides. The class will help prepare students to use these applications in the workplace. The six-week workshop is a combination of lectures and hands-on practice. Students learn how to create their own Google account, share their work with others and learn how to collaborate in real time. The complete workshop consists of six, eight-hour modules. Each module is run in two, four-hour sessions. Those who successfully complete all six modules will earn a course completion certificate, however enrollment in individual modules is also an option.

ESL (English as a Second Language) to Work – Classes held Tuesdays through Thursdays throughout the month - This workshop for ESL participants is designed to develop basic skills related to the work environment: speaking, listening, reading, writing, problem solving, critical thinking, interpersonal relations, career planning and advancement and cross-cultural understanding. Upon successful completion, students may be ready to succeed in additional job training courses or employment.

Space is limited. Prior registration required. Career Shops are offered at no cost to job seekers. Participants must be registered with CalJOBS (<https://www.caljobs.ca.gov>) before signing up for a career shop. For more information, call the West County America's Job Center at 805-204-5171.

Career shops are sponsored by the Human Services Agency, EDD Workforces Services and the Workforce Development Board of Ventura County. This is an Equal Opportunity Employer/Program/Service. For TDD/TT inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



KCLU Script
WDB Town Hall Meeting
1/16/19

Air Dates: ASAP to 1/31/19

:30 WDB TOWN HALL MEETING

KCLU PROGRAMMING IS MADE POSSIBLE BY CONTRIBUTING MEMBERS AND IN PART BY THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY.

PLANS TO INCREASE WORKFORCE DEVELOPMENT IN VENTURA COUNTY THROUGH 2021 WILL BE DISCUSSED AT A TOWN HALL MEETING ON JANUARY 31ST AT THE AMERICA'S JOB CENTER OF CALIFORNIA IN OXNARD FROM SIX TO SEVEN P M. THE PUBLIC IS INVITED TO PARTICIPATE IN THE PLANS' MODIFICATIONS DISCUSSION. THE TWO CURRENT PLANS CAN BE VIEWED AT WORKFORCE VENTURA COUNTY DOT ORG.

America's Job Center, Oxnard December 2018 Career Shops

Location: West County America's Job Center
2901 N. Ventura Rd., 3rd Floor, Oxnard
805-204-5171

December 5, 12, 19 – 10:00 a.m. – noon - Social Media – Social media is everywhere. It is not just for entertainment or a way to stay connected with friends and family, but a powerful tool that can be utilized for networking and building career success. Learn how to create a positive personal brand as well as the importance of social media etiquette.

December 6, 13, 20 – 10:00 a.m. – noon - Career Pathways to Success – Looking to seek new employment opportunities, but not sure where to start? Want to know more about yourself and how your interests and passions can translate in a 21st century job economy? Learn about Ventura County's thriving industry sectors as well as top occupations.

December 7 – Resumes That Sell, 8 a.m. – noon - Get hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references.

December 11 - Veterans Orientation, 1:30 p.m. – 5:00 p.m. - This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran.

December 14 - Winning Interviews, 8:00 a.m. - noon - You never get a second chance to make a first impression. This Career Shop will give you the tools you need to make a lasting impression that wins you a job. You will walk away with your own 30-second commercial that allows you to quickly and efficiently discuss your skills. After this session, you can be confident that you are prepared for any interview, any place, anytime.

December 14 - The Power of CalJOBS, 1:00 p.m. – 5:00 p.m. - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

Google Academy – Classes held Mondays and Tuesdays, 8:00 a.m. - noon - This workshop teaches students how to use Google's free applications such as Google Docs, Sheets and Slides. The class will help prepare students to use these applications in the workplace. The six-week workshop is a combination of lectures and hands-on practice. Students learn how to create their own Google account, share their work with others and learn how to collaborate in real time. The complete workshop consists of six, eight-hour modules. Each module is run in two, four-hour sessions. Those who successfully complete all six modules will earn a course completion certificate, however enrollment in individual modules is also an option.

ESL (English as a Second Language) to Work – Classes held Mondays through Thursdays throughout the month - This workshop for ESL participants is designed to develop basic skills related to the work environment: speaking, listening, reading, writing, problem solving, critical thinking, interpersonal relations, career planning and advancement and cross-cultural understanding. Upon successful completion, students may be ready to succeed in additional job training courses or employment.

Space is limited. Prior registration required. Career Shops are offered at no cost to job seekers. Participants must be registered with CalJOBS (<https://www.caljobs.ca.gov>) before signing up for a career shop. For more information, call the West County America's Job Center at 805-204-5171.

Career shops are sponsored by the Human Services Agency, EDD Workforces Services and the Workforce Development Board of Ventura County. This is an Equal Opportunity Employer/Program/Service. For TDD/TT inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



America's Job Center, Oxnard **Spanish Language Diciembre de 2018 Career Shops**

West County America's Job Center
2901 N. Ventura Rd., 3rd Fl., Oxnard
805-204-5171

SPANISH Language Career Shops:

Diciembre 7 - 1:00 p.m. – 5:00 p.m. - Tecnicas para la Busqueda de Trabajo (Job Search Techniques), Esta diseñada para personas que estan buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicacion, tecnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. Tambien aprendera tecnicas apropiadas para hacer un entrevista. 805-204-5171.

ESL para trabajar – Este taller está diseñado para desarrollar habilidades básicas y de contenido relacionadas con el ambiente de trabajo: hablar, escuchar, leer, escribir, resolver problemas, pensamiento crítico, relaciones interpersonales, planificación y avance de la carrera, y comprensión intercultural. Al completar y demostrar la competencia en este nivel, los estudiantes pueden estar listos para tener éxito en cursos de capacitación laboral o empleo.

Debe estar inscrito en CalJOBS para poder inscribirse a los talleres de carrera profesional. Los talleres de carrera profesional están patrocinados por la Agencia de Servicios Humanos, EDD Workforce Services y el Consejo de Desarrollo de la Fuerza Laboral.

Servicio/Programa/Empleador de Oportunidades Equitativas. Para preguntas con TDD/TTY, llame al 1(800)735-2922. Ayuda y servicios auxiliares están disponibles a petición para individuos con incapacidades.

CalJOBS (<https://www.caljobs.ca.gov>)



America's **JobCenter**
of CaliforniaSM



America's Job Center, Oxnard
February 2019 Career Shops

Location: West County America's Job Center
2901 N. Ventura Rd., 3rd Floor, Oxnard
805-204-5171

February 8 - Veterans Orientation, 10:00 a.m. – 11:30 a.m. - This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran.

February 8 - The Power of CalJOBS, 1:30 p.m. – 3:00 p.m. - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

February 13, 20 and 27 - Social Media, 10:00 a.m. – noon – Social media is everywhere. It is not just for entertainment or a way to stay connected with friends and family, but a powerful tool that can be utilized for networking and building career success. Learn how to create a positive personal brand as well as the importance of social media etiquette.

February 13 and 27 - Career Explorer, 3:00 p.m. – 5:00 p.m. – This workshop is designed to teach job readiness, communication skills and cultural relevance in today's workplace (Owens Valley Career Development Center). To register call (805) 204-5187.

February 15 – Resumes That Sell, 8:30 a.m. – 10:00 a.m. - Get hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references.

February 22 – Job Search/Social Media, 8:30 a.m. – 10:00 a.m. - This workshop provides common sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers, and returning to the workforce. The social media portion provides information on the most popular online social networks.

Google Academy – Classes held Mondays and Tuesdays, 8:00 a.m. - noon - This workshop teaches students how to use Google's free applications such as Google Docs, Sheets and Slides. The class will help prepare students to use these applications in the workplace. The six-week workshop is a combination of lectures and hands-on practice. Students learn how to create their own Google account, share their work with others and learn how to collaborate in real time. The complete workshop consists of six, eight-hour modules. Each module is run in two, four-hour sessions. Those who successfully complete all six modules will earn a course completion certificate, however enrollment in individual modules is also an option.

ESL (English as a Second Language) to Work – Classes held Tuesdays through Thursdays throughout the month - This workshop for ESL participants is designed to develop basic skills related to the work environment: speaking, listening, reading, writing, problem solving, critical thinking, interpersonal relations, career planning and advancement and cross-cultural understanding. Upon successful completion, students may be ready to succeed in additional job training courses or employment.

Space is limited. Prior registration required. Career Shops are offered at no cost to job seekers. Participants must be registered with CalJOBS (<https://www.caljobs.ca.gov>) before signing up for a career shop. For more information, call the West County America's Job Center at 805-204-5171.

Career shops are sponsored by the Human Services Agency, EDD Workforces Services and the Workforce Development Board of Ventura County. This is an Equal Opportunity Employer/Program/Service. For TDD/TT inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



America's Job Center, Oxnard Talleres de Carrera Febrero 2019

West County America's Job Center
2901 N. Ventura Rd., 3rd Fl., Oxnard
805-204-5171

SPANISH Language Career Shops:

Febrero 15- Tecnicas para la Búsqueda de Trabajo - 1:30 p.m. – 3:00 p.m. Esta diseñada para personas que estan buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicacion, tecnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. Tambien aprendera tecnicas apropiadas para hacer un entrevista. 805-204-5171.

Febrero 22 - El poder de CalJOBS – 1:30 p.m. – 3:00 p.m. - CalJOBS es un recurso en línea que se puede utilizar para navegar los servicios de la fuerza laboral de California, que proporciona información del empleo y el Mercado laboral. El Sistema Nuevo y mejorado permite a los usuarios buscar fácilmente empleos construir resúmenes, accede los recursos de carreras, y encontrar información sobre los programas de educación y entrenamiento.

ESL para trabajar – Este taller está diseñado para desarrollar habilidades básicas y de contenido relacionadas con el ambiente de trabajo: hablar, escuchar, leer, escribir, resolver problemas, pensamiento crítico, relaciones interpersonales, planificación y avance de la carrera, y comprensión intercultural. Al completar y demostrar la competencia en este nivel, los estudiantes pueden estar listos para tener éxito en cursos de capacitación laboral o empleo.

Debe estar inscrito en CalJOBS para poder inscribirse a los talleres de carrera profesional. Los talleres de carrera profesional están patrocinados por la Agencia de Servicios Humanos, EDD Workforce Services y el Consejo de Desarrollo de la Fuerza Laboral.

Servicio/Programa/Empleador de Oportunidades Equitativas. Para preguntas con TDD/TTY, llame al 1(800)735-2922. Ayuda y servicios auxiliares están disponibles a petición para individuos con incapacidades.

CalJOBS (<https://www.caljobs.ca.gov>)



America's Job Center, Oxnard January 2019 Career Shops

Location: West County America's Job Center
2901 N. Ventura Rd., 3rd Floor, Oxnard
805-204-5171

January 4 - Veterans Orientation, 9:00 a.m. – 11:00 a.m. - This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran.

January 9, 16, 23 and 30 - Social Media, 10:00 a.m. – noon – Social media is everywhere. It is not just for entertainment or a way to stay connected with friends and family, but a powerful tool that can be utilized for networking and building career success. Learn how to create a positive personal brand as well as the importance of social media etiquette.

January 11 - Winning Interviews, 8:30 a.m. – 11:30 a.m. - You never get a second chance to make a first impression. This Career Shop will give you the tools you need to make a lasting impression that wins you a job. You will walk away with your own 30-second commercial that allows you to quickly and efficiently discuss your skills. After this session, you can be confident that you are prepared for any interview, any place, anytime.

January 11 - The Power of CalJOBS, 1:00 p.m. – 3:30 p.m. - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

January 18 – Resumes That Sell, 8:30 a.m. – 11:30 a.m. - Get hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references.

January 25 – Job Search/Social Media, 8:00 a.m. – 11:30 a.m. - This workshop provides common sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers, and returning to the workforce. The social media portion provides information on the most popular online social networks.

Google Academy – Classes held Mondays and Tuesdays, 8:00 a.m. - noon - This workshop teaches students how to use Google's free applications such as Google Docs, Sheets and Slides. The class will help prepare students to use these applications in the workplace. The six-week workshop is a combination of lectures and hands-on practice. Students learn how to create their own Google account, share their work with others and learn how to collaborate in real time. The complete workshop consists of six, eight-hour modules. Each module is run in two, four-hour sessions. Those who successfully complete all six modules will earn a course completion certificate, however enrollment in individual modules is also an option.

ESL (English as a Second Language) to Work – Classes held Mondays through Thursdays throughout the month - This workshop for ESL participants is designed to develop basic skills related to the work environment: speaking, listening, reading, writing, problem solving, critical thinking, interpersonal relations, career planning and advancement and cross-cultural understanding. Upon successful completion, students may be ready to succeed in additional job training courses or employment.

Space is limited. Prior registration required. Career Shops are offered at no cost to job seekers. Participants must be registered with CalJOBS (<https://www.caljobs.ca.gov>) before signing up for a career shop. For more information, call the West County America's Job Center at 805-204-5171.

Career shops are sponsored by the Human Services Agency, EDD Workforces Services and the Workforce Development Board of Ventura County. This is an Equal Opportunity Employer/Program/Service. For TDD/TT inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



America's Job Center, Oxnard Talleres de Carrera Enero 2019

West County America's Job Center
2901 N. Ventura Rd., 3rd Fl., Oxnard
805-204-5171

SPANISH Language Career Shops:

Enero 4 & 18 - Tecnicas para la Busqueda de Trabajo - 1:30 p.m. – 3:30 p.m. Esta diseñada para personas que estan buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicacion, tecnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. Tambien aprendera tecnicas apropiadas para hacer un entrevista. 805-204-5171.

Enero 25 - El poder de CalJOBS – 1:30 p.m. – 3:30 p.m. - CalJOBS es un recurso en línea que se puede utilizar para navegar los servicios de la fuerza laboral de California, que proporciona información del empleo y el Mercado laboral. El Sistema Nuevo y mejorado permite a los usuarios buscar fácilmente empleos construir resúmenes, accede los recursos de carreras, y encontrar información sobre los programas de educación y entrenamiento.

ESL para trabajar – Este taller está diseñado para desarrollar habilidades básicas y de contenido relacionadas con el ambiente de trabajo: hablar, escuchar, leer, escribir, resolver problemas, pensamiento crítico, relaciones interpersonales, planificación y avance de la carrera, y comprensión intercultural. Al completar y demostrar la competencia en este nivel, los estudiantes pueden estar listos para tener éxito en cursos de capacitación laboral o empleo.

Debe estar inscrito en CalJOBS para poder inscribirse a los talleres de carrera profesional. Los talleres de carrera profesional están patrocinados por la Agencia de Servicios Humanos, EDD Workforce Services y el Consejo de Desarrollo de la Fuerza Laboral.

Servicio/Programa/Empleador de Oportunidades Equitativas. Para preguntas con TDD/TTY, llame al 1(800)735-2922. Ayuda y servicios auxiliares están disponibles a petición para individuos con incapacidades.

CalJOBS (<https://www.caljobs.ca.gov>)





Workforce Development Board

Bringing People & Opportunities Together



Ventura County Regional and Local Plan Update

Save the Date! Thursday, 1/31/2019 from 6:00 pm-7:00 pm

Hosted by:



Where & When

Date:

Thurs., Jan. 31st,
2019

Time:

6:00 pm to 7:00 pm

Location:

America's Job Center
of California (AJCC)
2901 N. Ventura Rd,
3rd Floor,
Oxnard, CA 93036



[Click for Directions](#)



Please join the Workforce Development Board of Ventura County for a Town Hall discussion on:

"Ventura County Regional & Local Plan Updates"

The plans provide a detailed outline of the proposed activities of the WDB, educational institutions and businesses that will lead to a high-quality, appropriately-skilled workforce ready to support the changing business needs of local employers so the region can compete in a global economic environment.

The two current plans can be viewed by going to workforceventuracounty.org. Comments can be provided during the Town Hall discussion or by email to Tracy Johnson, tracy.johnson@ventura.org, by March 1, 2019.

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of CaliforniaSM locations and other no cost adult, youth, and employer programs and services in Ventura County.



Workforce Development Board
Bringing People & Opportunities Together

>>>>prison^{to}EMPLOYMENT

Partner Coalition Meeting

Wednesday, 2/13/2019 from 10:00 am to 12:00 pm

Hosted by:



Where & When

Date:

Wed., Feb. 13th, 2019

Time:

10:00 am to 12:00 pm

Location:

Ventura County Office
of Education
Salon C
5100 Adolfo Rd.,
Camarillo, CA 93012



[Click for Directions](#)



Please join the Workforce Development Board of Ventura County for a Town Hall discussion on:

"Prison to Employment Regional Plan Topics"

The State Board has entered into a formal partnership with the California Department of Corrections and Rehabilitation (CDCR), the California Prison Industry Authority, and the California Workforce Association with the goal of improving labor market outcomes of the state's formerly-incarcerated population.

Comments can be provided during the Town Hall discussion or by email to Tracy Johnson, tracy.johnson@ventura.org, by April 1, 2019.

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of CaliforniaSM locations and other no cost adult, youth, and employer programs and services in Ventura County.



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive
Ventura, CA 93003
(805) 477-5306
workforceventuracounty.org

Contacts:

Heidi Hayes
805.383.4550 ext. 204
heidi@agency2.com

Diane Rumbaugh
805.493.2877
diane@agency2.com

For Immediate Release: January 16, 2019

Workforce Development Board of Ventura County Regional and Local Plan Update to be Discussed at Town Hall Event

Ventura, Calif.— Plans to increase workforce development in Ventura County through 2021 will be discussed at a Town Hall meeting on January 31, 2019. The plans, one regional and one local, were originally created in 2017 by the Workforce Development Board of Ventura County (WDB) as part of the Workforce Innovation and Opportunity Act. The public is invited to discuss the plans' modifications at a town hall meeting Thursday, January 31 from 6:00 p.m. to 7:00 p.m. at the America's Job Center of California (2901 N. Ventura Rd, 3rd Floor, Oxnard).

The plans provide a detailed outline of the proposed activities of WDB, educational institutions and businesses that will lead to a high-quality, appropriately-skilled workforce ready to support the changing business needs of local employers so the region can compete in a global economic environment.

"The workplace is always evolving. That's why we felt it was time to update these plans so the WDB remains at the forefront to help current and future employers and employees succeed and thrive in Ventura County," says Rebecca Evans, WDB executive director. "We invite discussion and input from the public."

The two current plans can be viewed by going to <http://www.workforceventuracounty.org>. Comments can be provided during the open house or by email to Tracy Johnson, tracy.johnson@ventura.org, by March 1, 2019.

###

About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>.



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive
Ventura, CA 93003
(805) 477-5306
workforceventuracounty.org

Contacts:

Heidi Hayes
805.383.4550 ext. 204
heidi@agency2.com

Diane Rumbaugh
805.493.2877
diane@agency2.com

For Immediate Release: January 17, 2019

Workforce Development Board of Ventura County Names New Executive Director

Ventura, Calif.—The Workforce Development Board (WDB) of Ventura County has named Rebecca Evans as its executive director. Before joining the WDB, Evans was a senior manager for the Human Services Agency within the County of Ventura.

While with the Human Services Agency, Evans oversaw programs including Homeless Services, the Homeless Management Information System, RAIN Transitional Living Center, Veterans Services and programs involving the Workforce Innovation and Opportunity Act.

Previous positions include vice president of services and resources for Many Mansions, workforce education, development and policy manager for Ventura County Health Care Agency and executive director of Ventura County Civic Alliance.

"There is a natural connection between our economy, our workforce and quality of life," says Evans.

"For our economy to thrive, we need skilled, qualified workers to retain and attract employers who offer high demand, high wage jobs. This enables workers to afford to live where they work, right here in Ventura County."

Evans says, as executive director, her job is to support WDB goals. The WDB board has identified three sectors—healthcare, manufacturing and clean and green technologies—sectors that are creating new jobs with potentially high wages. "The WDB will work with our partners in education to ensure the right training is available to support these sectors," says Evans. "With the Ventura County Human Services Agency, we'll also make sure we support efforts to provide educational opportunities to the disabled, veterans and low-income individuals. It's important that there are jobs and income growth at all levels."

"Throughout her career, Rebecca has been committed to workforce and economic development, social equity, designing and implementing programs and working with a diverse set of partners and stakeholders to drive community, workforce and business needs," says Gregory Liu, WDB chair. "We are excited that Rebecca has joined the WDB as we continue to support programs that grow our workforce and enhance business opportunities in Ventura County."

Evans earned her Bachelors of Arts and Masters of Arts in Psychology from the University of West Georgia. She completed a Post Graduate Series in Management and Organizational Behavior from

California Lutheran University. She is a current member of the Ventura County Civic Alliance Executive Committee, a founding member of the United Women's Leadership Council of United Way and former member of the P-16- (now P-20) Council on Education.

###

About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>.



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive
Ventura, CA 93003
(805) 477-5306
workforceventuracounty.org

Contacts:

Heidi Hayes
805.383.4550 ext. 204
heidi@agency2.com

Diane Rumbaugh
805.493.2877
diane@agency2.com

For Immediate Release: (Date)

Congratulations to WDB Award Winners

Ventura, Calif.—The WDB Awards were presented by the Workforce Development Board (WDB) of Ventura County at its February 28 Board Meeting at the Ventura County Office of Education. The annual awards recognize individuals, employers, organizations and partnerships for their extraordinary efforts to advance workforce development in the Ventura County region.

"No matter the situation, whether addressing a need in the workforce or coming to the aid of the community after a disaster, Ventura County organizations and individuals work together to find solutions," says Gregory Liu, WDB board chair. "We see it again and again. It's a testament to those who live and work in the county."

~~This year's~~ WDB Collaborative Action Award **recognized the successful collaboration** under the leadership of Dr. Lambing, the to create the Health Occupations Pipeline Education (HOPE) program. HOPE is designed to introduce high school, community college and university students to the health care field and promote a pipeline for the future health care workforce.

The winners ~~are (were)~~ the Health Care Foundation for Ventura County, Ventura County Innovates, Ventura County Health Care Agency, Ventura County Medical Center and Dr. Cheryl Lambing, Director for Professional and Community Education and Outreach at Ventura County Health Care Agency. The award recognizes partnerships that help meet employer workforce needs, improve education/workforce training or support business expansion or retention in Ventura County.

The **WDB Youth Opportunity Award** is given to organizations that provide internships or employment opportunities to grow and strengthen Ventura County's future workforce. The two winners ~~this year are (were)~~ the Ventura County Civic Alliance and Oxnard Union High School District for their collaborative work on the "Summer at City Hall" program. The program provided youth internships at the city to Oxnard, County of Ventura, and City of Camarillo, for high school students.

The **WDB Leadership Award** went to Emily Barany, owner of Visonality. After the Thomas Fire and Montecito Mudslides, her inspiration and vision led to the creation of an online platform, 805 Help, which connects resources with those impacted by disasters. After the 101 Freeway was closed because of the mudslides, Barany organized 60 volunteer pilots who made over 100 trips with more than 117 passengers who needed to evacuate.

"Each year, WDB is proud to recognize members of the community who do great things to make Ventura County a better place to live, learn, work and do business," says Rebecca Evans, WDB executive director.

Members of the WDB are appointed by the Ventura County Board of Supervisors and include leaders from business, economic development, education, labor, government, and community-based organizations.

###

About the Workforce Development Board of Ventura County

The Workforce Development Board administers federal funds that help to support America's Job Center of California locations and other free adult, youth, and employer programs and services in Ventura County. For more information, call 805-204-5186 or visit www.workforceventuracounty.org.



WORKFORCE
DEVELOPMENT BOARD

2901 N. Ventura Road
Oxnard, CA 93036
(805) 477-5306
workforceventuracounty.org

Contacts:

Heidi Hayes
805.383.4550 ext. 204
heidi@agency2.com

Diane Rumbaugh
805.493.2877
diane@agency2.com

For Immediate Release: (Date)

Workforce Development Board of Ventura County Welcomes Rosa Serrato As New Member

Ventura, Calif.-- At its February 12 meeting, the Ventura County Board of Supervisors approved the Workforce Development Board (WDB) Membership Committee's recommendation to appoint Rosa Serrato, WDB member for a three-year term. Serrato is corporate human resources business partner at Reiter Affiliated Companies.

(about Reiter and Serrato, representing ag industry in Ventura County) Quote from Rosa?

Quote from Greg?

Retiring from the board is Jim Faul, former WDB Board Chair, Vice-Chair and Outreach Committee member, Dr. Roger Rice, Youth and Program Committee member and Byron Lindros, Manufacturing Committee member. "We thank these three retiring members for a combined 19 years of board service," says Greg. "Their dedication to advancing workforce growth and opportunities in Ventura County was amazing."

Members of the WDB include leaders from business, economic development, education, labor, government and community-based organizations.

###

About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 805-204-5186 or visit <http://workforceventuracounty.org>.



WORKFORCE
DEVELOPMENT BOARD

2901 N. Ventura Road
Oxnard, CA 93036
(805) 477-5306
workforceventuracounty.org

Media Advisory/Invitation to Attend

What: Congressman Salud Carbajal to Visit America's Job Center of California in Oxnard

When: Monday, March 18, 2019, 11:30 a.m. to 12:30

Where: [2901 N. Ventura Rd, 3rd Floor, Oxnard, CA 93036](#)

Congressman Salud Carbajal, (representing California's 24th District) will visit the America's Job Center in Oxnard.

He will be observing how the Job Center is helping:

- job seekers with career path guidance and obtaining/improving in-demand skills
- employers find and train qualified workers—through internships and permanent employment

In addition, Congressman Carbajal will discuss:

National Dislocated Worker Grant (NDWG) - the NDWG is an emergency grant to provide paid temporary jobs to repair/clean-up fire damage to public property from the Woolsey and Hill Fires. The grant includes training and supportive services for up to 50 participants.

Prison to Employment Initiative – a grant that will provide employment and supportive services to formerly incarcerated individuals. Emphasis will be on working with a regional coalition of employers, labor, community-based organizations and the California Department of Corrections & Rehabilitation.

"Employers need workers with the necessary skills (or who are trainable) to tackle increasingly complex jobs. Job seekers want careers that are fulfilling and provide a living wage. The Job Centers in Ventura County are making excellent use of grant money to connect employers with qualified job seekers and to help hard-to-employ workers with the leg-up they need," says Congressman Carbajal.

Congressman Carbajal will take part in informal discussions while on his tour with Center partners who provide services to both job seekers and employers.

America's Job Centers of California are located in Oxnard (full-service) and Simi Valley (satellite) with community centers in Fillmore, Moorpark, Santa Paula, Thousand Oaks and Ventura. Centers are also located throughout the U.S. including Santa Barbara and San Luis Obispo counties. The County of Ventura Human Services Agency oversees the centers in Ventura County. The Workforce Investment Board of Ventura County administers federal funds that support the centers.

More information about America's Job Centers in Ventura County:

<http://www.ventura.org/human-services-agency/online-resource-for-job-seekers>

To attend the event, contact:

Jennie Pittman, Senior Manager

County of Ventura Human Services Agency

855 Partridge Drive, Ventura, CA 93003
805-477-5340, Jennie.Pittman@ventura.org

About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 805-204-5186 or visit <http://workforceventuracounty.org>.

DRAFT



Workforce Development Board of Ventura County Names New Executive Director

Business and Professional

January 17, 2019

The Workforce Development Board (WDB) of Ventura County has named Rebecca Evans as its executive director. Before joining the WDB, Evans was a senior manager for the Human Services Agency within the County of Ventura.

While with the Human Services Agency, Evans oversaw programs including Homeless Services, the Homeless Management Information System, RAIN Transitional Living Center, Veterans Services and programs involving the Workforce Innovation and Opportunity Act.

Previous positions include vice president of services and resources for Many Mansions, workforce education, development and policy manager for Ventura County Health Care Agency and executive director of Ventura County Civic Alliance.

"There is a natural connection between our economy, our workforce and quality of life," says Evans. "For our economy to thrive, we need skilled, qualified workers to retain and attract employers who offer high demand, high wage jobs. This enables workers to afford to live where they work, right here in Ventura County."

Evans says, as executive director, her job is to support WDB goals. The WDB board has identified three sectors healthcare, manufacturing and clean and green technologies sectors that are creating new jobs with potentially high wages. "The WDB will work with our partners in education to ensure the right training is available to support these sectors," says Evans. "With the Ventura County Human Services Agency, we'll also make sure we support efforts to provide educational opportunities to the disabled, veterans and low-income individuals. It's important that there are jobs and income growth at all levels."

"Throughout her career, Rebecca has been committed to workforce and economic development, social equity, designing and implementing programs and working with a diverse set of partners and stakeholders to drive community, workforce and business needs," says Gregory Liu, WDB chair. "We are excited that Rebecca has joined the WDB as we continue to support programs that grow our workforce and enhance business opportunities in Ventura County."

Evans earned her Bachelors of Arts and Masters of Arts in Psychology from the University of West Georgia. She completed a Post Graduate Series in Management and Organizational Behavior from California Lutheran University. She is a current member of the Ventura County Civic Alliance Executive Committee, a founding member of the United Women's Leadership Council of United Way and former member of the P-16- (now P-20) Council on Education.

About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>.



Workforce Development Board of Ventura County Regional and Local Plan Update to be Discussed at Town Hall Event

Date: January 16, 2019

Plans to increase workforce development in Ventura County through 2021 will be discussed at a Town Hall meeting on January 31, 2019. The plans, one regional and one local, were originally created in 2017 by the Workforce Development Board of Ventura County (WDB) as part of the Workforce Innovation and Opportunity Act. The public is invited to discuss the plans' modifications at a town hall meeting Thursday, January 31 from 6:00 p.m. to 7:00 p.m. at the America's Job Center of California (2901 N. Ventura Rd, 3rd Floor, Oxnard).

The plans provide a detailed outline of the proposed activities of WDB, educational institutions and businesses that will lead to a high-quality, appropriately-skilled workforce ready to support the changing business needs of local employers so the region can compete in a global economic environment.

"The workplace is always evolving. That's why we felt it was time to update these plans so the WDB remains at the forefront to help current and future employers and employees succeed and thrive in Ventura County," says Rebecca Evans, WDB executive director. "We invite discussion and input from the public."

The two current plans can be viewed by going to <http://www.workforceventuracounty.org>. Comments can be provided during the open house or by email to Tracy Johnson, tracy.johnson@ventura.org, by March 1, 2019.

###

About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>.



Jan. 31 — Workforce Development Board of Ventura County Regional and Local Plan Update to be Discussed at Town Hall Event

January 1, 2019

By [Community Contributor](#)



VENTURA COUNTY — Plans to increase workforce development in Ventura County through 2021 will be discussed at a Town Hall meeting on January 31, 2019. The plans, one regional and one local, were originally created in 2017 by the [Workforce Development Board of Ventura County](#) (WDB) as part of the Workforce Innovation and Opportunity Act. The public is invited to discuss the plans' modifications at a town hall meeting Thursday, January 31 from 6:00 p.m. to 7:00 p.m. at the America's Job Center of California (2901 N. Ventura Rd, 3rd Floor, Oxnard).

The plans provide a detailed outline of the proposed activities of WDB, educational institutions and businesses that will lead to a high-quality, appropriately-skilled workforce ready to support the changing business needs of local employers so the region can compete in a global economic environment.

“The workplace is always evolving. That’s why we felt it was time to update these plans so the WDB remains at the forefront to help current and future employers and employees succeed and thrive in Ventura County,” says Rebecca Evans, WDB executive director. “We invite discussion and input from the public.”

The two current plans can be viewed by going to <http://www.workforceventuracounty.org>. Comments can be provided during the open house or by email to Tracy Johnson, tracy.johnson@ventura.org, by March 1, 2019.

About the Workforce Development Board: The Workforce Development Board of Ventura County administers federal funds that help to support America’s Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>

Amigos805

Bringing cultures together by sharing information

Workforce Development Board of Ventura County Names New Executive Director

January 17, 2019

By [Community Contributor](#)



Courtesy photo.

VENTURA COUNTY — The [Workforce Development Board \(WDB\)](#) of Ventura County has named Rebecca Evans as its executive director. Before joining the WDB, Evans was a senior manager for the Human Services Agency within the County of Ventura.

While with the Human Services Agency, Evans oversaw programs including Homeless Services, the Homeless Management Information System, RAIN Transitional Living Center, Veterans Services and programs involving the Workforce Innovation and Opportunity Act.

Previous positions include vice president of services and resources for Many Mansions, workforce education, development and policy manager for Ventura County Health Care Agency and executive director of Ventura County Civic Alliance.

“There is a natural connection between our economy, our workforce and quality of life,” says Evans. “For our economy to thrive, we need skilled, qualified workers to retain and attract employers who offer high demand, high wage jobs. This enables workers to afford to live where they work, right here in Ventura County.”

Evans says, as executive director, her job is to support WDB goals. The WDB board has identified three sectors—healthcare, manufacturing and clean and green technologies—sectors that are creating new jobs with potentially high wages. “The WDB will work with our partners in education to ensure the right training is available to support these sectors,” says Evans. “With the Ventura County Human Services Agency, we’ll also make sure we support efforts to provide educational opportunities to the disabled, veterans and low-income individuals. It’s important that there are jobs and income growth at all levels.”

“Throughout her career, Rebecca has been committed to workforce and economic development, social equity, designing and implementing programs and working with a diverse set of partners and stakeholders to drive community, workforce and business needs,” says Gregory Liu, WDB chair. “We are excited that Rebecca has joined the WDB as we continue to support programs that grow our workforce and enhance business opportunities in Ventura County.”

Evans earned her Bachelors of Arts and Masters of Arts in Psychology from the University of West Georgia. She completed a Post Graduate Series in Management and Organizational Behavior from California Lutheran University. She is a current member of the Ventura County Civic Alliance Executive Committee, a founding member of the United Women’s Leadership Council of United Way and former member of the P-16- (now P-20) Council on Education.

About the Workforce Development Board: The Workforce Development Board of Ventura County administers federal funds that help to support America’s Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>



January 25, 2019

Town hall on county's workforce

Plans to increase workforce development in Ventura County through 2021 will be discussed at a town hall meeting from 6 to 7 p.m. Thurs., Jan. 31 at America's Job Center of California, 2901 N. Ventura Road, Oxnard.

The public is invited to discuss modifications to the regional and local plans, which were created in 2017 by the Workforce Development Board of Ventura County as part of the Workforce Innovation and Opportunity Act.

The plans outline WDB's efforts to ensure the Ventura County region has a "highquality, appropriately skilled workforce" that can help local employers stay competitive in today's ever-changing global economy.

For more information on the two plans, visit the website workforceventuracounty.org. Comments can be provided during the open house or by email to tracy.johnson@ventura.org by March 1.

Workforce Development Board of Ventura County Names New Executive Director

Added by [Debra Tash](#) on January 17, 2019.



Rebecca Evans

Ventura, Calif.—The Workforce Development Board (WDB) of Ventura County has named Rebecca Evans as its executive director. Before joining the WDB, Evans was a senior manager for the Human Services Agency within the County of Ventura.

While with the Human Services Agency, Evans oversaw programs including Homeless Services, the Homeless Management Information System, RAIN Transitional Living Center, Veterans Services and programs involving the Workforce Innovation and Opportunity Act.

Previous positions include vice president of services and resources for Many Mansions, workforce education, development and policy manager for Ventura County Health Care Agency and executive director of Ventura County Civic Alliance.

“There is a natural connection between our economy, our workforce and quality of life,” says Evans. “For our economy to thrive, we need skilled, qualified workers to retain and attract employers who offer high demand, high wage jobs. This enables workers to afford to live where they work, right here in Ventura County.”

Evans says, as executive director, her job is to support WDB goals. The WDB board has identified three sectors—healthcare, manufacturing and clean and green technologies—sectors that are creating new jobs with potentially high wages. “The WDB will work with our partners in education to ensure the right training is available to support these sectors,” says Evans. “With the Ventura County Human Services Agency, we’ll also make sure we support efforts to provide educational opportunities to the disabled, veterans and low-income individuals. It’s important that there are jobs and income growth at all levels.”

“Throughout her career, Rebecca has been committed to workforce and economic development, social equity, designing and implementing programs and working with a diverse set of partners and stakeholders to drive community, workforce and business needs,” says Gregory Liu, WDB chair. “We are excited that Rebecca has joined the WDB as we continue to support programs that grow our workforce and enhance business opportunities in Ventura County.”

Evans earned her Bachelors of Arts and Masters of Arts in Psychology from the University of West Georgia. She completed a Post Graduate Series in Management and Organizational Behavior from California Lutheran University. She is a current member of the Ventura County Civic Alliance Executive Committee, a founding member of the United Women’s Leadership Council of United Way and former member of the P-16- (now P-20) Council on Education.

About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America’s Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>.



Workforce Development Board of Ventura County Regional and Local Plan Update to be Discussed at January 31 Town Hall

Added by [Debra Tash](#) on January 17, 2019.

Ventura, Calif.— Plans to increase workforce development in Ventura County through 2021 will be discussed at a Town Hall meeting on January 31, 2019. The plans, one regional and one local, were originally created in 2017 by the Workforce Development Board of Ventura County (WDB) as part of the Workforce Innovation and Opportunity Act. The public is invited to discuss the plans' modifications at a town hall meeting Thursday, January 31 from 6:00 p.m. to 7:00 p.m. at the America's Job Center of California (2901 N. Ventura Rd, 3rd Floor, Oxnard).

The plans provide a detailed outline of the proposed activities of WDB, educational institutions and businesses that will lead to a high-quality, appropriately-skilled workforce ready to support the changing business needs of local employers so the region can compete in a global economic environment.

"The workplace is always evolving. That's why we felt it was time to update these plans so the WDB remains at the forefront to help current and future employers and employees succeed and thrive in Ventura County," says Rebecca Evans, WDB executive director. "We invite discussion and input from the public."

The two current plans can be viewed by going to <http://www.workforceventuracounty.org>. Comments can be provided during the open house or by email to Tracy Johnson, tracy.johnson@ventura.org, by March 1, 2019.

About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>.



Workforce Development Board/Ventura County Names Executive Dir.

The Workforce Development Board (WDB) of Ventura County has named Rebecca Evans as its executive director.

Jan 17, 2019



The Workforce Development Board (WDB) of Ventura County has named Rebecca Evans as its executive director. Before joining the WDB, Evans was a senior manager for the Human Services Agency within the County of Ventura.

While with the Human Services Agency, Evans oversaw programs including Homeless Services, the Homeless Management Information System, RAIN Transitional Living Center, Veterans Services and programs involving the Workforce Innovation and Opportunity Act.

Previous positions include vice president of services and resources for Many Mansions, workforce education, development and policy manager for Ventura County Health Care Agency and executive director of Ventura County Civic Alliance.

"There is a natural connection between our economy, our workforce and quality of life," says Evans. "For our economy to thrive, we need skilled, qualified workers to retain and attract employers who offer high demand, high wage jobs. This enables workers to afford to live where they work, right here in Ventura County."

Evans says, as executive director, her job is to support WDB goals. The WDB board has identified three sectors—healthcare, manufacturing and clean and green technologies—sectors that are creating new jobs with potentially high wages. "The WDB will work with our partners in education to ensure the right training is available to support these sectors," says Evans. "With the Ventura County Human Services Agency, we'll also make sure we support efforts to provide educational opportunities to the disabled, veterans and low-income individuals. It's important that there are jobs and income growth at all levels."

"Throughout her career, Rebecca has been committed to workforce and economic development, social equity, designing and implementing programs and working with a diverse set of partners and stakeholders to drive community, workforce and business needs," says Gregory Liu, WDB chair. "We are excited that Rebecca has joined the WDB as we continue to support programs that grow our workforce and enhance business opportunities in Ventura County."

Evans earned her Bachelors of Arts and Masters of Arts in Psychology from the University of West Georgia. She completed a Post Graduate Series in Management and Organizational Behavior from California Lutheran University. She is a current member of the Ventura County Civic Alliance Executive Committee, a founding member of the United Women's Leadership Council of United Way and former member of the P-16- (now P-20) Council on Education.

About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>.



WDB/Ventura County Regional & Local Plans Discussed at Town Hall

Plans to increase workforce development in Ventura County through 2021 will be discussed at a Town Hall meeting on January 31.

Jan 16, 2019

Plans to increase workforce development in Ventura County through 2021 will be discussed at a Town Hall meeting on January 31, 2019. The plans, one regional and one local, were originally created in 2017 by the Workforce Development Board of Ventura County (WDB) as part of the Workforce Innovation and Opportunity Act. The public is invited to discuss the plans' modifications at a town hall meeting Thursday, January 31 from 6:00 p.m. to 7:00 p.m. at the America's Job Center of California (2901 N. Ventura Rd, 3rd Floor, Oxnard).

The plans provide a detailed outline of the proposed activities of WDB, educational institutions and businesses that will lead to a high-quality, appropriately-skilled workforce ready to support the changing business needs of local employers so the region can compete in a global economic environment.

"The workplace is always evolving. That's why we felt it was time to update these plans so the WDB remains at the forefront to help current and future employers and employees succeed and thrive in Ventura County," says Rebecca Evans, WDB executive director. "We invite discussion and input from the public."

The two current plans can be viewed by going to <http://www.workforceventuracounty.org>. Comments can be provided during the open house or by email to Tracy Johnson, tracy.johnson@ventura.org, by March 1, 2019.

About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>.

Newsmakers

The people shaping the Tri-Counties

VITICULTURE

• **Austin Hope**, president and wine maker of **Hope Family Wines**, received the **2018 Paso Robles Wine Industry Person of the Year** award at the **Paso Robles Wine Country Alliance's** annual winter gathering.

Hope is a steadfast advocate for the Paso Robles American Viticultural Area, and he played an important role in introducing the wines of Paso Robles to a global audience while holding leadership positions within the industry.

Hope, who graduated from Cal Poly San Luis Obispo with a degree in fruit science, is a third-generation California farmer and first-generation wine maker.



Hope

LAW

• **Eric Jones** has been named a shareholder of **Nevers, Palazzo, Packard, Wildermuth & Wynner, PC** in Westlake Village.

Jones graduated from CSU Northridge with a bachelor's de-



Jones

gree in accountancy and business administration. He earned master's degrees in law and taxation from New York University School of Law and his law degree from Pepperdine University School of Law.

MEDIA

• **BigSpeak Speakers Bureau** in Santa Barbara added the creator of early smartphone technologies and the first digital assistant, **Kevin Surace**, to its speaking roster.

Surace is a CEO, futurist, disruptive innovation speaker and creator of one of the first smartphones. He's been named Inc. Magazine's Entrepreneur of the Year, awarded CNBC's Innovator of the Decade, and inducted into RIT's Innovation Hall of Fame.

Surace earned his bachelor's degree in engineering technology at Rochester Institute of Technology.



Surace

NONPROFITS

• The **Channel Islands YMCA** appointed **Margo Byrne** to succeed **Sal Cisneros** as president and CEO.

Byrne began her career as the aquatics director at the Ventura Family YMCA 18 years ago and, after moving up the ranks,

served as executive director for eight years. Byrne became chief operations officer of the Channel Islands YMCA in 2013.

Byrne earned a bachelor's degree in psychology from Tarkio College and a master's degree in education with an emphasis in kinesiology from Northwest Missouri State University.

• The **Santa Barbara Education Foundation** elected **Mat Gradias** to its board of directors.

Gradias is an associate architect with Kruger Bensen Ziemer Architects.

He graduated from Cal Poly San Luis Obispo with a bachelor's degree in architecture.

• The **Workforce Development Board of Ventura County** named **Rebecca Evans** as its executive director.

Previously, Evans was a senior manager for the Human Services Agency within the County of Ventura. Other positions held include vice president of services and resources for Many Mansions, workforce education, development and policy manager for the Ventura County Health Care



Byrne



Gradias

Agency and executive director of the Ventura County Civic Alliance.

Evans earned bachelor's and master's degrees in psychology from the University of West Georgia. She completed a post graduate series in management and organizational behavior at California Lutheran University.



Evans

GOVERNMENT

• A CEO and three board members were appointed for the **Earl Warren Showgrounds** 19th District Agricultural Association in Santa Barbara.

Ben Sprague is the new CEO. After starting his career in event production at the Santa Barbara Bowl in 2003, Sprague spent the last 15 years as a television producer and entertainment executive in Los Angeles.

Sprague graduated from Middlebury College with bachelor's degrees in geography and environmental studies.

Cecilia Tavera, **Luis Esparza** and **Nancy Melekian** were appointed to the board.



Sprague



BIZ BUZZ | February 2019

Feb 6, 2019

Moving up

... **Rebecca Evans** was selected as the executive director of the **Workforce Development Board of Ventura County**. Evans was previously a senior manager for the Human Services Agency within the County of Ventura, where she oversaw programs including homeless services, the homeless management information system, RAIN transitional living center, veterans services and programs including the Workforce Innovation and Opportunity Act.

Meeting looks at plans to develop Ventura County's workforce

Staff reports January 27, 2019

The public is invited to a Jan. 31 meeting to discuss plans to increase workforce development in Ventura County.

The plans, one regional and one local, were originally created in 2017 by the Workforce Development Board of Ventura County as part of the Workforce Innovation and Opportunity Act.



The public is invited to discuss modifications to the plans from 6-7 p.m. at America's Job Center of California, 2901 N. Ventura Road, 3rd floor, in Oxnard.

The plans provide an outline of activities proposed by the Workforce Development Board, educational institutions and businesses to create a skilled workforce ready to support the changing business needs of local employers.

The plans can be viewed by going to <http://www.workforceventuracounty.org>. Comments can be made during the open house or by email to Tracy Johnson, tracy.johnson@ventura.org, by March 1, 2019.

The Workforce Development Board of Ventura County administers federal funds that help support America's Job Center of California locations and offer free programs for job seekers, youth, and employers in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>.

SECTION 3 – LOCAL PLAN UPDATE

Introduction

In February 2017, the Workforce Development Board of Ventura County (WDBVC) submitted a four-year **WIOA Local Plan** to the California Workforce Development Board. That plan, in tandem with a **WIOA Regional Plan** submitted at the same time, outlined the County's vision, objectives and strategies for supporting an appropriately-skilled workforce ready and able to meet the changing business needs of area employers. In the Local Plan, which remains in effect through 2020, the Board described three primary policy objectives: fostering demand-driven skills attainment; enabling upward mobility for the Ventura County workforce; and aligning, coordinating and integrating programs and services to economize limited resources. These are consistent with the goals and objectives outlined in the California Workforce Development Board's State Plan, *"Skills Attainment for Upward Mobility; Aligned Services for Shared Prosperity."*

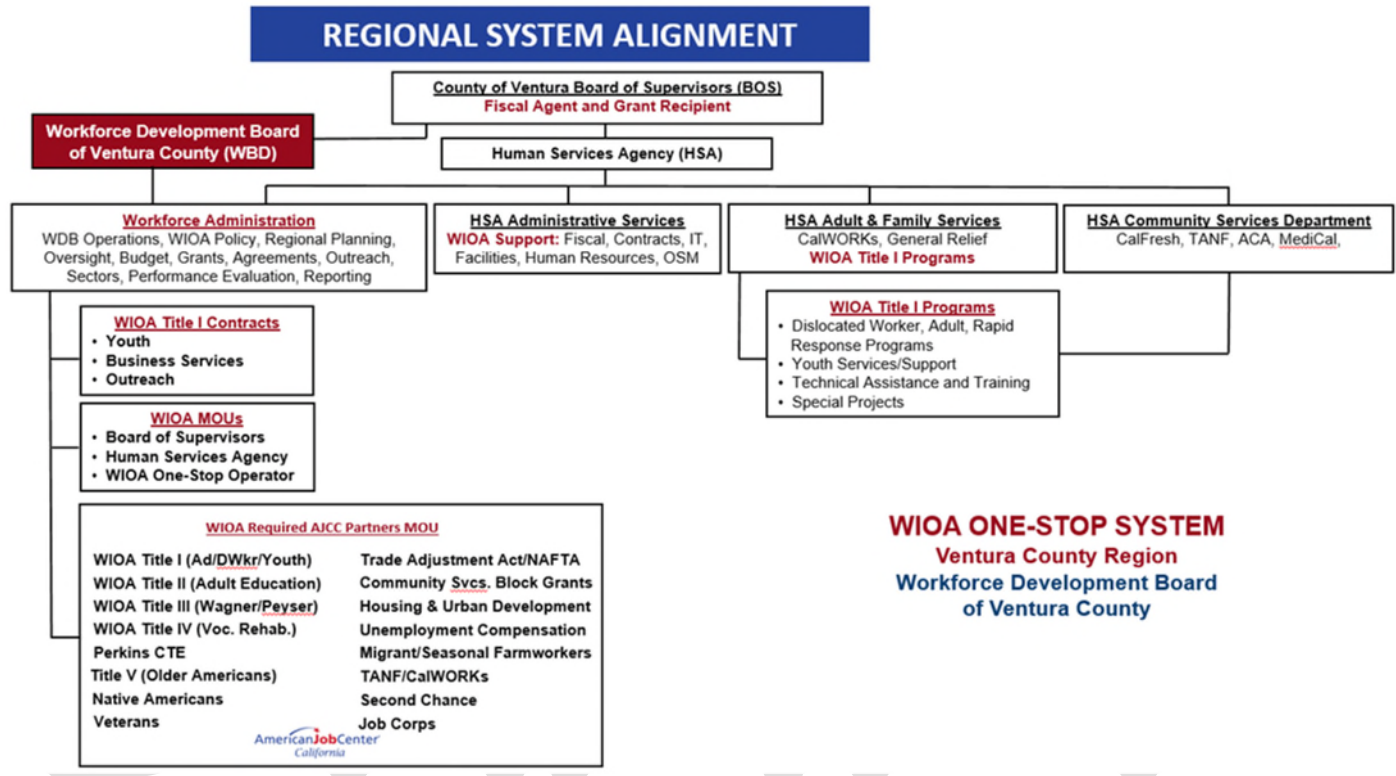
A total of nineteen AJCC partner organizations signed Memoranda of Agreement in accordance with that plan, and have subsequently worked closely to build an integrated and fully-aligned workforce development system in Ventura County. The AJCC's co-located partners, which include EDD, HSA/CSD and CalWORKs/TANF, have identified ways to deliver services efficiently and effectively through the use of shared data systems and in-person collaboration on items such as staff coordination, joint training, and the delivery of workshops to shared populations. Each of the mandated partners has relationships with multiple community-based organizations that have themselves become integrated into the AJCC constellation of services for specific target populations; new CBOs are solicited on an ongoing basis as appropriate.

The four-year Local Plan was developed over a period of six months, with the active participation of several dozen local agencies and organizations, as well as many private individuals, in a total of 75 public meetings. Each of those organizations and individuals, as well as many others, were invited to participate in the development of this two-year update to the Local Plan; email invites were sent to 3,832 individuals, organizations and employers. Some participated in an evening meeting to review the plan update process, the State Board's priorities, and new local collaborations. Others provided written material or took part in one of several smaller meetings on specific topics related to the plan updates. The result is a Two-Year Local Plan Update which addresses CWDB's guidance and expectations while meeting the County's need to make plan adjustments and modifications in response to local conditions.

A detailed description of WDBVC's plan update process is included as **Attachment 1: Stakeholder Engagement and Community Outreach Efforts**. The Local Board has a strong track record of community engagement, and supports the state's desire to do more than merely comply with public notice requirements. Toward that end, the WDBVC utilized the California Workforce Association's approved provider list to identify a consultant with specific expertise in community engagement, the Corporation for a Skilled Workforce (CSW). CSW first met with WDBVC staff in November; a series of meetings began the following month, some of them public, some internal working sessions, culminating in an evening public meeting on January 31, 2019, which in turn triggered the first of two public comment periods.

SECTION 3 – LOCAL PLAN UPDATE

WDBVC and its stakeholders view this plan update process as a welcome and unprecedented opportunity to address poverty in Ventura County in a meaningful and measurable way by focusing the workforce system on the needs of those most in need of its services. We support the state in this goal of generating upward mobility, and look forward to working together to make a real difference in the lives of low-income residents of our county.



CalFresh E&T Partnership

The centerpiece of this Local Plan Update is a new working relationship between the WDBVC and Ventura County Human Service Agency's CalFresh operation. While past collaborations in this arena have centered on relatively small, specific target populations (CalWORKs participants; work-mandated General Relief recipients), the new partnership outlined in this document reflects an overarching agreement to focus on meeting the needs of the overall CalFresh population (60,000 individuals; 30,000 adults).

Ventura County has a significant structural advantage in this regard, as both the Workforce Development Board and CalFresh operate under the county umbrella, have worked together for years, and already have co-located services at the AJCC. While the partnership envisioned here takes that collaboration to a new level, with a much broader focus, it does not require a new MOU or other formal partnership, as both entities are already obligated to work together as county entities within the Human Service Agency, and are already convinced of the benefit of doing so. A simple internal county operating agreement, spelling out expectations and objectives, is anticipated.

SECTION 3 – LOCAL PLAN UPDATE

Given the eligibility requirements for CalFresh, it serves well as a proxy for “low-income,” and is thus central to the County’s efforts to impact poverty. Although priority-of-service already exists for recipients of public assistance and other low-income individuals, WDBVC and the Human Service Agency see this new relationship as an opportunity to ensure that the workforce development system actually contributes to a measurable reduction in poverty in the region.

Beginning in late 2018 and continuing through the submission of this document, the Ventura County Human Service Agency and its CalFresh E&T partners have participated actively in the development of the two-year local plan update, working closely with WDBVC staff to identify ways to better serve the CalFresh population and low-income residents generally. While coordination efforts have grown in recent years, and a Memorandum of Understanding already exists between the Human Service Agency and the AJCC, this Local Plan Update represents an expansion of that collaboration and a strong commitment to meeting the needs of low-income Ventura County residents. The stakeholders appreciate CWDB making this a priority, encouraging local collaboration and supporting deeper integration at the county level.

Following an initial meeting with Ventura County Human Service Agency leadership in December 2018, the WDBVC invited community-based organizations, service providers, community colleges and county departments to an evening meeting in January to outline the process, review the current plans, and discuss the priorities for the two-year update. Over a dozen organizations and agencies attended that meeting. The WDBVC views each of these organizations as partners in the development of the update, and therefore in the workforce development system going forward.

A detailed assessment of Ventura County’s CalFresh population and its needs related to workforce development is included as **Attachment 2: CalFresh Partnership**. It shows that there are more than 30,000 adults receiving CalFresh benefits in the county, and that a significant portion of that total could benefit from greater access to workforce development services.

One noteworthy finding is that 43% of CalFresh households receive employment income yet still have incomes low enough to qualify for food assistance. Some work in very low-wage jobs, insufficient to lift their families out of poverty; others work part-time, whether by choice or not. In any case, working part-time, at low wages, or not working at all, our strategies for successfully serving such individuals will need to include a range of “earn and learn” options. While some may be able to maintain their employment during training, many will not, particularly those working irregular shifts. Few jobs can accommodate intensive education or training schedules, yet few people can afford to go without income for the length of time it takes to complete a job training or education program.

WDBVC’s current four year WIOA Local Plan strongly supports the “earn and learn” approach of combining training and education with compensated applied learning opportunities. The success of such models depends on sustained employer engagement, and, often, the engagement of organized labor as well. The Board has identified eight apprenticeship programs in the region, and is working to expand that number.

More than 16% of the population of Ventura County is limited English proficient; most of those are Spanish-speakers. Among the CalFresh population, 26% of households are Spanish-speaking. **Outreach to Spanish-speakers has long been a priority for WDBVC, and will continue to be a focus as we explore outreach strategies for CalFresh recipients.** The Ventura County Adult Education Consortium, which includes the Community College District, the eight Adult Schools, and the Ventura County Office of Education, is already working with WDBVC to expand ESL services, including both literacy and numeracy classes as well as short-term training combined with contextualized literacy instruction.

SECTION 3 – LOCAL PLAN UPDATE

Coordination of intake and assessment for core programs was identified in the four-year WIOA Local Plan as a system priority, with co-enrollment as a key strategy. The WDBVC and its partners are now looking at ways to efficiently align intake and enrollment practices beyond those core programs to encompass other partners, while still respecting the needs and requirements of each program. The process of developing this Local Plan Update has highlighted several areas where small modifications in intake procedures could bring significant benefits for individual customers, and for the workforce development system as a whole.

For example, this plan update process has underscored the need for a modification in the intake protocol of the AJCC. While many AJCC customers are CalFresh recipients, AJCC staff have not historically been asked to enter CalFresh information into CalJobs. As a result, it is not possible to accurately gauge the current level of service to CalFresh recipients. Going forward, the AJCC will track CalFresh participation, and – equally important – will assist customers who are CalFresh-eligible but not enrolled to access that critical benefit.

WDBVC has an active Outreach Committee which continuously enhances awareness of and access to workforce development services. New outreach strategies to reach the CalFresh population will be developed and implemented as needed. WDBVC will partner with CalFresh and the Human Services Agency to develop a marketing and outreach campaign specifically aimed at CalFresh recipients. In addition, building on the base established through our existing TANF/CalWORKS partnership, CalFresh will become a standing agenda item at the AJCC's bi-monthly Partners meeting. Through this venue, we will ensure collaboration at both the policy level and the day-to-day practice of front-line staff, sharing diagnostic and performance data on an ongoing basis. Regular, structured communication between partners aimed at addressing pressing, concrete issues through collaborative problem-solving will be essential to making this broadened partnership work.

As the current four-year Local Plan states, services provided by program partners in support of program core competencies facilitate the braiding of resources to ensure access to a comprehensive menu of services tailored to individual needs. The WDBVC and local CalFresh officials are exploring options for braiding or blending funding to better serve low-income residents. CalFresh E&T funds can't be used to pay tuition, so one possibility under consideration is for WIOA to cover an individual's tuition, while using CalFresh funds to offer generous (but necessary) support services.

Support services are critical to the success of low-income job-seekers. Under current policies, dependent on the availability of funding, program participants are eligible for transportation assistance, books and training supplies, tools required for employment, clothing, and vision/optical services, among other things. Need-related payments are allowed for WIOA-funded training only, and certain other limitations apply. Braided funding could permit some of those limitations to be lifted, allowing the flexibility to provide critical supports that can mean the difference between success and failure. Through their MOUs, the nineteen AJCC partners have agreed to integrate service delivery and braid resources to ensure access to a comprehensive menu of services tailored to each individual's needs. CalFresh and Child Support Services are now part of this ongoing effort to collaborate for the benefit of our mutual clients.

The Human Service Agency is currently exploring a procurement to select qualified providers to pilot a new SNAP 50% reimbursement program in Ventura County. This will involve identifying providers who are already offering eligible workforce services to CalFresh recipients using non-federal funding, and then assisting those providers in documenting that service and incorporating it into the local CalFresh plan, as well as the SNAP E&T Plan the state submits to the United States Department of Agriculture's Food and Nutrition Service each August. Toward this end, the Human Service Agency is hosting a

SECTION 3 – LOCAL PLAN UPDATE

webinar in March 2019 led by the Seattle Jobs Initiative, national pioneers of the SNAP E&T 50% reimbursement model.

The County's goal is not to create a new 'siloed' program targeting CalFresh recipients, but instead to use all available resources to build a unified, comprehensive workforce system that serves all residents in need, including low-income food-assistance recipients. This means creating access for low-income residents to the sector-based pathway programs established by the WDBVC in Manufacturing, Health Care, Clean/Green and Business Services. It also means providing them with the support services necessary to ensure their retention in those programs, and their successful progression into family-sustaining careers.

VCHSA has worked with community-based organizations for many years to serve at risk populations with barriers to employment by aligning training, education and supportive services. Current CBO partners include Goodwill Industries, El Concilio, Food Share, Mixteco Indigenous Community Outreach Program (MICOP), United Way, Clinicas Del Camino Real, and Gold Coast Veteran's Foundation. Multiple opportunities are anticipated for additional CBOs to respond to RFPs for future services.

DRAFT

SECTION 3 – LOCAL PLAN UPDATE

Department of Child Support Services Partnership

As with CalFresh, the local Department of Child Support Services has played a major role in developing this Local Plan Update. DCSS has worked hard in recent years to transition from a punitive approach toward non-custodial parents to a more supportive one, and in doing so, had already begun to build bridges to the workforce development system and the AJCC. DCSS staff realize that most non-custodial parents are inevitably going to view them as enforcers of child support obligations, rendering them less-than-ideal messengers for the benefits of workforce development services. At the same time, DCSS workers understand that well-paid employment is the only real way for such parents to reach the point where they can in fact support their families. DCSS has therefore fully embraced the notion of a close working partnership with WDBVC, and contributed a number of the new ideas contained in this document.

DCSS participated in the January 31st evening meeting, as well as a series of planning discussions from December through March, and provided WDBVC with a wealth of data regarding non-custodial parents in Ventura County. The data show that there are 17,621 non-custodial parents currently being tracked by DCSS. More than half identify as Hispanic; slightly under 15% are primarily Spanish-speaking. The exact overlap with the 30,000 adults receiving CalFresh is not yet known, but it is assumed by both CalFresh and DCSS to be significant.

There are a number of barriers presented by non-custodial parents, as discussed in **Attachment 3: Department of Child Support Services Partnership**. These include the typical barriers found among low-income job-seekers in general, along with inevitable disincentives built into the child support system, including the fact that a significant share of any new income is likely to go to cover arrearages in child support. Successfully reaching this population requires acknowledging those issues and, where possible, crafting flexible approaches. Appendix C also identifies a number of services and supports that are necessary in order for non-custodial parents to be successful in meeting their parental obligations and in securing long-term, well-paid work.

In the past, DCSS caseworkers have provided individual non-custodial parents with written information about workforce services, as well as referrals to the AJCC for anyone interested. While this has proven helpful to some individuals, it has not happened in a systematic or comprehensive way, and has not resulted in large numbers of non-custodial parents seeking workforce services. The process of developing this Local Plan Update has clarified for all parties the need for a closer collaboration between WDBVC and DCSS.

Going forward, what is needed is a more wholistic collaboration which works closely with each individual, responds quickly to their needs or to changes in their situation, builds confidence and satisfaction with their work/life balance, and tracks them from initial enrollment to successful placement in a good job and beyond. An aggressive income maximization approach, along with ample opportunities for paid training, will necessarily be a key strategy for meeting the needs of non-custodial parents and their families. More generous transportation assistance could also make a difference for many individuals. For those with criminal records, a well-vetted ‘felon-friendly’ employer list, as discussed in our Two Year Regional Plan Update, is essential.

Through this plan update process, the WDBVC, DCSS and related partners have agreed that they will meet regularly, and will share information on a monthly basis, regarding progress toward the goal of

SECTION 3 – LOCAL PLAN UPDATE

reaching all non-custodial parents with information about workforce services, as well as any issues that arise. WDBVC will partner with DCSS and the Human Services Agency to develop and implement marketing and outreach strategies to reach this population. DCSS will participate in AJCC Partner meetings as well. Participants who have been placed in jobs will be tracked and supported for one year to ensure job retention, and provided with quick assistance in the event of job loss. The WDBVC and DCSS have agreed to pilot this collaboration for an initial target group of at least 50 non-custodial parents, with the DCSS caseworker and the AJCC counselor communicating directly with each other, the client, the service provider(s), and the employer on an ongoing basis. Maximizing the use of the temporary garnishment-reduction option, and/or reducing the amount owed in arrears, will be a critical incentivizing element of the strategy.

Creating a comprehensive system of services for noncustodial parents will require both a strong relationship between WDBVC and DCSS leadership and a close ongoing working relationship at the front-line staff level. The issues presented by the population will become a cross-training topic for AJCC staff; DCSS staff must become skilled at raising the issue of employment with clients and at effecting a warm referral to a career counselor at the appropriate point. Low-wage employment is insufficient to solve the non-custodial parent's financial dilemma. Both agencies must work together to ensure that noncustodial parents find their way into the kinds of jobs that can actually allow them to support themselves and their families.

There are currently no eligibility criteria for workforce services that would prevent the WDBVC or the AJCC from providing services to non-custodial parents, and no plans to enact such criteria. According to DCSS, a primary obstacle to participation for this population appears to be a desire among some noncustodial parents to avoid earning a reportable income. In this sense, motivation is a significant factor for at least some non-custodial parents. While some can be compelled, through job search orders, to participate in workforce services, a more successful strategy is likely to be educating participants about opportunities to find employment at wages high enough to actually allow them to support their families. Outreach strategies will therefore focus on helping non-custodial parents understand the benefit of participating in workforce services that can lead to family-sustaining jobs.

Time and distance are two significant obstacles to the partnership envisioned here between the WDBVC and DCSS. Ventura County comprises 1,873 square miles, and includes multiple urban areas as well as significant unincorporated and/or agricultural land. Offices are spread out between Ventura, Oxnard, Camarillo and Simi Valley. Bringing staff physically together on a regular basis is challenging. Even finding the time for everyone to participate in regular conference calls is difficult, pitting the time constraints of everyone's 'day job' against the need for frequent conversations between partners. Minimizing these challenges does not make them go away; the solution will lie in creating efficient and effective structures. Some information, such as routine updates, can be handled by email or newsletter. Conference calls, and especially in-person meetings, should not be devoted to simple updates, but rather to actual work tasks and decision-making. Ensuring the best use of everyone's valuable time will be essential.

Retention in programs is obviously critical to success in the labor market. This starts with a thorough and accurate assessment, to make sure that people are being placed in appropriate programs for which they are ready. Wrap-around case management and support services are necessary to ensure that minor issues don't develop into major crises. Active job placement, followed by strong post-placement support, will similarly serve to make sure that job placements stick, or (in the event they don't) that follow-up placement happens in a timely manner.

SECTION 3 – LOCAL PLAN UPDATE

Existing partnerships, while somewhat limited and ad hoc, have enabled DCSS, the AJCC and the WDBVC to begin working together, and have formed the basis on which this new partnership is being built. What is new going forward is that there will be an operating agreement between those parties, both to try some immediate collaborations and to work together over time to expand those efforts. DCSS is exploring the possibility of placing a satellite team at the AJCC part-time; likewise, the AJCC will experiment with conducting outreach to non-custodial parents attending child-support hearings at the courtroom, as well as at the DCSS genetic testing room and lobby. DCSS has added a link to its website informing participants about the AJCC, and more such on-line connections are in the works. Additional stakeholders include Ventura County's three community colleges, the network of adult education providers, and a range of community-based organizations and social enterprises that touch this population. Possibilities to braid funding to better serve non-custodial parents are under discussion.

Historically, Goodwill Industries has been the CBO with the strongest track record of serving the non-custodial population in Ventura County. Community-based organizations play a key role in Ventura County's workforce development system, and are routinely made aware of opportunities to seek funding or participate in other ways in workforce efforts. It is anticipated that the new emphasis on reaching more low-income residents, including non-custodial parents, will lead to new openings for CBOs to participate.

The stakeholders involved in developing this plan have reached agreement that they need to bring their intake and referral processes into alignment with each other in order to be effective. A shared mailbox, calendar, and MS Access database have been proposed, and are currently under review to ensure they meet privacy and related concerns. Joint staff-training webinars are also in development.

As noted above, DCSS has agreed to work with the WDBVC and the AJCC to identify tools and incentives that can be used to encourage non-custodial parents to participate in workforce development programs. While there are some enforcement tools that can be used in this regard, such as court orders, both CSS and the WDBVC are focused on developing more positive incentives. The goal is to help non-custodial parents understand and accept the opportunity being presented to them: the chance to prepare for, and obtain, employment at wages that can actually allow them to meet their family financial obligations. Incentives such as gift cards and small bonuses for completing programs are helpful tools, but the real, long-term motivating factor is the pride inherent in being able to step up and provide for one's family.