



**Workforce Investment Board
of Ventura County**

**2013-2014
ANNUAL REPORT**

TO THE

**VENTURA COUNTY
BOARD OF SUPERVISORS**



December 2014

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Executive Summary

During program year 2013-2014, the Workforce Investment Board of Ventura County (WIB) continued to address the ongoing workforce development opportunities and challenges in the Ventura County region. Funded through the federal Workforce Investment Act (WIA), the WIA programs, services, and projects to benefit employers, job seekers and youth were in alignment with the Ventura County regional goals identified by the WIB and its partners, in compliance with federal and state requirements, and identified in the *Ventura County Regional Strategic Workforce Development Plan 2013-2017* (Plan):

- **Business and Industry Goal:** Meet the workforce needs of high-demand sectors in the Ventura County regional economy (initial focus on clean/green, healthcare, and manufacturing).
- **Adult Goal:** Increase the number of adults in the Ventura County region who obtain a marketable and industry-recognized credential or degree and are placed in a related sector job, with a special emphasis on unemployed, underemployed, low-skilled, low-income, veterans, individuals with disabilities, and other at-risk populations.
- **Youth Goal:** Increase the number of high school students in the Ventura County region who graduate prepared for post-secondary vocational training, further education, and/or a career, with an emphasis on at-risk youth and those from low-income communities.
- **System Alignment and Accountability Goal:** Support workforce development system alignment, service integration and continuous improvement in the Ventura County region, using data to support evidence-based policymaking.

Following approval of the Plan by the Board of Supervisors in June 2013, the WIB began implementation on July 1, 2013. In recognition of the quality of the Plan and Ventura County's consistently strong WIA performance outcomes, the California Workforce Investment Board designated the Ventura County WIB as a High-Performance Board.

The WIB collaborated with business, economic development, education, labor, government, and community-based organizations to help plan and build regional capacity for growing the Ventura County job base and expanding the demand-driven skills and readiness of the workforce. The WIB also focused on regional sector workforce development priorities in healthcare, manufacturing, and clean/green occupations, and continued WIB support for no-cost and low-cost business services and for employer outreach to help retain and grow local businesses.

The America's Job Center of California One-Stop System provided much-needed services and programs to help strengthen job seeker readiness and employer support for local employment opportunities. Adults, youth, dislocated workers, and employers were able to access free information and services through contracted providers, the new online CalJOBS system, and at the local America's Job Center of California locations in Oxnard and Simi Valley. (Note: The local Job & Career Centers which offer direct WIA services recently were re-branded in compliance with new federal and state requirements.)

Highlights of the 2013-2014 program year included the following (figures below from July 1, 2013, through June 30, 2014):

- Provided public access to employment/career resources: computer access, copies, fax, phones, job listings, training information: 17,848 visits.
- Served 585 new adults, dislocated workers, and youth in the WIA program.
- Enrolled 921 customers in WIA-funded adult, dislocated worker, and youth programs (includes customers carried in from the prior year).
- Achieved a higher-than 100 percent success rate on all nine required WIA Common Measures for adults, dislocated workers, and youth.
- Provided Rapid Response consulting and other support for 13 businesses reporting a total of 1,238 layoff-impacted employees; 391 of these impacted employees attended Rapid Response orientations.
- Provided layoff aversion services to 11 businesses with 10 or more at-risk employees, helping to retain 565 at-risk jobs. EDC-VC retained 521 jobs after completion of all employer services and at six weeks' retention. Three hundred and ninety-nine (399) at-risk workers received Incumbent Worker Training in manufacturing-related jobs.
- Provided oversight of the One-Stop Consortium, comprised of the newly reorganized Community Services Department (CSD) of the Human Services Agency, the Employment Development Department (EDD), and the Ventura County Superintendent of Schools Office (Ventura County Office of Education). The Consortium operates the America's Job Center of California and works in collaboration with contracted providers of WIA-funded youth programs and WIA-funded business services. Included in the 2013-2014 activities was the improvement of client access to internet job listings, career information, and community resources through enhancements to technology. More than 565 job seekers participated in the 81 workshops offered to help with resume writing, online job searches, interviewing skills and computer software skills.
- Continued a strategic outreach campaign through print, television, radio, outreach materials, online banners, monthly radio programs (*Workforce Wednesday*), guest speakers, e-newsletters (*Workforce Update*), and websites (www.wib.ventura.org; www.venturacountygrowsbusiness.com; www.vcjobswithafuture.org;) to raise job seeker and employer awareness of the America's Job Center of California locations, direct employers to business services, and encourage youth, job seekers and employers to take advantage of the free resources and opportunities available.
- In partnership with the Community Services Department (CSD) of the Human Services Agency, applied for and received a Workforce Accelerator Grant from the California Workforce Investment Board to expand the STEPS pilot project for ex-

offender re-entry, a project partially funded under AB 109 and operated in conjunction with the Ventura County Probation Agency.

In support of cross-region collaboration to benefit Ventura County workforce development, the WIB facilitated and participated in the new Advanced Manufacturing Partnership of Southern California (Los Angeles, Orange, San Diego, Ventura counties) for a successful U.S. Department of Commerce Investing in Manufacturing Communities Partnership designation for aerospace and defense manufacturing; the ongoing Workforce Collaborative of California's Central Coast (WIBs in Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura counties); the new Los Angeles/Ventura County Regional Collaboration to consider opportunities for collaboration across eight WIBs in two counties; and the ongoing South Central Coast Regional Consortium of Community Colleges (SCCRC) with eight community colleges in San Luis Obispo, Santa Barbara, Ventura, and northern Los Angeles counties.

WIB outreach at the local, state and national levels included participation in a wide range of groups and activities, including the Ventura County Economic Development Roundtable; Ventura County P-20 Council; California Career Pathways Trust leadership teams (*Alliance for Linked Learning* and *VC Innovates*); Citizens Advisory Body for the Ventura County Community College District; Ventura County Civic Alliance Workforce Education Task Force; Southern California Biomedical Council; Manufacturing Roundtable of Ventura County; California Economic Summit; Chambers of Commerce; Western Employers' Advisory Council; Professionals in Human Resources Association; National Human Resources Association; Society for Human Resource Management; California Workforce Association Board of Directors; California Workforce Investment Board committees; and the National Association of Workforce Boards.

In addition, the WIB continued to champion Congressional reauthorization of WIA, emphasizing the importance of local control and private sector leadership in administering federal funds for workforce and business development and for the recovery, growth, and sustainability of the Ventura County regional economy. After years of negotiation, with strong support as a bi-partisan, bi-cameral bill, the new Workforce Innovation and Opportunity Act (WIOA) was signed into law on July 22, 2014, and will replace the Workforce Investment Act (WIA) as of July 1, 2015.

The WIB is committed to its role as neutral convener, capacity builder, and unifying community voice to address workforce development issues in support of business retention and growth in Ventura County. Seeking practical workforce solutions across traditional private and public sector boundaries, the WIB will continue to identify and leverage networks, systems and resources within Ventura County and in partnership with other regions.



Mike Soules
Chair, Workforce Investment Board of Ventura County

Introduction

On May 18, 2004, the Ventura County Board of Supervisors approved a Memorandum of Understanding (MOU) with the Workforce Investment Board (WIB) of Ventura County. Within that document is a section entitled "Reporting," requiring the WIB to submit an annual written report to the Board of Supervisors regarding its activities and accomplishments in the preceding program year, July 1 through June 30.

The Workforce Investment Board of Ventura County welcomes the opportunity to present the 2013-2014 Annual Report to the Honorable Board of Supervisors.

Responsibilities of the Workforce Investment Board

Appointed by the Board of Supervisors, and in alignment with federal Workforce Investment Act (WIA) and State legislative and administrative requirements, the 36 members of the WIB are representative of business, education, labor, economic development, government, and community-based organizations in Ventura County.

The role of the WIB is to serve as neutral convener, capacity builder, and unifying community voice to address workforce development issues in support of business retention and growth in Ventura County. The WIB is responsible for planning, policy, and oversight for WIA programs and services in the Ventura County region. The WIB works on behalf of the Ventura County community to:

- Develop partnerships and support alignment with leaders in business, labor, economic development, education, government, and community organizations to strengthen the economic well-being of the community and address local workforce needs.
- Provide WIA policy oversight of a streamlined America's Job Center of California One-Stop System that is employer-driven, addresses the workforce needs of large and small businesses in Ventura County, and offers training and other opportunities to help meet the workforce preparation needs of adult and youth job seekers.
- Ensure that the America's Job Center of California One-Stop System is guided by WIA standards of performance accountability, including customer satisfaction, rates of job placement, job retention, and earnings.
- Establish, promote, and coordinate youth development, education and training opportunities, especially for economically disadvantaged youth.
- Support employer assistance with recruitment, training and education and business consulting to help avert layoffs and closures, assist with recovery, and address issues relating to business start-up, relocation, and expansion.

To comply with WIA mandates, the WIB also has the following responsibilities:

- Conduct policy oversight of the America's Job Center of California One-Stop System in Ventura County.
- Conduct oversight of the local WIA youth and adult employment and training activities.
- Negotiate with the State and Chief Elected Official on local measures of performance.
- Appoint a Youth Council to recommend the best ways to prepare local youth for employment and life-long learning.
- Facilitate the alignment of workforce development and economic development activities and develop employer linkages.
- Promote private-sector involvement in the workforce investment system.
- Develop and implement opportunities for public input regarding planning, program development, and evaluation.
- Access and participate in local labor market research and reports for the benefit of the community.

During program year 2013-2014, the WIB continued to address the workforce development opportunities and challenges in the Ventura County region. Working toward goals identified by the WIB and its partners, in compliance with federal and state requirements and with the approval of the Board of Supervisors in June 2013, the WIB began to implement the *Ventura County Regional Strategic Workforce Development Plan 2013-2017* (Plan). Activities were focused on achieving mandated performance levels and supporting overall Plan goals:

- Business and Industry Goal: Meet the workforce needs of high-demand sectors in the Ventura County regional economy (initial focus on clean/green, healthcare, and manufacturing).
- Adult Goal: Increase the number of adults in the Ventura County region who obtain a marketable and industry-recognized credential or degree and are placed in a related sector job, with a special emphasis on unemployed, underemployed, low-skilled, low-income, veterans, individuals with disabilities, and other at-risk populations.
- Youth Goal: Increase the number of high school students in the Ventura County region who graduate prepared for post-secondary vocational training, further education, and/or a career, with an emphasis on at-risk youth and those from low-income communities.
- System Alignment and Accountability Goal: Support workforce development system alignment, service integration and continuous improvement in the Ventura County region, using data to support evidence-based policymaking.

In recognition of the quality of the Plan and Ventura County’s consistently strong WIA performance, the California Workforce Investment Board designated the Ventura County WIB as a High-Performance Board.

Revenue and Service Levels

With the Ventura County Board of Supervisors as fiscal agent, the Workforce Investment Board (WIB) is the grant recipient responsible for the local administration of the Workforce Investment Act (WIA). WIB Administration staff responsibilities are assigned to the County’s Human Services Agency. Programs are funded by WIA and provided through the Human Services Agency and through WIB-contracted partners. The Human Services Agency provides other administrative services such as Contracts, Fiscal, Information Technology, and Communications. The Ventura County Counsel offers legal guidance.

A summary of Fiscal Year (FY) 2013-2014 available WIA funds, expenditures, and grant balances is below. Use of funds included successful compliance with a new State requirement that 25% of combined adult and dislocated worker allocations be used to provide training. Final grant balances from FY 2013-2014 were carried over to the FY 2014-2015 budget and program plan.

	<u>2013-2014 Budget Plan</u>	<u>2013-2014 Actual Expense</u>	<u>2013-2014 Grant Balance</u>
<u>WIA Core Grants</u>			
• Dislocated Workers	2,805,773	2,335,439	470,334
• Adults	2,247,497	2,004,971	242,526
• Youth	2,285,092	2,229,090	56,002
• Rapid Response	<u>537,884</u>	<u>498,889</u>	<u>38,995</u>
	7,876,246	7,068,389	807,857

The planned and actual levels of new participant enrollments for Program Year (PY) 2013-2014 are shown on the table below. These numbers exclude clients carried in from PY 2012-2013. The WIB Executive Committee and the WIB Youth Council tracked actual expenditures and enrollments to ensure alignment with this Plan, reporting updates to the full WIB at regular meetings.

<u>WIA Category</u>	<u>PY 13-14 Plan New Enrollments</u>	<u>PY 13-14 Actual New Enrollments</u>	<u>PY 13-14 % Plan to Actual</u>
Adult	74	141	190%
Dislocated Worker	104	145	139%
Youth	276	299	108%
Total	454	585	128%

These enrollment figures address only the clients who entered into staff assisted services, including training. The figures do not include those non-enrolled members of the community who accessed WIA general “universal” services. Approximately 17,848 job seekers used services not requiring WIA enrollment, e.g., used the online CalJOBS system, participated in WIB Rapid Response orientations, and/or visited the WIA Resource Centers in America’s Job Center of California locations to receive employment and training-related information, referrals, and workshop services.

It should be noted that the total funds available through WIA also assist in supporting the operation of the America’s Job Center of California locations (re-branded from Job & Career Centers), provide staffing and administrative support for the Workforce Investment Board, and facilitate the development and implementation of the WIA youth programs and business services system.

WIA Common Measures Performance

Each year, WIA-funded programs are issued federally mandated, performance-based employment and educational goals, which are negotiated between the U.S. Department of Labor and the State, and then between the State and the local WIB. At year-end, the levels/goals are compared with actual participant performance outcomes to determine the success of the adult, dislocated worker, and youth programs. An indicator of success is the achievement of at least 80% for each performance standard.

In 2013-2014, the Ventura County common measures performance exceeded all WIA performance outcome requirements:

<u>2013-2014 WIA Common Measures Category</u>	<u>Final Performance Levels/Goals</u>	<u>Actual Performance</u>	<u>Success Rate</u>
ADULTS			
• Entered Employment Rate	72.0%	79.2%	110%
• Employment Retention Rate	81.0%	85.9%	106%
• Average Earnings	\$13,251	\$14,369	108%
DISLOCATED WORKERS			
• Entered Employment Rate	75.0%	80.2%	107%
• Employment Retention Rate	84.0%	92.8%	110%
• Average Earnings	\$16,000	\$18,772	117%
YOUTH			
• Placement in Employment or Education	70.0%	71.3%	102%
• Attainment of Degree or Certificate	60.0%	80.7%	135%
• Literacy and Numeracy Gains	60.5%	78.5%	130%

America's Job Center of California One-Stop System

The purpose of the One-Stop approach is to deliver effective job seeker programs, career training, and employer services and referrals through an aligned, coordinated, customer-friendly employment services system.

In Ventura County, the official WIA One-Stop Operator is a consortium of three One-Stop partners: the County's Human Services Agency-Community Services Department (the lead operator of the consortium), the Employment Development Department, and the Ventura County Office of Education. In 2013-2014, day-to-day functions of the One-Stop system were conducted by WIA-funded staff at the America's Job Center of California (AJCC) locations in Oxnard and Simi Valley.

Career and employment resources, available to adults, youth, and employers, and a number of online employment resources also were accessible through a statewide, internet-based employment services software application, CalJOBS. This online website (www.caljobs.ca.gov) provides an easy-to-use interface for both employers and job seekers to access local job listings, career information, resumes, and community resources on a 24/7 basis.

Adult and Dislocated Worker Opportunities

The AJCCs offered a valuable resource for the Ventura County region in difficult economic times. AJCC staff assisted job seekers (including those experiencing layoffs) and the underemployed in assessing their job skills, finding the proper training and locating jobs that matched their skills. WIA-funded employment specialists helped clients to review job requirements and develop training and employment action plans.

The success of these comprehensive WIA adult and dislocated worker programs is reflected in the outcomes presented under the Revenue and Service Levels (page 8) and the WIA Common Measures Performance (page 9) sections of this report. All exceeded WIA performance requirements for 2013-2014. Job seeker services provided:

- Provided public access to employment/career resources: computer access, copies, fax, phones, job listings, training information: 17,848 visits.
- Served 286 new adults and dislocated workers in the WIA program.
- Enrolled 536 customers in WIA-funded adult and dislocated worker (includes customers carried in from the prior year).

Resources available for job seekers included:

- Assistance with job search, applications, resumes, and interviewing skills
- Access to free workshops offered to all job seekers
- Sponsorship of employer recruitment events

- Assistance for access to 24/7 online job seeker services through CalJOBS
- Public access to CalJOBS through a WIB JobLink kiosk at the Camarillo Library
- Coordination of job fairs in collaboration with other partner agencies
- Placement in unsubsidized employment
- On-the-job training
- Vocational training and work experience
- Occupation/job requirement information
- Life skills training and job readiness skills
- Transitional housing, food stamps, and transportation
- Childcare assistance
- Mental health and substance abuse referrals to treatment
- Emergency aid services

Job seeker outreach focused on raising awareness of WIA programs and services available through the America's Job Center of California (AJCC) locations and the online CalJOBS system. Included were radio spots, online banners, the WIB website, brochures in English and Spanish, press coverage, online and print calendar listings of Career Shops, WIB radio interviews on *Workforce Wednesday*, announcements in the WIB's *Workforce Update* e-newsletter, and collateral material for the WIA-funded JobLink kiosk at the Camarillo Library. The WIB Outreach Committee worked with CSD/WIA Operations staff on success stories for job seeker outreach messaging and local, state and national workforce development websites.

Youth Opportunities

In June 2004, the WIB approved a WIB Youth Council recommendation to adopt a networked services model for youth programs. Continuing to be an effective approach to youth program delivery, this model follows the "navigator" design: multiple partners who provide and leverage services in the Ventura County region.

Three comprehensive WIA youth program contractors, the Boys & Girls Clubs of Greater Oxnard and Port Hueneme, PathPoint, Inc., and Ventura Adult and Continuing Education, were awarded July 2013-June 2014 WIA contracts to provide comprehensive WIA-funded education, employment, and training services to WIA-eligible youth in Ventura County. The Community Services Department/WIA Operations staff continued to provide training, work experience, technical assistance, and quality control services to the contracted youth providers, contributing to the overall effectiveness of the programs.

The success of these comprehensive WIA youth programs in 2013-2014 is reflected in the outcomes presented under the Revenue and Service Levels (page 8) and the WIA

Common Measures Performance (page 9) sections of this report. All exceeded WIA performance requirements for 2013-2014. Participating youth included:

- Served 299 new youth in the WIA program.
- Enrolled 385 customers in WIA-funded youth programs (includes customers carried in from the prior year).

Services provided in the WIA comprehensive youth programs included:

- Tutoring, study skills and secondary school instruction
- Alternative secondary school services
- Summer employment opportunities
- Work experiences, job shadowing, and internships
- Occupational skills training
- Leadership development opportunities
- Supportive services (e.g., child care, transportation)
- Comprehensive guidance, mentoring and counseling
- Follow-up contact and post-exit services

In addition to the WIA-funded youth programs and service activities, WIB Youth Council and other WIB committees engaged in activities to assist Ventura County youth, including:

- Initiated a new Dropout Prevention Survey of local school districts and continued work on an Inventory of K-14 Industry Sector Career Pathways in Ventura County schools, both projects in partnership with the Ventura County Office of Education.
- Contributed to the data gathering, strategic planning, and support for four California Career Pathways Trust Grant applications, two of which were awarded in Ventura County for a combined total of \$19.3 million: *Alliance for Linked Learning* (Oxnard Union High School District) and *VC Innovates* (Ventura County Community College District, Ventura County Office of Education, and high schools in ten local districts).
- Partnered with adult education and community college representatives on the AB 86 grant application process, which resulted in a 2014 planning grant for the new Ventura County Adult Education Consortium. Four adult education programs and three community colleges are collaborating on a plan to align and leverage programs for basic skills development, high school or GED attainment, citizenship preparation, English as a second language, short-term career technical education programs, and apprenticeship programs.

In addition, the WIB Outreach Committee and WIB Youth Council focused the 2013-2014 Ventura County youth outreach initiative on raising awareness of career opportunities in high-demand occupations in the region's healthcare, manufacturing, and clean/green industry sectors. Youth messaging on the WIB's VC Jobs with a Future website (www.vcjobswithafuture.org), was aligned with flyers, radio spots, the WIB website, Facebook, high school athletic field banners, WIB radio interviews on Workforce Wednesday, announcements in the WIB's *Workforce Update* e-newsletter, and connections with school representatives. WIA youth success stories were posted on local, state and national workforce development websites.

Employer Services

To be responsive to changes in economic and labor market conditions, the WIB uses an employer-driven approach that focuses on the development of services in response to the needs of local businesses. This strategy helps to support relevant programs and services to help build a qualified workforce for the Ventura County region, one that benefits local businesses and encourages job retention and growth.

The WIB provides WIA Rapid Response funding for regional business services through formal partner agreements, contracts, and business resource networks. Currently, the Economic Development Collaborative-Ventura County (EDC-VC) and the Human Services Agency Community Services Department (CSD)/WIA Operations receive funding through the WIB to provide WIA business services. Both collaborate with the Employment Development Department (EDD) to offer appropriate support to employers.

WIA business services are offered through the America's Job Center of California (AJCC) by CSD/WIA operations staff, and through EDC-VC business consultants and networks. Among the business resource networks accessed by EDC-VC, CSD/WIA, and EDD are the Economic Development Roundtable (city and county professionals), the Small Business Development Center (SBDC), the Service Corps of Retired Executives (SCORE), and Women's Economic Ventures (WEV).

Initial identification or referral for a potential business need may originate from a range of sources or situations that come to the attention of one or more partners in the Ventura County business development network. In addition, an employer may self-identify at an AJCC location, access online CalJOBS system services, or call the AJCC 800 number. With the identification of a business need, the contacted service provider connects with other providers in the network, as appropriate.

In 2013-2014, the WIB provided WIA funding and oversight for business services and other initiatives in Ventura County, including:

- **Recruitment**: online job posting service, pre-screened candidates, hosted job recruitments at AJCCs, job matching, meeting facilities for conducting interviews

- Training: career workshops, employer reimbursement for employee training, on-the-job training at employer sites, customized training programs, and industry-specific education
- Online resources: candidate search and resume review, labor market data, labor law information, 24/7 job postings, and wage information and statistics
- Business consulting: professional guidance and technical support to address business problems that will help to avoid layoffs; referrals to resources if longer-term assistance is needed
- Business transitions (restructure, closure, relocation): confidential customized transition planning, layoff aversion information, dislocated worker support services, downsizing/closure management
- Incumbent worker training: pilot project to develop and implement a regional partnership between the Economic Development Collaborative-Ventura County (EDC-VC) and Ventura Adult and Continuing Education; building capacity for incumbent worker training and leveraging WIA Rapid Response and Employment Training Panel (ETP) funds
- Employing ex-offenders: competitive California WIB Workforce Accelerator Grant funding to complement AB 109 funding; engages employers in training and job placement of ex-offenders to reduce recidivism while supporting business needs

The WIA-funded business services provided in 2013-2014 included:

- Rapid Response consulting and other support for 13 businesses reporting a total of 1,238 layoff-impacted employees; 391 of these impacted employees attended Rapid Response orientations.
- Layoff aversion services to 11 businesses with 10 or more at-risk employees, helping to retain 565 at-risk jobs. EDC-VC retained 521 jobs after completion of all employer services and at six weeks' retention on the job. Three hundred and ninety-nine (399) at-risk workers received Incumbent Worker Training in manufacturing-related jobs.

The WIB continued to implement business outreach strategies that would help to raise awareness of business services in the region and to engage employers in workforce development. WIB staff, CSD/WIA Operations staff and EDC-VC consultants developed networks and relationships with a focus on customer service. WIB members contacted business colleagues for input on workforce issues or to participate on sector committees to help raise awareness. In addition, through the ongoing work of the WIB Outreach Committee, messages to employers were communicated in a variety of ways, including:

- Workforce Wednesday: WIB monthly radio broadcast, featuring live interviews with WIB and WIB committee members, and other community leaders, on regional business and workforce topics
- Workforce Update: WIB bimonthly e-newsletter to business and community leaders in Ventura County

- Ventura County Grows Business: WIB business retention outreach initiative that provides employers with easy, one-stop electronic access to single points of contact for city and county workforce and economic development resources in the Ventura County region; includes a website (www.venturacountygrowsbusinesses.com), radio spots; Facebook, direct mail, and coverage in *Workforce Update* and on Workforce Wednesday
- WIB Speakers Bureau: WIB member presentations and participation on event panels for local business, education and community groups (e.g., California Economic Summit, Ventura County Community Foundation Donor Luncheon, Southern California Biomedical Council, EDC-VC Annual Meeting, Chamber of Commerce events, and advisory committees for local school districts, community colleges, and universities)

Business Sector Focus

Industry sector diversity contributes to the overall strength and stability of the region, and the WIB provides WIA-funded business services to employers in all sectors. However, in the *Ventura County Regional Strategic Workforce Development Plan* (Plan), the WIB also has complied with a State requirement to identify priority sectors which have the potential to contribute to regional job growth and/or replacement jobs if investments are made in training and/or education: Clean/Green, Healthcare, and Manufacturing. (Clean/Green is a “multiple-sector” category that includes a wide range of occupations in Construction, Agriculture and Forestry, Transportation and Utilities, Manufacturing, Professional and Scientific, Water/Wastewater and other sectors.)

General attributes of the three priority sectors in Ventura County are ongoing business needs for skilled local talent, viability as a sector over time, potential for job growth and/or replacement jobs, direct and indirect benefits to other sectors, and opportunities to provide living wage jobs with career paths. In addition, industry sector representatives have indicated the need for skills in Science, Technology, Engineering and Math (STEM) for entry-level jobs.

The WIB Clean/Green Committee, WIB Healthcare Committee, and WIB Manufacturing Committee are led by WIB members and have the flexibility of including additional employers and other partners as needed. All meetings are conducted in public, and attendees are welcome to comment. Work of the sector committees includes consideration of the challenges, opportunities, resource needs, and action plans for:

- Inventory, alignment, articulation and employer input for P-20 college and career pathways, career academies, technical education, adult education programs and certificates, sector-specific training and certificates, community college sector-related programs and credentials, and development of pre-apprenticeship and apprenticeship programs
- Development of stackable, industry-recognized credentials
- Development of bridge programs and career transition pathways

- Continuation of customized training programs
- Continuation of incumbent worker training program
- Business leader collaboration to engage, retain, and attract regional business clusters

In 2013-2014, the three sector committees continued to refine Ventura County region occupational and job growth data; adjust committee priorities in response to changing business needs; partner with other WIB committees on employer and youth outreach; and provide feedback/forums for K-20 industry sector career pathways inventories and curriculum development. The committees also worked on employer lists of entry-level skills and new post-secondary educational programs to address local workforce needs:

- Entry-Level Skills: employer-developed lists of entry-level skills in manufacturing, clean/green infrastructure, healthcare, and hospitality to help guide career pathways and curriculum development
- Biomedical Device Manufacturing Certificate Program: first two-campus certificate program in California's community college system; model for other interdisciplinary certificates; job opportunities in local businesses
- Clinical Laboratory Scientist Field Experience Program: development of university infrastructure (California State University, Channel Islands) and facilitation of hospital laboratory certifications to launch a new post-graduate program in Ventura County that would attract and retain talent

Collaboration to Benefit Ventura County

The WIB is committed to its role as neutral convener, capacity builder, and unifying community voice to address workforce development issues in support of business retention and growth in Ventura County. Seeking aligned, leveraged and practical workforce solutions across traditional private and public sector boundaries, the WIB works to identify and leverage networks at the local, regional, state, and national levels.

In addition to the work of the WIB committees, examples of WIB facilitation and support of networking and collaboration in 2013-2014 include:

- County of Ventura: Working with the Ventura County Probation Agency and the Human Services Agency/Community Services Department, the WIB applied for, and received, one of the first Workforce Accelerator Grants to be awarded by California Workforce Investment Board. Award funding was \$150,000, with \$320,000 in leveraged AB 109 funds, for innovative strategies for ex-offender re-entry into the workforce. The grant expands the 2012 pilot project, Specialized Training & Employment Project for Success (STEPS), which is supported by AB 109 funds and operated by the Ventura County Probation Agency in partnership with the Human Services Agency/Community Services Department.

- Advanced Manufacturing Partnership of Southern California (AMP SoCal): collaboration with business, education, and economic development entities in four counties (Los Angeles, Orange, San Diego, Ventura); successful application for a U.S. Department of Commerce Investing in Manufacturing Communities Partnership designation for aerospace and defense manufacturing; enables access to special consideration in multiple competitive federal grant projects totaling \$1.3 billion
- Workforce Collaborative of California's Central Coast: collaboration among WIBs in six counties (Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura); share best practices, provide technical assistance for capacity building, and partner on grant opportunities
- Los Angeles/Ventura County Regional Collaboration: exploring opportunities for collaboration across eight WIBs in two counties
- South Central Coast Regional Consortium of Community Colleges (SCCRC): meetings with eight community colleges in four counties (San Luis Obispo, Santa Barbara, Ventura, and northern Los Angeles); Deputy Sector Navigators as official members of WIB sector committees (Clean/Green, Healthcare, Manufacturing)
- Local, State and National Outreach: participation in a wide range of other groups and activities, including the Ventura County Economic Development Roundtable; Ventura County P-20 Council; California Career Pathways Trust leadership teams (*Alliance for Linked Learning* and *VC Innovates*); Citizens Advisory Body for the Ventura County Community College District; Ventura County Civic Alliance Workforce Education Task Force; Southern California Biomedical Council; National Community College Consortium for Bioscience Credentials in Medical Device Manufacturing; Manufacturing Roundtable of Ventura County; California Economic Summit; Chambers of Commerce; Western Employers' Advisory Council; Professionals in Human Resources Association; National Human Resources Association; Society for Human Resource Management; California Workforce Association Board of Directors; performance standards and healthcare committees for the California Workforce Investment Board; California Workforce Association Board of Directors; and the National Association of Workforce Boards

Champions for Workforce Development

The tenth annual WIB Awards were presented to local organizations, companies, and individuals who have demonstrated and have made a positive impact on workforce development in Ventura County. At the WIB meeting on June 12, 2014, the following received public recognition for their outstanding contributions:

- Youth Opportunity Award (two recipients): presented to OmniUpdate, Inc. (Camarillo) and The Santa Clara Wellness Foundation (Fillmore and Santa Paula) for providing

internships and/or employment opportunities that help to grow and strengthen Ventura County's future workforce

- Collaborative Action Award (three recipients): presented to the Rotary Club of Simi Sunrise, the Simi Valley Chamber of Commerce, and the Society of Hispanic Professional Engineers-Ventura County Chapter in recognition of partnerships that help to meet employer needs and improve the relevance and capacity of education and workforce training and/or support business expansion in Ventura County
- Champion for Prosperity Award (two recipients): presented to Lilly Rudolph (City of Ventura) and VSolvit, LLC (Newbury Park) for supporting workforce development in Ventura County through job creation, job retention, business expansion, and/or business attraction

In 2013-2014, WIB members continued to be champions for Congressional reauthorization of WIA, emphasizing the importance of local control and private sector leadership in administering federal funds for workforce and business development and for the recovery, growth, and sustainability of the Ventura County regional economy. The result of years of negotiation, the new Workforce Innovation and Opportunity Act (WIOA) finally passed as a bi-partisan, bi-cameral bill, was signed into law on July 22, 2014, and will replace the Workforce Investment Act (WIA) on July 1, 2015.

Conclusion

The Workforce Investment Board thanks the Ventura County Board of Supervisors for their dedicated support of workforce, business and economic development in the Ventura County region. The WIB will continue this work according to legal mandates and with the full commitment of its members to build and promote a skilled, relevant workforce that is ready and able to support the changing needs of local employers in a dynamic, competitive, global economic environment.