



WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday, January 15, 2014
8:30 a.m. - 10:00 a.m.

Economic Development Collaborative – Ventura County (EDC-VC)
1601 Carmen Drive, #215, Camarillo

AGENDA

8:30 a.m.	1.0 Call to Order and Agenda Review	Brian Gabler
8:32 a.m.	2.0 Public Comments 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.	Brian Gabler
8:34 a.m.	3.0 Approval of Minutes: November 20, 2013	Brian Gabler
8:36 a.m.	4.0 BESD/WIA Event Report	Christy Norton
8:45 a.m.	5.0 Marketing and Outreach Update <ul style="list-style-type: none">• General Outreach• Employers• Youth	Heidi Hayes
9:25 a.m.	6.0 2014 WIB Awards	Talia Barrera
9:30 a.m.	7.0 Request for Proposals: Marketing and Business Outreach Services	Talia Barrera
9:55 a.m.	8.0 Committee Member Comments	Committee Members
10:00 a.m.	9.0 Adjournment	Brian Gabler

Next Meeting

March 19, 2014 (8:30 a.m.–10:00 a.m.)
Economic Development Collaborative-Ventura County
1601 Carmen Drive, #215, Camarillo

WIB Outreach Committee Meeting
November 20, 2013

MINUTES

Meeting Attendees

Marketing Committee

Brian Gabler, Chair
Jim Faul, Vice Chair
Will Berg

WIB Staff

Talia Barrera
Cheryl Moore

Guests

Heidi Hayes, theAgency
Karen Bluffer, theAgency
Christy Norton, CSD/WIA
Nancy Ambriz, CSD/WIA

1.0 Call to Order

Brian Gabler called the meeting to order at 8:34 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: September 18, 2013

Motion to approve: Will Berg
Second: Jim Faul
Motion carried

4.0 BESD/WIA Event Report

Christy Norton presented the Event Summary Report for first quarter of Program Year (PY) 2013-2014. Activities included One-Stop monthly and year-to-date visits, 800 line call-ins, and Career Shops attendance. Virtual One-Stop (VOS) customer/client registrations in the first quarter totaled 1,096. Between July and September 2013, BESD/WIA staff participated in the following Job and Career Events: Annual Feria Campesina, City of Oxnard Small Business Expo, Connecting Youth to Employment Services, Military and Veteran Expo, Naval Base Annual Career Fair, Ventura County's hosting of the Rapid Response Regional Roundtable annual meeting, Latino Business Expo.

5.0 Marketing and Business Outreach Summary Report

Below is a summary of the project updates for PY 2013-2014, as presented by theAgency.

- General Outreach – Media Relations
- Workforce Wednesday
 - VCEDA – ran release August 28
 - Lighthouse – ran release September 18
- New WIB Board Member Release: Prepared and distributed Iris Ingram new WIB board member release.
 - Clips:
 - Ventura Star – ran online posting October 8
 - Ventura Star – ran Iris Ingram release and photo on October 19

- Tri Country Sentry – ran Iriss release on October 10
- Manufacturing Day – Attended events at all four locations. Prepared media pitch and sent to:
 - Ventura Star – Carol Lawrence attended event at Alcoa
 - Thousand Oaks Acorn
 - VC Reporter – editor Michael Sullivan interested in doing a story in the topic in November
 - Pacific Coast Business Times – ran article
 - KVTa
 - Ventura Breeze
 - Ventura Star – ran story on October 4
 - Pacific Coast Business Times – interviewed Cheryl, article ran on October 4
- General Outreach
 - Pull-up signs – New Job Seeker and Employer pull-up signs
 - Meeting of the Minds – theAgency attended this annual CWA event Sept 3-5
- Employer Outreach
- Workforce Wednesday
 - October 23 – “Why do employers say that kids need to know something about manual skills, even if they are planning to go to college?” – Vic Anselmo, Bryan Garcia
 - November 20 – “How are California’s ‘green’ priorities affecting local business and jobs?” – John Brooks, Nancy Williams
- Workforce Eblast
 - 10/28 – Distributed to 428 potential WIB members and cohorts with an open rate of 25%. It was also sent to 9,602 business owners in Ventura County with an open rate of 5.3%
- Ventura County Grows Business Website and Facebook
 - VCGB Website – 2,883 Visits
 - WIB Facebook – 1,216 Fans
- Youth Outreach
 - “VCJobsWithAFuture.org” Website and Outreach Campaign
 - “VCJobsWithAFuture.org” postcards – Provided to Gold Coast for distribution at high school KCAQ – supported Halloween events
 - VCJobsWithAFuture Website
 - 1,667 visits/1,523 unique visitors
 - 2.71 pages per visit
 - 1.12 average visit duration
 - 25.37% bounce rate
 - 90% New visits
 - Youth Case Studies – A new case history design template was developed and three new case history posters were completed. Subjects provided by BGC and Pathpoint.
- Job Seeker Outreach
 - Job Seeker Success Stories – Two new stories in development from VACE
 - Job Seeker Outreach Winter 2014 – In development as follows:
 - KCLU PSA’s

6.0 Committee Member Comments

No comments

7.0 Adjournment

The meeting ended at 10:00 a.m.

Next Meeting

January 15, 2014 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative – Ventura County (EDC-VC)

1601 Carmen Drive, #215, Camarillo, CA

MEMORANDUM



DATE: January 15, 2014
TO: WIB Marketing and Outreach Committee Meeting
FROM: Christy Norton/Community Services Department Marketing Services
RE: CSD WIB Marketing and Outreach Committee October-November PY 13/14 Report

Job & Career Center Career Shops	PY 11/12 Totals:	PY 12/13 Totals:	PY 13/14 Current Year-to-Date Totals: 7/1/2013-11/30/2013
Total workshops	128	132	45
Total attendance	723	953	271

Job & Career Center One-Stop System	PY 11/12 Totals:	PY 12/13 Totals:	Current Year-to-Date Totals: 7/1/2013-11/30/2013
Unique visits detail:			
Job & Career Center One Stop System	42,000	41,089	13,921
Resource Centers	43,721	42,106	14,197

Job & Career Center Resource Centers	PY 11/12 Totals:	PY 12/13 Totals:	Current Year-to-Date Totals: 7/1/2013-11/30/2013
Duplicated visits detail:			
Job and Career Center One Stop System	88,321	82,656	27,431
Resource Centers	81,980	78,418	26,382

VOS New Customer Registrations

VOS New Customer Registrations:	PY 11/12 detail:	PY 12/13 detail:	Current PYTD detail as of: 7/1/2013-11/30/2013
Demographics			
Age 16-19	383	450	166
Age 20-29	1332	1729	533
Age 30-49	1692	2243	755
Age 50-59	821	1123	385
Age 60-69	366	451	103
Age 70+	33	93	13
Males	2194	2946	939
Females	2288	3149	1022
Camarillo, Somis	453	622	151
Ventura, Ojai, Oak View	1261	1528	429
Simi Valley, Moorpark	359	590	205
Santa Paula, Fillmore, Piru	308	288	94
Oxnard, Port Hueneme	1596	2291	828
Thousand Oaks, Westlake, Newbury Park	263	483	141
Canoga Park	1	3	1
Oak Park, Agoura Hills, Calabasas	32	45	16
Total	13,351	18,024	5801

Note: Customers self-report above demographics. Not all customers self-report each demographic.

Referred to VOS Website by:

	July 2013	Aug. 2013	Sept. 2013	Oct. 2013	Nov. 2013	Dec. 2013	Jan. 2014	Feb. 2014	Mar. 2014	Apr. 2014	May 2014	June 2014	YTD Totals
Website	30	16	28	34	23								131
Rapid Response Services	15	34	1	155	24								225
Business Colleague	3	3	0	1	1								8
Friend	31	41	47	44	55								218
Job and Career Center	255	191	180	221	184								1031
Job Fair	2	0	3	2	1								8
Newspaper	0	1	1	0	1								3
Radio Ad	1	0	1	2	3								7
Television Ad	0	0	0	1	0								1
Trade show/conferenc e/event	0	0	0	1	0								1
Other referral source	83	61	68	59	48								319
Total referred by detail:	420	347	329	520	340								1956

One Stop Employer Recruitments

	<u>PY 12/13 Totals</u>	July 2013	Aug. 2013	Sept. 2013	Oct. 2013	Nov. 2013	Dec. 2013	Jan. 2014	Feb. 2014	Mar, 2014	April 2014	May 2014	June 2014	Program Year-to- Date Totals:
Total Employer Recruit- ments	31	2	5	5	1	3								16
Total Number of Job Seekers who attended the various Employer Recruit- ments	1090	18	51	42	8	50								169

Job and Career Center Events Information:

Month/Date of Event:	Purpose of event participation:	Promotional outcomes:
10/3/2013	EDC-VC Tax Credit Seminar/The Affordable Care Act/Ventura City Hall	Networking with business professionals involved in economic and workforce development services.
10/3/2013	Simi Valley Chamber of Commerce Economic Development Committee	Promotion of the business services of the Job and Career Centers.
10/17/2013	Participation in the Southern CA Regional Rapid Response Roundtable Meeting hosted by the Ventura County HSA/CDS department	Promotion of the Ventura County Workforce Services within the Job and Career Center system.
10/24/2013	Participation in the <u>Honor A Hero, Hire A Vet</u> Job Fair One-Stop consortium veterans services event	Promotion of the business and employment services of the Job and Career Centers.
10/24/2013	Participation in the Ventura Chamber of Commerce Expo event	Promotion of the business and employment services of the Job and Career Centers.
11/11/2013	Camarillo Economic Forum	Networking with business professionals involved in economic and workforce development services.

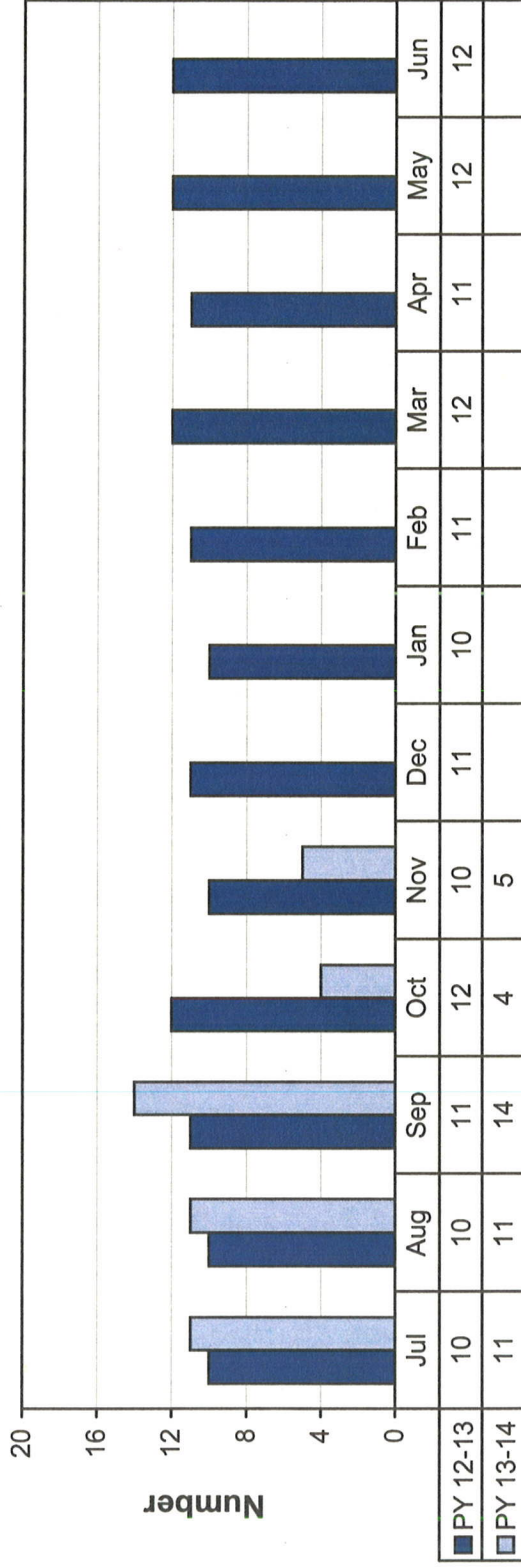
800 Employment Services and Employer Services Line:

800 Line Employer/Employment Services Report for October 2013					
BY "REFERRED BY"	#	%	BY CITY	#	%
TV	0	FALSE	CAMARILLO	1	7.69%
ONLINE	0	0.00%	OXNARD	3	23.08%
NEWSPAPER	0	0.00%	FILLMORE	0	0.00%
FRIEND	4	30.77%	THOUSAND OAKS	1	7.69%
RADIO	0	0.00%	SIMI VALLEY	4	30.77%
FLYER/BROCHURE	2	15.38%	VENTURA	0	0.00%
JCC	0	0.00%	SANTA PAULA	2	15.38%
SCHOOL	3	23.08%	PORT HUENEME	0	0.00%
OTHER	4	30.77%	MOORPARK	2	15.38%
TOTALS	13	100%	OJAI	0	0.00%
BY SERVICE REQUESTED		%	TOTALS	13	100%
CAREER SHOPS	0	0.00%	JOB SEEKER #s	EMPLOYER #s	
EMPLOYMENT	8	61.54%	13	0	
ORIENTATION	3	23.08%			
SERVICES INFO	0	0.00%			
OTHER	2	15.38%			
ONLINE JOB SEARCH	0	0.00%			
TRAINING	0	0.00%			
TOTALS	13	100%			

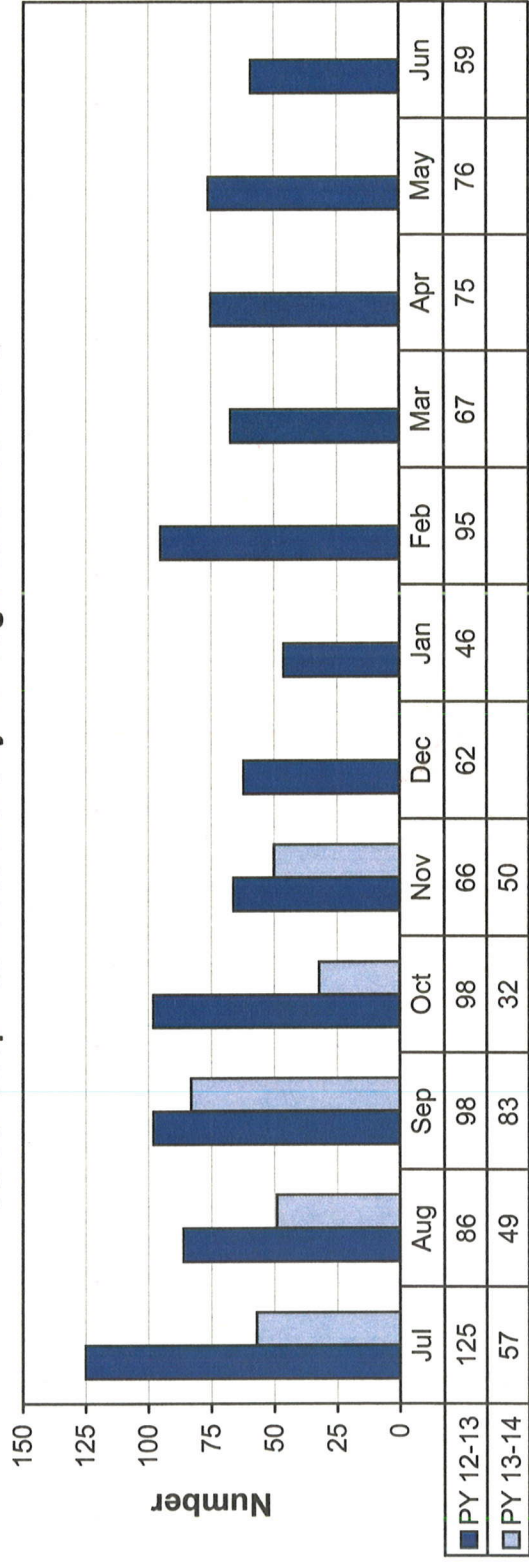
800 Line Employer/Employment Services Report for November 2013					
BY "REFERRED BY"	#	%	BY CITY	#	%
TV	0	FALSE	CAMARILLO	0	0.00%
ONLINE	1	20.00%	OXNARD	1	20.00%
NEWSPAPER	0	0.00%	FILLMORE	0	0.00%
FRIEND	1	20.00%	THOUSAND OAKS	0	0.00%
RADIO	0	0.00%	SIMI VALLEY	0	0.00%
FLYER/BROCHURE	1	20.00%	VENTURA	2	40.00%
JCC	0	0.00%	SANTA PAULA	0	0.00%
SCHOOL	1	20.00%	PORT HUENEME	0	0.00%
OTHER	1	20.00%	MOORPARK	0	0.00%
TOTALS	5	100%	OJAI	2	40.00%
BY SERVICE REQUESTED		%	TOTALS	5	100%
CAREER SHOPS	0	0.00%	JOB SEEKER #s	EMPLOYER #s	
EMPLOYMENT	0	0.00%	10	0	
ORIENTATION	1	20.00%			
SERVICES INFO	3	60.00%			
OTHER	1	20.00%			
ONLINE JOB SEARCH	0	0.00%			
TRAINING	0	0.00%			
TOTALS	5	100%			

Career Shops Presented and Career Shop Attendance

Career Shops Presented Monthly Through November 2013

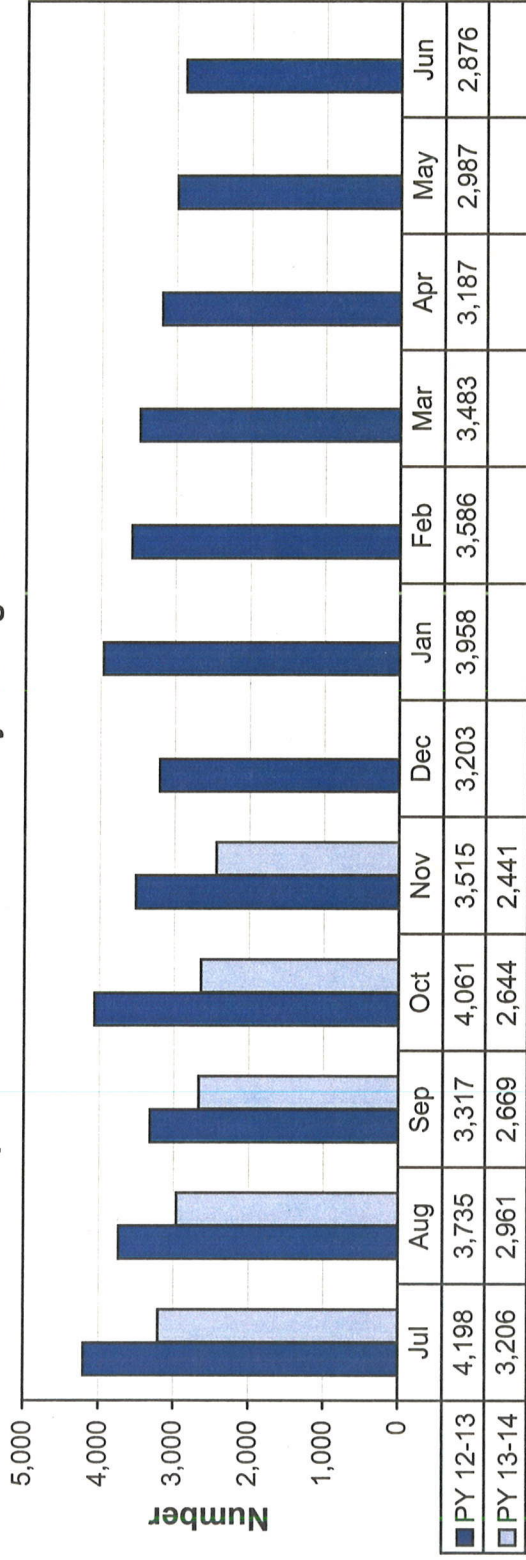


Career Shop Attendees Monthly Through November 2013

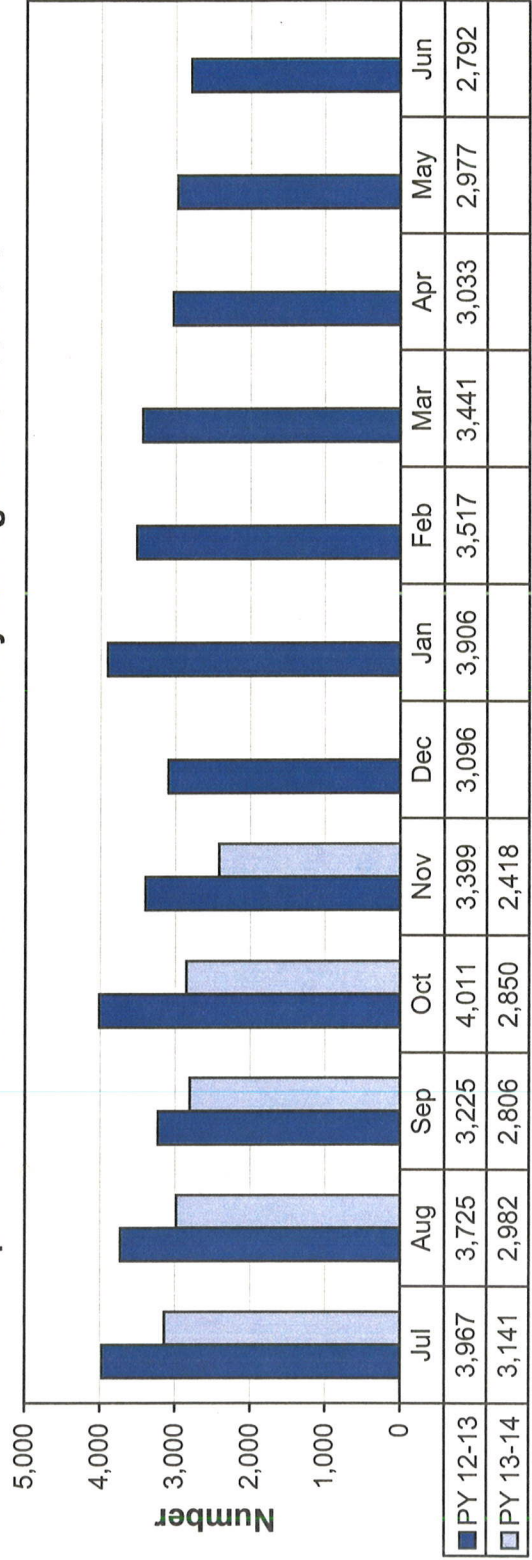


Unique Visitors at JCCs and Resource Centers

Unique Visitors at JCCs Monthly Through November 2013

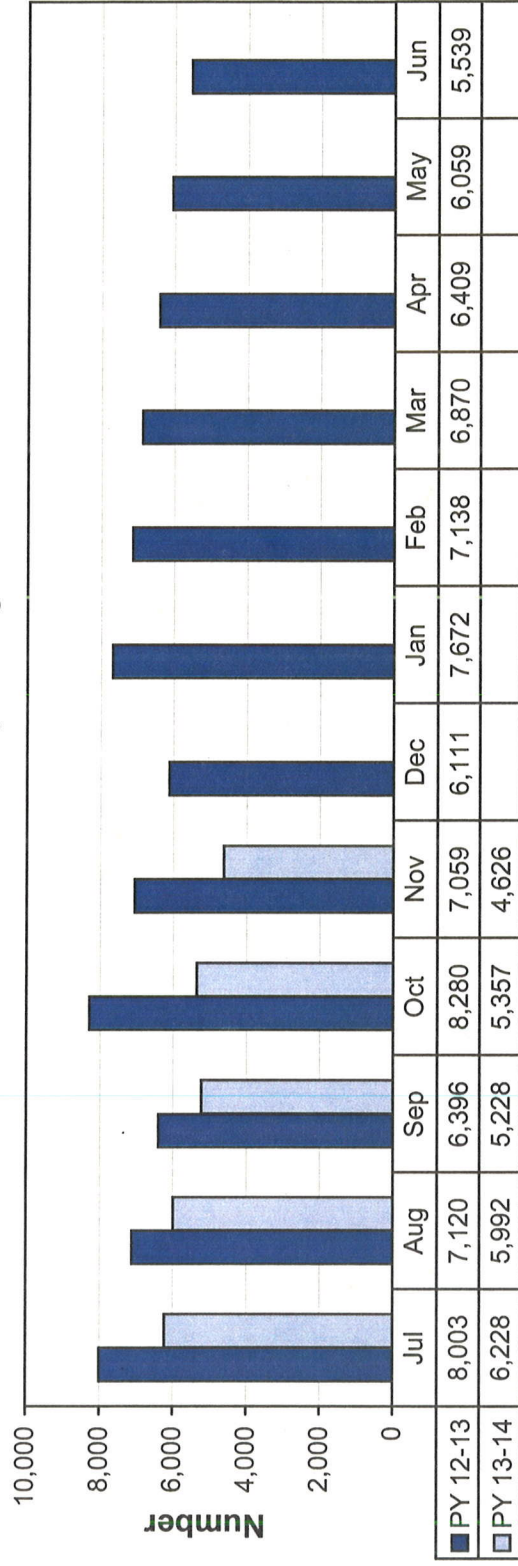


Unique Visitors at Resource Centers Monthly Through November 2013

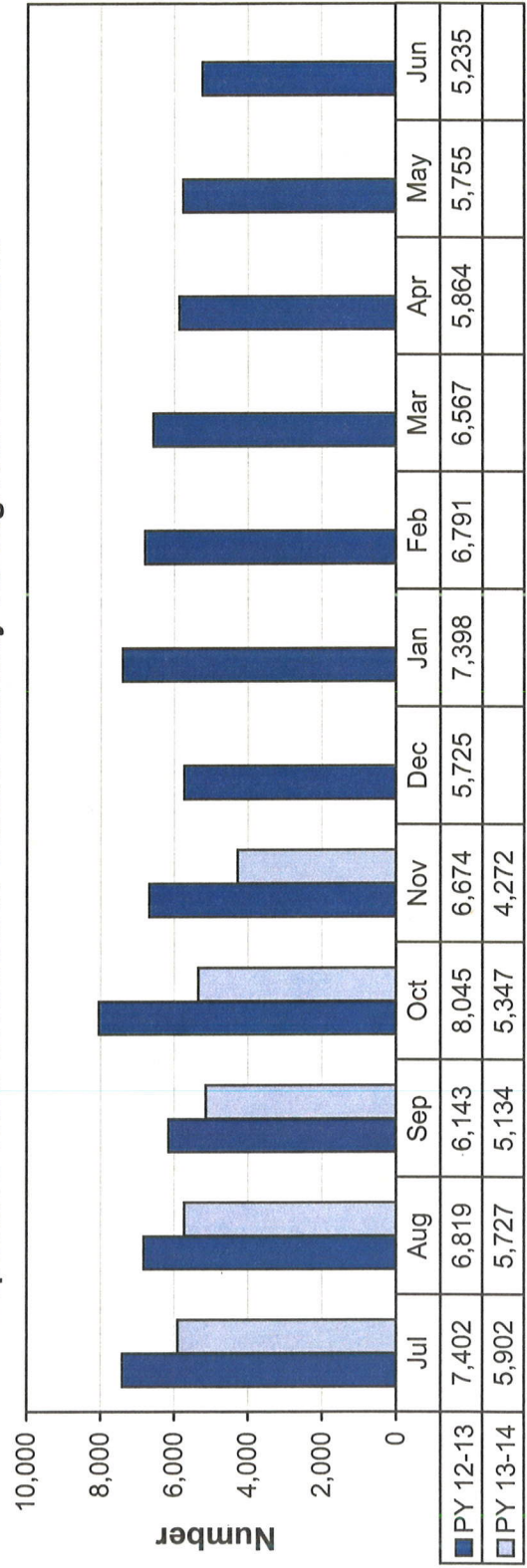


Duplicated Visits at JCCs and Resource Centers

Duplicated Visits at JCCs Monthly Through November 2013



Duplicated Visits at Resource Centers Monthly Through November 2013





WIB Outreach Update: November-December 2013

Employer Outreach

- **On The Job Training** – Met with Nancy Ambriz and Laurie Flack to discuss employer outreach priorities on 12/3. January & February would support OJT where possible.
 - :60 Radio on KVTB
 - :30 PSA on KCLU
 - 300 x 250 and 300 x 600 online banners on KCLU
- **Workforce Wednesday - *WIB***
 - **January 22** - How Baby Boomers can reinvent themselves or Re-engaging baby boomers with a new role in today's job market. Pending: Victoria Jump, Mary Navarro-Aldana
- **January 2013 – Workforce Update Eblast *WIB***
 - See attached DRAFT.
- **VCGB Website & Facebook – November - December 2013**
 1. Website – 1,287 Visits
 2. Facebook – 1,216 Fans
- **WIB Website – Internship/Apprenticeship Program Resource Page**
 - Revised draft to client 10/7. Under construction as of 1/9/14.

Employer Outreach – In Development

- **Employer Outreach Spring 2014** – In development as follows:
 - Develop/Film employer testimonial vignettes that focus on key services and resources in Ventura County, i.e. on-the-job training, recruitment, internships, loans, consulting, etc.
 - Coordinating with EDCVC and CSD to develop a list of candidates
 - Use vignettes to promote services to Ventura County Business Owners via:
 - :30 TV Spot
 - :60 Radio Spot
 - :30 PSA
 - WIB and VCGB websites
 - Print
 - Online banners
 - Eblasts – Target Business Owners and Commercial Real Estate Agents
 - Collateral – Update large resources mailer and develop new 'postcard' flyer (TBD)
 - Website – Update VCGB website and Facebook page as needed to best support the Spring campaign.
 - Business Expos - Wherever possible, campaign would provide outreach support of regional 'business expos'.
- **Employer Success Stories** - Coordinate with BESD to obtain and develop new case histories.



WIB Outreach Update: November-December 2013

Youth Outreach

- **VC Jobs With a Future Postcards** - 5,000 additional postcards reprinted for distribution in Winter/Spring 2014. Gold Coast Broadcasting requested a new supply for youth events.
- **VC Jobs With a Future Website – November-December 2013**
 - 1,306 visits/1,219 unique visitors
 - 2.81 pages per visit/1 minute average visit duration
 - 19.75% bounce rate
 - 91.65% new visits
- **KCLU – September to November 2013 Youth Banner Click-Through (See attached clips)**
 - November: 6,319 impressions, 792 clicks: 12.6%
 - October: 8,628 impressions, 1,475 clicks: 17.1%
 - Sept: 11,352 impressions, 918 clicks: 8.1%

Youth Outreach in Development

- **Youth Case Studies** – Continue to coordinate with VACE, Pathpoint and BGC to develop WIB-program-related case histories
- **Website New Content** – DRAFT additional resources provided for client review 11/22/13.

Job Seeker Outreach

- **Job Seeker Case History Posters** – (2) Success stories from VACE: Carlos Avlia, Pharmacy Tech and Jennah Miranda, Legal File Clerk 11/25
- **OJT Outreach** - Refer to employer outreach on page 1 for details.
- **Career Shops** - Posted November & December workshops on Facebook

General Outreach - Media Relations *WIB*

- **Cheryl Moore: 1/10/14, Radio Interviews – “VC Jobs with a Future and its Mission.”**
 - KVTM – Kelly McKay “Locals Only” Air Date: TBD
 - KFYV/KCAQ – Kasey Kelly “The Connect” Air Date: TBD

General Outreach

- **Manufacturing Curriculum Flyer** – See attached DRAFT in process.
- **2014 WIB Awards** – Updated logo and nomination form, 11/30.
- **WIB Facebook** – 183 Fans

General Outreach – In Development

- **New WIB logo design**
- **WIB “Business” Cards** – Redesign/Photos
- **Expand WIB Photo Library** – As needed
- **VOS to Cal Jobs Transition** Communication Plan – Pending



WIB Outreach Update: November-December 2013

General Support: Job Outlook: The following highlights local, state and national data in terms of NOT seasonally adjusted rates for November 2013:

- **Ventura County decreased .1%** from a 7.3% in October 2013 to 7.2% in November 2013 (November 2012 = 8.5%)
- **California was unchanged** from 8.3% in October 2013 to 8.3% in November 2013 (November 2012 = 9.6%)
- **U.S. decreased .4%** from 7.0% in October 2013 to 6.6% in November 2013 (November 2012 = 7.4%)

The WIB Projects in Process summary is also attached, updated through 1/10/14.

DRAFT

pam

From: Talia Barrera <talia.barrera@ventura.org>
Sent: Thursday, January 09, 2014 3:40 PM
To: cheryl.moore@ventura.org; talia.barrera@ventura.org; heidi@agency2.com; karen@agency2.com; pam@agency2.com
Subject: Grow Local Talent with the Workforce Investment Board

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Workforce Update

Issue: January 2014



Workforce
Investment Board
of Ventura County

You Hire, You Train....We Pay



Save money on training costs with a jobseeker enrolled in a Workforce Investment Act On-the-Job or "Work-Based" Training program (OJT). This service is designed to offset the training cost for employers who take the

time to train WIA jobseekers in skills necessary for your company. The Client Services Division offers a no-fee service to assist you with your training and recruitment needs and reimburses up to 50% of the trainee's gross wages for a negotiated period of time which is determined by the skill level and required training. For further information, contact Raul Ornelas: Raul.Ornelas@ventura.org or 805.204.5168.



Regional Occupation Program Sets Goals

Due to a significant change in the K-12 Education funding structure, the Ventura County Office of Education Regional Occupation Program is undergoing an

In This Issue

[On the Job Training](#)

[Regional Occupation Program Sets Goals](#)

[Workforce Development in Action](#)

[New 3-Year Terms for Reappointed WIB Members](#)

[Caught in a Revolving Door of Unemployment](#)

Resources

Connect with free and low-cost Ventura County Employer Services.



exciting restructuring. In addition to changing the name to the Ventura County Career Education Center (CEC), there is a fresh commitment to supporting a regional approach to high-quality career education.

The CEC is working collaboratively to build and support pathways that meet the current and future workforce needs of Ventura County, as identified in the WIB's five year strategic plan. These pathways have clear ties to post-secondary training options including Adult School programs and Community Colleges, include extensive work-based experiences such as internships, and lead to industry certifications for high school students when available. Some of the recent developments include:

- Five local districts working collaboratively with the WIB and CSU Channel Islands to submit a federal grant application for an engineering program with specializations such as Biotechnical Engineering
- Collaboration with local Community Colleges to nearly triple the number of articulation agreements, so that high school students receive community college credit for Career Education courses

The expansion and improved integration of workforce development programs designed to match the needs of local employers will help to ensure a qualified workforce for Ventura County.

Workforce Development in Action



A high school dropout lacking any prior work experience and the mother of an 18-month-old, Katherine Herrera had her work cut out for her to make her way in the world. She enrolled in the Youth Networked Services (YNS) program where a PathPoint Youth Specialist

assisted her in enrolling in the high school diploma program at Ventura Adult and Continuing Education (VACE). To combat her inexperience in the workforce, Katherine completed the YNS Work Readiness and Career Planning Workshops as well as an unpaid internship at Old Navy. Katherine then worked part-time in the Olive Beauty Salon in Camarillo - her very first paid



See how Ventura County
is working to
Grow Business.

Did You Know?

While the unemployment rate is down to 7.0 percent (Nov 2013), those who have been out of work for 27 weeks or more known as the long-term unemployed account for roughly 37 percent of the unemployed, a higher rate than ever seen prior to the recession.

[US News & World Report](#)

According to an [Op-Ed article in the LA Times](#), "questions about college-for-all have created space for a burgeoning education reform movement that's rethinking and reshaping the options open to young people preparing for jobs in the middle of the skills ladder..."

Job Outlook Nov. 2013

Not Seasonally Adjusted
Unemployment
California = 8.3%
U.S. = 6.6%
Ventura County = 7.2%

Source:
Workforce Investment
Board of Ventura County
Job Outlook Report

employment position. She continues to participate in the Job and Career Center job club and has plans to enroll in classes at Ventura College to study business and accounting. Katherine's success is a great example of our federal Workforce Investment Act dollars at work.

New 3-Year Terms for Reappointed WIB Members

Appointed by the Board of Supervisors, WIB board members administer federal funds and oversee workforce programs and services for job seekers, workers, youth, and employers. We thank these three reappointed members for their dedication and collaborative efforts towards growing a 21st Century workforce:



Will Berg



Paul Matakiewicz



Jesus Torres

- Will Berg, Director of Marketing & Public Information, Oxnard Harbor District Port Hueneme
- Paul Matakiewicz, Statewide Coordinator, Service Employees Int'l Union - United Healthcare Workers West
- Jesus Torres, Director of External Affairs, Verizon Communications

Quick Read:

Caught in a Revolving Door of Unemployment

Excerpt from [New York Times article](#)

Long-term unemployment could become embedded in the economy even after job creation improves, some economists say. The percentage of people unemployed six months or more has doubled since 2007 while short-term joblessness has dropped back to the 2007 level. Some employers refuse to hire the long-term unemployed, now totaling 4 million. Recently

**Tune In
Workforce Wednesday**
Tom Spence
KVTA 1590-AM
Jan. 22 at 8:40AM
Baby boomers reinventing
themselves in the job
market.

[Click to listen to the
November broadcast](#)
about how California's
'green' priorities and
requirements affect local
businesses and jobs.

Upcoming Events

Feb. 12 at 8:00AM
Manufacturing Committee
Meeting at Ventura County
Community Foundation
(VCCF)

Feb. 21 at 8:00AM
Clean/Green Committee
Meeting at VCCF

Feb. 27 at 8:00AM
WIB Board Planning
Meeting at Ventura County
Office of Education

March 14 at 8:00AM
Healthcare Committee
Meeting at VCCF

Feel free to attend a
meeting of interest to you!

www.wib.ventura.org



**Building Our
Future Workforce**

855 Partridge Drive
Ventura, CA 93003
805.477.5306

DRAFT

laid-off workers have a 20 to 30 percent chance of finding a new job. The chances drop to 10 percent after they have been out of work for six months.

www.wib.ventura.org



Workforce Update is brought to you by the Workforce Investment Board of Ventura County (WIB). The WIB administers federal funds that help to support Job & Career

America's Job Centers and other adult, youth, and employer programs and services in Ventura County. For more information on free recruitment, training, workforce development, and business consulting services, visit www.wib.ventura.org.

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On the Job Training

:30 KCLU

Dates: Now through future notice

KCLU PROGRAMMING IS MADE POSSIBLE IN PART BY THE WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY, WHOSE ON-THE-JOB TRAINING PROGRAM CAN MAKE FINDING THE RIGHT EMPLOYEE MORE AFFORDABLE. FUNDS ARE AVAILABLE TO HELP HIRE AND TRAIN A JOBSEEKER AT THE WORKPLACE. THROUGH FEDERAL WORKFORCE INVESTMENT ACT FUNDS, BUSINESSES CAN RECEIVE FINANCIAL ASSISTANCE FOR TEACHING SKILLS NEEDED FOR SUCCESSFUL COMPANY EMPLOYMENT.

MORE ABOUT ON-THE-JOB TRAINING AT EIGHT HUNDRED, FIVE HUNDRED, SEVEN, SEVEN OH FIVE OR VISIT VENTURA COUNTY J C C DOT ORG.



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You Train.
We Pay.

Job&Career Centers

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of California™





You Hire. You Train. We Pay.

On-the-Job Training
solutions for employers
challenged with hiring,
promoting or retaining
employees.

Job&Career Centers

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KCLU Programs | NPR & Local News

KCLU Programs | NPR & Local News

88.3 FM 102.3 FM 1340 AM

KCLU A COMMUNITY SERVICE OF CALIFORNIA LUTHERAN UNIVERSITY

LISTEN NOW All Things Considered 3:30pm - 6:30pm

MAKE A PLEDGE

NEWS PROGRAMS DATEBOOK ABOUT SUPPORT KCLU

Search KCLU

Local News Archives

All Posts By Month:

- December 2013
- November 2013
- October 2013
- September 2013
- August 2013

By Category:

- Central Coast News
- Home Banner
- KCLU Announcements
- KCLU Features
- Uncategorized
- Ventura County/Santa Barbara News

Weekend Memorial Planned For Homeless Who Died In Santa Barbara County

Fri, December 20, 2013

A weekend memorial service is planned to remember the homeless who've died in Santa Barbara County in the last year. The interdenominational service will take place at the Santa Barbara County Courthouse at 6 p.m. tomorrow. Clergy and Laity United for Economic Justice, and the Interfaith Initiative of Santa Barbara are sponsoring the event, which Read the Rest...

Foundation Makes \$100,000 Grant To Help Foster Youth Attending College In Ventura County

Fri, December 20, 2013

A foundation has awarded \$100,000 to efforts to help hundreds of foster youth enrolled in some colleges in Ventura County. The Stuart Foundation made the grant to help the approximately 700 foster youth enrolled at Moorpark, Oxnard, and Ventura Colleges, as well as Cal State Channel Islands. The money is expected to help at-risk students Read the Rest...

Man Dies Following Shooting In Oxnard; Circumstances Still Unclear

Fri, December 20, 2013

A man is dead, following a shooting in Oxnard this morning, and detectives are trying to

WANT A JOB with a FUTURE? learn more

vcjobswithafuture.org

KCLU Announcements

- KCLU is Bringing Storycorps to Ventura and Santa Barbara Counties!
- Thank you for your support!
- KCLU Honored With Five APTRA Awards
- KCLU Central Coast at 89.7

LASSENS NATURAL FOODS & VITAMINS

Taskbar with various application icons including Firefox, Finder, Mail, and others.



Workforce Investment Board of Ventura County

VC Jobs With a Future – Website

Additional Resources for Consideration

11/22/13

- **At School**

- Drop Out Prevention - It might be useful for this section to include a bit more information about why it's important to stay in school. Here's a list of websites that have some content in that area.
 - <http://ndpc-web.clemson.edu/family-student-resources/top-5-reasons-stay-school>
 - <http://www.collegebound.net/content/article/dropped-outsix-reasons-why-you-should-finish-high-school/19865/>
 - <http://www.dosomething.org/actnow/tipsandtools/background-high-school-dropouts>
 - Not appropriate for the site, but thought you might be interested in the stats and the resource: <http://www.statisticbrain.com/high-school-dropout-statistics/>

- **After School → More After School Resources**

- Resource for summer jobs and internships:
<http://www.aftercollege.com/content/youthjobsplus>

- **Choose your career → Careers with most openings**

- A White House endorsed resource developed by Career Builder
<http://www.careerrookie.com/cc/s/youth-jobs>

- **Choose your career → Growing careers in VC → Manufacturing:**

- Another interesting site, but might be too much of a focus on manufacturing on the VCJWAF site: <http://www.careerme.org/>

- **Educational paths → College 2-8 years**

- Add a general college site? <http://www.collegebound.net/> See reference above for a page reference regarding dropping out.

- **Educational paths → College application resources:**

- Perhaps include link to the Common App since it aggregates a lot of private schools around the country for undergraduate admissions: <https://www.commonapp.org/Login>
- Do you want to add the ACT? <http://www.actstudent.org/>

- **Educational Paths → Scholarships:**

- Could include CA Governors Scholars/STAR testing scholarship:
<http://www.cagovernorsscholars.org/scholars.asp>
- Could include National Merit Scholar/PSAT testing scholarship:
<http://www.nationalmerit.org/index.php>

Another Great WIB

Success Story

Jennah Miranda

Type of Customer: Youth



The Challenge:

Although a high school graduate, Jennah came to the Workforce Investment Act (WIA) Program at Ventura Adult and Continuing Education (VACE) unsure of a career direction or how to position herself for a job. She wanted to go to college but also needed a way to financially support herself.

The Solution:

With the assistance of her WIA case manager, Jennah decided to enroll in training to learn basic accounting and QuickBooks. The goal was to make her more competitive as a new hire, enter into the workplace at a higher paying and more desirable job, and enroll in college with a stable income. Jennah entered enrollment at The Technology Development Center (TDC) with WIA covering the training costs of the program and supportive services for transportation. A motivated student, she finished her coursework early, which allowed her to learn additional computer skills and accounting techniques to supplement her certificate.

The Outcome:

The WIA career employment specialist at VACE worked with Jennah on her resume and interviewing skills, and WIA provided appropriate interview attire. Jennah launched her own job search via the internet and, after a few interviews, was hired at a law office near her family's home in Camarillo. Currently, Jennah is working part time as a legal file clerk and is a student at Moorpark College.



Bringing People & Opportunities Together

www.wib.ventura.org

Another Great WIB

Success Story

Carlos Avila

Type of Customer: Youth



The Challenge:

Carlos Avila enrolled in the Workforce Investment Act (WIA) Youth Employment Program at Ventura Adult and Continuing Education (VACE). He had not completed his high school diploma and needed to brush up his basic academic skills in both reading and mathematics, as he had been out of school for some time.

The Solution:

Carlos enrolled in the high school diploma program at VACE and received tutoring in mathematics. He attained his high school diploma in less than nine months and served as the commencement speaker at the VACE graduation ceremonies. After graduation, Carlos was able to enroll in the Pharmacy Technician training program at The Technology Development Center (TDC), thanks to assistance from WIA. The Youth Employment Program also provided Carlos with supportive services for transportation and covered the costs of obtaining licensure.

The Outcome:

Carlos earned his Pharmacy Technician's certificate and license from the State of California and worked with the WIA program career employment specialist at VACE to find a part-time, on-call position at Ojai Village Pharmacy. After additional support through career services, Carlos was hired as a pharmacy technician in a new full-time job. The future for Carlos includes college, working toward his dream of becoming a pharmacist, and eventually owning his own pharmacy.



Bringing People & Opportunities Together

www.wib.ventura.org

MANUFACTURING READINESS CERTIFICATE



DRAFT

SKILL CATEGORIES

SAFETY	BASICS OF QUALITY CONTROL
<ul style="list-style-type: none"> • Lockout, Tagout, Tryout • Biomechanics • MSDS • Potential energy sources (gravity, pneumatic, hydraulic, chemical, steam/gas pressure) 	<ul style="list-style-type: none"> • Process • Basic quality methodology and inspection techniques • Importance of individual – do it right first time • Manufacturing theory and quality • Lean manufacturing and quality
MATH CONCEPTS	MEASUREMENTS
<ul style="list-style-type: none"> • Combined operations of fractions and mixed number • Table of decimal equivalents and combined operations of decimals • Degree of precision, tolerance and clearances • Steel rules and gage blocks • Algebraic operations of additions, subtraction and multiplication • Ratios and proportions • Mathematical conversions from Standard to Metric • RPM, and implication of gearbox reduction to RPM and torque 	<ul style="list-style-type: none"> • Standards • Units of measurement • Mass and weight measurement • Metric measurement • Measuring motion • Measuring fluids • Indicators • Micrometers • Gauging tools • Calipers • Diameter tape
SOFT SKILLS	COMPUTER SKILLS
<ul style="list-style-type: none"> • Basics of interviewing • Work ethic • Communication skills • Continuous improvement skills • Basic company policy understanding • Time management • Task prioritization • Worker, supervisor, manager etiquette and protocol basics 	<ul style="list-style-type: none"> • Excel • Word • OS basics • Computer navigation • Computer security • Computer etiquette • ERP basics • Viewer basics, PDF, CAD, JPG, PNG, BMP, TIFF, Solid Works, etc. • File extension basics
BLUEPRINT CONCEPTS	HAND AND POWER TOOLS
<ul style="list-style-type: none"> • Introduction to schematics and symbols • Pneumatics and hydraulic schematics • Piping schematics • Piping symbols • Differences in schematics • Views • Electrical symbols • Hydraulic and pneumatic symbols • Hydraulic and pneumatic diagrams • Assembly instructions 	<ul style="list-style-type: none"> • Electric drills • Pneumatic drills and hammers • Screwdrivers, nut-runners and wrenches • Air supply for pneumatic tools • Wrenches • Hacksaws • Taps and dies • Hammers • Squares • Levels • Pipe threading machines

2014

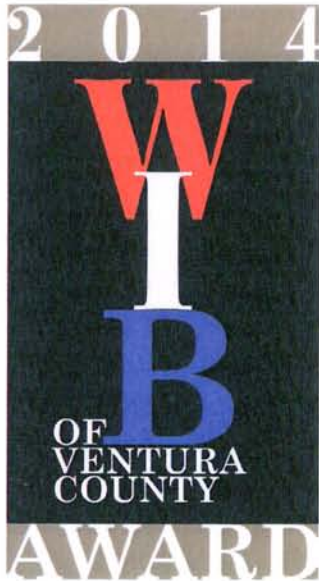
W

I

B

OF
VENTURA
COUNTY

AWARD



The Workforce Investment Board of Ventura County (WIB) is seeking nominations for individuals and organizations demonstrating exemplary commitment to advancing workforce development in Ventura County.



855 Partridge Drive
Ventura, CA 93003

www.wib.ventura.org
(805) 477-5306

2014 WIB Award Nomination Form

Deadline to submit nominations is April xx, 2014

An individual, employer, organization or partnership may be nominated in one or more categories.

WIB Youth Opportunity Award – for providing internships or employment opportunities that will grow and strengthen Ventura County's future workforce.

WIB Collaborative Action Award – for a partnership that helps to meet employer workforce needs, improves education/workforce training, and/or supports businesses expansion/retention in Ventura County.

WIB Champion for Prosperity Award – for supporting workforce development in Ventura County through job creation, job retention, business expansion, or business attraction.

WIB Leadership Award – for a role model whose efforts or accomplishments embody the spirit and purpose of workforce development in Ventura County.

Nominee _____

Organization _____

Address _____

City _____ CA Zip _____

Email _____ Phone _____

Reason for Nomination

Nominated by _____

Email _____ Phone _____

Nominations will be accepted online at www.wib.ventura.org
or email at talía.barrera@ventura.org



Workforce Investment Board of Ventura County

Job Outlook Report

October 2013

(1) STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD) LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE: Monthly reports issued by the EDD highlighting employment statistics for California and Ventura County.

Statewide Labor Market Review – <http://www.labormarketinfo.edd.ca.gov/>

Top Statistics - October

- Unemployment Rate: **8.7%** | **0.0**
- Labor Force: **18,605,900** | **-30,800**
- Employment: **16,994,000** | **-13,000**
- Unemployment: **1,611,900** | **-17,800**
- Non Farm Jobs: **14,713,600** | **+39,800**
- UI Initial Claims: **323,811** | **+184,571**

US NSA = 7.0%

CA NSA = 8.3 %

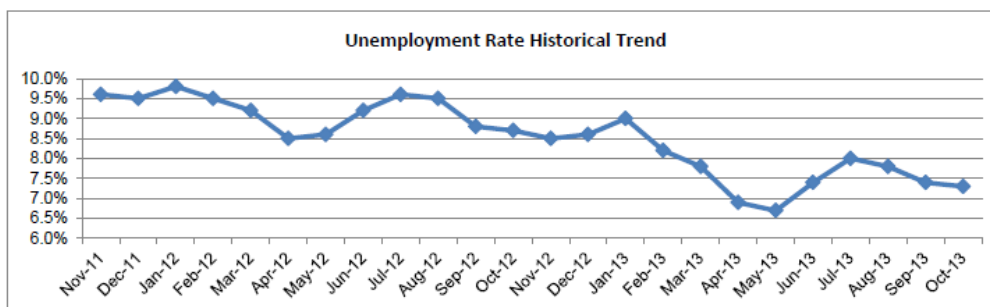
- California's nonfarm payroll jobs increased by 39,800 in October for a total gain of 868,300 jobs since the recovery began in February 2010.
- California's unemployment rate was 8.7 percent in September and October, down from 8.9 percent in August.
- In October 2012, the state's unemployment rate was 10.1 percent, and in September 2012, the rate was 10.2 percent. The unemployment rate is derived from a federal survey of 5,500 California households.
- Nonfarm jobs in California totaled 14,713,600 in October, an increase of 39,800 jobs over the month, according to a survey of businesses that is larger and less variable statistically.
- The year-over-year change, October 2012 to October 2013, shows an increase of 207,300 jobs (up 1.4 percent).

LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE Ventura County:

[http://www.calmis.ca.gov/file/lfmonth/vent\\$pds.pdf](http://www.calmis.ca.gov/file/lfmonth/vent$pds.pdf)

IMMEDIATE RELEASE OXNARD-THOUSAND OAKS-VENTURA METROPOLITAN STATISTICAL AREA (MSA) (Ventura County)

The unemployment rate in the Ventura County was 7.3 percent in October 2013, down from a revised 7.4 percent in September 2013, and below the year-ago estimate of 8.7 percent. This compares with an unadjusted unemployment rate of 8.3 percent for California and 7.0 percent for the nation during the same period.





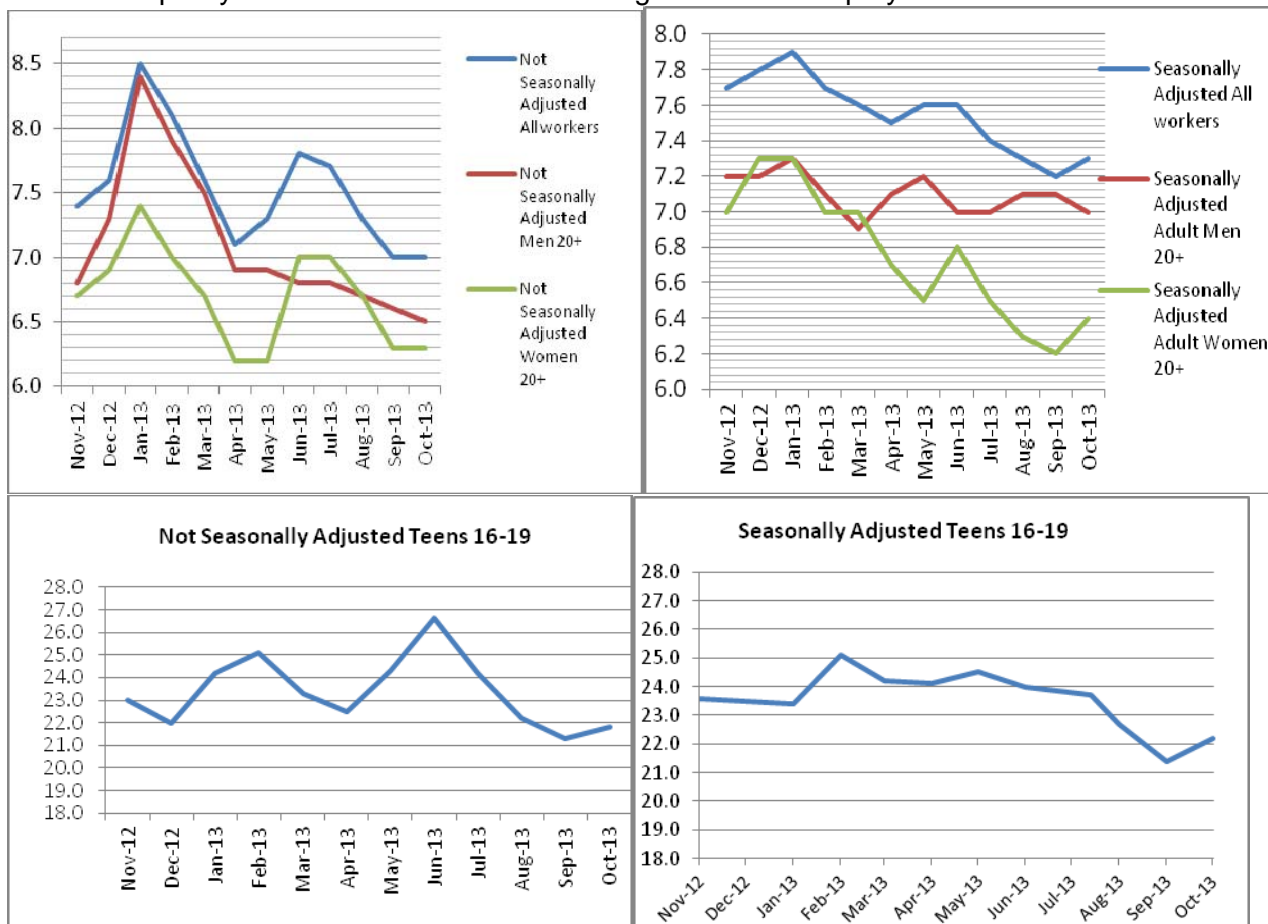
Workforce Investment Board of Ventura County

Job Outlook Report

October 2013

(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: OCT 2013: Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments. DOL Release - <http://www.bls.gov/news.release/pdf/empst.pdf>

- Total nonfarm payroll employment rose by 204,000 in October, and the unemployment rate was little changed at 7.3 percent, the U.S. Bureau of Labor Statistics reported 11/8/13.
- Both the number of unemployed persons, at 11.3 million, and the unemployment rate, at 7.3 percent, changed little in October.
- Among the unemployed, the number who reported being on temporary layoff increased by 448,000. This figure includes furloughed federal employees who were classified as unemployed on temporary layoff under the definitions used in the household survey.
- The number of long-term unemployed was little changed at 4.1 million in October. These individuals accounted for 36.1 percent of the unemployed. The number of long-term unemployed has declined by 954,000 over the year.
- The civilian labor force was down by 720,000 in October.
- The labor force participation rate fell by 0.4 percentage point to 62.8 percent over the month.
- Total employment as measured by the household survey fell by 735,000 over the month and the employment-population ratio declined by 0.3 percentage point to 58.3 percent. This employment decline partly reflected a decline in federal government employment.





Workforce Investment Board of Ventura County Job Outlook Report October 2013

3) UNITED STATES DEPARTMENT OF LABOR - UNEMPLOYMENT INSURANCE WEEKLY CLAIMS REPORT: Weekly national tracking of **insured** unemployment statistics comparing current week to previous week, month and year.

DOL Claims Report - <http://www.dol.gov/opa/media/press/eta/ui/current.htm>

UNEMPLOYMENT INSURANCE DATA FOR REGULAR STATE PROGRAMS

WEEK ENDING	Advance Nov. 16	Nov. 9	Change	Nov. 2	Prior Year ¹
Initial Claims (SA)	323,000	344,000	-21,000	341,000	400,000
Initial Claims (NSA)	322,510	363,506	-40,996	331,351	403,637
4-Wk Moving Average (SA)	338,500	345,250	-6,750	349,750	395,250
WEEK ENDING	Advance Nov. 9	Nov. 2	Change	Oct. 26	Prior Year ¹
Ins. Unemployment (SA)	2,876,000	2,810,000	+66,000	2,874,000	3,325,000
Ins. Unemployment (NSA)	2,548,141	2,503,713	+44,428	2,500,611	2,945,515
4-Wk Moving Average (SA)	2,856,750	2,850,250	+6,500	2,868,250	3,270,750
Ins. Unemployment Rate (SA) ²	2.2%	2.2%	0.0	2.2%	2.6%
Ins. Unemployment Rate (NSA) ²	2.0%	1.9%	+0.1	1.9%	2.3%

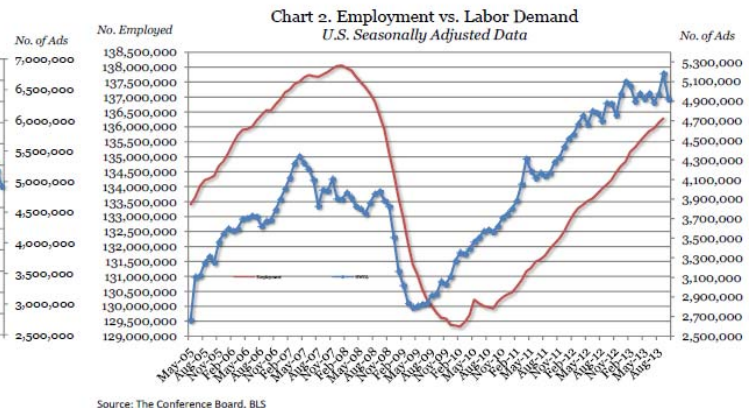
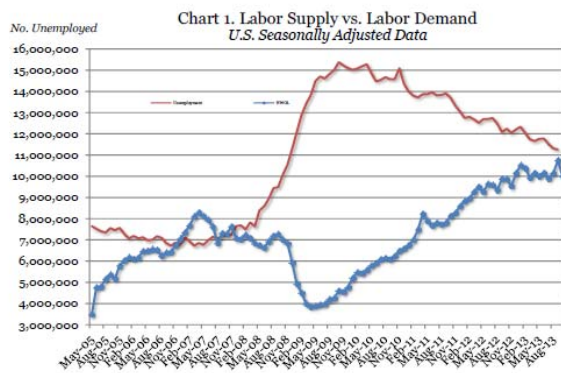
(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES OCT 2013 REPORT

This report measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas.

Conference Board Report - <http://www.conferenceboard.org/data/helpwantedonline.cfm>

Region	Number of unemployed people per online job posted
USA	2.17
California	3.04
Los Angeles	3.49

Red - Unemployment
Blue - Help Wanted Online





Workforce Investment Board of Ventura County

Job Outlook Report

October 2013

- Online advertised vacancies were down 257,900 in October to 4,926,800, according to *The Conference Board Help Wanted OnLine®* (HWOL) Data Series released October 30, 2013.
- The September Supply/Demand rate stands at 2.2 unemployed for each vacancy, with a total of 6.1 million more unemployed workers than the number of advertised vacancies.
- Labor demand in the first 10 months of 2013 has been flat.
- October's drop negated the large September gain of 209,000.
- October losses posted in 49 of the 50 States with modest gain in South Carolina.

(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX OCTOBER 2013

This report offers a short-term, forward look at employment on its own. It gives economists and investors a new forecasting tool. It also helps business executives sharpen their short- to medium-term hiring and compensation planning.

Conference Board Report - <http://www.conference-board.org/press/>

- The Conference Board Employment Trends Index™ (ETI) decreased in October. The index now stands at 113.65, down from 114.68 (a downward revision) in September. The ETI figure for October is 4.9 percent higher than a year ago.
- "Like many other economic indicators, the October decline of the Employment Trends Index was partially due to the government shutdown," said Gad Levanon, Director of Macroeconomic Research at The Conference Board. "The latest job numbers do in fact show some strengthening in the employment trend. But as domestic demand was weaker than expected in the third quarter, we might see some moderation in employment growth in the coming months."
- October's decline in the ETI was driven by negative contributions from four of its eight components. The decreasing indicators — from the largest negative contributor to the smallest — were Initial Claims for Unemployment Insurance, Consumer Confidence Survey® Percentage of Respondents Who Say They Find "Jobs Hard to Get," Ratio of Involuntarily Part-time to All Part-time Workers, and Job Openings.

(6) STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD) -CALIFORNIA REGIONAL BULLETIN

A review of current California economic news broken down by national, statewide, Northern, Central and Southern regions <http://www.calmis.ca.gov/specialreports/economicbulletin.pdf>

Issue	Headlines
11/8/13	<p>-The California Employment Development Department awarded \$6.4 million in grant funding to La Cooperativa Campesina de California to provide employment and retraining services to migrant and seasonal farm workers throughout California. According to the Central Valley Business Times, grant funds will be used to train 1,187 jobless workers for careers in allied health, industrial maintenance, retail trade/service, and the green and renewable energy sector. The grant is funded by the Governor's 25% portion of the Dislocated Workers Funds, Title I of the Workforce Investment Act. "</p> <p>-State and local officials joined with Southern California business leaders to announce the expansion of California's Innovation Hub (iHub) program, according to the Digital Journal. The iHub program is part of the Governor's Office initiative dedicated to harnessing innovation and available resources to bring new businesses and jobs to the state. Each hub focuses on the availability of specialized resources within a particular region.</p>



Workforce Investment Board of Ventura County

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October 2013

11/15/13	Starbucks to hire 10,000 veterans and military spouses in five years – LA Times
11/22/13	<p>-California exports rise sharply in September – Los Angeles Times California exports increased 7.1 percent, from \$12.87 billion in September 2012 to \$13.78 billion in September of this year – a “gravity defying” performance considering the state of the world economy, a Beacon Economics analyst said.</p> <p>-Gain in factory output signals sustained U.S. demand – Bloomberg News Even as some government offices closed during the budget impasse, U.S. factories increased production 0.3 percent from September to October, according to a report on industrial output. Slowing production at auto plants was offset by faster growth in furniture, metals, and electronics production.</p>

Relevant Articles

November 22, 2013, Los Angeles Times, “California added 39,800 jobs, state unemployment falls to 8.7%,” Shan Li, http://www.latimes.com/business/la-fi-mo-california-jobs-20131122_0,5515431_story#axzz2OiKFxk2

- California employers added 39,800 payroll jobs in October as the [unemployment rate](#) dropped to 8.7% since the last jobs report was released, the U.S. Bureau of Labor Statistics said Friday.
- Job gains were seen across the Golden State last month, with six industries adding new positions. The government sector showed the biggest gain in October, with 12,200 net new jobs.
- Education and health services enjoyed a gain of 9,600 positions last month, while leisure and hospitality added 9,200 jobs.
- California's unemployment rate fell from 8.9% in August and 8.7% in September. Figures for September and October were released Friday, both delayed by the 16-day government shutdown.
- California is second only to Texas in the total jobs created over the past year. Since October 2012, California added 207,300 net positions, while the Lone Star State scooped up 267,400.

November 17, 2012, The New York Times, “Extension of Benefits for Jobless is Set to End,” Annie Lowrey, http://www.nytimes.com/2013/11/18/business/extension-of-benefits-for-jobless-is-set-to-end.html?ref=business&_r=0

- Unless Congress acts, during the last week of December an estimated [1.3 million people](#) will lose access to an emergency program providing them with additional weeks of jobless benefits. A further 850,000 will be denied benefits in the first quarter of 2014.
- Congressional Democrats and the White House, pointing to the sluggish recovery and the still-high jobless rate, are pushing once again to extend the period covered by the unemployment insurance program. But with Congress still far from a budget deal and still struggling to find alternatives to the \$1 trillion in long-term cuts known as sequestration, lawmakers say the chances of an extension before Congress adjourns in two weeks are slim.
- As a result, one of the largest stimulus measures passed during the recession is likely to come to an end, and jobless workers in many states are likely to receive considerably fewer weeks of benefits.
- In all, as many as 4.8 million people could be affected by expiring unemployment benefits through 2014, estimated Gene Sperling, President Obama's top economic adviser.
- “Historically, there has not been a time where the unemployment rate has been this high where you have not extended it,” Mr. Sperling said in an interview. “Why would you not extend now, when you're dealing with the nearly unprecedented levels of long-term unemployment coming off such a historic recession? This would be the wrong time to do it.”



Workforce Investment Board of Ventura County

Job Outlook Report

October 2013

November 11, 2013, CNBC.com, "Why Johnny can't write and why employers are mad," Kelley Holland, <http://www.cnbc.com/id/101176249>

- Despite stubbornly high unemployment, many employers complain that they can't find qualified candidates for the jobs they do have. Often, it turns out, the mismatch results from applicants' inadequate communication skills. In survey after survey, employers are complaining about job candidates' inability to speak and write clearly.
- Experts differ on why job candidates can't communicate effectively. Bram Lowsky, an executive vice president of Right Management, the workforce management arm of Manpower, blames technology.
- "With Gen X and Gen Y, because everything is shorthand and text, the ability to communicate effectively is challenged," he said. "You see it in the business world, whether with existing employees or job candidates looking for work."
- Others say colleges aren't doing a good job. In a survey of 318 employers published earlier this year by the Association of American Colleges and Universities and conducted by Hart Research Associates, 80 percent said colleges should focus more on written and oral communication.

November 10, 2013, Los Angeles Times, "Great Recession has new wrinkles for older workers," Walter Hamilton, <http://articles.latimes.com/2013/nov/10/business/la-fi-older-jobs-20131110/2>

- Nearly 2 million people ages 55 and older are looking for a job these days, twice as many as before the Great Recession. The chronically sluggish U.S. economy has taken a toll on workers of all ages, but it has weighed particularly heavily on the baby boom generation.
- The unemployment rate for older workers is below that of the general population. It's 5.4% for those ages 55 and older, versus 7.3% for the entire labor force, according to the federal Bureau of Labor Statistics.
- But boomers who suffer layoffs endure far longer bouts of unemployment than the rest of the labor force. And when they do land new positions, boomers typically have to take substantially larger pay cuts than their younger brethren.
- "Older workers who have been able to hang onto their jobs have done pretty well," said Sara Rix, senior strategic policy advisor with the AARP Public Policy Institute. "It's once they lose their jobs that they're just not getting new ones."

November 8, 2013, CNBC.com, "Shutdown slowdown? Job creation soars in October," Jeff Cox, <http://www.cnbc.com/id/101182289>

- Forget the shutdown: Job creation surged in October despite dimmed expectations from the impasse in Washington.
- There were a net 204,000 new jobs created for the month, though the unemployment rate rose to 7.3 percent and households reported a huge drop in employment, the Bureau of Labor Statistics said. A separate measure that includes the underemployed and those who have quit looking also moved higher, from 13.6 percent to 13.8 percent.
- The numbers easily topped economist expectations of 120,000 new nonfarm payroll jobs for the month, though it matched estimates for a slight increase in the headline jobless rate.
- Leisure and hospitality led the way in job creation with 53,000 new positions, 29,000 of which came from bars and restaurants. Professional and technical services added 21,000 while manufacturing contributed 19,000, according to the establishment survey of businesses.
- Federal employment dropped by just 12,000.
- Though the jobs creation number jumped, there was a mixed bag of news. The civilian labor force tumbled by 720,000 and the labor force participation rate fell to its lowest since March 1978.
- Most startlingly, the household survey actually saw employment fall by 735,000 for the month.
- "While the furloughed government workers technically should be counted as employed in the nonfarm payroll count as part of the establishment survey, at the same time they are counted as temporarily unemployed in the household survey," said Kathy Bostjancic, director of macroeconomic analysis at The Conference Board. "The negative impact from the partial government shutdown on the nonfarm payroll employment count doesn't seem to have affected the private sector at all."



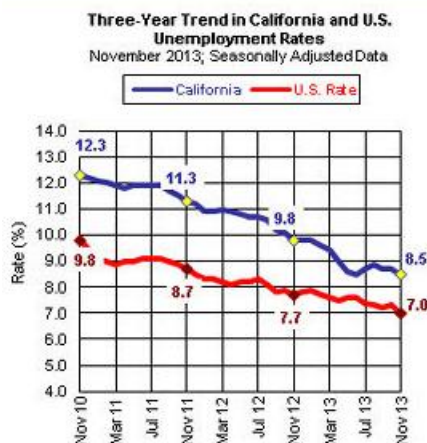
Workforce Investment Board of Ventura County

Job Outlook Report

November 2013

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Statewide Labor Market Review – <http://www.labormarketinfo.edd.ca.gov/>



Top Statistics - November

- ▶ Unemployment Rate: **8.5%** | -0.2
- ▶ Labor Force: **18,590,400** | -15,800
- ▶ Employment: **17,012,200** | 18,400
- ▶ Unemployment: **1,578,200** | -34,300
- ▶ Non Farm Jobs: **14,748,200** | +44,300
- ▶ UI Initial Claims: **278,900** | -44,900

US NSA = 6.6%

CA NSA = 8.3 %

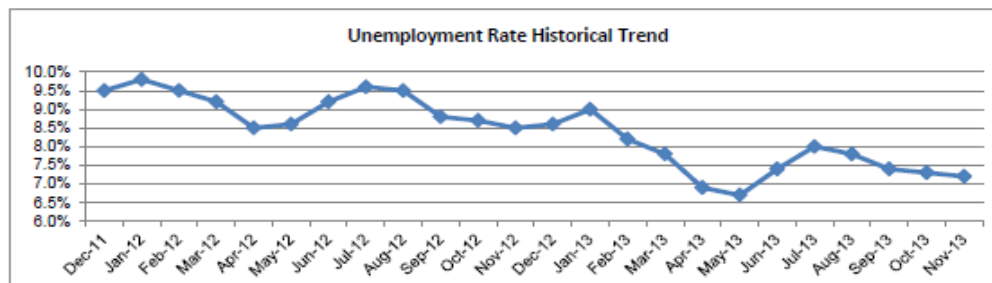
- California's unemployment rate decreased to 8.5 percent in November, and nonfarm payroll jobs increased by 44,300 during the month for a total gain of 902,900 jobs since the recovery began in February 2010, according to data released today by the California Employment Development Department (EDD) from two separate surveys.
- Nonfarm jobs in California totaled 14,748,200 in November, an increase of 44,300 jobs over the month, according to a survey of businesses that is larger and less variable statistically. The survey of 42,000 California businesses measures jobs in the economy.
- The year-over-year change, November 2012 to November 2013, shows an increase of 226,200 jobs (up 1.6 percent).

LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE Ventura County:

[http://www.calmis.ca.gov/file/lfmonth/vent\\$pds.pdf](http://www.calmis.ca.gov/file/lfmonth/vent$pds.pdf)

IMMEDIATE RELEASE OXNARD-THOUSAND OAKS-VENTURA METROPOLITAN STATISTICAL AREA (MSA) (Ventura County)

The unemployment rate in the Ventura County was 7.2 percent in November 2013, down from a revised 7.3 percent in October 2013, and below the year-ago estimate of 8.5 percent. This compares with an unadjusted unemployment rate of 8.3 percent for California and 6.6 percent for the nation during the same period.





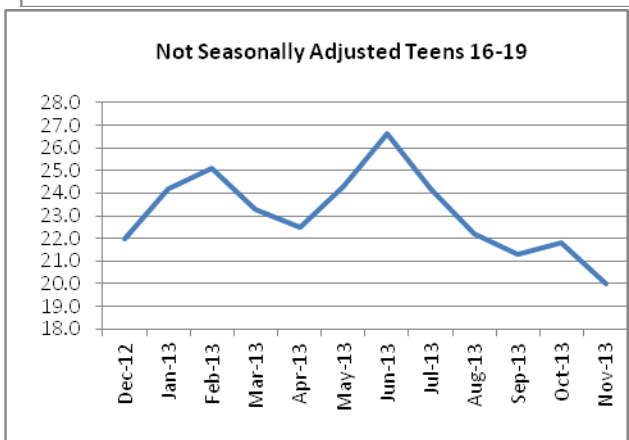
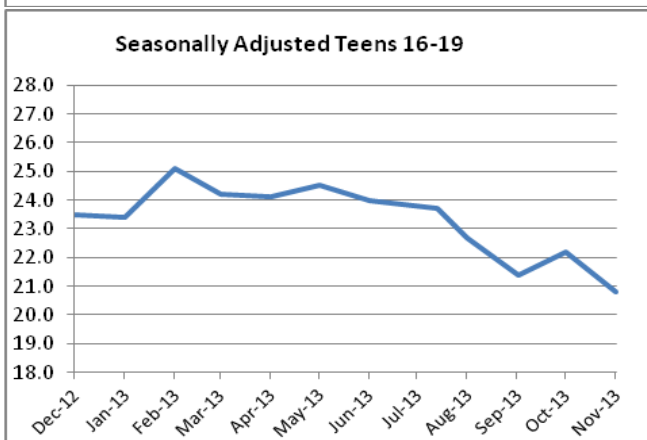
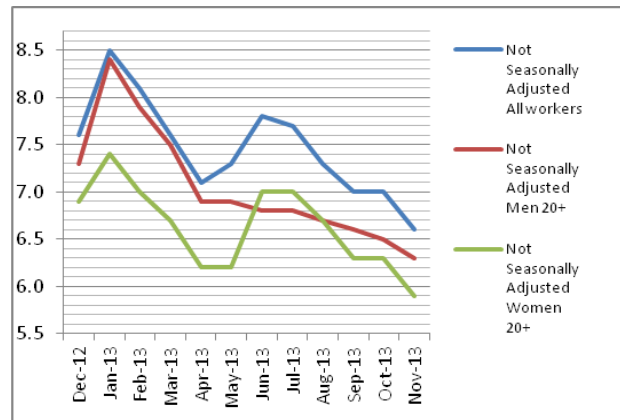
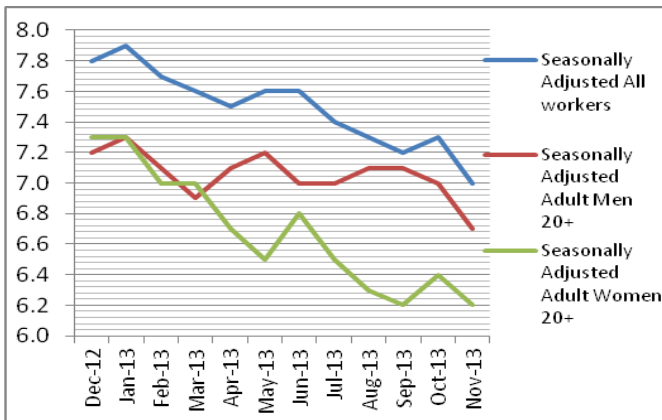
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UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: NOV 2013: Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments. DOL Release - <http://www.bls.gov/news.release/pdf/empst.pdf>

- The unemployment rate declined from 7.3 percent to 7.0 percent in November, and total nonfarm payroll employment rose by 203,000, the U.S. Bureau of Labor Statistics.
- Both the number of unemployed persons, at 10.9 million, and the unemployment rate, at 7.0 percent, declined in November.
- Among the unemployed, the number who reported being on temporary layoff decreased by 377,000. This largely reflects the return to work of federal employees who were furloughed in October due to the partial government shutdown.
- The civilian labor force rose by 455,000 in November, after declining by 720,000 in October.
- Total employment as measured by the household survey increased by 818,000 over the month, following a decline of 735,000 in the prior month. This over-the-month increase in employment partly reflected the return to work of furloughed federal government employees.
- The employment-population ratio increased by 0.3 percentage point to 58.6 percent in November, reversing a decline of the same size in the prior month.
- The number of persons employed part time for economic reasons (sometimes referred to as involuntary part-time workers) fell by 331,000 to 7.7 million in November.
- In November, 2.1 million persons were marginally attached to the labor force, down by 409,000 from a year earlier.
- Among the marginally attached, there were 762,000 discouraged workers in November, down by 217,000 from a year ago.





Workforce Investment Board of Ventura County Job Outlook Report November 2013

3) UNITED STATES DEPARTMENT OF LABOR - UNEMPLOYMENT INSURANCE WEEKLY CLAIMS REPORT: Weekly national tracking of **insured** unemployment statistics comparing current week to previous week, month and year.

DOL Claims Report - <http://www.dol.gov/opa/media/press/eta/ui/current.htm>

UNEMPLOYMENT INSURANCE DATA FOR REGULAR STATE PROGRAMS

WEEK ENDING	Advance Dec. 14	Dec. 7	Change	Nov. 30	Prior Year ¹
Initial Claims (SA)	379,000	369,000	+10,000	305,000	366,000
Initial Claims (NSA)	414,002	462,198	-48,196	321,269	401,429
4-Wk Moving Average (SA)	343,500	330,250	+13,250	324,000	370,000
WEEK ENDING	Advance Dec. 7	Nov. 30	Change	Nov. 23	Prior Year ¹
Ins. Unemployment (SA)	2,884,000	2,790,000	+94,000	2,757,000	3,225,000
Ins. Unemployment (NSA)	2,878,730	2,959,841	-81,111	2,491,993	3,244,564
4-Wk Moving Average (SA)	2,799,000	2,794,750	+4,250	2,799,750	3,230,500
Ins. Unemployment Rate (SA) ²	2.2%	2.1%	+0.1	2.1%	2.5%
Ins. Unemployment Rate (NSA) ²	2.2%	2.3%	-0.1	1.9%	2.5%

(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES NOV 2013 REPORT

This report measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas.

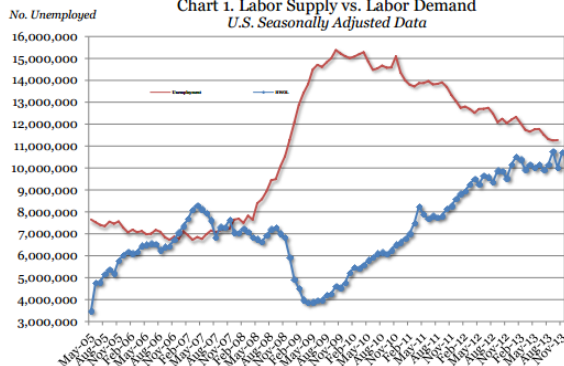
Conference Board Report - <http://www.conferenceboard.org/data/helpwantedonline.cfm>

Region	Number of unemployed people per online job posted
USA	2.29
California	2.99
Los Angeles	3.49

Red -
Unemployment

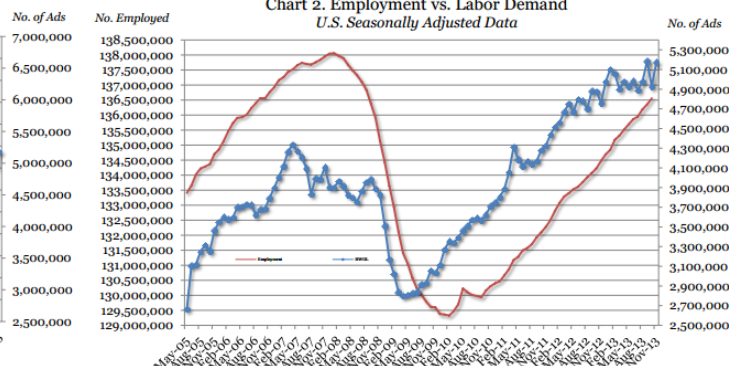
Blue - Help
Wanted Online

Chart 1. Labor Supply vs. Labor Demand
U.S. Seasonally Adjusted Data



Source: The Conference Board, BLS

Chart 2. Employment vs. Labor Demand
U.S. Seasonally Adjusted Data



Source: The Conference Board, BLS



Workforce Investment Board of Ventura County

Job Outlook Report

November 2013

- Online advertised vacancies were up 244,700 in November to 5,171,500, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series released December 4, 2013.
- The October Supply/Demand rate stands at 2.3 unemployed for each vacancy with a total of 6.3 million more unemployed workers than the number of advertised vacancies.
- Since November 2012 employers' demand for labor has been cautious. While the overall demand for labor has hovered around 5 million this year, the largest numerical gains since last year are for sales workers (+101,000), transportation workers (+71,000), and food service workers (+54,000). The most striking pattern is that many of the high-wage professional occupations have very modest gains. Since last November, demand for computer and math occupations has risen just 6,100 while business and finance occupations are up 4,700. Over the same period, the gains for construction workers (up 8,100) and production/manufacturing workers (up 7,000) are in the middle of the pack with relatively modest gains.

(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX NOVEMBER 2013

This report offers a short-term, forward look at employment on its own. It gives economists and investors a new forecasting tool. It also helps business executives sharpen their short- to medium-term hiring and compensation planning.

Conference Board Report - <http://www.conference-board.org/press/>

- The Conference Board Employment Trends Index™ (ETI) decreased in October. The index now stands at 113.65, down from 114.68 (a downward revision) in September. The ETI figure for October is 4.9 percent higher than a year ago.
- "Like many other economic indicators, the October decline of the Employment Trends Index was partially due to the government shutdown," said Gad Levanon, Director of Macroeconomic Research at The Conference Board. "The latest job numbers do in fact show some strengthening in the employment trend. But as domestic demand was weaker than expected in the third quarter, we might see some moderation in employment growth in the coming months."
- October's decline in the ETI was driven by negative contributions from four of its eight components. The decreasing indicators — from the largest negative contributor to the smallest — were Initial Claims for Unemployment Insurance, Consumer Confidence Survey® Percentage of Respondents Who Say They Find "Jobs Hard to Get," Ratio of Involuntarily Part-time to All Part-time Workers, and Job Openings.

(6) STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD) -CALIFORNIA REGIONAL BULLETIN

A review of current California economic news broken down by national, statewide, Northern, Central and Southern regions <http://www.calmis.ca.gov/specialreports/economicbulletin.pdf>

Issue	Headlines
11/29/13	Not published
12/6/13	Long-term unemployment could become embedded in the economy even after job creation improves, some economists say. The percentage of people unemployed six months or more has doubled since 2007 while short term joblessness has dropped back to the 2007 level.
12/13/13	California's Prison System Faces Officer Shortage – Sacramento Bee. The California Department of Corrections and Rehabilitation is expected to hire approximately 7,000 prison officers over the next three years in an effort to fill new and future vacancies. The state's prison system employs 28,500 full-time officers, and is struggling to keep pace with an attrition rate of 150 officer retirements per month. The starting wage for new correctional officers is \$3,774 per month with overtime and benefits
12/20/13	Program Aims to Prepare Vets for Solar Jobs – U-T San Diego Veterans in San Diego County may soon receive help obtaining employment in the solar industry with the help of Temecula-based nonprofit, Empower America.



Workforce Investment Board of Ventura County

Job Outlook Report

November 2013

Relevant Articles

December 19, 2013, Bloomberg, "U.S. Jobless Claims Unexpectedly Rise on Holiday Distortions," Michelle Jamrisk, <http://www.bloomberg.com/news/2013-12-19/jobless-claims-in-u-s-unexpectedly-rise-on-year-end-distortions.html>

- Applications for U.S. unemployment benefits unexpectedly rose last week to an almost nine-month high, showing fluctuation in the filings that typically occurs around the year-end holidays.
- Jobless claims climbed by 10,000 to 379,000 in the period ended Dec. 14, the most since the end of March, Labor Department data showed today in Washington.
- The median forecast of 48 economists surveyed by Bloomberg called for a decrease to 336,000.
- "Claims at this time of year are very volatile, so we don't want to put too much stock in each week's fluctuations," said Ryan Sweet, a senior economist at Moody's Analytics Inc. in West Chester, Pennsylvania, and the best claims forecaster over the past two years, according to data compiled by Bloomberg. "Layoffs are low, which is very encouraging."

December 17, 2013, Employment Development Department News Release, "Hundreds of thousands of Californians face loss of federal employment extension benefits at the end of the year," http://www.edd.ca.gov/about_edd/pdf/nwsrel13-89.pdf

- The EDD has notified more than 222,000 long-term unemployed individuals with extension claims in California that they will lose their federally funded extended unemployment benefits in two weeks unless Congress and the President agree to renew the extensions.
- The EDD is urging its customers to check the department website and social media sites for the most up-to-date information available on a possible renewal of benefit extensions.
- Referrals to agencies that provide help were included in the letter.

December 16, 2013, US News & World Report, "Amid Healing Labor Market, Long Term Employment Still Dire," Danielle Kurtzleben, <http://www.usnews.com/news/articles/2013/12/16/amid-healing-labor-market-long-term-unemployment-still-dire>

- While the labor market has healed considerably since the recession, the situation remains dire for many long-term unemployed.
- The unemployment rate has fallen to 7.0 percent. However, the share of the unemployed who have been out of work remains in unprecedented territory. Those who have been out of work for 27 weeks or more account for roughly 37 percent of the unemployed, a higher rate than ever seen prior to the recession.
- That rate is down from a post-recession peak of nearly 46 percent, but is well above the nearly 26 percent seen in the early 1980s, after a recession.

December 6, 2013, Huffington Post, "Strong Jobs Report could mean bad news for Unemployment Benefits," Arthur Delany, http://www.huffingtonpost.com/2013/12/06/unemployment-rate_n_4235332.html

- The good news that the U.S. unemployment rate fell to 7 percent in November could be bad news for more than a million of the long-term unemployed whose federal benefits are scheduled to expire at the end of the month.
- Congress has provided extra weeks of federal unemployment compensation for people who use up the standard six months of state benefits in response to every recession for the past 50 years. The maximum combined state and federal benefits in states with high unemployment rates is currently 73 weeks.
- The stakes are high: Between Christmas and the new year, 1.3 million long-term jobless will lose their federal benefits if Congress fails to reauthorize the Emergency Unemployment Compensation program. The Congressional Budget Office [has estimated](#) it would cost \$26 billion to continue the benefits through next year.
- The long-term jobless still comprise an historically unprecedented percentage of the overall unemployed population.



Workforce Investment Board

Projects in Process: 13/14 New Program Year

1/10/14

Items in Gray = Completed

Items in Green = On Hold

<u>Project Reference</u>	<u>Element Description</u>	<u>Project Start Date</u>	<u>Production Deadline</u>	<u>Placement Date</u>	<u>Agency Action</u>	<u>Client Action</u>
Employer Outreach: TV :30	Creative Services	2-Jan	31-Mar	7-Apr	Develop storyboard/script for employer testimonials.	
Employer Outreach: Radio :60	Creative Services	2-Jan	31-Mar	7-Apr	Develop :60 Script	
Employer Outreach: PSA :30	Creative Services	2-Jan	31-Mar	7-Apr	Develop/solicit new employer case histories focusing on WIB-supported services and collaboration	
Employer Outreach: VCGB Website & Facebook Page	Creative Services	2-Jan	31-Mar	7-Apr	Update/Edit as needed to support new campaign.	
Employer Outreach: Banners	Creative Services	2-Jan	31-Mar	7-Apr	Develop online banners supporting Spring campaign.	
Employer Outreach: Print Ads	Creative Services	2-Jan	31-Mar	7-Apr	Develop print ad(s) as needed to support Spring Campaign	
Employer Outreach: Eblast	Creative Services	2-Jan	31-Mar	7-Apr	Create eBlasts (2 versions) targeting Business Owners and Commercial Real Estate Brokers	
Employer Outreach: Collateral	Creative Services	2-Jan	31-Mar	7-Apr	Update existing employer services mailer and develop a postcard version (TBD)	
Employer Outreach: Media	Agency Services	2-Jan	3-Feb	11-Feb	Develop media plan options for Spring outreach	
Employer Testimonials	Creative Services	2-Jan	n/a	3-Feb	Coordinate with EDC-VC and CSD to obtain a list of testimonial candidates for Spring outreach. Original emails sent Nov/Dec	



Workforce Investment Board

Projects in Process: 13/14 New Program Year

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KVTA Workforce Wednesday - January 22: Baby Boomers Reinventing Themselves	Creative Services	2-Jan	15-Jan	22-Jan	Victoria Jump, Mary Navaro-Aldana, Create discusion guide, confirm participation	
Workforce Update - January 2014	Creative Services	2-Jan	10-Jan	14-Jan	Copy draft to client 1/7. Layout to client 1/9	Waiting on Client Input
Manufacturing Curriculum Flyer	Creative Services	2-Jan	n/a	31-Jan	Design "Manufacturing-Themed" template for newly approved Curriculum Chart. V1 to client 1/3. V2 in process.	
VC Jobs With A Future: Radio Interviews	Agency Services	1-Dec	n/a	10-Jan	Coordinate interview with C. Moore and KVTA, KCAQ and KFYV. Recording 1/10/14	
Career Shops - Q1 2014	Agency Services	1-Nov	n/a	1-Mar	Due to reduced schedule, Agency to support Career Shops through Facebook as information becomes available.	Waiting on Feb/March Schedules
New WIB Logo Design	Creative Services	1-Nov	31-Jan	n/a	Develop new logo WIB logo design.	
WIB Business Cards	Creative Services	1-Nov	31-Jan	n/a	Redesign WIB Marketing Cards	
Employer Success Stories	Creative Services	1-Nov	n/a	30-Jun	Develop/solicit case histories. Contact BESD for information. Email to BESD 11/6.	Waiting on Client Input
Job Seeker Success Stories	Creative Services	1-Nov	n/a	30-Jun	Develop/solicit case histories. New requested forwarded to youth partners on 11/11.	Waiting on Client Input
VC Jobs With A Future Website	Agency Services	1-Nov	N/A	30-Jun	Refresh resources. Database sort system for high school resources in development.	
JCC Rebranding: America's Job Center	Creative Services	1-Nov	N/A	TBD	Window decals and co-branding resource if completed in August. Next steps?	Waiting on client next steps.
VOS Transition	Agency Services	1-Nov	N/A	TBD	Pending	
Youth Outreach - Spring 2014	Agency Services	1-Oct	n/a	30-Jun	TBD	



Workforce Investment Board

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KCLU Sponsor Program	Agency Services	1-Aug	Ongoing	30-Jun	Added Corporate PSA in October. Agency to develop PSA copy as scheduled in approved media plan through 6/30/14	
WIB Pull-Up Signs: WIB/Collage (2) Versions	Creative Services	18-Jul	n/a	31-Jan	WIB Version to Client in August.	Waiting on Client Input
WIB Website: Internship Development Resources	Agency Services	1-Aug	n/a	31-Dec	Develop online content for employers to use when developing internship and apprenticeship programs. Draft submitted 8/28/13. Revised draft to client 10/7	Waiting on Client Input
WIB Photo Library	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Business Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
WIB Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Monthly Job Outlook	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
VC Jobs With A Future Website	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
WIB Facebook	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Ventura County Grows Business Website	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Ventura County Grows Business Facebook	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
JCC Job Fair/Business Expo Support	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	Client to provide info on Job Fairs/Business Expos
Professional Services	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	



Workforce Investment Board

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Media Relations	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
July Career Shops	Press Release	29-May	n/a	10-Jul	Completed 7/1/13	
KVTA Workforce Wednesday - July 17, 2013 Topic: Ventura County Grows Business	Creative Services	30-May	21-Jun	17-Jul	Bill Pratt & Victor Dollar Completed 7/17/13	
August Career Shops	Press Release	29-Jul	n/a	17-Jul	Completed 7/20/13	
New WIB Chair/Vice-Chair Release	Press Release	15-Jul	n/a	29-Jul	Completed 7/29/13	
KVTA Workforce Wednesday - August 21: Youth Career Part 1	Creative Services	18-Jul	16-Aug	21-Aug	Will Berg & David Fleisch - Completed 8/21/13	
Workforce Update - Summer 2013	Creative Services	1-Jul	31-Jul	5-Aug	Completed 8/21/13	
Youth Outreach: Postcards	Creative Services	16-Sep	19-Sep	1-Sep	Completed 8/23	
Youth Outreach: Online Banners	Creative Services	16-Sep	19-Aug	1-Sep	Completed 8/23	
Youth Outreach: High School Banners	Creative Services	16-Sep	19-Aug	1-Sep	Completed 8/23	
September Career Shops	Press Release	29-Aug	n/a	3-Aug	Completed 8/24/13	
New WIB Board Member Release: Scott Loeschke	Press Release	15-Jul	n/a	28-Aug	Completed 8/28/13	
KVTA Workforce Wednesday - September 18: Youth Career Part 2	Creative Services	18-Aug	13-Sep	18-Sep	Completed 9/18/13	
VC Manufacturing Day Pitch	Press Release	12-Sep	20-Sep	4-Oct	Completed 10/4/13	



Workforce Investment Board

Projects in Process: 13/14 New Program Year

1/10/14

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<u>Project Reference</u>	<u>Element Description</u>	<u>Project Start Date</u>	<u>Production Deadline</u>	<u>Placement Date</u>	<u>Agency Action</u>	<u>Client Action</u>
October Career Shops	Press Release	1-Sep	n/a	7-Sep	Completed 10/4/13	
Youth Outreach: Fall 2013 Media	Agency Services	16-Sep	19-Aug	9-Sep	Completed 10/6/13	
New WIB Board Member Release: Iris Ingram	Press Release	25-Sep	n/a	7-Oct	Completed 10/7	
KVTA Workforce Wednesday - October 23: Manual Skills	Creative Services	18-Sep	18-Oct	23-Oct	Completed 10/23/13	
WIB Pull-Up Signs: Job Seeker/Employer (2) Versions	Creative Services	18-Jul	n/a	15-Oct	Completed 10/24/13	
Job Seeker Success Stories: Youth (3) Versions	Creative Services	1-Jul	n/a	15-Oct	Completed 10/24/13	
Workforce Update - Fall 2013	Creative Services	16-Sep	31-Jul	14-Oct	Completed 10/28/13	
November Career Shops	Press Release	1-Oct	n/a	7-Oct	Completed 11/6/13	
December Career Shops	Press Release	1-Nov	n/a	7-Nov	Completed 11/6/13	
Elevator Speeches	Agency Services	15-Nov	n/a	TBD	Discuss development of 'elevator' speeches supporting WIB key sector strategies. Client Completed	
KVTA Workforce Wednesday - November 20: Sustainability	Creative Services	1-Nov	15-Nov	20-Nov	John Brooks, Nancy Williams. Completed 11/20/13	
VACE Youth Success Stories (2)	Creative Services	1-Nov	n/a	31-Dec	Completed 11/25/13	
On-The-Training: Banners	Creative Services	3-Dec	n/a	9-Jan	Completed 1/9/14	



Workforce Investment Board
Projects in Process: 13/14 New Program Year

Items in Gray = Completed

Items in Green = On Hold

1/10/14

<u>Project Reference</u>	<u>Element Description</u>	<u>Project Start Date</u>	<u>Production Deadline</u>	<u>Placement Date</u>	<u>Agency Action</u>	<u>Client Action</u>
On-The-Training: PSA Script	Creative Services	3-Dec	n/a	9-Jan	Completed 1/9/14	



2014 WIB AWARDS

Workforce Investment Board of Ventura County

Purpose

The annual Workforce Investment Board (WIB) awards are designed to recognize individuals and organizations who have demonstrated exemplary commitment to advancing workforce development in Ventura County.

Eligibility

Individuals and/or groups in Ventura County who fit the specific award criteria are eligible for nomination. An individual/group may not receive more than one WIB award per year.

Criteria

The award will be given to individuals and/or groups that have demonstrated exemplary commitment to advancing workforce development in Ventura County. Nominations may be submitted in any one of the following four categories:

- **WIB Youth Opportunity Award:** for efforts made to provide employment opportunities for youth to gain work experience so they can become valuable contributors in our county's future workforce
- **WIB Collaborative Action Award:** for partnership that helps meet employer needs and/or improve the relevance and capacity of education and workforce training in Ventura County
- **WIB Champion for Growth Award:** an active supporter of workforce development in Ventura County through job creation and retention, or by attracting new businesses or industries to our community
- **WIB Leadership Award:** for efforts that embody the spirit and purpose of workforce development in Ventura County; a role model who takes on and solves workforce challenges

Nomination Process

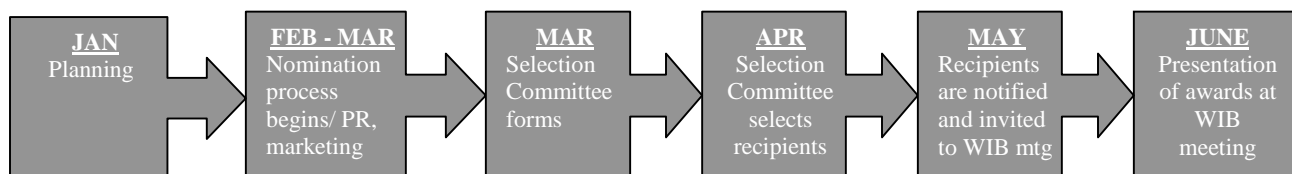
Any individual and/or organization may self-nominate or nominate others by completing the online WIB nomination form www.wib.ventura.org. Nominations must be submitted by _____.

Review Process

The WIB Outreach Committee forms a Selection Committee which includes at least three WIB board members. This committee meets as needed to review nominations and select recipient(s).

Presentation of WIB Awards

Recipient(s) are notified in writing and invited to attend the WIB Annual Meeting in June. At that meeting, they receive public recognition and a plaque.





The Workforce Investment Board of Ventura County (WIB) is seeking nominations for individuals and organizations demonstrating exemplary commitment to advancing workforce development in Ventura County.



855 Partridge Drive
Ventura, CA 93003
www.wib.ventura.org
(805) 477-5306

2014 WIB Award Nomination Form

Deadline to submit nominations is April xx, 2014

An individual, employer, organization or partnership may be nominated in one or more categories.

WIB Youth Opportunity Award – for providing internships or employment opportunities that will grow and strengthen Ventura County’s future workforce.

WIB Collaborative Action Award – for a partnership that helps to meet employer workforce needs, improves education/workforce training, and/or supports businesses expansion/retention in Ventura County.

WIB Champion for Prosperity Award – for supporting workforce development in Ventura County through job creation, job retention, business expansion, or business attraction.

WIB Leadership Award – for a role model whose efforts or accomplishments embody the spirit and purpose of workforce development in Ventura County.

Nominee _____

Organization _____

Address _____

City _____ CA Zip _____

Email _____ Phone _____

Reason for Nomination

Nominated by _____

Email _____ Phone _____

Nominations will be accepted online at www.wib.ventura.org
or email at talía.barrera@ventura.org

BUILDING OUR FUTURE WORKFORCE

WORKFORCE INVESTMENT BOARD
855 Partridge Drive • Ventura, CA 93003
Phone: 805-477-5342 • Fax 805-477-5386
www.wib.ventura.org



TO: EXECUTIVE COMMITTEE

**FROM: BRIAN GABLER, CHAIR
OUTREACH COMMITTEE**

DATE: JANUARY 9, 2014

**SUBJECT: RECOMMENDATION TO AUTHORIZE WORKFORCE INVESTMENT BOARD (WIB)
STAFF TO DEVELOP AND RELEASE A REQUEST FOR PROPOSALS (RFP) FOR
WORKFORCE INVESTMENT ACT (WIA) OUTREACH SERVICES FOR \$150,000 IN
WIA FUNDS**

RECOMMENDATION

That the Executive Committee authorize Workforce Investment Board (WIB) staff to develop and release a request for proposals (RFP) for Workforce Act (WIA) Outreach Services for \$150,000 in WIA Funds.

DISCUSSION

County of Ventura procurement term limits require that a new competitive solicitation be conducted for the selection of a contractor to provide outreach services.

The public Request for Proposals (RFP) process in October 2011 funded a contract with the Agency for these outreach services. The current and final annual contract with the Agency ends June 30, 2014.

On October 24, 2013, the full WIB approved the plan for preliminary recommendations for general use of 2013-2014 WIA core funds. The purpose of this new RFP is for a County-wide outreach project with a selected organization to promote workforce development programs and services in Ventura County. Services will include creative design, production and copywriting (e.g., brochures, flyers, commercials), media negotiation and placement (e.g., newspapers, newsletters, English and Spanish radio, cable TV and public access programming, transit, non-traditional) public relations (e.g., press releases, media placements, public service announcements and placement, broadcast interviews). This procurement will align with the WIB goals and WIB-approved plan:

- *Business-friendly outreach in the Ventura County region is essential for raising awareness of business services and engaging employers in workforce development.*

The new outreach project will be funded with WIA Adult, Dislocated Worker, Youth and Rapid Response core funds. The planned RFP release date is January 21, 2014, for approval by the Board of Supervisors of a contract starting July 1, 2014.

If you have questions or need more information, please call me at (805) 583-6701 or contact Talia Barrera at (805) 477-5341 or Talia.Barrera@ventura.org.

CONSIDERATIONS FOR USE OF UNCOMMITTED WIA FUNDS

Workforce Investment Board of Ventura County

WIB Policy on Uncommitted Funds

The use of uncommitted funds in any WIA budget category must be consistent with Workforce Investment Act (WIA) regulations and with the WIB's established priorities. These funds may be used in one or more of the following ways:

- Modifying existing contracts or in-house budgets to provide for additional enrollments and/or increased services for enrolled clients
- Funding special projects identified as WIB priorities
- Funding new Requests for Proposals (RFPs) for new and needed services
- Funding unsolicited proposals that comply with the WIB's policy on unsolicited proposals

WIB Policy on Unsolicited Proposals

Unsolicited proposals must meet the following minimum standards for initial consideration by the WIB Executive Director:

- Provide needed services that are consistent with WIA regulations and with the WIB's established priorities.
- Provide documentation that supports one or more of the following WIA requirements for noncompetitive proposal/sole source:
 - Service(s) in the proposal is only available from that organization.
 - Public exigency or emergency for the proposal service(s) will not permit a delay resulting from competitive solicitation.
 - Employment Development Department (EDD) gave written authorization for the proposal.
 - After solicitation of a number of sources for the proposal service(s), competition is determined inadequate.
- The WIB Executive Director may accept unsolicited proposals for subsequent consideration by the WIB, or may reject them.
- Unsolicited proposals may be used as a basis for establishing a Request for Proposal (RFP).
- The Executive Director will refer previously-screened unsolicited proposals to the appropriate WIB committee for consideration and subsequent action by the WIB Executive Committee and/or the full WIB.

Guidelines for Applying WIB Priorities to Special Projects

- Target training opportunities (Healthcare, Manufacturing, Clean Green and other priority sectors; customized training for businesses; incumbent worker training)
- Target special needs (veterans, persons with disabilities, foster youth, incarcerated/probationary youth, parolees)
- Increase other job seeker services (support services; more/different workshops)
- Increase employer services (recruitment; business attraction/layoff aversion; business management consulting; business workshops; employer outreach)
- Offer WIA-related training for potential providers

POTENTIAL OPPORTUNITIES FOR USE OF UNCOMMITTED 2012-2013 WIA FUNDS
Workforce Investment Board of Ventura County

<u>Potential Opportunities</u>	<u>Rapid R.</u> \$ 74,616
<p>1. Augment the current contract with the Agency to develop and implement an expanded employer outreach plan, in support of the Ventura County Regional Strategic Workforce Development Plan, to:</p> <ul style="list-style-type: none"> • Reach local employers through targeted marketing and regional professional associations. • Raise local employer awareness of workforce development programs and services available to them. • Encourage local employers to participate in regional workforce development (e.g., WIB sector committees, on-the-job training, internships, work experience, job shadowing). • Raise the visibility of the WIB with local employers. 	\$ 74,616
<p>2. Apply full or partial funds to pending Request for Proposals (RFP) for Workforce Investment Act (WIA) Outreach Services for Program Year (PY) 2014-2015. (Note: Contingent on State approval to carry over Program Year 2013-2014 Rapid Response funds.)</p>	\$TBD
<p>3. Apply full or partial funds to the future RFP for WIA Business Retention and Layoff Aversion Services for PY 2014-2015. (Note: Contingent on State approval to carry over Program Year 2013-2014 Rapid Response funds.)</p>	\$TBD

Employer Outreach Strategy

- In support of the strategic plan, engage more employers in regional workforce development and encourage them to participate in the WIB's priority sector committees.
- Develop an outreach strategy of how to communicate the purpose and direction of the WIB to business leaders.
- Raise the visibility of the WIB with local employers.
- Develop a "Direct Employer Outreach Strategy".

Increase outreach efforts to employers through tailored marketing and involvement in several regional professional associations. To support internships, job opportunities, and build strong relationships with local employers.