



WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday, March 19, 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: January 15, 2014	Brian Gabler
8:36 a.m.	4.0 CSD/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: Update	Talia Barrera
9:35 a.m.	7.0 Ventura County Regional Strategic Development Plan: Update	Cheryl Moore
9:55 a.m.	8.0 Committee Member Comments	Committee Members
10:00 a.m.	9.0 Adjournment	Brian Gabler

Next Meeting

May 21, 2014 (8:30 a.m.–10:00 a.m.)
Economic Development Collaborative-Ventura County
1601 Carmen Drive, #215, Camarillo

Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the Workforce Investment Board of Ventura County staff at (805) 477-5306, at least five days prior to the meeting. TTY line: 1-800-735-2922. For more information, visit the Workforce Investment Board website at <http://www.wib.ventura.org>.

WIB Outreach Committee Meeting
January 15, 2014

MINUTES

Meeting Attendees

Marketing Committee

Brian Gabler, Chair
Jim Faul, Vice Chair
Victoria Jump

WIB Staff

Talia Barrera
Cheryl Moore

Guests

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

1.0 Call to Order

Brian Gabler called the meeting to order at 8:46 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: November 20, 2013

Motion to approve: Jim Faul
Second: Brian Gabler
Abstain: Victoria Jump
Motion carried

4.0 CSD/WIA Event Report

Christy Norton presented the Event Summary Report for fourth 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 5,801. In October and November 2013 CSD/WIA staff participated in the EDC-VC Tax Credit Seminar/The Affordable Care Act, Simi Valley Chamber of Commerce Economic Development Committee, Southern California Regional Rapid Response Roundtable, Honor a Hero/Hire a Vet Job Fair, Ventura Chamber of Commerce Expo, and Camarillo Economic Forum.

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
 - January 29 – How many boomers can reinvent themselves and re-engage with a new role in today's job market: Victoria Jump and Alex Rivera
 - Lighthouse – ran release September 18
 - Workforce Update e-newsletter: 1/13/2014
 - Ventura County Grows Business (VCBG)/WIB Facebook: November-December 2013)
 - VCBG Website – 1,287 visits
 - WIB Facebook – 1,216 fans
- General Outreach
 - New WIB logo design

- WIB Business Cards – redesign/photos
- Expand WIB photo library – as needed
- VOS to CalJobs Transition Communication Plan – Pending
- 2014 WIB Awards – Updated logo and nomination forms
- Media Relations” Cheryl Moore radio interviews 01/14/14 – “VC Jobs with a Future and its Mission”: on KVTa, KFYV, and KCAQ
- 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
 - Youth Case Studies – Continue to coordinate with Ventura Adult and Continuing Education, PathPoint and Boys and Girls Clubs of Greater Oxnard and Port Hueneme (BGCGOP) to develop WIB program-related case histories
 - Website New Content – Draft of additional resources presented to WIB staff for consideration
- Job Seeker Outreach
 - Job Seeker Success Stories – Two new stories in development from VACE: Carlos Avila, Pharmacy Tech and Jennah Miranda, Legal File Clerk
 - Career Shops Postings – Posted November and December workshops on Facebook
- Job Outlook
 - Ventura County decreased 01% 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%)

6.0 Committee Member Comments

No comments

7.0 Adjournment

The meeting adjourned at 10:00 a.m.

Next Meeting

March 19, 2014 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative – Ventura County (EDC-VC)

1601 Carmen Drive, #215, Camarillo, CA

MEMORANDUM



DATE: March 19, 2014
TO: WIB Outreach Committee Meeting
FROM: Christy Norton/Community Services Department Marketing Services
RE: WIB Outreach Committee December-January 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: 7/1/2013-1/31/2014
Total workshops	128	132	53
Total attendance	723	953	346

Job & Career Center One-Stop System	PY 11/12 Totals:	PY 12/13 Totals:	Current Year-to-Date Totals: 7/1/2013-1/31/2014
Unique visits detail:			
Job & Career Center One Stop System	42,000	41,089	19,172
Resource Centers	43,721	42,106	19,323

Job & Career Center Resource Centers	PY 11/12 Totals:	PY 12/13 Totals:	Current Year-to-Date Totals: 7/1/2013-1/31/2014
Duplicated visits detail:			
Job and Career Center One Stop System	88,321	82,656	37,195
Resource Centers	81,980	78,418	40,195

VOS New Customer Registrations

VOS New Customer Registrations:	PY 11/12 detail:	PY 12/13 detail:	Current PYTD detail as of: 7/1/2013-1/31/2014
Demographics			
Age 16-19	383	450	219
Age 20-29	1332	1729	747
Age 30-49	1692	2243	978
Age 50-59	821	1123	481
Age 60-69	366	451	132
Age 70+	33	93	15
Males	2194	2946	1078
Females	2288	3149	1200
Camarillo, Somis	453	622	172
Ventura, Ojai, Oak View	1261	1528	514
Simi Valley, Moorpark	359	590	256
Santa Paula, Fillmore, Piru	308	288	108
Oxnard, Port Hueneme	1596	2291	930
Thousand Oaks, Westlake, Newbury Park	263	483	164
Canoga Park	1	3	2
Oak Park, Agoura Hills, Calabasas	32	45	21
Total	13,351	18,024	7017

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	21	21						131
Rapid Response Services	15	34	1	155	24	0	0						225
Business Colleague	3	3	0	1	1	7	4						8
Friend	31	41	47	44	55	83	57						218
Job and Career Center	255	191	180	221	184	144	151						1031
Job Fair	2	0	3	2	1	3	2						8
Newspaper	0	1	1	0	1	3	0						3
Radio Ad	1	0	1	2	3	0	0						7
Television Ad	0	0	0	1	0	0	0						1
Trade show/conferenc e/event	0	0	0	1	0	0	0						1
Other referral source	83	61	68	59	48	55	47						374
Total referred by detail:	420	347	329	520	340	316	282						2554

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	2	7						25
Total Number of Job Seekers who attended the various Employer Recruit- ments	1090	18	51	42	8	50	10	272						451

Job and Career Center Events Information:

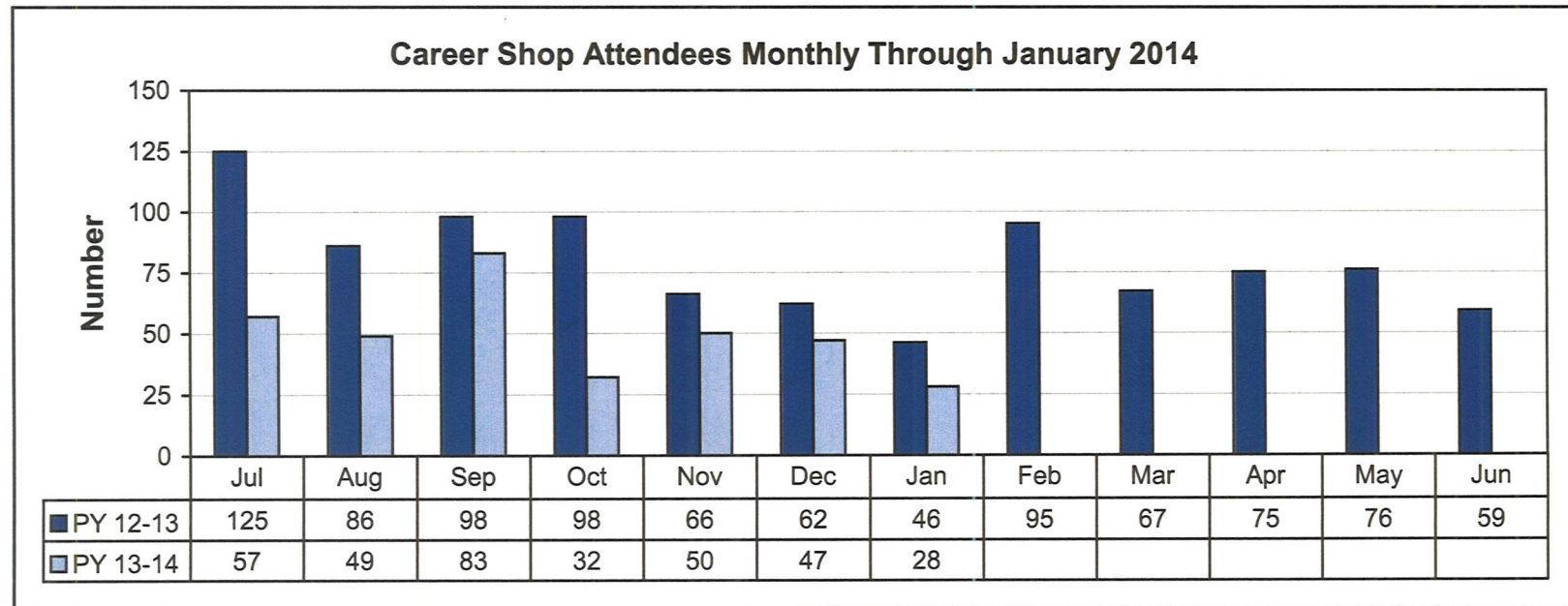
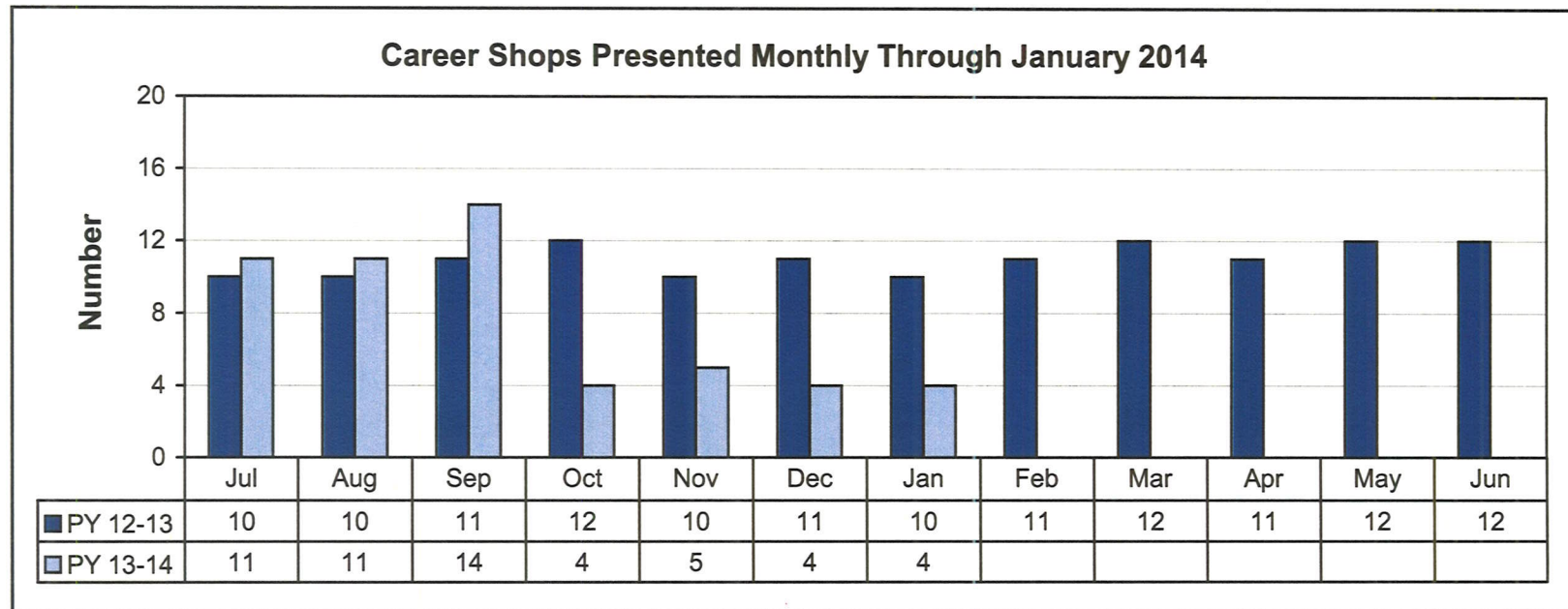
Month/Date of Event:	Purpose of event participation:	Promotional outcomes:
December 6, 2013	Congresswoman Julia Brownley event Veterans Claims Workshop	Provide Job and Career center representation at a Veterans Services event conducted at the Ventura County Community Foundation. Other human services and community based organizations that participated in the event included: EDD, Sheriff's Recruiters, Goodwill Industries, Veteran Affairs Office. Together, participants received job search assistance information, educational benefits services and related individual and family activities.
January 16, 2014	EDC-VC's 17 th Annual Meeting event	Provide Job and Career Center representation and participate in ongoing partnership activities with the EDC-VC organization.
January 28, 2014	Human Services Agency Annual Homeless Count event	Outreach to residents to assist with potential human service needs.
January 29, 2014	Agency 101 Ventura County Schools event	Provide Job and Career representation for employment services information.
January 30, 2014	Camarillo Chamber of Commerce Business Expo event	Provide Job and Career Center representation in order to promote business and employer services.

800 Employment Services and Employer Services Line:

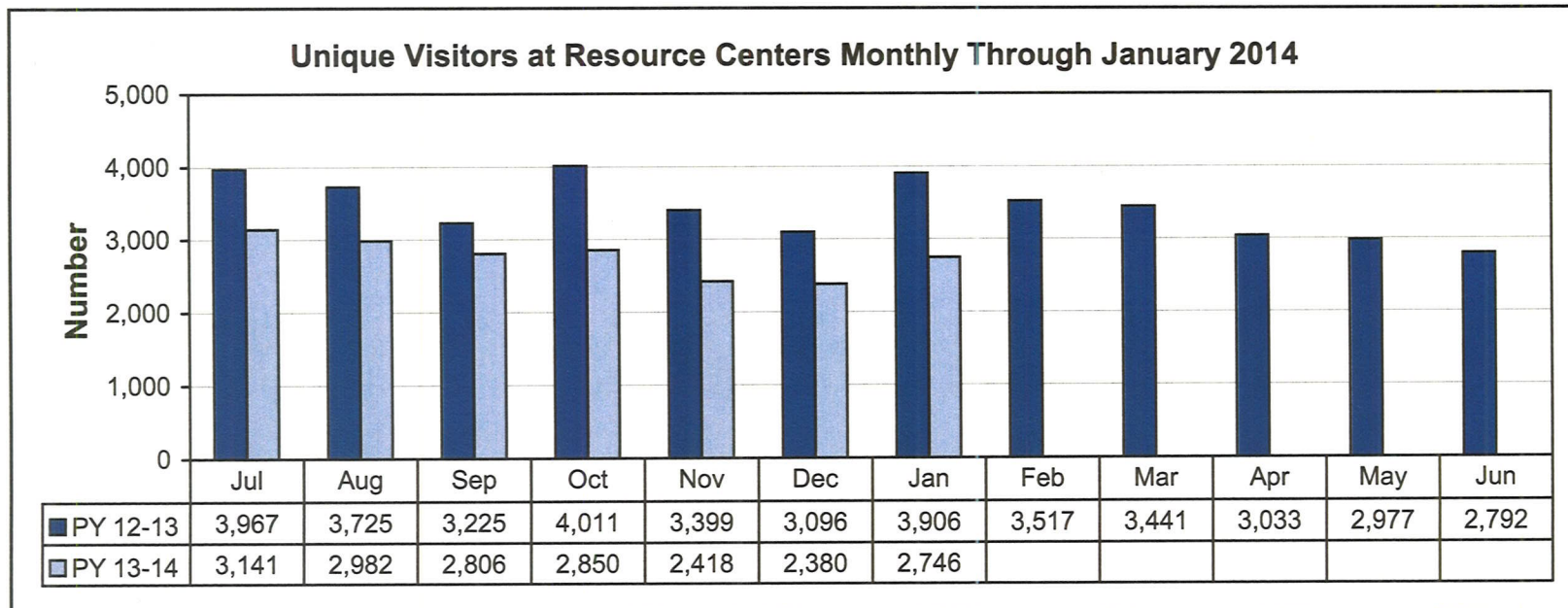
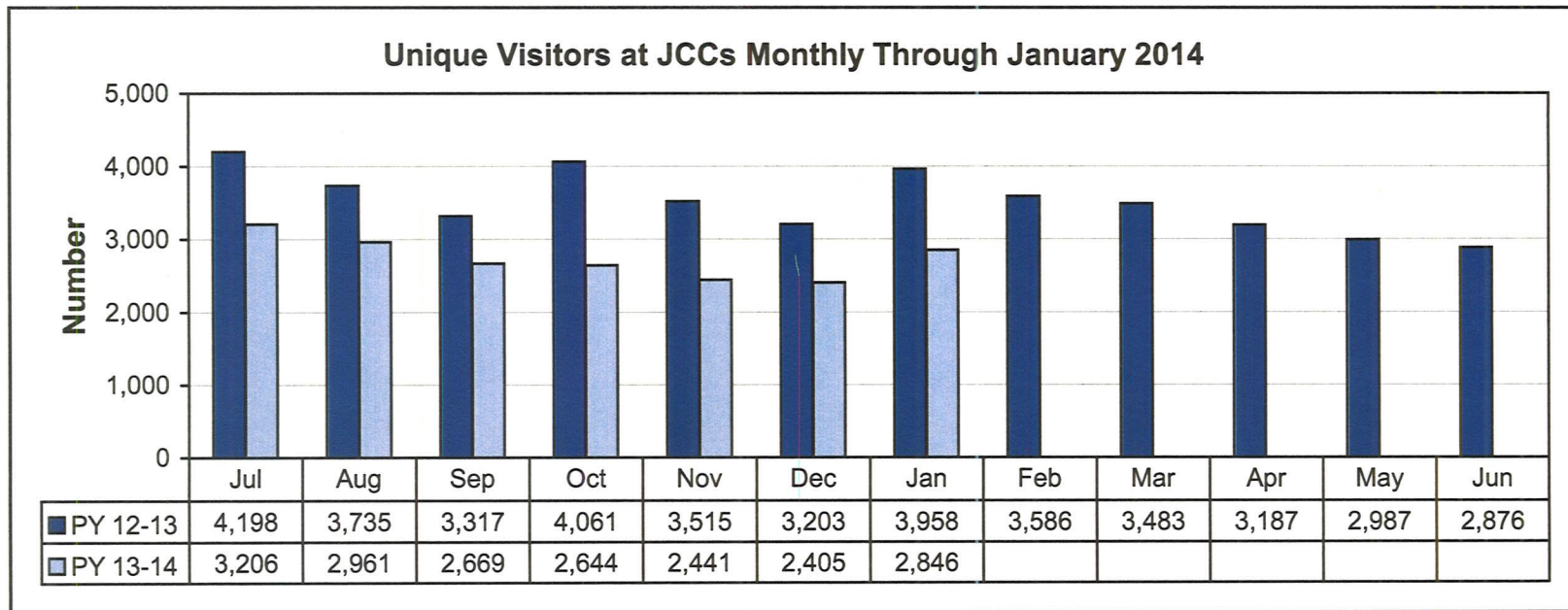
800 Line Employer/Employment Services Report for December 2013					
BY "REFERRED BY"	#	%	BY CITY	#	%
TV	0	0.00%	CAMARILLO	0	0.00%
ONLINE	1	25.00%	OXNARD	2	50.00%
NEWSPAPER	0	0.00%	FILLMORE	0	0.00%
FRIEND	1	25.00%	THOUSAND OAKS	0	0.00%
RADIO	0	0.00%	SIMI VALLEY	1	25.00%
FLYER/BROCHURE	0	0.00%	VENTURA	0	0.00%
JCC	0	0.00%	SANTA PAULA	1	25.00%
SCHOOL	1	25.00%	PORT HUENEME	0	0.00%
OTHER	1	25.00%	MOORPARK	0	0.00%
TOTALS	4	100%	OJAI	0	0.00%
BY SERVICE REQUESTED		%	TOTALS	4	100%
CAREER SHOPS	0	0.00%	JOB SEEKER #s	EMPLOYER #s	
EMPLOYMENT	0	0.00%	3	1	
ORIENTATION	0	0.00%			
SERVICES INFO	1	25.00%			
OTHER	1	25.00%			
ONLINE JOB SEARCH	0	0.00%			
TRAINING	2	50.00%			
TOTALS	4	100%			

800 Line Employer/Employment Services Report for January 2014					
BY "REFERRED BY"	#	%	BY CITY	#	%
TV	0	FALSE	CAMARILLO	0	0.00%
ONLINE	0	0.00%	OXNARD	0	0.00%
NEWSPAPER	0	0.00%	FILLMORE	0	0.00%
FRIEND	0	0.00%	THOUSAND OAKS	0	0.00%
RADIO	0	0.00%	SIMI VALLEY	1	100.00%
FLYER/BROCHURE	0	0.00%	VENTURA	0	0.00%
JCC	0	0.00%	SANTA PAULA	0	0.00%
SCHOOL	1	100.00%	PORT HUENEME	0	0.00%
OTHER	0	0.00%	MOORPARK	0	0.00%
TOTALS	1	100%	OJAI	0	0.00%
BY SERVICE REQUESTED		%	TOTALS	1	100%
CAREER SHOPS	0	0.00%	JOB SEEKER #s	EMPLOYER #s	
EMPLOYMENT	0	0.00%	1	0	
ORIENTATION	0	0.00%			
SERVICES INFO	0	0.00%			
OTHER	0	0.00%			
ONLINE JOB SEARCH	0	0.00%			
TRAINING	1	100.00%			
TOTALS	1	100%			

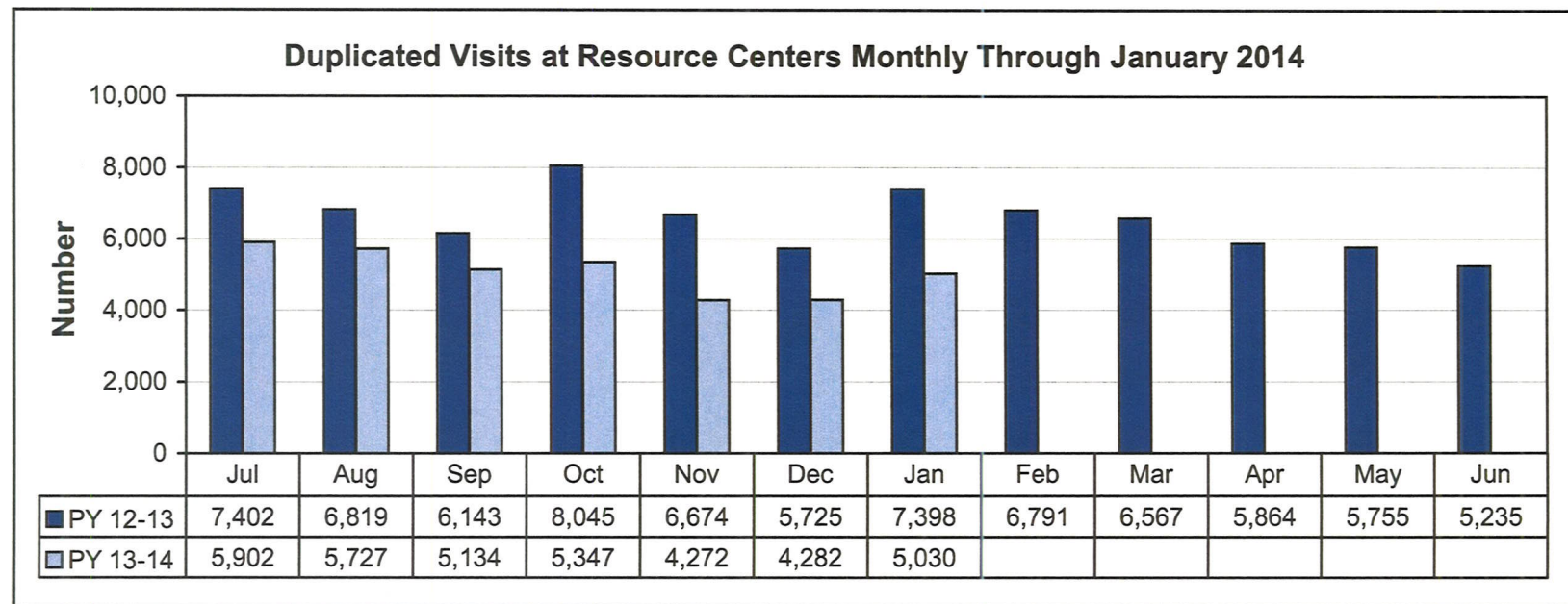
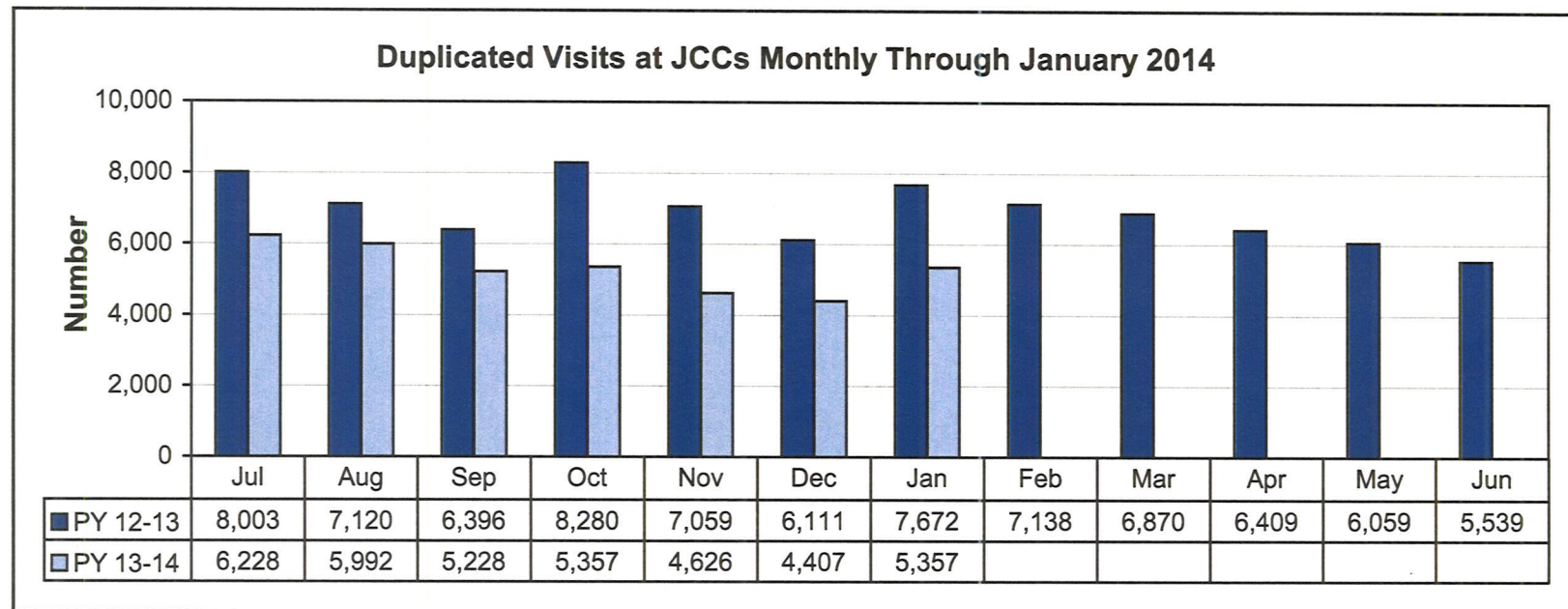
Career Shops Presented and Career Shop Attendance



Unique Visitors at JCCs and Resource Centers



Duplicated Visits at JCCs and Resource Centers





WIB Outreach Update: January-February 2014

Employer Outreach

- **Workforce Wednesday - *WIB***
 - **January 29** – Re-engaging baby boomers with a new role in the job market. Participants: Victoria Jump, Director Area Agency on Aging, Alex Rivera, HR Clean Diesel Technologies
 - **February 26** – Local manufacturers are still looking for good people who want to learn. What does it take to get a foot in the door? Participant: Greg Lui, JAXX Manufacturing
 - **Scheduled March 26** – Apprenticeship programs in Ventura County – What does it take to become a journeyman? Participants: Tony Skinner, Tri-Counties Building & Construction, Rodney Cobbs, United Assoc. of Plumbers & Pipefitters
- **January 2014 – Workforce Update Eblast *WIB***
 - 1/13 sent to 7,742 with an open rate of 10%
- **January & February 2014 WIB Award Call for Nomination EBlasts *WIB***
 - 1/31 – sent to 8,029 with an open rate of 9%
 - 2/26 – sent to 8,042 with an open rate of 10%
- **VCGB Website & Facebook – January – February 2014**
 - Website – 306 Visits
 - Facebook – 1,218 Fans
- **WIB Website – Internship/Apprenticeship Program Resource Page**
 - Revised draft to client 10/7. Under construction as of 3/14/14.
- **OJT Outreach** - :30 PSA continued to air on KCLU through 2/28/14

Employer Outreach – In Development

- **Employer Outreach Spring 2014 – Ventura County Grows Business** - In development as follows:
 - **:30 TV Testimonial Video**
 - Shoot scheduled for 3/20-21 to feature: Tru-Part, RSI Remediation, JetAir, PBS Biotech, Agnew Multilingual, AG Machining: Three vignettes will be selected for commercial; all will be featured on VCGB website and Facebook page.
 - **:60 Radio Spot** – Vignettes will be used to develop radio.
 - **:30 PSA** to be featured on KCLU
 - **New ½ Page Print Ads** – PCBT and San Fernando Valley Biz Journal
 - **Online banners** – Chambers, KCLU, VCStar, LA Times
 - **Eblasts** – Target Business Owners and Commercial Real Estate Agents
 - **Mailing** – Commercial Real Estate Agents
 - **Ventura County Mailing List** – Acquired a new VC employer list totaling 5,614.
 - **Collateral**
 - Update large resources mailer – See attached draft in process
 - Develop new 'postcard' flyer (TBD)
 - **Website** – Redesign to include
 - Focus on business services
 - Widget to highlight local business expos
 - Business Testimonials
 - **Facebook page** – Update as needed to best support the Spring campaign.
 - **Speakers Bureau** – Develop VCGB Business Services PPT and speakers bureau



WIB Outreach Update: January-February 2014

Youth Outreach

- **VC Jobs With a Future Website – January – February 2014**
 - 687 visits/622 visitors
 - 2.4 pages per visit/1.42 minute average visit duration
 - 46.43% bounce rate
 - 86.9% new visits

Youth Outreach in Development

- **Career Center Eblast** – Compiled list of local Career Center coordinators to share/promote VC Jobs With a Future resources.
- **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
- **Career Shops** - Posted January & February workshops on Facebook. Sent March workshop info on February 11.
 - Clips:
 - Santa Paula Times – March workshops
 - Coffee News – CalJOBS March 26 listing

General Outreach - Media Relations *WIB*

- **Prepared and sent WIB Awards nomination release** on January 28 to media and elected officials.
- **Gerhard Apfelthaler new board member release** – prepared and sent release on February 11 to media and to elected officials.
 - Clips:
 - Sespe Sun – posted Gerhard's release and photo February 11
 - Ventura Chamber – posted Gerhard's release and photo February 11
 - Camarillo Chamber – posted Gerhard's release February 11

General Outreach

- **WIB Facebook** – 188 Fans

General Outreach – In Development

- **Manufacturer's Survey** – Providing support for implementation of a region-wide survey
- **Manufacturing Curriculum Flyer/WIB Template** – On Hold
- **New WIB logo design** – On Hold
- **WIB "Business" Cards** – On Hold for WIB logo redesign
- **Expand WIB Photo Library** – As needed
- **VOS to Cal Jobs Transition** – Now anticipated on 5/5/14, Communication Plan – Pending



WIB Outreach Update: January-February 2014

General Support: Job Outlook: The following highlights local, state and national data in terms of NOT seasonally adjusted rates for January 2014:

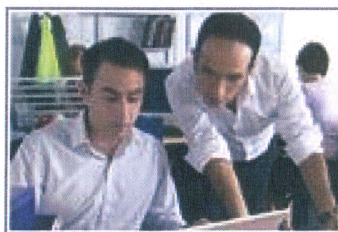
- **Ventura County increased .5%** from a revised 7.0% in December 2013 to 7.5% in January 2014 (January 2013 = 8.9%)
- **California increased .6%** from 7.9% in December 2013 to 8.5% in January 2014 (January 2013 = 10.3%)
- **U.S. increased .5%** from 6.5% in December 2013 to 7.0% in January 2014 (January 2013 = 8.5%)

The WIB Projects in Process summary is also attached, updated through 3/14/14.

Workforce Update



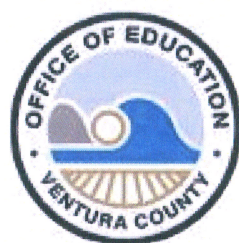
You Hire, You Train...We Pay



Here's a way to save money on training costs for new hires. Work with a job seeker enrolled in **On-the-Job Training (OJT)** that is funded by the Workforce Investment Board (WIB) under the Workforce Investment Act. OJT support is designed to offset

the cost of training for employers who take the time to train WIA job seekers in skills necessary to perform work in their companies. The no-fee service assists you with your training and recruitment needs and reimburses up to 50% of the trainee's gross wages for a negotiated period of time (determined by the skill level and required training). The OJT program is available through Ventura County's Job & Career Centers, a proud partner of the America's Job Center of California network. For further information, contact Raul Ornelas: Raul.Ornelas@ventura.org or 805.204.5168.

New Approach to Career Education



A significant change in California's K-12 education funding structure means that the Ventura County Office of Education Regional Occupation Program (ROP) is undergoing an exciting change. In addition to being renamed 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 businesses, as identified in the WIB's five-year Ventura County Regional Strategic Workforce Development Plan. These pathways have clear ties to post-secondary training options (such as adult school and community college programs), 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 California State University, Channel Islands to submit a federal grant application for an engineering program with specializations such as biotechnical engineering

Issue: January 2014

Workforce Investment Board of Ventura County

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](#).



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) (link this statement) account for

Workforce Investment Act (WIA) in Action



As a high school dropout lacking prior work experience, and as the mother of an 18-month-old, Katherine Herrera faced multiple challenges to making her way in the world. Katherine enrolled in the WIA-funded Youth Networked Services (YNS) program, where a PathPoint Youth Specialist helped her to enter the high school diploma program at Ventura Adult and

Continuing Education (VACE). To strengthen her experience in the workforce, Katherine completed YNS Work Readiness and Career Planning Workshops and an unpaid internship at Old Navy. Katherine then worked part-time in the Olive Beauty Salon in Camarillo - her very first paid employment position. She is participating in the Job and Career Center job club and 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.

WIB Members Reappointed

Members of the Workforce Investment Board (WIB) are appointed by the Board of Supervisors to administer federal funds and oversee workforce programs and services for job seekers, workers, youth, and employers in Ventura County. Three WIB members have been reappointed, and we thank them for their commitment and collaboration to growing a strong 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 International 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 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.

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

**Tune In
Workforce Wednesday**
Tom Spence
KVTB 1580-AM
Jan. 29 at 8:40AM

[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 Residence Inn,
Oxnard

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

Note: Feel free to join us at
any meeting of interest to
you!

www.wib.ventura.org



**Building Our
Future Workforce**

855 Partridge Drive
Ventura, CA 93003



Place Your Nominations Today!

2014 WIB Awards Nominations Open



The Workforce Investment Board of Ventura County (WIB) is seeking nominations for its 2014 Annual WIB Awards. Honorees will have demonstrated a strong commitment to advancing workforce development in Ventura County. The nomination deadline is March 14th. Winners will be announced at the WIB Annual Meeting on June 12th at the Ventura County Office of Education (5100 Adolfo Road, Camarillo).

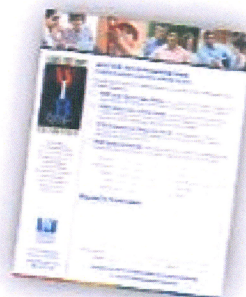
Nominate an individual, employer, organization or partnership in one or more of these categories:

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 business 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



For more information, contact Talia Barrera at (805) 477-5306, talia.barrera@ventura.org.

[Click Here to Nominate](#)

About the Workforce Investment Board



The Workforce Investment Board administers federal funds that help to support local Job & Career Centers (a proud partner of America's Job Center of California) and other free adult, youth, and employer programs and services in Ventura County. For more information, call 800-800-7705 or visit www.wib.ventura.org.



Place Your Nominations Before March 14!

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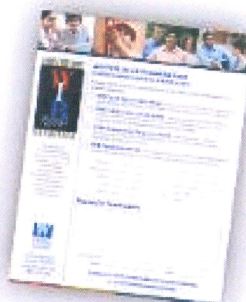
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WIB Leadership Award - for a role model whose efforts or accomplishments embody the spirit and purpose of workforce development in Ventura County



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[Click Here to Nominate](#)

About the Workforce Investment Board



The Workforce Investment Board administers federal funds that help to support local Job & Career Centers (a proud partner of America's Job Center of California) and other free adult, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit www.wib.ventura.org.

...to build a business
and live your life in Ventura County.



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DRAFT



Bringing People & Opportunities Together

www.wib.ventura.org

The best decision you ever made...




DRAFT

Locating a business in Ventura County has so many advantages, including the added perk of a terrific quality of life. We enjoy short commutes, stunning open space, and easy access to major California and global markets. Ventura County also has a highly educated workforce, financial stability, and some of the safest communities in America. What better place to build and expand your business? We hope that's exactly what you'll do and want to know how we can help.

"Grow Your Business"

It's more than a slogan. Key to our region's success is the ability of local businesses to have every opportunity to thrive and grow. Here are just a few of the resources available to support business growth in Ventura County:

Economic Development Collaborative - Ventura County

The Economic Development Collaborative - Ventura County (EDC-VC), facilitates partnerships and networking with 10 cities, the County of Ventura and private sector resources to promote business expansion through:

- Targeted loan fund programs
- Manufacturing industry assistance
- International trade education

Small Business Development Center

The Small Business Development Center (SBDC), hosted in Ventura County by EDC-VC, is part of a nationwide U.S. Small Business Administration program to provide business owners access to:

- Free professional business consulting and technical support
- Assistance with financial packaging
- Affordable training programs

America's Job Center of California™

Businesses have convenient, confidential access to free employer services that are offered through America's Job Center of California™. In Ventura County, these workforce development services include:

- Employee recruitment services
- Employer based on-the-job training
- Online access to qualified candidates

Let Us Know If You Need Anything

Economic development professionals throughout Ventura County are ready with answers to your business expansion questions. To learn more about how we can help your business, visit

VenturaCountyGrowsBusiness.com – 800-959-6395.



www.edc-vc.com
info@edc-vc.com

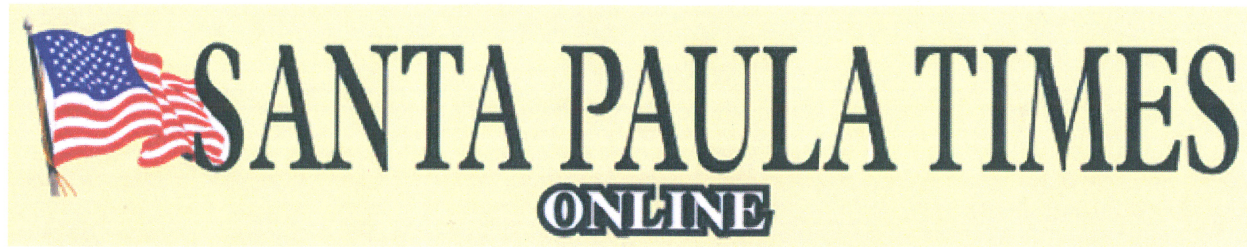


SBA Funded in part through Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.



America's Job Center
of California™

www.ventura-county-jcc.org
hsc-employer-services@ventura.org



Free Job & Career Workshops

Location: West Oxnard Job & Career Center , 635 S. Ventura Road, Oxnard
Contact tel.: 805-204-5171

Wednesday, March 12 - The Power of CalJOBS, 8:30 am – 12:00 noon - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Thursday, March 13 - Resumes that Sell, 8:30 am – 12:00 noon - Workshop providing hands-on assistance in completing a resume, cover and thank-you letters. Walk away with a portfolio that shows off professional skills and experience. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Friday, March 14 - Winning Interviews, 1:00 pm – 4:30 pm - Supplies the tools to make a lasting first impression when interviewing. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Friday, March 28 - The Power of CalJOBS, 1:00 pm – 4:30 pm - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Coffee News® (805) 813-0166

Wed, Mar 26: The Power of CalJOBS CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. Career Shops are offered at no cost to Job Seekers. Space is limited. 8:30 am – 12:00 noon at the East County Job & Career Center, 980 Enchanted Way, Simi Valley. Info and/or Registration (required): [805-955-2282](tel:805-955-2282)



News

Workforce Investment Board of Ventura County Adds CLU's Dr. Gerhard Apfelthaler
February 11, 2014



VENTURA, CALIF. -- The Workforce Investment Board (WIB) of Ventura County announced the addition of Dr. Gerhard Apfelthaler to its board. The Ventura County Board of Supervisors officially appointed Apfelthaler on February 4 for a three-year term.

Apfelthaler is Dean of the School of Management at California Lutheran University. "As an educator, the mission of the Workforce Investment Board resonates with me. Our economic environment is changing so fast that we can't leave individuals, companies or non-profit organizations (such as my own university) on their own. They need resources and networked solutions," says Apfelthaler. "I hope to bring very distinct viewpoints to the work of the Workforce Investment Board. Interacting with companies of all industries and sizes is an important part of my job and I look forward to sharing that understanding of the marketplace with the WIB."

"The WIB is fortunate to have board members from academia such as Gerhard who are passionate about their students and their future," says Cheryl Moore, WIB executive director. "As Dean of CLU's School of Management, Gerhard brings his desire and drive to see that local employer needs are met by those entering the workforce."

"It's very important for us to not only provide students with knowledge and skills in functional areas, but we need to go beyond. We need to help them learn how to think, how to never stop being curious, how to never stop learning, and how to function effectively in dynamic, changing settings. These sort of transferable skills will help employees to stay current and be

relatively independent of trends in the economy,” says Apfelthaler. “Employers often say that human resources are their most important asset. For many companies this is indeed true and they should make sure that it stays that way--by helping their employees to learn and to grow, even if the requirements of their current positions don't call for that.”

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

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The Sespe Sun

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The Workforce Investment Board (WIB) of Ventura County adds new board member

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

Items in Gray = Completed

Items in Green = On Hold

3/14/14

<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>
Workforce Update - May or June 2014	Creative Services	5-May	TBD	TBD	Agency to develop topic outlines draft for client review.	Waiting on Client Input
KVTA Workforce Wednesday - April 23: Topic TBD	Creative Services	24-Mar	18-Apr	23-Apr	Finalize topic/invite participants.	
KVTA Workforce Wednesday - March 26 What does it take to become a journeyman?	Creative Services	3-Mar	21-Mar	26-Mar	Participants Tony Skinner, Rodney Cobb, Discussion guide to client 3/17	Waiting for Client Feedback
Manufacturers Survey	Agency Services	17-Feb	n/a	n/a	Provide implementation assistance to countywide Cal Lu Manufacturers Survey	Waiting for Next Steps
Workforce Update - March 2014	Creative Services	17-Feb	14-Mar	24-Mar	Agency to develop topic outlines draft for client review. Draft to client week of 3/17	
March - June 2014 Career Shops	Agency Services	6-Feb	n/a	1-May	Develop & distributed Calendar Releases. March Complete.	
Speakers Bureau PPT Presentation	Agency Services	2-Jan	31-Mar	28-Apr	Develop PPT presentation for use at regional business and HR forums & associations.	
Ventura County Employer Mailing List	Agency Services	2-Jan	31-Mar	28-Apr	Acquire an updated mailing list target commercial business owners with Healthcare, Clean Green & Manufacturers segregated from main list	
Commercial Real Estate Broker Mailing	Creative Services	2-Jan	31-Mar	28-Apr	Develop cover letter/package to send VCGB resources mailer. Cover letter to client for review 3/11/4	Waiting for Client Feedback
Employer Outreach: TV :30	Creative Services	2-Jan	31-Mar	28-Apr	TV/Testimonial Shoot scheduled for 3/20/21	



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Employer Outreach: Radio :60	Creative Services	2-Jan	31-Mar	28-Apr	Develop :60 Script	
Employer Outreach: PSA :30	Creative Services	2-Jan	31-Mar	28-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	28-Apr	Update/Edit as needed to support new campaign.	
Employer Outreach: Banners	Creative Services	2-Jan	31-Mar	28-Apr	Develop online banners supporting Spring campaign.	
Employer Outreach: Print Ads	Creative Services	2-Jan	31-Mar	28-Apr	Develop print ad(s) as needed to support Spring Campaign	
Employer Outreach: Eblast	Creative Services	2-Jan	31-Mar	28-Apr	Create eBlasts (2 versions) targeting Business Owners and Commercial Real Estate Brokers	
Employer Outreach: Collateral	Creative Services	2-Jan	31-Mar	28-Apr	Update existing employer services mailer and develop a postcard version (TBD)	
Manufacturing Curriculum Flyer/WIB Template	Creative Services	2-Jan	n/a	TBD	Design "Manufacturing-Themed" template for newly approved Curriculum Chart. V1 to client 1/3. V2 to client. Change of direction 3 version of V3 to client week of 1/27	Waiting for Client Feedback
New WIB Logo Design	Creative Services	1-Nov	31-Jan	n/a	Version 3 set of designs to client 2/7/14	
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



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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
JCC Rebranding: America's Job Center	Creative Services	1-Nov	N/A	TBD	Window decals and co-branding resource it 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	Ventura County Career counselor list and email draft provided to client 3/11/14	Waiting on Client Input
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.	



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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.	
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	



Workforce Investment Board

Projects in Process: 13/14 New Program Year

3/14/14

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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	
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	



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On-The-Training: Banners	Creative Services	3-Dec	n/a	9-Jan	Completed 1/9/14	
On-The-Training: PSA Script	Creative Services	3-Dec	n/a	9-Jan	Completed 1/9/14	
VC Jobs With A Future: Radio Interviews	Agency Services	1-Dec	n/a	10-Jan	Coordinate interview with C. Moore and KVTA, KCAQ, KFYV. Completed 1/10/14	
Workforce Update - January 2014	Creative Services	2-Jan	10-Jan	14-Jan	Completed 1/14/14	
2014 WIB Call for Nominations	Press Release	15-Jan	n/a	28-Jan	Completed 1/28/14	
KVTA Workforce Wednesday - January 29: Baby Boomers Reinventing Themselves	Creative Services	2-Jan	15-Jan	29-Jan	Victoria Jump, Alex Rivera Completed 1/29/14	
2014 WIB Award Eblast	Creative Services	20-Jan	n/a	31-Jan	Develop/Distribute Call for Nominations Eblast Completed 1/31/14	
New WIB Board Member Release: Gerhard Apfelthaler	Press Release	4-Feb	n/a	12-Feb	Completed 2/11/14	
Career Shops - Q1 2014	Agency Services	1-Nov	n/a	1-Mar	Completed 2/17/14	Waiting on Feb/March Schedules
2014 WIB Award Eblast #2	Creative Services	24-Feb	n/a	3-Mar	Completed 2/26/14	
Employer Testimonials	Creative Services	2-Jan	n/a	21-Feb	Coordinate with EDC-VC and CSD to obtain a list of testimonial candidates for Spring outreach. Completed 2/24/14	
KVTA Workforce Wednesday - February 26: What does it take to get into manufacturing?	Creative Services	6-Feb	14-Feb	26-Feb	Greg Lui, Completed 2/26/14	Waiting for Client Feedback
Employer Outreach: Media	Agency Services	2-Jan	3-Feb	14-Mar	Completed 3/14/14	



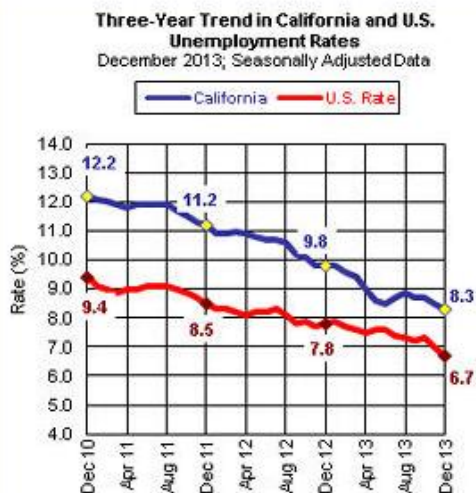
Workforce Investment Board of Ventura County

Job Outlook Report

December 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 - December

- Unemployment Rate: **8.3%** | -0.2
- Labor Force: **18,568,200** | -23,900
- Employment: **17,036,100** | +23,900
- Unemployment: **1,532,100** | -47,900
- Non Farm Jobs: **14,767,800** | +13,600
- UI Initial Claims: **310,075** | +31,221

CA NSA = 7.9 %

US NSA = 6.5%

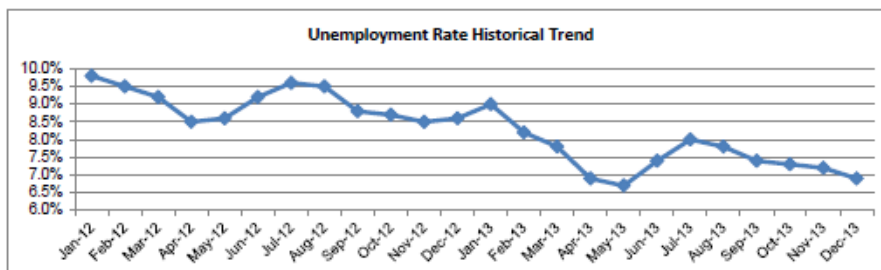
- California's unemployment rate decreased to 8.3 percent in December, and nonfarm payroll jobs increased by 13,600 during the month for a total gain of 922,500 jobs since the recovery began in February 2010, according to data released January 24th by the California Employment Development Department (EDD) from two separate surveys.
- In November, the state's unemployment rate was 8.5 percent, and in December 2012, the unemployment rate was 9.8 percent.
- Nonfarm jobs in California totaled 14,767,800 in December, an increase of 13,600 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, December 2012 to December 2013, shows an increase of 235,700 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 6.9 percent in December 2013, down from a revised 7.2 percent in November 2013, and below the year-ago estimate of 8.6 percent. This compares with an unadjusted unemployment rate of 7.9 percent for California and 6.5 percent for the nation during the same period.





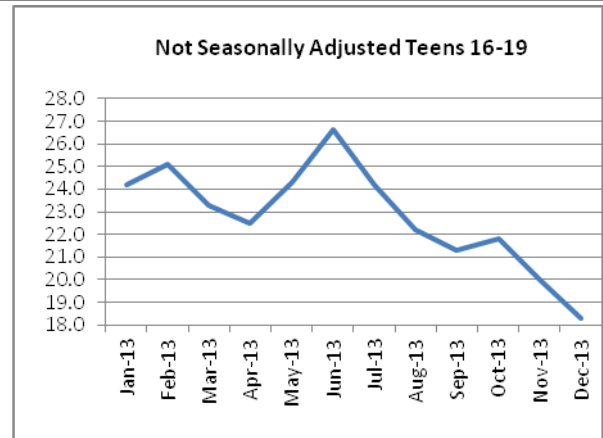
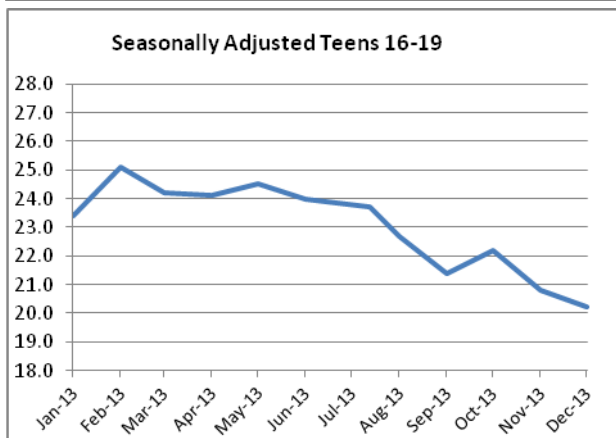
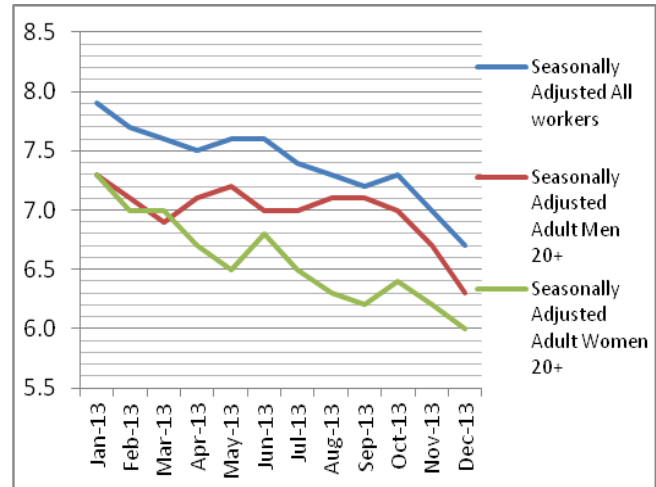
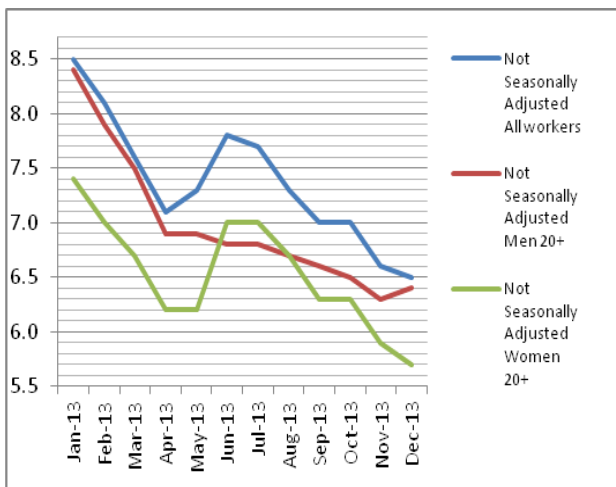
Workforce Investment Board of Ventura County

Job Outlook Report

December 2013

(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: DEC 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 number of unemployed persons declined by 490,000 to 10.4 million in December, and the unemployment rate declined by 0.3 percentage point to 6.7 percent. Over the year, the number of unemployed persons and the unemployment rate were down by 1.9 million and 1.2 percentage points, respectively.
- Among the unemployed, the number of job losers and persons who completed temporary jobs decreased by 365,000 in December to 5.4 million.
- The number of long-term unemployed (those jobless for 27 weeks or more), at 3.9 million, showed little change; these individuals accounted for 37.7 percent of the unemployed. The number of long-term unemployed has declined by 894,000 over the year.
- The civilian labor force participation rate declined by 0.2 percentage point to 62.8 percent in December, offsetting a change of the same magnitude in November. In December, the employment population ratio was unchanged at 58.6 percent. The labor force participation rate declined by 0.8 percentage point over the year, while the employment-population ratio was unchanged.
- In December, 2.4 million persons were marginally attached to the labor force, little changed from a year earlier. Among the marginally attached, there were 917,000 discouraged workers in December, down by 151,000 from a year earlier.





Workforce Investment Board of Ventura County Job Outlook Report December 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 January 18	January 11	Change	January 4	Prior Year ¹
Initial Claims (SA)	326,000	325,000	+1,000	330,000	343,000
Initial Claims (NSA)	411,678	532,698	-121,020	485,473	436,955
4-Wk Moving Average (SA)	331,500	335,250	-3,750	349,000	359,500
WEEK ENDING	Advance January 11	January 4	Change	December 28	Prior Year ¹
Ins. Unemployment (SA)	3,056,000	3,022,000	+34,000	2,861,000	3,166,000
Ins. Unemployment (NSA)	3,563,268	3,628,826	-65,558	3,290,122	3,711,100
4-Wk Moving Average (SA)	2,939,000	2,908,000	+31,000	2,871,750	3,204,250
Ins. Unemployment Rate (SA) ²	2.3%	2.3%	0.0	2.2%	2.5%
Ins. Unemployment Rate (NSA) ²	2.8%	2.8%	0.0	2.5%	2.9%

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

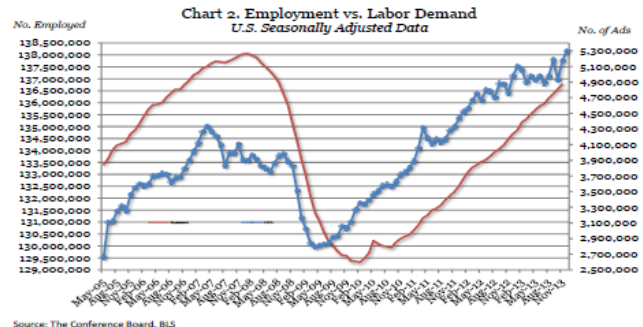
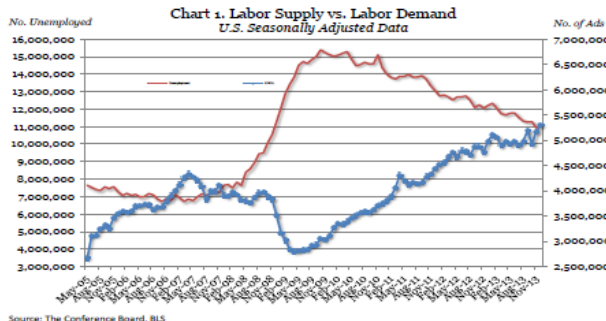
This report measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas.

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

Region	Number of unemployed people per online job posted
USA	2.11
California	2.79
Los Angeles	3.49

Red -
Unemployment

Blue - Help
Wanted Online





Workforce Investment Board of Ventura County

Job Outlook Report

December 2013

- Online advertised vacancies were up 125,600 in December to 5,297,100, according to *The Conference Board Help Wanted OnLine®* (HWOL) Data Series released January 8, 2014.
- The November Supply/Demand rate stands at 2.1 unemployed for each vacancy with a total of 5.7 million more unemployed workers than the number of advertised vacancies.
- December's rise brings the 2013 gain to 27,000/month with greater growth in the last six months.
- Demand rose in December in 36 of the 50 States.
- The overall demand for labor has hovered around 5 million per month in 2013. The largest numerical gains in the last half of the year in the services/production group were for sales workers (+126,400) and transportation workers (+48,300); however, production workers (+8,000) and construction workers (-10,500) showed disappointing results. In the professional category, the largest gains were for managers (+49,100) and healthcare professionals (+36,600).

(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX DECEMBER 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) increased in December. The index now stands at 115.76, up from 115.72 (an upward revision) in November. The ETI figure for December is 5.2 percent higher than a year ago.
- "Despite the disappointing job numbers for December, the improvement in the Employment Trends Index is signaling solid employment growth in the months ahead," said Gad Levanon, Director of Macroeconomic Research at The Conference Board. "With the labor force barely growing, partly due to the massive wave of baby boomers retiring, this job growth will continue to rapidly bring down the unemployment rate."

(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
12/27/13	The number of homes sold in Southern California dropped 14.2 percent from October to November, according to DataQuick. While seasonal factors played a part in the monthly decline, year-over sales comparisons showed a 10.4 percent drop from November of last year.
1/3/14	No report
1/10/14	UC Davis Graduates Face Brutal Job Market – Sacramento Bee: Millennial-generation college graduates are struggling to find jobs four- and-a-half years after the end of the recession. Nearly 16 percent of 18-to-29 year olds are unemployed; double the nation's overall jobless rate. Instead of finding their dream job, many grads have taken low-wage jobs that don't require a college education. Others are sheltering in graduate school and waiting for a better economy. Nearly two million young people have given up looking for jobs. Only two of 13 new UC Davis graduates interviewed by The Sacramento Bee had found jobs. Both majored in computer science, the major most in demand by employers.
1/17/14	According to an LA Times article: California sees a big tax boost in December. The state collected \$2 billion more in income taxes than expected in the first six months of the 2013-2014 fiscal year, according to the nonpartisan Legislative Analyst's Office. Income tax revenue is 8 percent above projections. Nearly three-quarters of the increase, \$1.4 billion, came in December.



Workforce Investment Board of Ventura County Job Outlook Report December 2013

1/24/14	J.C. Penney recently announced the closure of 33 underperforming stores, a move that will result in the layoff of 2,000 employees nationwide. The J.C. Penney furniture outlet located in Rancho Cucamonga, slated to close May 2014, is the only California location to be impacted by the shutdown.
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Relevant Articles

January 7, 2013, Huffington Post, "Millennial Unemployment: 2013 Outlook Grim According To Latest Jobs Report," Lindsay Wilkes-Edrington, http://www.huffingtonpost.com/2013/01/07/millennial-unemployment-2013-video_n_2428608.html

- The latest jobs report doesn't hold much promise for millennials looking for work.
- The overall unemployment rate for 18 to 29-year olds in December was 11.5 percent, according to the national, non-partisan organization Generation Opportunity, which analyzes the data specifically for that age range.
- David Pasch, Generation Opportunity's Director of Communications, told HuffPost Live Monday that those numbers don't even account for the 1.7 million young people who aren't counted by the Bureau of Labor Statistics anymore because they have given up looking for work.
- "If you were to actually factor those in, effectively 16.3 percent of 18 to 29-year-olds did not get up and go to work this morning," Pasch told HuffPost Live's Jacob Soboroff.
- Dan Schawbel, a managing partner for Millennial Branding, told HuffPost Live that jobs are available for millennials in high-growth industries like pharmaceuticals, construction, restaurants and technology.

January 2, 2014, Reuters.com, "Manufacturer's growth hits 11-month high: Markit," Steven C. Johnson, <http://www.reuters.com/article/2014/01/02/us-usa-economy-pmi-idUSBREA010HF20140102>

- U.S. manufacturing ended the year on a high note, growing in December at its fastest pace in 11 months, while the rate of job growth was the swiftest since March, an industry report showed on Thursday.
- Financial data firm Markit said its final U.S. Manufacturing Purchasing Managers Index rose to 55.0 last month, beating November's 54.7 reading and an initial December estimate of 54.4. A reading above 50 indicates expansion.
- A solid increase in output, for which the index rose to its highest mark in 21 months of 57.5 from 57.4 in November, boosted growth in the sector and increased demand for plants and machinery.
- The pace of hiring increased, with the employment sub-index rising to 54.0, its best showing in nine months, from 52.3 in November. Williamson said the index suggests manufacturing jobs are being created at a rate of about 20,000 per month.

December 31, 2013, Plan Advisor, "Employers Worried Over Retirement Surge," Kevin McGuinness, http://www.planadviser.com/Employers_Worried_Over_Retirement_Surge.aspx

- A survey of human resource executives by Challenger finds that 20% of companies say that as many as 50% of their workers are age 55 and older. About 30% of companies report that workers 55 and older accounted for 11% to 20% of their work force. Twelve percent of respondents say their companies do not track the portion of their work force nearing retirement age.
- "The latest data from the Bureau of Labor Statistics' job openings and labor turnover survey show that on average 366,000 American workers are voluntarily 'separating' from their employers each month due to retirement, disability or death. Workers who do stay in the work force may decide to leave their current employer for a new industry, a new geographic location, to work part time or volunteer. The point is, employers cannot count on their most experienced to stick around based on some national surveys," says Challenger.

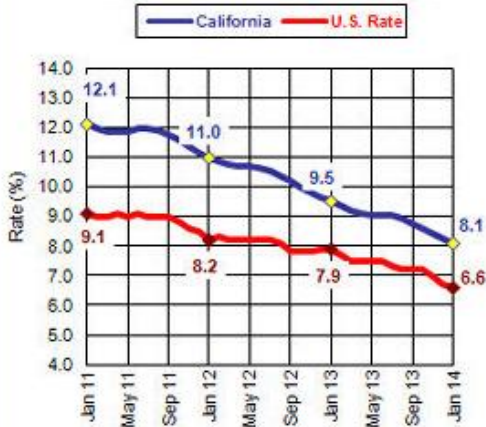


Workforce Investment Board of Ventura County Job Outlook Report January 2014

(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/>

Three-Year Trend in California and U.S. Unemployment Rates
January 2014; Seasonally Adjusted Data



Top Statistics - January

- Unemployment Rate: **8.1%** | **-0.2**
- Labor Force: **18,571,400** | **+21,100**
- Employment: **17,068,500** | **+50,600**
- Unemployment: **1,502,900** | **-29,500**
- Non Farm Jobs: **15,292,000** | **-31,600**
- UI Initial Claims: **30,500** | **-9,500**

CA NSA = 8.5 %

US NSA = 7.0%

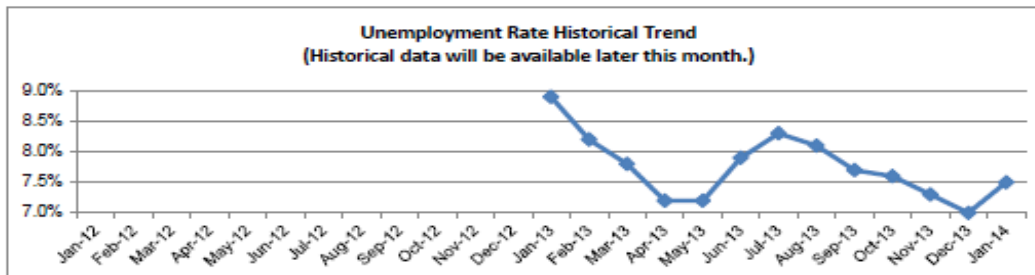
- California's unemployment rate decreased to 8.1 percent in January, and nonfarm payroll jobs decreased by 31,600 during the month for a total gain of 1,171,000 jobs since the recovery began in February 2010.
- The U.S. unemployment rate decreased to 6.6 percent in January.
- In December, the state's unemployment rate was 8.3 percent, and in January 2013, the unemployment rate was 9.5 percent.
- The year-over-year change, January 2013 to January 2014, shows an increase of 319,500 jobs (up 2.1 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 7.5 percent in January 2014, up from a revised 7.0 percent in December 2013, and below the year-ago estimate of 8.9 percent. This compares with an unadjusted unemployment rate of 8.5 percent for California and 7.0 percent for the nation during the same period.

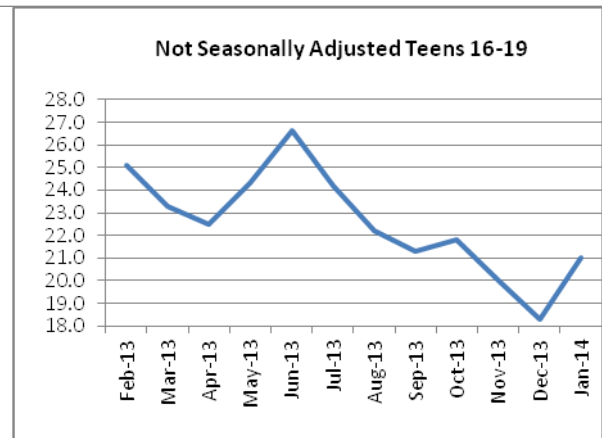
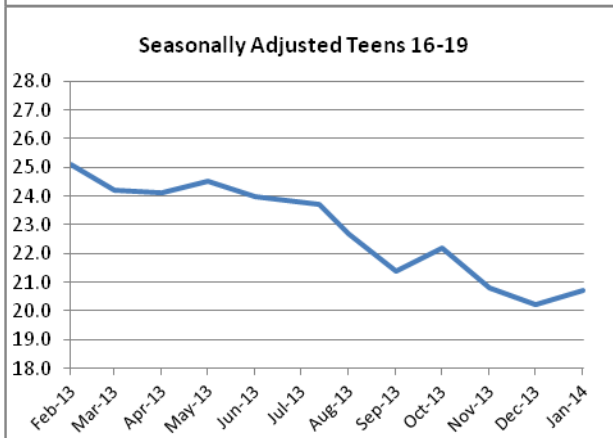
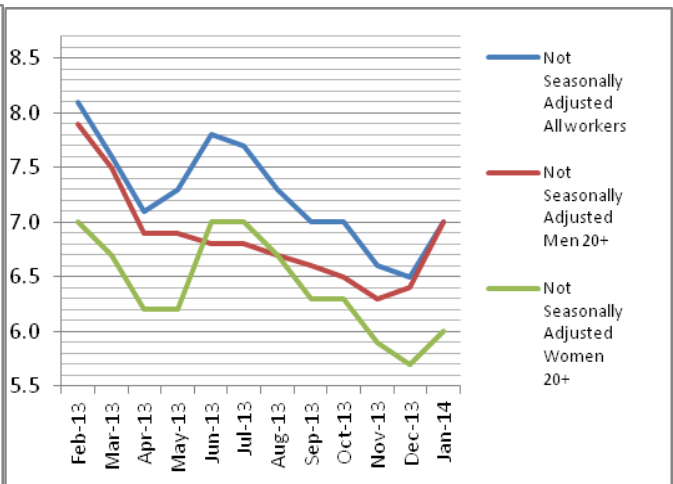
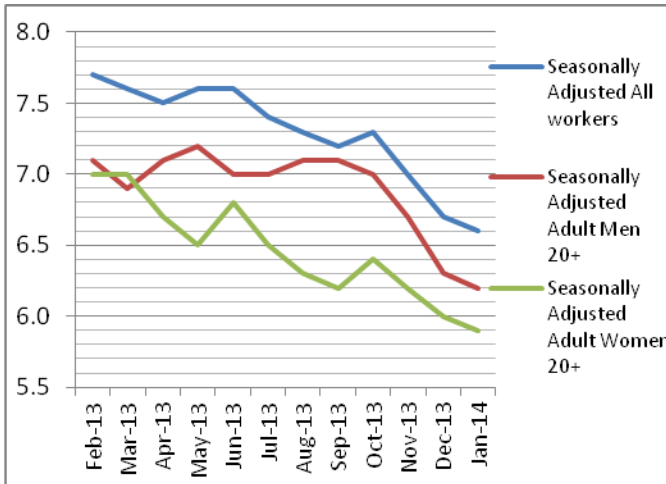




Workforce Investment Board of Ventura County Job Outlook Report January 2014

(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: JAN 2014: 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 113,000 in January. Employment grew in construction, manufacturing, wholesale trade, and mining.
- Both the number of **unemployed persons**, at 10.2 million, and the **unemployment rate**, at 6.6 percent, changed little in January. Since October, the jobless rate has decreased by 0.6 percentage point.
- The number of **long-term unemployed** (those jobless for 27 weeks or more), at 3.6 million, declined by 232,000 in January. These individuals accounted for 35.8 percent of the unemployed. The number of long-term unemployed has declined by 1.1 million over the year.
- After accounting for the annual adjustment to the population controls, the **civilian labor force** rose by 499,000 in January and the **labor force participation rate** edged up to 63.0 percent.
- Total employment, as measured by the household survey, increased by 616,000 over the month, and the **employment population ratio** increased by 0.2 percentage point to 58.8 percent.
- The number of persons employed **part time for economic reasons** (sometimes referred to as involuntary part-time workers) fell by 514,000 to 7.3 million in January.





Workforce Investment Board of Ventura County

Job Outlook Report

January 2014

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 March 1	Feb. 22	Change	Feb. 15	Prior Year ¹
Initial Claims (SA)	323,000	349,000	-26,000	334,000	340,000
Initial Claims (NSA)	317,183	311,481	+5,702	321,414	335,680
4-Wk Moving Average (SA)	336,500	338,500	-2,000	338,250	350,500
WEEK ENDING	Advance Feb. 22	Feb. 15	Change	Feb. 8	Prior Year ¹
Ins. Unemployment (SA)	2,907,000	2,915,000	-8,000	2,956,000	3,105,000
Ins. Unemployment (NSA)	3,380,582	3,328,422	+52,160	3,411,234	3,611,062
4-Wk Moving Average (SA)	2,927,750	2,942,500	-14,750	2,950,750	3,127,500
Ins. Unemployment Rate (SA) ²	2.2%	2.2%	0.0	2.3%	2.4%
Ins. Unemployment Rate (NSA) ²	2.6%	2.5%	+0.1	2.6%	2.8%

(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES JAN AND FEB 2014 REPORTS

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 January	Number of unemployed people per online job posted February
USA	1.96	2.08
California	2.64	2.79
Los Angeles	3.29	3.38

January Highlights

- Online advertised vacancies dipped in January to 5,232,000, according to *The Conference Board Help Wanted OnLine®* (HWOL) Data Series released February 5, 2014.
- The December Supply/Demand rate stands at 2.0 unemployed for each vacancy with a total of 5.1 million more unemployed workers than the number of advertised vacancies.
- In January, the flat growth for many professional workers contrasted with the increasing demand for service workers (where there were more unemployed workers). In the professional category, there were several ads (three advertised vacancies for every unemployed worker) in the higher-wage professional categories like computer workers and professional medical workers. The pattern is the opposite in service/production jobs, where there are three or more unemployed workers for each job in the lower-paid service/production categories, including food service workers, personal care and building maintenance workers.



Workforce Investment Board of Ventura County

Job Outlook Report

January 2014

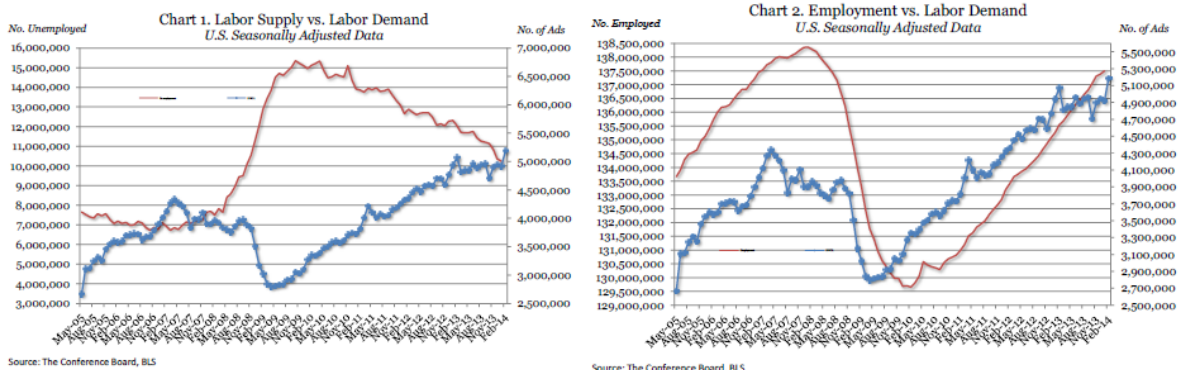
- In January, the West was the area that posted the largest drop, a decline of 15,100. The largest State, California, was down 18,300 in January.

February Highlights

- Online advertised vacancies were up 268,100 to 5,186,200 in February, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series** released March 5. The February Supply/Demand rate stands at 2.1 unemployed for each vacancy with a total of 5.3 million more unemployed workers than the number of advertised vacancies.
- The February data brightens the demand for service occupations like transportation, healthcare support and office work; however, for these occupations there are still two to three unemployed competing for each advertised vacancy. By contrast, for the high-demand computer and healthcare professional jobs there is notable evidence of worker shortages with three or more advertised vacancies for each unemployed worker.
- The **West** posted the next largest February gain, 77,200, with two of the largest States (California, up 35,600, and Washington, up 20,200) contributing over 70 percent of that region's gains.

Red -
Unemployment

Blue - Help
Wanted Online



(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX JANUARY 2014

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) increased in January. The index now stands at 116.61, up from 115.62 (downwardly revised) in December. This represents a 6.0 percent gain in the ETI compared to a year ago.
- "Despite weak job reports in December and January, the Employment Trends Index is not signaling a slowdown in employment growth," said Gad Levanon, Director of Macroeconomic Research at The Conference Board. "We expect solid job growth and rapid declines in the unemployment rate to continue in the coming months."



Workforce Investment Board of Ventura County

Job Outlook Report

January 2014

(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
2/7/14	NBCUniversal Sheds 164 Jobs in Burbank – Burbank Leader Many employees of the NBCUniversal studio located in Burbank have been issued a layoff notice. The company is eliminating a number of its production positions as a result of The Tonight Show relocating to its new home in New York City. Layoffs will begin in February and continue through early April. GenCorp Announced Nationwide Workforce Reductions – Sacramento Business Journal GenCorp notified its employees that the company will be reducing its nationwide workforce by 5 percent. The cuts are intended to address workforce redundancies which are the result of the \$550 million acquisition of Pratt & Whitney Rocketdyne to form Aerojet Rocketdyne.
2/14/14	No Southern CA articles
2/21/14	Websense is Moving to Texas A \$4.5 million incentive package convinced San Diego-based software company, Websense, to move its operations to Austin, Texas. Texas Governor Rick Perry visited San Diego to promote cash incentive deals and his state's low regulations and lack of state income tax in an effort to lure California business. The Websense move will cost the San Diego area approximately 445 jobs.
2/28/14	Los Angeles City Council Proposes Wage Hike for Hotel Workers – Los Angeles Times Union activists and the hotel industry are preparing to battle over a proposal by city council members to increase the minimum wage for hotel workers in Los Angeles from the statewide minimum rate of \$8 an hour to \$15.37. The legislation would apply to 87 hotels with 100 rooms or more.
3/7/14	RadioShack Store Closures Affect California – USA Today California will lose hundreds of jobs as a result of the impending closure of 1,100 underperforming RadioShack stores. The company is closing 565 stores in California, the largest number of closings in any single state, followed by Texas with a loss of 408 stores. Closures may result in job losses to nearly 10,000 employees nationwide, although the company plans to offer positions in other locations to some of its affected employees.

Relevant Articles

March 7, 2014, Reuters, "U.S. Job Growth offers upbeat sign for weather-beaten economy," Lucia Mutikana, <http://www.reuters.com/article/2014/03/07/us-usa-economy-idUSBREA2515Q20140307>

- U.S. job growth accelerated sharply in February despite the icy weather that gripped much of the nation, easing fears of an abrupt economic slowdown and keeping the Federal Reserve on track to continue reducing its monetary stimulus.
- Employers added 175,000 jobs to their payrolls last month after creating 129,000 new positions in January, the Labor Department said on Friday. The unemployment rate, however, rose to 6.7 percent from a five-year low of 6.6 percent, as Americans flooded into the labor market to search for work.
- The report also showed the largest increase in average hourly earnings in eight months and the payrolls count for December and January was revised up to show 25,000 more jobs created during those months than previously reported.



Workforce Investment Board of Ventura County

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March 5, 2014, Providence Journal, "Aid Cuts have hit nearly 2 million long-term unemployed," Jake Grovum, <http://www.providencejournal.com/breaking-news/content/20140305-aid-cuts-have-hit-nearly-2-million-long-term-unemployed.ece>

- Almost 2 million Americans who have been out of work for longer than six months have missed out on extended unemployment benefits since Congress allowed the program to expire in December, according to a new analysis of U.S. Department of Labor data.
- If the program is not reinstated before April, states and their unemployed workers will have missed out on more than \$5 billion in federal money, according to the analysis. Previous government and private-sector analyses have estimated that the cuts could cost as many as 240,000 jobs if they continue through the end of 2014.
- The total number of those missing benefits includes those who were receiving extended benefits when the program expired in December, as well as those who have exhausted state jobless benefits in the months since and would have been eligible for extended benefits.

February 10, 2014, Bloomberg, "Boomers Turn On, Tune In, Drop Out of U.S. Labor Force," Victoria Stilwell, <http://www.bloomberg.com/news/2014-02-10/boomers-turn-on-tune-in-drop-out-of-u-s-labor-force.html>

- The share of Americans in the labor force, known as the participation rate, is hovering around an almost four-decade low as the population ages and discouraged job seekers give up looking for work. Federal Reserve research shows retirees are at the forefront of the recent exodus, which blunts the impact of policy aimed at boosting the economy and workforce.
- In the two years ended 2013, 80 percent of the decrease in labor force participation was due to retirement, according to calculations by Shigeru Fujita, a senior economist at the Federal Reserve Bank of Philadelphia. And while the number of discouraged workers rose sharply during and after the recession, the group's ranks have been roughly unchanged since 2011.
- Workers 55 years old and older are projected to make up 25.6 percent of the labor force in 2022, versus 20.9 percent in 2012, according to a Bureau of Labor Statistics report. U.S. residents in that age group had a participation rate of 40.3 percent last year, compared with 81 percent for those 25 to 54, considered prime working years. For Americans 65 and older, the rate is 18.7 percent, up from 12.5 percent two decades ago.

February 8, 2014, UPI.com, "Pressure on wages is not there and raises are thin," http://www.upi.com/Business_News/2014/02/08/Pressure-on-wages-is-not-there-and-raises-are-thin/UPI-51231391871697/#ixzz2vCpd36Qr

- When job gains are slow, raises for U.S. workers are sluggish, the Labor Department's January Employment Situation report indicated.
- The New York Times reported Saturday that wages were up 1.9 percent in 2013, well below the 2008 rate of 3.5 percent. It is also far short of the 3.8 percent average from the two decades that preceded the 2007-2009 recession, the Times said.
- Figuring in inflation gives the 1.9 percent gain a sobering reality check. With inflation figured in, wages in 2013 rose 0.4 percent, the Times said.
- "We won't see stronger wage growth until unemployment gets below 6 percent and we begin adding 200,000 jobs a month," Ethan Harris, co-head of global economics at Bank of America [Merrill Lynch](#) told the Times.
- The unemployment rate dropped from 6.7 percent to 6.6 percent in January on the addition of 113,000 jobs. But most of the gain was provided by workers so long unemployed that they are statistically not counted as looking for work anymore.
- Economist had expected 180,000 new jobs in January. In the previous month, data was similar with 75,000 jobs added to the economy, far fewer than expected. That translates to little pressure on employers to raise wages.
- There appears to be an obvious discrepancy among workers who are well educated and those who are not. The unemployment rate for college graduates, those with high school diplomas and those without high school diplomas is 3 percent, 6.5 percent and 9.6 percent, respectively.



WIB Economic Retention
May/June 2014

Paid
Value-add
Value-add full LA DMA

3/17/14

Medium	Description	Week of								Total			
		5/5	5/12	5/19	5/26	6/2	6/9	6/16	6/23	Wks	Cost	Impressions	Total Value
Email list procurement													
Businesses in VC	List Purchase											TBD	\$2,290
Cable TV: Time-Warner and FiOS													
AMC	M-SU 6a-mid	14	14	14		14	14	14					
CNN	M-SU 6a-6p	14	14	14		14	14	14					
CNN	M-SU 4p-mid	12	12	12		12	12	12					
FXNC (Fox News)	M-SU 6a-6p	14	14	14		14	14	14					
FXNC (Fox News)	M-SU 4p-mid	12	12	12		12	12	12					
MSNBC	M-SU 6a-mid	14	14	14		14	14	14					
MSNBC	M-SU 4p-mid	14	14	14		14	14	14					
HIST	M-SU 4p-mid	10	10	10		10	10	10					
FSPT (Fox Sports Prime Ticket)	M-SU 4p-mid	14	14	14		14	14	14					
FSW (Fox Sports)	M-SU 6a-mid	14	14	14		14	14	14					
TWCS (Time Warner Cable Sports)	M-SU 6a-mid	14	14	14		14	14	14					
BIO (Biography)	M-SU 6a-mid	14	14	14		14	14	14					
ESQ (Esquire)	M-SU 6a-mid	14	14	14		14	14	14					
FXN	M-SU 6a-mid	14	14	14		14	14	14					
GOLF	M-SU 6a-mid	14	14	14		14	14	14					
H2 (History 2)	M-SU 6a-mid	14	14	14		14	14	14					
ID (Investigative Discovery)	M-SU 6a-mid	14	14	14		14	14	14					
MIL (Military)	M-SU 6a-mid	14	14	14		14	14	14					
NGC (Nat'l Geo)	M-SU 6a-mid	14	14	14		14	14	14					
	Adults 18+ 13.4% 3.8x	258	258	258		258	258	258		6		1,902,582	\$37,304
	Adults 35-64 13.8% 3.7x												
Radio													
KCLU - 88.3-FM NPR		1	1	1	1	1	1	1	1	8		341,600	
7x Marketplace Morning, Marketplace & All Things Considered		1	1	1		1	1	1		6		289,200	\$3,150
KVTA-1590 AM News/Talk	9 pd, 6 n/c=15/week	1	1	1		1	1	1		6		192,000	\$5,430
Print and Online													
Pacific Coast Business Times	4/C 1/2 pg	1	1	1		1				4		12,800	\$6,680
	Web banner 300x250		1				1			2		30,000	\$2,638
	Logo across online section head									1			\$3,176
San Fernando Valley Biz Journal	4/C 1/2 pg									4		25,000	\$13,600
	Value-add web 300x250, 728x90		1				1			2		5,000	\$175
LATimes.com - Business Section	300x250, 728x90 in VC & SFV	1	1	1	1	1	1	1	1	8		707,500	\$9,000
VCStar.com - Business Section	300x250 & 728x90	1	1	1	1	1	1	1	1	8		167,200	\$2,510
Chamber websites/eLetters	Cam, Conejo, Ox, SV, Ventura									2		40,600	\$2,457
Facebook	Cost-per-click												\$425
	Total campaign										\$57,046	3,713,482	\$88,835

156%