



WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday, May 21, 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: March 19, 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: 2013-2014 Summary (Q3) <ul style="list-style-type: none">• General Outreach• Employers• Youth	Heidi Hayes
9:25 a.m.	6.0 2014 WIB Awards: Update	Talia Barrera
9:30 a.m.	7.0 2014-2015 Meeting Calendar	Committee Members
9:35 a.m.	8.0 Ventura County Regional Strategic Development Plan: Update	Talia Barrera
9:55 a.m.	9.0 Committee Member Comments	Committee Members
10:00 a.m.	10.0 Adjournment	Brian Gabler

Next Meeting

July 16, 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

March 19, 2014

MINUTES

Meeting Attendees

Marketing Committee

Brian Gabler, Chair
Jim Faul, Vice Chair
Will Berg
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: January 15, 2014

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)
 - VCGB 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

May 21, 2014 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative – Ventura County (EDC-VC)

1601 Carmen Drive, #215, Camarillo, CA

MEMORANDUM



DATE: May 21, 2014
TO: WIB Outreach Committee Meeting
FROM: Christy Norton/Community Services Department Marketing Services
RE: WIB Outreach Committee February-March 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: 7/1/2013-3/31/2014
Total workshops	128	132	60
Total attendance	723	953	437

Job & Career Center One-Stop System	PY 11/12 Totals:	PY 12/13 Totals:	Current Year-to-Date Totals: 7/1/2013-3/31/2014
Unique visits detail:			
Job & Career Center One Stop System	42,000	41,089	24,384
Resource Centers	43,721	42,106	24,267

Job & Career Center Resource Centers	PY 11/12 Totals:	PY 12/13 Totals:	Current Year-to-Date Totals: 7/1/2013-3/31/2014
Duplicated visits detail:			
Job and Career Center One Stop System	88,321	82,656	46,967
Resource Centers	81,980	78,418	44,733

VOS New Customer Registrations

VOS New Customer Registrations:	PY 11/12 detail:	PY 12/13 detail:	Current PYTD detail as of: 7/1/2013-3/31/2014
Demographics			
Age 16-19	383	450	285
Age 20-29	1332	1729	940
Age 30-49	1692	2243	1184
Age 50-59	821	1123	577
Age 60-69	366	451	173
Age 70+	33	93	22
Males	2194	2946	1333
Females	2288	3149	1565
Camarillo, Somis	453	622	218
Ventura, Ojai, Oak View	1261	1528	679
Simi Valley, Moorpark	359	590	328
Santa Paula, Fillmore, Piru	308	288	150
Oxnard, Port Hueneme	1596	2291	1128
Thousand Oaks, Westlake, Newbury Park	263	483	209
Canoga Park	1	3	5
Oak Park, Agoura Hills, Calabasas	32	45	28
Total	13,351	18,024	8824

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

Referred to VOS Website by:

													PY 13/14
	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	16	20				209
Rapid Response Services	15	34	1	155	24	0	0	34	0				263
Business Colleague	3	3	0	1	1	7	4	3	2				23
Friend	31	41	47	44	55	83	57	62	55				475
Job and Career Center	255	191	180	221	184	144	151	125	207				1658
Job Fair	2	0	3	2	1	3	2	2	3				18
Newspaper	0	1	1	0	1	3	0	0	0				6
Radio Ad	1	0	1	2	3	0	0	2	2				11
Television Ad	0	0	0	1	0	0	0	0	1				2
Trade show/conference/event	0	0	0	1	0	0	0	1	1				3
Other referral source	83	61	68	59	48	55	47	36	48				505
Total referred by detail:	420	347	329	520	340	316	282	281	339				3174

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 Recruitments	31	2	5	5	1	3	2	7	6					31
Total Number of Job Seekers who attended the various Employer Recruitments	1090	18	51	42	8	50	10	272	99					550

Job and Career Center Events Information:

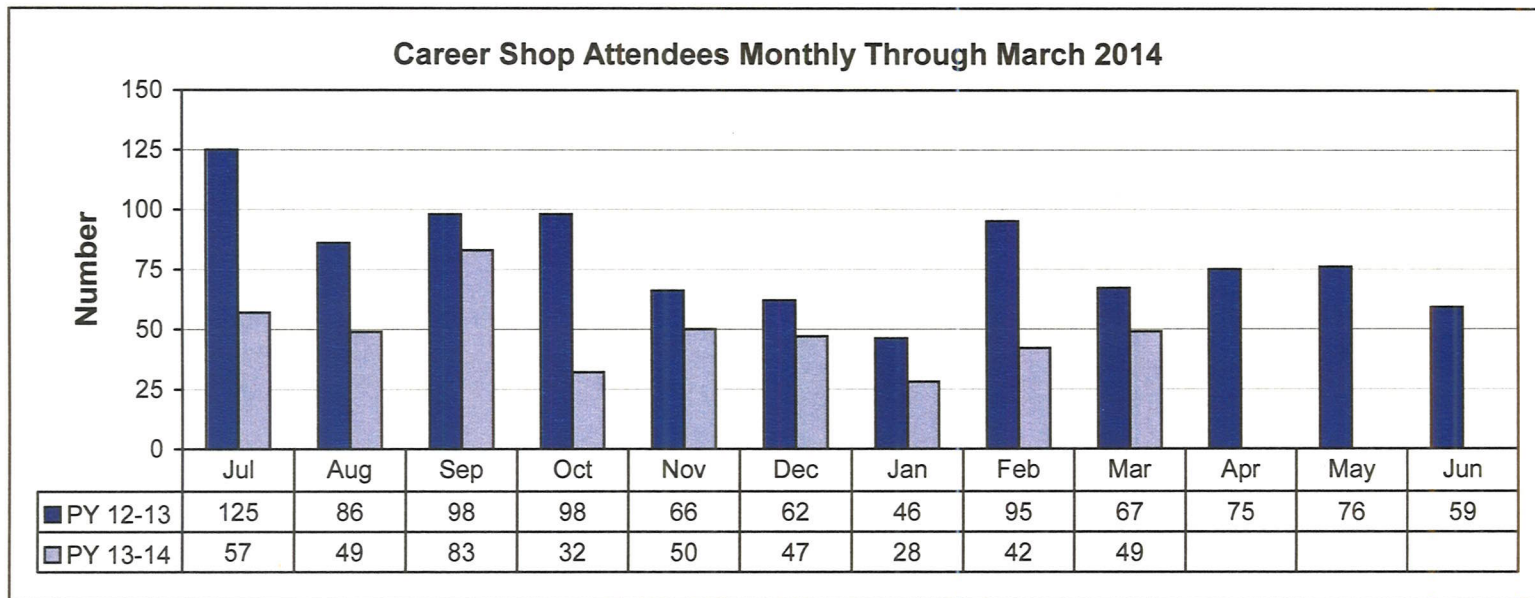
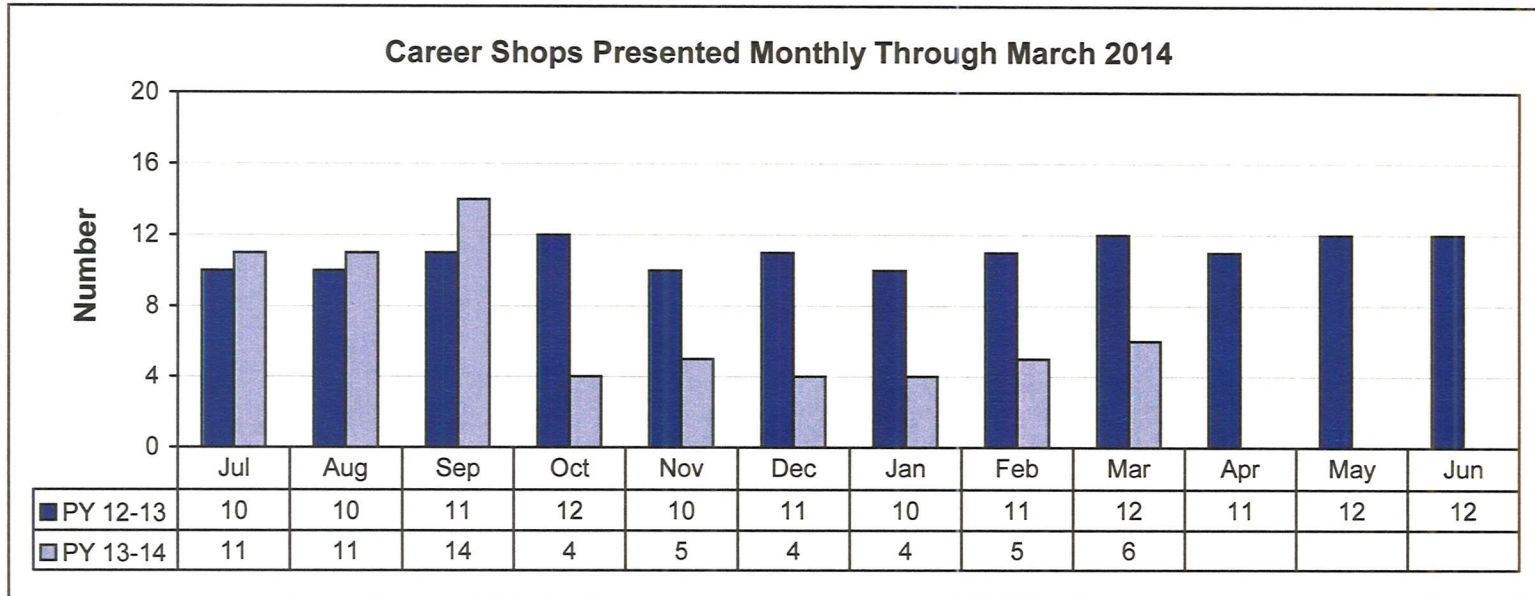
Month/Date of Event:	Purpose of event participation:	Promotional outcomes:
2/8/2014	CASA of Ventura County of Ventura Job Search and Training Presentation	Provide Job and Career Center presentation for employment services information.
2/12/2014	West County Employer Advisory Council Meeting and Networking function	Provide Job and Career Center representation in order to promote business and employer services.
2/14/2014	Oxnard Union High School District 29 th Annual Student Career Fair	Provide Job and Career Center employment services information.
2/17/2014	Community Health and Job Fair City of Ventura event	Provide Job and Career Center employment services information.
2/19/2014	East County Employer Advisory Council Meeting and Networking function	Provide Job and Career Center representation in order to promote business and employer services.
2/20/2014	Attend the Sunrise Simi Valley Rotary Club meeting	Provide Job and Career Center employment services representation and connectivity regarding the club's vocational training project.
2/26/2014	Manufacturing Roundtable of Ventura County event	Provide Job and Career Center representation in order to promote business and employer services.
3/19/2014	East County Employer Advisory Council Meeting and Networking function	Provide Job and Career Center representation in order to promote business and employer services.

800 Employment Services and Employer Services Line:

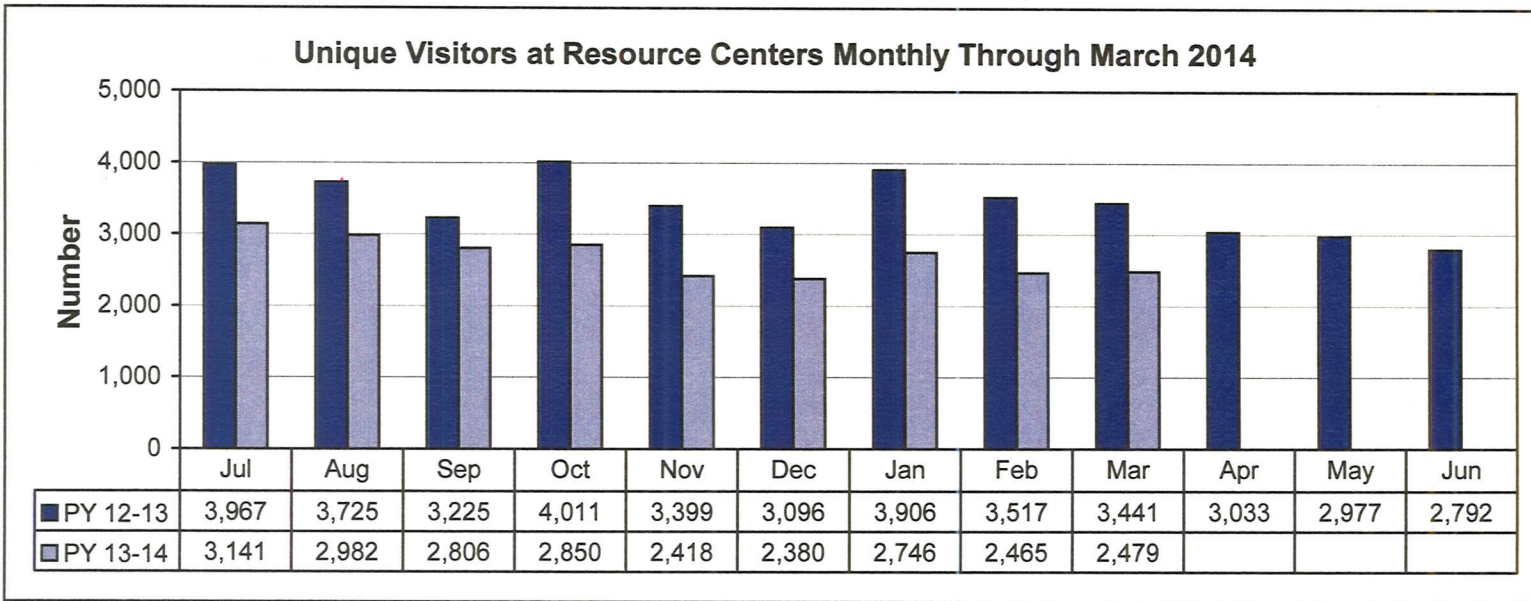
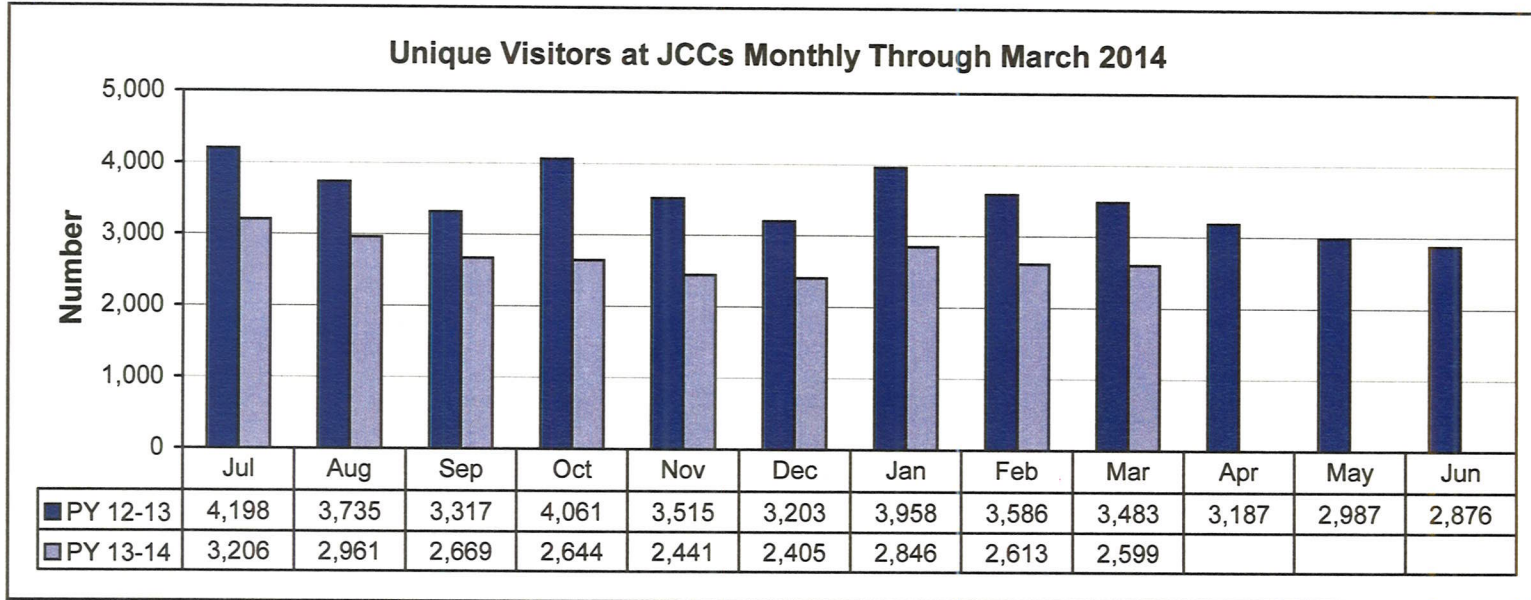
800 Line Employer/Employment Services Report for February 2014					
BY "REFERRED BY"	#	%	BY CITY	#	%
TV	1	#DIV/0!	CAMARILLO	1	10.00%
ONLINE	0	0.00%	OXNARD	1	10.00%
NEWSPAPER	0	0.00%	FILLMORE	0	0.00%
FRIEND	2	20.00%	THOUSAND OAKS	1	10.00%
RADIO	1	10.00%	SIMI VALLEY	3	30.00%
FLYER/BROCHURE	3	30.00%	VENTURA	3	30.00%
JCC	0	0.00%	SANTA PAULA	0	0.00%
SCHOOL	0	0.00%	PORT HUENEME	0	0.00%
OTHER	3	30.00%	MOORPARK	0	0.00%
TOTALS	10	#DIV/0!	WESTLAKE VILLAGE	1	10.00%
BY SERVICE REQUESTED		%	TOTALS	10	100%
CAREER SHOPS	0	0.00%	JOB SEEKER #s	EMPLOYER #s	
EMPLOYMENT	4	40.00%	8	2	
ORIENTATION	3	30.00%			
SERVICES INFO	0	0.00%			
OTHER	0	0.00%			
ONLINE JOB SEARCH	0	0.00%			
TRAINING	3	30.00%			
TOTALS	10	100%			

800 Line Employer/Employment Services Report for March 2014					
BY "REFERRED BY"	#	%	BY CITY	#	%
TV	0	0.00%	CAMARILLO	1	11.11%
ONLINE	1	11.11%	OXNARD	4	44.44%
NEWSPAPER	0	0.00%	FILLMORE	0	0.00%
FRIEND	2	22.22%	THOUSAND OAKS	1	11.11%
RADIO	1	11.11%	SIMI VALLEY	1	11.11%
FLYER/BROCHURE	2	22.22%	VENTURA	1	11.11%
JCC	0	0.00%	SANTA PAULA	0	0.00%
SCHOOL	2	22.22%	PORT HUENEME	0	0.00%
OTHER	1	11.11%	NEWBURY PARK	1	11.11%
TOTALS	9	100%	OJAI	0	0.00%
BY SERVICE REQUESTED	#	%	TOTALS	9	100%
CAREER SHOPS	0	0.00%	JOB SEEKER #s	EMPLOYER #s	
EMPLOYMENT	2	22.22%	7	2	
ORIENTATION	3	33.33%			
SERVICES INFO	0	0.00%			
OTHER	3	33.33%			
ONLINE JOB SEARCH	0	0.00%			
TRAINING	1	11.11%			
TOTALS	9	100%			

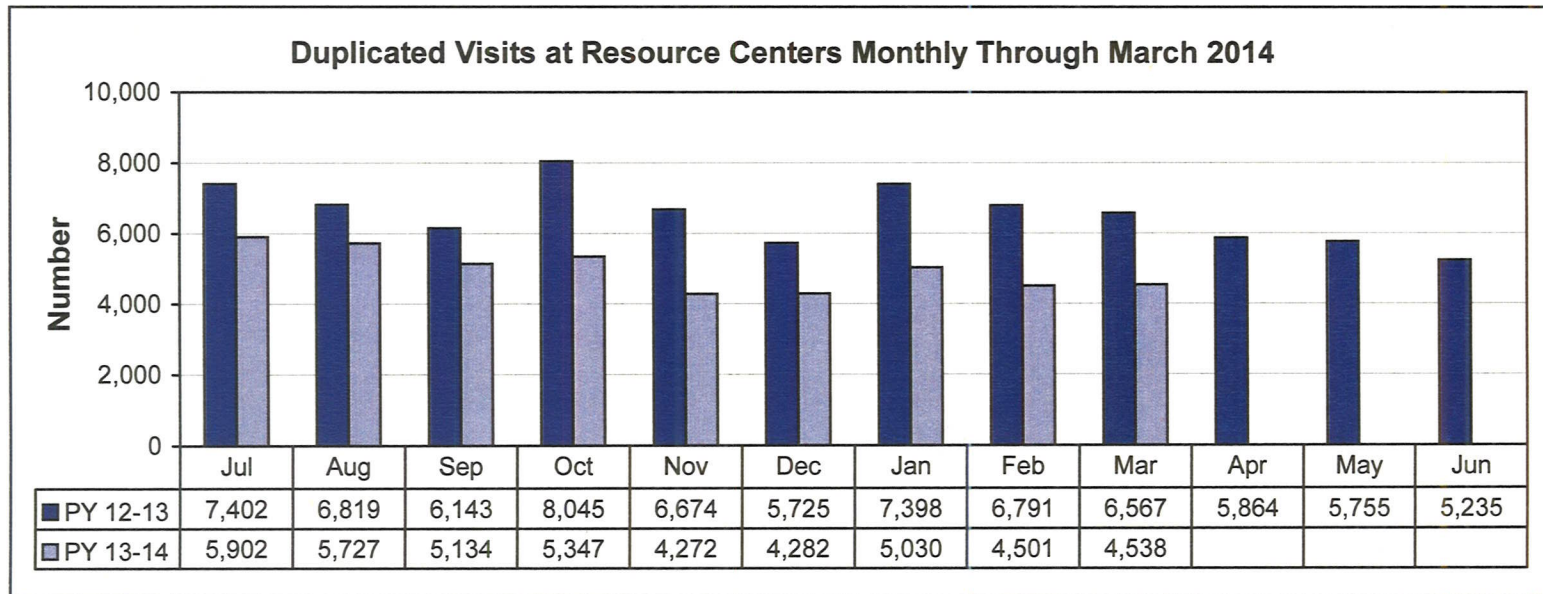
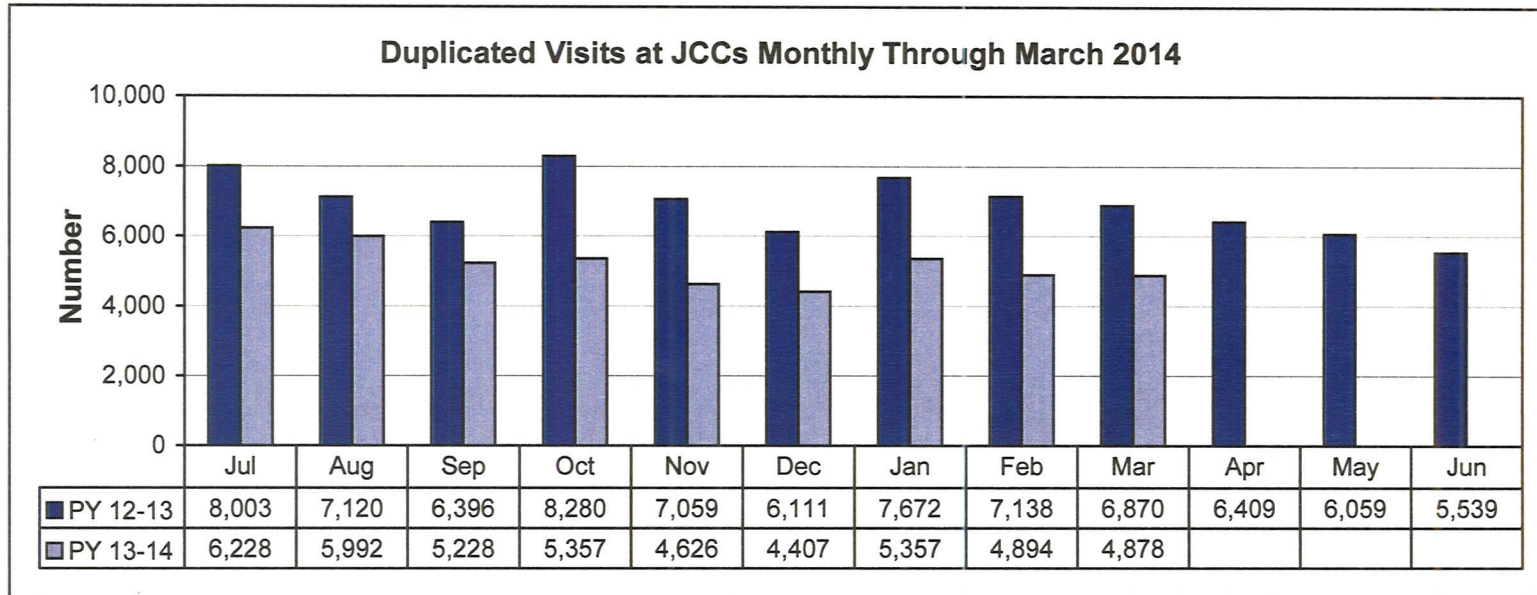
Career Shops Presented and Career Shop Attendance



Unique Visitors at JCCs and Resource Centers



Duplicated Visits at JCCs and Resource Centers





vcgb-150x300.jpg



vcgb-175x200.jpg



vcgb-230x160.jpg



vcgb-245x257.jpg



vcgb-300x250.jpg



vcgb-300x600.jpg



vcgb-320x50.jpg



vcgb-480x60.jpg



vcgb-600x75.jpg

Trupart • JetAir • RSI • PBS Biotech • Agnew Multilingual • AG Machining
Watch their stories at venturacountygrowsbusiness.com



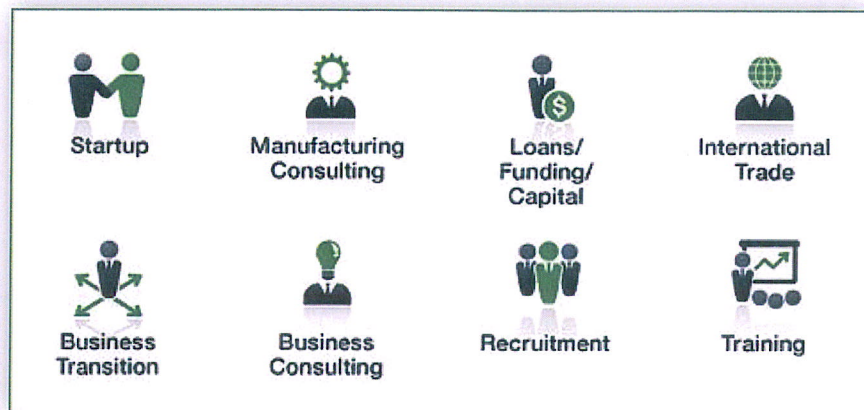
We Helped Them Grow

Local Business Resources

As a commercial real estate broker, you are on the front line of moving businesses into and around Ventura County. Fortunately, Ventura County has a strong network of no-cost and low-cost resources to help your clients thrive and grow.

Easy Online Access

In Ventura County, we offer easy access to business resource information and links—all in one place: www.venturacountygrowsbusiness.com. If you would like free copies of Ventura County Grows Business outreach materials to share with your clients, [please let us know](#).



Ventura County Grows Business is a collaborative regional initiative for business expansion and retention.



venturacountygrowsbusiness.com

800-959-6395

In partnership with the Workforce Investment Board of Ventura County

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Workforce Investment Board | 855 Partridge Drive | Ventura | CA | 93003



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Watch their stories at venturacountygrowsbusiness.com



We Helped Them Grow

Local Business Resources

Whether it's meeting the challenge of finding critical financing, qualified employees, or increasing operational efficiencies, Ventura County has a strong network of no-cost and low-cost resources to ensure your company has every opportunity to thrive and grow. These include:



In Ventura County, we offer easy access to business resource information and links—all in one place: www.venturacountygrowsbusiness.com.

Ventura County Grows Business is a collaborative regional initiative for business expansion and retention.



venturacountygrowsbusiness.com

800-959-6395

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Ventura County Grows Business

Commercial Real Estate Broker Letter Final

April 8, 2014

Dear Commercial Real Estate Broker:

We want to help your business grow! The Ventura County Grows Business (VCGB) business expansion and retention initiative is an ongoing collaborative effort led by the Workforce Investment Board of Ventura County (WIBVC), in partnership with city economic development efforts. This outreach campaign is designed to connect with businesses that are committed to locating or expanding their operations in Southern California—and to retain those businesses in Ventura County.

In Ventura County, we are fortunate to have a strong network of no-cost and low-cost business resources that collaborate to enhance the economic vitality of the region. The attached brochure provides a summary of services offered, including:

- Access to Capital
- Professional Business Consulting
- Employment Services

The VCGB outreach materials can serve as a tool to educate clients on the benefits of the robust resources available in Ventura County.

We invite you to visit www.venturacountygrowsbusiness.com. If you would like more information or additional materials, please let us know. We appreciate your support and the work you do in helping Ventura County Grow Business.

HR organizations (such as SHRM, PIRHRA) – Talia to facilitate
PIRHRA – Ventura County

Topics: <http://www.pihra.org/displaycommon.cfm?an=2>

Jeanne Mays – Ventura County Chair

d10@pihra.org

Karla Ksan - Programs & Professional Development Chair

Vice President of Human Resources - TestEquity LLC. Moorpark, CA.

800-950-3457 (no email listed)

National Human Resources Association – Ventura County

<https://www.humanresources.org/website/c/?page=affiliate&id=8>

Lynne Krueger – Program Chair

programs.venturacounty@humanresources.org

Employer Advisory Council:

Western Ventura County Employer Advisory Council

<http://www.wvceac.net/aboutus.php>

Holds monthly luncheons and half-Day seminars

Jodi Davis - Chairperson

805-382-8627

P.O. Box 52012, Oxnard, CA 93031

Eastern Ventura County Employer Advisory Council

<http://www.eastventuraeac.org/>

Hold luncheon seminars – monthly except for July and August

info@EastVenturaEAC.org

2060 East Avenida de Los Arboles, #D215, Thousand Oaks, CA 91362-1376

Business organizations, including Rotary Clubs, etc.

Ventura County Economic Development Association

<http://www.vceda.org>

Looks like just special events

Darlene Ruz – Vice President

805-676-1332

darlene@vceda.org

National Association of Women Business Owners (NABO), Ventura County Chapter

<http://www.nawbovc.org/>

805-728-1644

Looks like just special events

Alison Balter - Program Director

InfoTech Services Group

Programs@nawbovc.org

Ventura County Collaboration of Agriculture, Labor and Business

<http://www.colabvc.org>

Holds special events throughout the year

Lynn Gray Jensen - Executive Director

805-633-2291

execdirector@colabvc.org

Ventura County Professional Women's Network

<http://www.vcpwn.org/>

2nd Thurs of the month Jan – Nov, 5:30 pm

Micki Rickard - Special Events Chair

805-797-5936

micki@alohalocksmith.com

<http://www.vcpwn.org/node/20>

Rotary Club of Camarillo

<http://www.clubrunner.ca/Portal/Home.aspx?cid=2821>

Wednesdays at Noon

Programs Chair - [Kimberley Gibas](#)

Rotary Club of Conejo Valley

<http://www.clubrunner.ca/Portal/Home.aspx?cid=1776>

2nd and 4th Fridays at 7 am

President - [Sue Duffy](#) (no Program Chair listed)

Rotary Club of Moorpark

<http://www.clubrunner.ca/Portal/Home.aspx?cid=2188>

Fridays at noon

Programs Chair - [Don McAlister](#)

Rotary Club of Moorpark Morning

<http://www.clubrunner.ca/Portal/Home.aspx?cid=4436>

Thursdays at 7 am

Program Co-Chair - [Adam Haverstock](#)

Program Co-Chair - [Claude Dodson](#)

Rotary Club of Thousand Oaks Sunrise

<http://www.clubrunner.ca/Portal/Home.aspx?cid=2841>

Thursdays at 7 am

Program Chair - [Bob Dempster](#)

Rotary Club of Ojai

<http://portal.clubrunner.ca/2843>

Fridays at noon

Club Programs Chair - [Ian C. MacLean](#)

Rotary Club of Ojai West

<http://www.rotaryojaiwest.org/>

Tuesdays at 7 am

President - Nick Oatway (no Program Chair listed)

beebyrg@gmail.com

Rotary Club of Oxnard

<http://www.oxnardrotary.com/>

Tuesdays at 12:10 pm

Program Chair - Bert Partida

info@oxnardrotary.org

Rotary Club of Santa Paula

<http://www.clubrunner.ca/Portal/Home.aspx?cid=1877>

Mondays at noon

President - [Richard Araiza](#) (no Program Chair listed)

Rotary Club of Simi-Sunrise

<http://www.rotaryclubofsimisunrise.org/test/>

Thursdays at 7 am

Program Chair - Larry Borovay

Rotary number: 805-517-9000 (no email for Larry or phone number, this is the Rotary's general number)

Rotary Club of Simi-Sunset

<http://www.simisunsetrotary.org/>

Tuesdays at 7 pm

President - Dan Burbach (no contact info, no Program Chair listed)

info@simisunsetrotary.org (no other email listed)

Rotary Club of Simi Valley

<http://www.simivalleyrotary.org/>

Tuesdays at noon

President - [John Lindsey](#) (No Program Chair listed)

info@simisunsetrotary.org

Rotary Club of Thousand Oaks

<http://www.thousandoaksrotary.org/>

Thursdays at 12:10 pm

President - [Carol Freeman](#) (no Program Chair listed)

Rotary Club of Ventura East

<http://rotaryventuraeast.org/>

Thursdays at noon

President - [Tim Hughes](#) (no Program Chair listed)

Rotary Club of Ventura

<http://www.clubrunner.ca/Portal/Home.aspx?cid=2868>

Wednesdays at noon

Program Chair - [Mike Anderson](#)

Rotary Club of Westlake Village

<http://portal.clubrunner.ca/2314>

Wednesdays at noon – 3rd Wed club members only

President - [Jeanne Archer](#) (no Program Chair listed)

Rotary Club of Westlake Village Sunrise

<http://portal.clubrunner.ca/2873>

Fridays at 7 am

Programs - [John Grace](#) (I know John has booked speakers through the end of his term, June 30)

Chambers of Commerce**Great Conejo Valley Chamber of Commerce**

<http://www.conejochamber.org/>

Education & Workforce Development Committee – meets monthly – first Thursday?

<http://chamber.conejochamber.org/events/details/education-committee-03-06-2014-1996>

Chair - Adam Haverstock

805-370-0035

[Send an Email](#)

Ventura Chamber of Commerce

<http://venturachamber.com/>

Economic Development Committee – First Thursday of the month at 7:30 am

<http://venturachamber.com/who-we-are/committees/economic-development-committee/>

Inquiries - Vadim Simakov

vsimakov@ventura-chamber.org.

Camarillo Chamber of Commerce

Camarillo Chamber Communicator

www.camarillochamber.org

Economic Development Committee – meets first Tuesday of the month at 8 am

Richard Wagner - Chair

Business Advocacy Committee

Hosts the annual Business & Legislators Forum, the State of The City Luncheon, and other Legislative Series events.

Committee Chair - Gary Cushing, Chamber, President/CEO

805-484-4383, ext. 8

ceo@camarillochamber.org

Oxnard Chamber of Commerce

www.oxnardchamber.org

Monthly executive committee and board of directors meetings

Business Advocacy Committee

http://www.oxnardchamber.org/chamber-information/business_advocacy_committee.aspx

Committee Chair - Suzanne Scar

805-983-6118

805-654-0590 (Central Coast Imaging Solutions, no email)

Simi Valley Chamber of Commerce

<http://www.simivalleychamber.org/>

Economic Development Committee

(web page is under construction)

805-526-3900 - chamber phone number

Santa Paula Chamber

www.santapaulachamber.com

Economic Development Committee

<http://www.santapaulachamber.com/ChamberCommittees.htm>

Chair: Connie Tushla

Info@santapaulachamber.com

805-525-5561 – chamber phone number

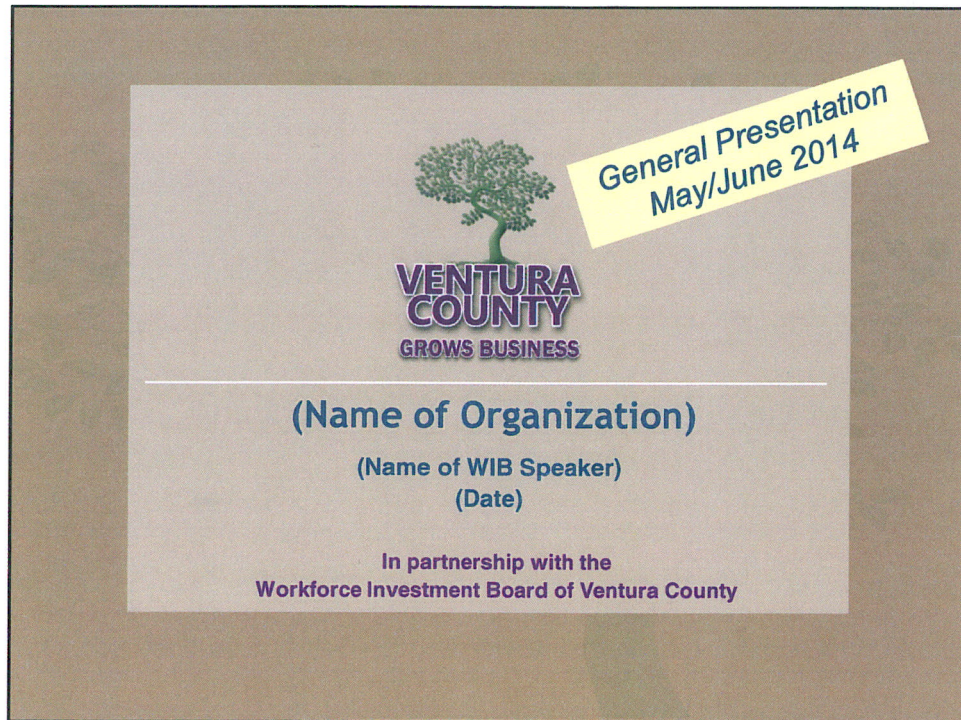
Moorpark Chamber of Commerce

www.moorparkchamber.com

Economic Development – holds a meeting the fourth Thursday of the Month

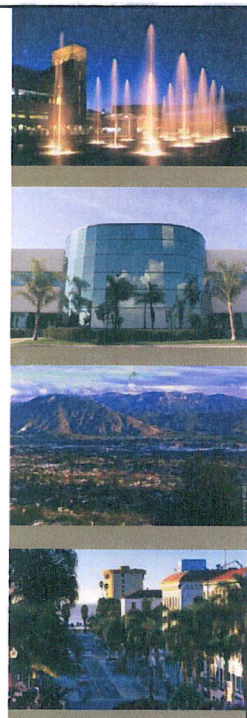
805-529-0322 – chamber phone number

info@MoorparkChamber.com



About the Workforce Investment Board of Ventura County (WIB)

- Public board of 36 leaders from business, labor, education, economic development, government, and community-based organizations
- Appointed by the Ventura County Board of Supervisors to...
- ✓ Administer federal Workforce Investment Act (WIA) funds in Ventura County.
- ✓ Provide oversight for WIA programs/services to benefit employers, job seekers, and youth.
- ✓ Facilitate regional collaboration, alignment, and leveraging of private and public workforce development resources in support of business needs.



Ventura County Regional Strategic Workforce Development Plan 2013-2017



Vision

The Ventura County region will have a high-quality, appropriately skilled workforce that is ready and able to support the changing business needs of employers in a dynamic, competitive, global economic environment.

The regional workforce strategy will include ongoing skills attainment that is supportive of regional growth industry sectors and clusters and enabled by a braided, leveraged workforce system that addresses business-driven demands and worker needs for well-paid, steady employment.



Ventura County Regional Strategic Workforce Development Plan 2013-2017



Five-Year Goals

1. Business and Industry: Meet the workforce needs of high-demand sectors in the Ventura County regional economy.
2. Adults: Increase the number of adults obtaining an industry-recognized credential/degree and a related sector job.
3. Youth: Increase the number of high school graduates ready for post-secondary education and/or career.
4. System Alignment and Accountability: Support workforce development system alignment, service integration, and continuous improvement.



WIB Employer Outreach for Business Services and Retention



Purpose

Connect employers with no-cost and low-cost resources in Ventura County to support business retention, growth, and economic vitality

Regional Platform

Ventura County Grows Business

"Grow Your Business, Live Your Life"

www.venturacountygrowsbusiness.com



Ventura County Business Resources - All in One Place



Startups



Manufacturing Consulting



Loans Funding Capital



International Trade



Business Transition



Business Consulting



Recruitment



Training



www.venturacountygrowsbusiness.com

Regional Partners for Business Support

- Workforce Investment Board of Ventura County (
- America's Job Center of California (AJCC/WIB)
- Economic Development Collaborative-Ventura County (EDC-VC)
- Economic Development Roundtable
- Small Business Development Center (SBDC)
- Service Corps of Retired Executives (SCORE)
- Women's Economic Ventures (WEV)
- Ventura County Economic Development Association (VCEDA)
- Chambers of Commerce
- City and County Government Agencies
- Education: P-12, Adult Schools, Community Colleges, Universities
- Labor Organizations
- Community-Based Organizations
- Business and Professional Associations



www.venturacountygrowsbusiness.com

Business Services: Recruitment



America's **Job Center**
of California™



- Online job posting service 24/7
- Pre-screened candidates
- Hosted job recruitments at AJCCs
- Job matching
- Meeting facilities for interviews
- Referrals of adults for unpaid internships and youth for WIA-paid internships

"Working with the WIB to find competent employees who have the skills that we need is huge."

Shane Prukop, CEO, Trupart Manufacturing



8

Testimonial: Trupart Manufacturing

**Businesses in
Ventura County grow!**

This is how...

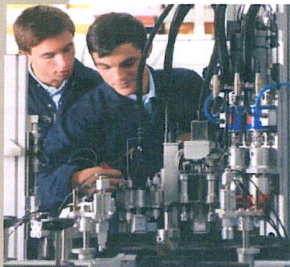


9

Business Services: Training



America's **JobCenter**
of California™



On-the-job, customized training at employer sites

- Job training and coaching
- Industry-specific training
- Skill enhancement
- Career workshops

Employer reimbursement for employee training

- New and current employees
- Subsidized up to 50% of gross wages for employees in training
- Results in higher productivity and retention

"The resources that we were exposed to were incredibly helpful in continuing to nourish talent through educational and training programs."

Ashish Shah, COO, VSolvit



10

Business Services: Transitions



- Confidential customized transition planning (Rapid Response)
- Layoff aversion information and services
- Dislocated worker support services
- Downsizing/closure management



America's **JobCenter**
of California™

EDC Economic Development
COLLABORATIVE
VENTURA COUNTY

**CALIFORNIA
SBDC**
Los Angeles Regional Network



www.venturacountygrowsbusiness.com

11

Business Services: Consulting



- Targeted loan fund programs and access to capital



- Manufacturing industry assistance and outreach



- International trade education (Global Entrepreneur Training in Trade program)



EDC Economic Development
COLLABORATIVE
VENTURA COUNTY



"I was pleasantly surprised when I found there were services available that were very low cost or free."

Brian Lee, President, PBS Biotech

12

Business Services: Consulting



- Confidential professional consulting and business support
- Assistance with financial packaging
- Affordable training programs
- Events, classes, and workshops

*"Because of their help, we were introduced to capital.
The quality of the SBDC service has been excellent."*

Mike Joy, President, Remediation Service, Int'l



13

Testimonial: Remediation Service, Int'l

**Businesses in
Ventura County grow!**

This is how...



14

Business Services: Employer Testimonials



AG Machining

Remediation Service, Int'l

Agnew Multilingual

Trupart Manufacturing

JetAir

VSolvit

PBS Biotech

www.venturacountygrowsbusiness.com



Testimonial: AG Machining

**Businesses in
Ventura County grow!**

This is how...



Get Involved - Regional Sector Initiatives



Manufacturing
Committee



Healthcare
Committee



Clean/Green
Committee



www.wib.ventura.org

17

ABOUT VENTURA COUNTY

COMMUNITIES

BUSINESS DEVELOPMENT

TESTIMONIALS

KEY CONTACTS

GALLERY



We helped them grow.

Discover no-cost and low-cost resources to help your business grow.

Click to see how.



UPCOMING
BUSINESS EXPOS

Join Our Email List

For Email Marketing you can trust.



We're here for a reason.

Rarely does a business location provide the unique combination of infrastructure, skilled workforce, financial stability, market access, affordability and the quality of life that's available in Ventura County. Click on videos below to hear what these businesses have to say about their company's best decision.



How can we help you?

Whether it's meeting the challenge of finding critical financing, qualified employees, or increasing operational efficiencies, Ventura County offers a number of no-cost and low-cost resources to help your business grow. Click the icons below for more information about the wide variety of resources available.



Startup



Manufacturing
Consulting



Loans Funding
Capital



International
Trade



Business
Transition



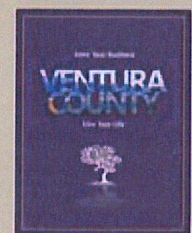
Business
Consulting



Recruitment



Training



Click here for Business Location Guide pdf

Camarillo Acorn

2014-03-14 / Community

Workshop focuses on jobs

The West Oxnard Job and Career Center will present the Power of CalJOBS Career Shop from 8:30 a.m. to noon Wed., April 9 and from 1 to 4 p.m. Fri., April 25 at 635 S. Ventura Road, Oxnard.

The workshop will explain CalJOBS, an online resource that allows users to search for jobs, build resumes, access career resources and find information on education and training programs.

Career Shops are offered at no cost to job seekers. Prior registration is required.

For information or to enroll, call (805) 204-5171.

For TDD/TT inquiries, call (800) 735-2922.

Auxiliary aids and services are available upon request to individuals with disabilities.



Free Career Workshops

Tuesday, April 1 - Wednesday, April 30, 2014

Free Career Shops For Job Seekers - presented throughout April by the Ventura County Job & Career Centers with support from the Workforce Investment Board and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. For complete descriptions of the different workshops, upcoming dates and locations, call 800-500-7705 or go to www.venturacountyjcc.org and click on "Career Shops." Space is limited so prior registration is required.

Event Start Time:

Event End Time:

West Oxnard Job & Career Center

635 S. Ventura Road

Oxnard, CA 93030

[Google Map](#) - See more at:

<http://www.kdar.com/events/default.aspx?id=49549#sthash.ptePicu6.dpuf>



Free Career Workshops

Community Events

0 0 0 0

Thursday, May 1 - Saturday, May 31, 2014

Free Career Shops For Job Seekers - presented throughout May by the Ventura County Job & Career Centers with support from the Workforce Investment Board and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. For complete descriptions of the different workshops, upcoming dates and locations, call 800-500-7705 or go to www.venturacountyjcc.org and click on "Career Shops." Space is limited so prior registration is required.

Event Start Time:

Event End Time:

West Oxnard Job & Career Center

635 S. Ventura Road

Oxnard, CA 93030

[Google Map](#) - See more at:

<http://www.kdar.com/events/default.aspx?id=49991#sthash.qY11XV7f.dpuf>



[Free Job & Career Workshops](#)

Location: West Oxnard Job & Career Center

Contact tel.: 805-204-5171

Wednesday, April 9 - 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, April 10 - 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, April 11 - 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, April 25 - The Power of CalJOBS, 1:00 pm – 4:00 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.

Spanish language workshops:

Friday, April 11 - Tecnicas para la Búsqueda de Trabajo (Job Search Techniques), 8:30 am – 12 noon - Presentado por Los Centros de Empleos y Carreras Esta sección de 3 a 4 horas está diseñada para personas que están buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicación, técnicas de cómo usar el teléfono apropiadamente para buscar empleo y como usar la red del Internet para buscar empleo. También aprenderá técnicas apropiadas para hacer una entrevista. 805-204-5171.

Career Shops are presented in partnership with Ventura County Job & Career Centers and are sponsored by the Human Services Agency and the Workforce Investment Board. Equal opportunity Employer/Program/Service – TDD/TT Inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individual with disabilities.



May 14, 2014, 8:30

[Free Job & Career Workshop](#)

Location: West Oxnard Job & Career Center , 635 S. Ventura Road, Oxnard

Contact tel.: 805-204-5171

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. Career Shops are presented in partnership with Ventura County Job & Career Centers and are sponsored by the Human Services Agency and the Workforce Investment Board.

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01

May

2014

Free Job & Career Workshops

varies 635 S. Ventura Road, Oxnard, Ca

Oxnard

Free Career Shops For Job Seekers - presented throughout May by the Ventura County Job & Career Centers with support from the Workforce Investment Board and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques.

For complete descriptions of the different workshops, upcoming dates and locations, call 800-500-7705 or go to www.venturacountyjcc.org and click on "Career Shops." Space is limited so prior registration is required.

Career Shops are presented in partnership with Ventura County Job & Career Centers and are sponsored by the Human Services Agency and the Workforce Investment Board. Equal opportunity Employer/Program/Service – TDD/TTY Inquiries call 1 (800) 735-2922.

Event Free Job & Career Workshops



Event Map

Event Information

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.

Description

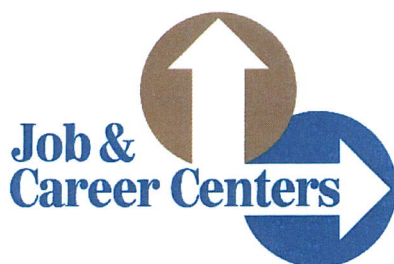
Friday, March 14 - Winning Interviews, 1:00 pm – 4:30 pm - Supplies the tools to make a lasting first impression when interviewing. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

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.

Date [03/12/14](#) to [03/28/14](#) - Mon, Tue, Wed, Thu, Fri
Place No Location Available
Phone 805-204-5171
Website [click here](#)

Free Job & Career Workshops

Event Photo



Event Information

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

Description at 805-204-5171 to enroll. Free Career Shops For Job Seekers - presented throughout April by the Ventura County Job & Career Centers with support from the Workforce Investment Board and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. For complete descriptions of the different workshops, upcoming dates and locations, call 800-500-7705 or go to www.venturacountyjcc.org and click on "Career Shops." Space is limited so prior registration is required.

Date [04/09/14](#) to [04/09/14](#) - Wed

Time 8:30 A.M. - Noon

Place No Location Available

Phone 805-204-5171

Website [click here](#)

Business happenings

Staff Reports

Saturday, April 26, 2014

VENTURA COUNTY

Workshops to help with job search

Free workshops for job seekers will be offered in May. Topics include résumé writing and interview techniques.

The workshops are sponsored by the Ventura County Job & Career Centers with support from the Workforce Investment Board and the Human Services Agency of Ventura County.

Advance registration is required. For descriptions of the workshops, dates and locations, call 800-500-7705 or visit <http://www.venturacountyjcc.org> and click on “Career Shops.

BABY BOOMER GENERATION • LECTURES & EDUCATION

Social Security? Learn the importance of the timing of your application, which can significantly impact your lifetime benefits and your financial security. \$12. Camarillo Health Care District, 3639 Las Posas Rd., Camarillo. For registration, call 388-1952 ext. 100.

CONEJO SENIOR SINGLES

Wed., 7 p.m. Stop by to meet other single people age 55+, make some new friends, and share experiences. New location, Goebel Senior Adult Center, 1385 E. Janss Rd., T.O. For more information, call 494-9863.

SIMI VALLEY FRIDAY NIGHT SENIOR DANCE

Mar. 14, 7:30-10 p.m. Waltz, Foxtrot, Tango, ChaCha, Rumba, Swing, Line Dance. Adults of all ages welcome. Refreshments and door prizes. \$7. Simi Valley Senior Center, 3900 Avenida Simi, Simi Valley. 583-6363.

PROTECT YOURSELF FROM SCAMS AND FRAUD

Mar. 18, 10 a.m.-2 p.m. Presented by Ventura County Adult Abuse Prevention Council and Simi Valley Public Library. For seniors and caregivers/family members of seniors. A light lunch provided. Free. RSVP by Mar. 8. vcaapc@gmail.com Held at Simi Valley Library, 2969 Tapo Canyon Rd., Simi Valley. For more information, 526-1735.

MANDELA: LONG WALK TO FREEDOM, MOVIE & LUNCH

Mar. 31, registration deadline, Apr. 3, noon, event. Ages 55+ are invited for a Easter Ham style lunch followed by a movie. \$5. Space is limited. Pleasant Valley Senior Center, 1605 E. Burnley St., Camarillo. For registration, call 482-4881.

HOME DELIVERED MEALS

Ongoing. Homebound residents age 60 and over can enroll to have "ready to heat" meals delivered, Mon., Wed., & Fri., 9:30-11:30 a.m. Suggested donation, \$3. Registration, Camarillo Health Care District, 388-1952 ext. 100.

LECTURES & EDUCATION

FREE CAREER SHOPS FOR JOB SEEKERS

Mar. Throughout the month, Ventura County Job & Career Centers will present *Career Shop* with topics covering resume writing and job interview techniques. For a complete description and date of the different workshops offered call 800-500-7705 or visit venturacountyjcc.org and click on "Career Shops." Pre-registration is required as space is limited.

WOMEN'S CAR CARE SEMINAR

Mar. 1, 10 a.m.-2 p.m. A car care maintenance seminar for busy women. The "Knowledge is Power," presentation covers everything from regular maintenance, how to sense potential problems under the hood before it's too late, and tips on how to communicate effectively with the service consultant. There will be catered food and giveaways. Free. Bergin's Automotive Inc., 2761 E. Daily Dr., Camarillo. Space limited. RSVP at 482-9968.

NEWBURY PARK LIBRARY USED BOOK SALE

Mar. 1, 10 a.m.-3 p.m. Hundreds of used books will be available at low prices. 35 cents for children's books, 50 cents for paperbacks, and \$1 for hardback books. There will also be books on CD and other library materials. Newbury Park Branch Library, 2331 Borchard Rd., Newbury Park. Book donations are always welcome. 480-9737.

MOORPARK CITY LIBRARY ADULT BOOK CLUB

Mar. 2, 2 p.m. *The Rosie Project* by Graeme Simsion. Moorpark Library, Moorpark Rd., Moorpark. 517-6370.

COOKING WITH CHEF AMY

Mar. 4, Basic Pastry Dough, Mar. 11, Vegetable Basics, Mar. 18, Dinner in 45 Minutes or Less. Classes begin at 7:30 p.m. \$35 per class. Barranca Vista Center, 7050 E. Alston, Ventura. 658-4726.

E-BOOK TECH Q&A

Mar. 4, 11, 18 & 25. 5 p.m. Moorpark Library, Moorpark Rd., Moorpark. 517-6370.

EGGStraordinary EGGSibit



E-READERS AND E-BOOK: TUTORING BY APPOINTMENT

Mar. 4, 11, 18 & 25. T.O. Library, 1401 E. Janss Rd., T.O. Free. Reservations 449-2660 option 5.

REEL OF JUSTICE FILM SERIES, WADJDA

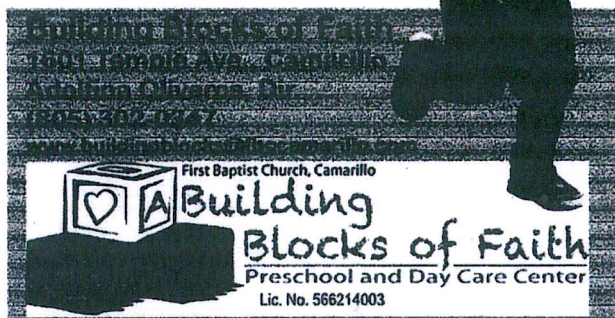
Mar. 4, 7 p.m. Cal Lutheran University will show the first full-length feature ever filmed entirely inside the Kingdom of Saudi Arabia, *Wadjda*. The story of a fun-loving, entrepreneurial 10-year old girl who is always pushing the boundaries of the conservative Saudi world in which she lives. Free tickets will be available at 6:30 p.m. until the theater fills. Muvico Thousand Oaks 14, 166 W. Hillcrest Dr., T.O. For more information, call 493-3435.

INTERNET AND THE WORLD WIDE WEB: THE BASICS

Mar. 4, 10:30-12:15 p.m. An introductory Internet class covering basic functions of the Internet, using web browsers, and navigating and evaluating web pages. Must have some experience with using a mouse and ability to work in a "Win-

Our goal is to provide a nurturing, loving, and educational environment for your preschool age child.

Continuous Enrollment Pre-school with or without extended care. Military & Family Discounts. Se habla Español.



Come to our Open House!
Sat. April 12 from 1 to 4 p.m.
Fun, Food, and Games for Kids!

LECTURES & EDUCATION • PETS

Thousand Oaks Library, 1401 E. Janss Rd., T.O. 449-2660.

DISCOVER CLASSES OFFERED IN THE CONEJO VALLEY

Ongoing. Visit www.crvd.org and discover all the classes, activities, and events that Conejo Recreation & Park District offers. Classes for toddlers to adults. You may register instantly with a Visa, MasterCard, or check debit card. You may also sign up for a monthly event-e-mail.

FREE CAREER SHOPS FOR JOB SEEKERS

May. Throughout the month, Ventura County Job & Career Centers will present *Career Shop* with topics covering resume writing and job interview techniques. For a complete description and date of the different workshops offered call 800-500-7705 or visit venturacountycc.org and click on "Career Shops." Pre-registration is required as space is limited.

FREE FILM MAKING WORKSHOPS AT THE LIBRARY

May 27, June 24, July 1 & Aug. 5, 6:30 p.m. Foster Library will partner with CAPS TV to offer film making classes. Participants will learn how to script, create a storyboard, use professional cameras, edit, and produce. All ages and skill levels welcome. Foster Library, Main St., Ventura. For more information, call 641-4414.

LADIES NIGHT OUT, AGES 21+

May 28, 7-8:30 p.m. Women of all abilities and levels are invited to explore song, cultural rhythms, and their history from all around the globe. \$5 covers the cost of instrument rental and a surprise gift. Held at Pulse Drumming, 2434 E. Main St., Ventura. Registration, City of Ventura 658-4726.

RELATIONSHIP ASSESSMENT CLASS

May 29, 6:30-8 p.m. Karen Wrolson, M.E.d., M.C. and PCC, will help determine what stage your current relationship is in, if it's healthy or in need of improvement, and provide tips for enhancement. \$12. Camarillo Health Care District, 3639 Las Posas Rd., Camarillo. 388-1952 ext. 100.

PETS

DINING WITH THE DOGS

May 3, 2-6 p.m. The Ventura County Sheriff's Foundation, along with the VCSO K9 Unit and the VCSO Search and Rescue K9 Team, invite the community to support its Canine partners. Guests will have an opportunity to mingle with the trainers and their animals, see demonstrations, shop the auctions, listen to live music, and have dinner and spirits for an afternoon that supports the dogs. Held at California State University, Channel Islands. For tickets, call 492-4398 or 947-8128.

WORKOUT WITH YOUR DOG, CAMARILLO, AGE 18+

May 12, 4 Mon., 6-7 p.m. Balance exercises for you and Fido. Doggie drills and obedience. Dogs 6 months and older with no physical limitations. No choke chains, pinch collars, or retractable leashes. \$65 either session. Borchard Community Center, 190 Reino Rd., Newbury Park. 381-2791.

RATTLESNAKE AVERSION CLASS

May 14, 2-6 p.m. This class uses an electric collar to deliver an uncomfortable surge to the dog when a rattlesnake is present. Dogs learn to avoid a snake when detected by smell, sound, and sight. \$80 for one dog, \$75 additional dog. Camarillo Grove Park, Camarillo. Registration, CamarilloDogParks.com

SOCIAL HOUR FOR DOGS, OWNERS AGES 18-ADULT

May 28-July 2, Wed., 6-7 p.m. Approved dogs (one year and up) review basic obedience skills, learn new games, and interact with others. Dogs do not attend first class. \$120. Barranca Vista Center, 7050 E. Ralston, Ventura. 658-4726.

AVOIDING DOG AGGRESSION, OWNERS AGES 18-ADULT

May 31, 10 a.m.-noon. For handlers, no dogs please. Learn simple leadership techniques to prevent aggression problems before they start and get more

HOMESPUN TREASURES
GIFTS • HOME DECOR • FABRIC & NOTIONS

Fabric Shoppe
at
HOMESPUN TREASURES

2360-A Las Posas Rd. Camarillo (between Albertsons & KFC)
Mon. - Thu. 10am - 6pm • Fri. - Sat. 10am - 5pm • Sun. 12 - 4pm
www.homespuncamarillo.com 805-383-7183

cooperation from your dog. \$50. Barranca Vista Center, 7050 E. Ralston, Ventura. 658-4726.

CANINE ADOPTION & RESCUE LEAGUE/C.A.R.L.

Every Sat. & Sun., noon-4 p.m. Pet Barn, 3203 E. Main St., Ventura. For more information and other locations, call 644-7387 or see more than 80 adoptable dogs at Carlv.org.

PRECIOUS DOGS FOR ADOPTION

Ongoing. Visit a non-kill rescue shelter. All breeds and mixes. See more than 80 adoptable dogs. Canine adoption and Rescue League, 901 Mission Rock Rd., Santa Paula. Please view dogs online Carlv.org and call for appointment to see dogs. Volunteers, fosters, and donations welcome. For more information and an appointment, call 644-7387.

RESIDENTIAL CARE FOR SENIORS



Primary Care Centers, Inc.

If a large assisted living facility does not meet the needs of your loved one, visit Heartland Home. Our top priority is giving loving care to your seniors who need more attention and assistance in their daily living than is provided by larger institutions. Because we are a six-bed facility, we are better able to give individual time and attention to each resident.

Heartland Home features spacious, beautifully decorated private and semiprivate rooms with a beautiful patio and grounds.

You are welcome to visit any day between 10 a.m. and 4 p.m. with or without an appointment.

Please call Walter or Jean Mortensen
952 E. Janss Road, Thousand Oaks, CA 91360
(805) 338-4113 • (805) 370-1336

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



PRESS RELEASE

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heidi@agency2.com

Diane Rumbaugh
805.493.2877
diane@agency2.com

For Immediate Release: April 3, 2014

Workforce Investment Board of Ventura County Adds Deckers' Mark Fegley

VENTURA, CALIF. -- The Workforce Investment Board (WIB) of Ventura County announced the addition of Mark Fegley to its board. The Ventura County Board of Supervisors officially appointed Fegley on March 25 for a three-year term. It also reappointed 10 current WIB board members.

Fegley is supply chain senior vice president of Deckers Outdoor Corporation, an international company that designs, manufactures and markets seven brands of function-oriented footwear. It maintains three distribution centers in Ventura County.

"Ventura County is very important to Deckers," says Fegley. "Becoming a WIB board member gives Deckers and me a great opportunity to give back to the community."

Fegley sees the economy changing, and as the economy changes, so do the job skills needed by workers. "As a WIB board member, I'd like to help develop practical solutions on how we can marry skill development with job requirements," says Fegley. He cites the digitization of Deckers shoe designs using 3-D printers and a Ventura College 3-D printing program. "There may be possible internship opportunities between the college and Deckers," he says. "We have to find ways for kids coming out of school to be competitive in the labor market."

"Deckers Outdoor has a philosophy that is innovative, active, and community minded. Mark brings an enlightened, large-scale retailer perspective to the WIB board," says Cheryl Moore, WIB executive director. "We look forward to understanding how the needs of a consumer products workforce align with local talent and educational opportunities."

The 10 current WIB members who were reappointed for another term are: Joan Baldarrama, vice president, administration, Lucix Corporation; Victor Dollar, senior regional manager, Brighton Management; Martel Fraser, labor relations/recorder, United Food and Commercial Workers, Local 770; Kimberly Nilsson, president and owner, Solid Waste Solutions, Inc.; Bernardo M. Perez, project manager, Cabrillo Economic Development Corporation; Hugh Ralston, president/CEO, Ventura County Community Foundation; Tony Skinner, business representative, Tri-Counties Building and Construction; Tavi Udrea, director, global training and development, Haas Automation, Inc.; Sandra Werner, director, human resources, Simi Valley Hospital; and Barry Zimmerman, director, Human Services Agency, County of Ventura.

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

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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.

The Sespe Sun

Workforce Investment Board of Ventura County Adds Deckers' Mark Fegley

April 3, 2014



The Workforce Investment Board (WIB) of Ventura County announced the addition of Mark Fegley to its board. The Ventura County Board of Supervisors officially appointed Fegley on March 25 for a three-year term. It also reappointed 10 current WIB board members.

Fegley is supply chain senior vice president of Deckers Outdoor Corporation, an international company that designs, manufactures and markets seven brands of function-oriented footwear. It maintains three distribution centers in Ventura County.

"Ventura County is very important to Deckers," says Fegley. "Becoming a WIB board member gives Deckers and me a great opportunity to give back to the community."

Fegley sees the economy changing, and as the economy changes, so do the job skills needed by workers. "As a WIB board member, I'd like to help develop practical solutions on how we can marry skill development with job requirements," says Fegley. He cites the digitization of Deckers shoe designs using 3-D printers and a Ventura College 3-D printing program. "There may be possible internship opportunities between the college and Deckers," he says. "We have to find ways for kids coming out of school to be competitive in the labor market."

“Deckers Outdoor has a philosophy that is innovative, active, and community minded. Mark brings an enlightened, large-scale retailer perspective to the WIB board,” says Cheryl Moore, WIB executive director. “We look forward to understanding how the needs of a consumer products workforce align with local talent and educational opportunities.”

The 10 current WIB members who were reappointed for another term are: Joan Baldarrama, vice president, administration, Lucix Corporation; Victor Dollar, senior regional manager, Brighton Management; Martel Fraser, labor relations/recorder, United Food and Commercial Workers, Local 770; Kimberly Nilsson, president and owner, Solid Waste Solutions, Inc.; Bernardo M. Perez, project manager, Cabrillo Economic Development Corporation; Hugh Ralston, president/CEO, Ventura County Community Foundation; Tony Skinner, business representative, Tri-Counties Building and Construction; Tavi Udrea, director, global training and development, Haas Automation, Inc.; Sandra Werner, director, human resources, Simi Valley Hospital; and Barry Zimmerman, director, Human Services Agency, County of Ventura.

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

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Business briefs

Staff Reports

Saturday, April 12, 2014

Workforce agency adds board member



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Fegley is the supply chain senior vice president of Deckers Outdoor Corp., which designs, manufactures and markets seven brands of footwear. It has three distribution centers in Ventura County.

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

For more information about the board, call 800-500-7705 or visit <http://www.wib.ventura.org>.

Biz Buzz

Welcome to Biz Buzz, a monthly dispatch of interesting business news in the VC.

By [Daphne Khalida Kilea](#) 03/06/2014

Moving up

Thomas Cohen was named chair of the board for the **United Way of Ventura County** and will hold the position until June 30, 2015. Cohen is an attorney and shareholder at Jackson, DeMarco, Tidus and Peckenpaugh in Westlake Village. ... **Carmen Nichols** was appointed as the deputy city manager for the **city of Port Hueneme**. Nichols has served the city for 19 years and her new role will include overseeing several departments and acting as a substitute when the city manager is unavailable. Also, **Chris Theisen** was named the public works director; Theisen is a registered engineer with the state of California with a 24-year career in engineering and public works. He recently worked as the assistant director of public works services for the city of Beverly Hills. ... **Edwin T. McFadden III** was selected to be the director of the **United Water Conservation District**. McFadden will be representing the District's Division 1, which ranges from the Santa Clara River Valley (Los Angeles County line) to the western limit of the city of Santa Paula. ... The **Free Clinic of Simi Valley** held a celebratory luncheon in honor of the **Simi Valley Hospital** for the assistance it has provided. The hospital offers support through the donation of medical lab and diagnostic imaging services, assistance in medical equipment repairs and as a partner in the production of the Annual Simi Valley Community Health and Fitness Expo. ... **Tim Hagel** succeeded Randy Pentis as the police chief of **Thousand Oaks**. Hagel has nearly 30 years experience in law enforcement and was recently the director of the Sheriff's Department West County Operations; he has also served as police chief for the city of Fillmore. ... **Gerhard Apfelthaler, Ph.D.**, was appointed to a three-year term on the **Workforce Investment Board of Ventura County**. Apfelthaler is the Dean of the School of Management at Cal Lutheran University. ... Attorney **Anna L. Bijelic** joined Ventura law firm **Ferguson Case Orr Paterson LLP**. Bijelic will practice in employment litigation and counseling and business litigation and transactions; she also has a graduate certificate in entertainment law. ... **Rebecca Chambers**, the social media manager of the **Ventura Visitors and Convention Bureau (VVCB)**, will also undertake the duties of public relations. Chambers has been managing social media for Downtown Ventura Partners and VVCB. ...



Workforce Investment Board of Ventura County

Job Outlook Report

February 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/>



Top Statistics - February

- ▶ Unemployment Rate: **8.0%** | **-0.1**
- ▶ Labor Force: **18,609,700** | **+35,700**
- ▶ Employment: **17,112,700** | **+44,700**
- ▶ Unemployment: **1,497,000** | **-9,000**
- ▶ Non Farm Jobs: **15,350,000** | **+58,800**
- ▶ UI Initial Claims: **253,300** | **-47,200**

CA NSA = 8.5 %

US NSA = 7.0%

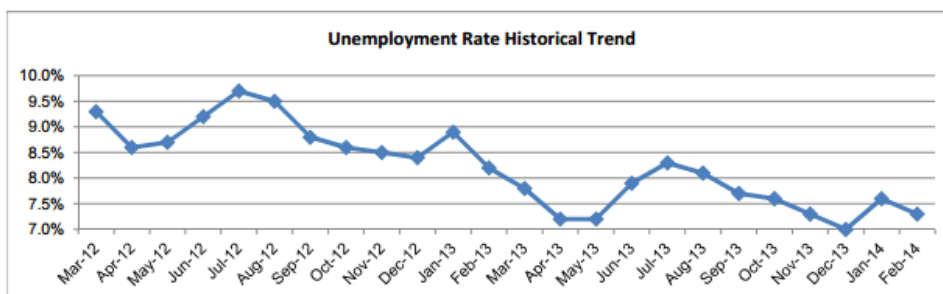
- California's unemployment rate decreased to 8.0 percent in February, and nonfarm payroll jobs increased by 58,800 during the month for a total gain of 1,229,400 jobs since the recovery began in February 2010, according to data released March 21st by the California Employment Development Department (EDD) from two separate surveys.
- The federal survey of households, done with a smaller sample than the survey of employers, shows an increase in the number of employed people. It estimates the number of Californians holding jobs in February was 17,113,000, an increase of 45,000 from January 2013, and up 234,000 from the employment total in February of last year.
- The number of people unemployed in California was 1,497,000 – down by 9,000 over the month, and down by 245,000 compared with February of last year.

LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE Ventura County:

[http://www.calmis.ca.gov/file/lfmonth/vent\\$pd.pdf](http://www.calmis.ca.gov/file/lfmonth/vent$pd.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 February 2014, down from a revised 7.6 percent in January 2014, and below the year-ago estimate of 8.2 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.





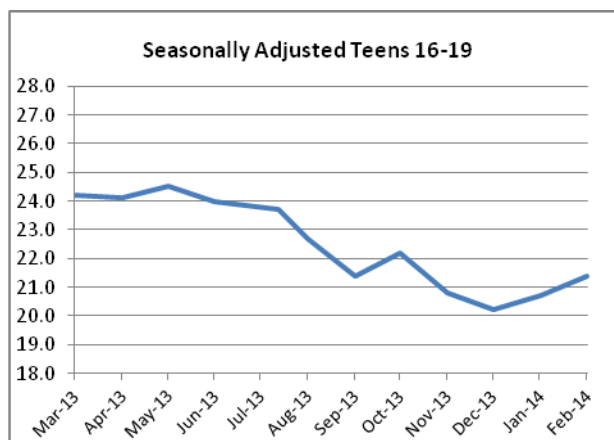
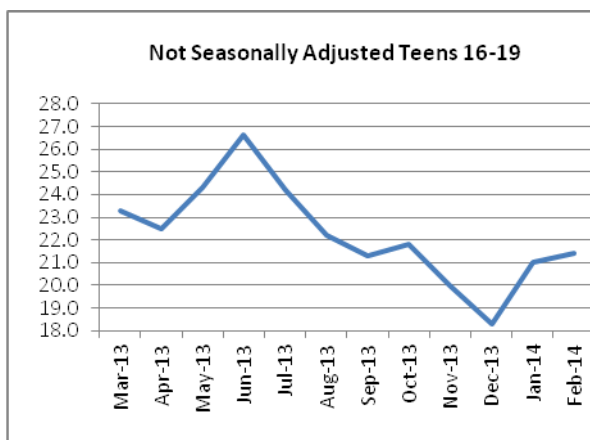
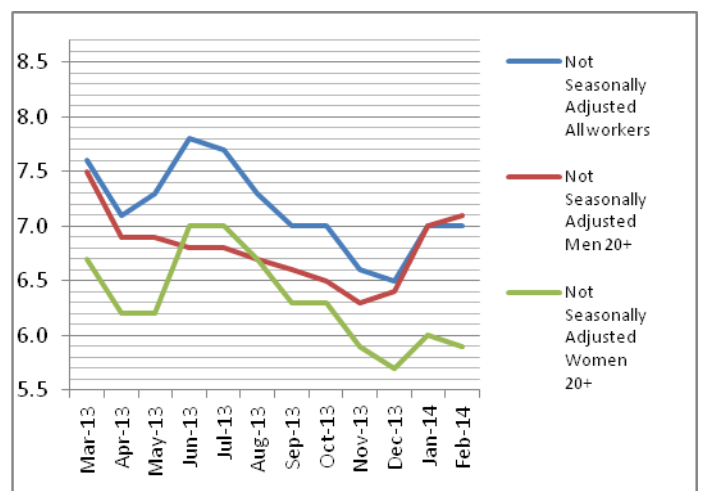
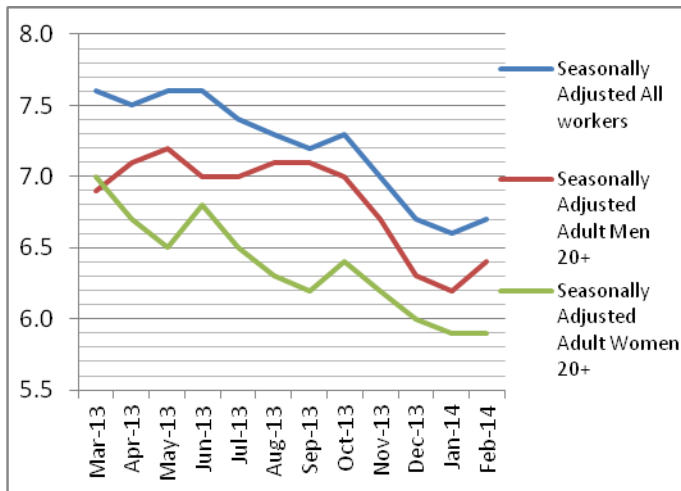
Workforce Investment Board of Ventura County

Job Outlook Report

February 2014

(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: FEB 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 increased by 175,000 in February, and the unemployment rate was little changed at 6.7 percent, the U.S. Bureau of Labor Statistics reported March 7th.
- Both the number of unemployed persons (10.5 million) and the unemployment rate (6.7 percent) changed little in February. The jobless rate has shown little movement since December.
- Over the year, the number of unemployed persons and the unemployment rate were down by 1.6 million and 1.0 percentage point, respectively.
- The number of long-term unemployed (those jobless for 27 weeks or more) increased by 203,000 in February to 3.8 million; these individuals accounted for 37.0 percent of the unemployed. The number of long-term unemployed was down by 901,000 over the year.
- Both the civilian labor force participation rate (63.0 percent) and the employment-population ratio (58.8 percent) were unchanged in February.
- The labor force participation rate was down 0.5 percentage point from a year ago,
- In February, 2.3 million persons were marginally attached to the labor force, a decline of 285,000 over the year. Among the marginally attached, there were 755,000 discouraged workers in February, down by 130,000 from a year earlier.





Workforce Investment Board of Ventura County Job Outlook Report February 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>

WEEK ENDING	Advance March 15	March 8	Change	March 1	Prior Year ¹
Initial Claims (SA)	320,000	315,000	+5,000	324,000	341,000
Initial Claims (NSA)	285,316	302,311	-16,995	317,832	300,951
4-Wk Moving Average (SA)	327,000	330,500	-3,500	336,750	340,750
WEEK ENDING	Advance March 8	March 1	Change	Feb. 22	Prior Year ¹
Ins. Unemployment (SA)	2,889,000	2,848,000	+41,000	2,903,000	3,077,000
Ins. Unemployment (NSA)	3,247,226	3,277,983	-30,757	3,375,731	3,461,493
4-Wk Moving Average (SA)	2,897,250	2,914,000	-16,750	2,935,250	3,085,500
Ins. Unemployment Rate (SA) ²	2.2%	2.2%	0.0	2.2%	2.4%
Ins. Unemployment Rate (NSA) ²	2.5%	2.5%	0.0	2.6%	2.7%

(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES FEBRUARY 2014 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 February
USA	2.08
California	2.79
Los Angeles	3.38

Red -
Unemployment

Blue - Help
Wanted Online

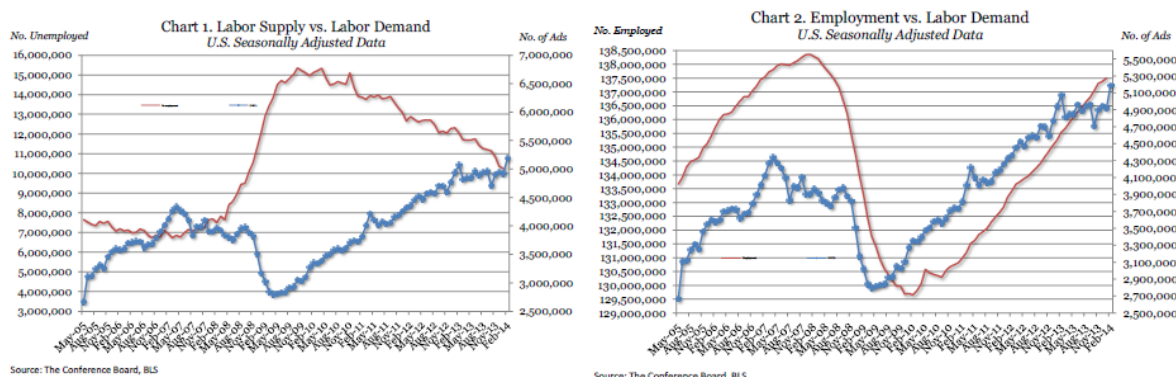
- Online advertised vacancies were up 268,100 to 5,186,200 in February, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series** released March 5. The February Supply/Demand rate stands at 2.1 unemployed for each vacancy with a total of 5.3 million more unemployed workers than the 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.



Workforce Investment Board of Ventura County

Job Outlook Report

February 2014



(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX FEBRUARY 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 February. The index now stands at 116.39, up from 115.99 (a downward revision) in January. This represents a 4.4 percent gain in the ETI compared to a year ago.
- “February’s job report and the ongoing improvement in the Employment Trends Index should provide some relief for those concerned about weakness in the U.S. economy and labor market,” said Gad Levanon, Director of Macroeconomic Research at The Conference Board. “The majority of the ETI’s components have been steadily rising in recent months, suggesting solid job growth will continue in the coming months.”
- February’s increase in the ETI was driven by positive contributions from six of its eight components. In order from the largest positive contributor to the smallest, these were: Number of Temporary Employees, Job Openings, Real Manufacturing and Trade Sales, Industrial Production, Consumer Confidence Survey® Percentage of Respondents Who Say They Find “Jobs Hard to Get,” and Ratio of Involuntarily Part-time to All Part-time Workers.

(6) 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
3/14/14	State Incentive Packages Lure Entertainment Industry Jobs Out of California – Sacramento Bee States such as New Mexico, Louisiana, and New York are actively using incentive packages to lure film and television projects away from California.
3/21/14	California Counties Report Low Teen Employment Rates – Los Angeles Times Los Angeles and Orange counties ranked at the bottom of a nationwide study of teen employment rates performed by the Brookings Institution. The employment rate for 16-to-19-year-olds in the two counties was 16.9 percent. The rate was 17.4 percent in Modesto, 17.7 percent in the Inland Empire, 18.3 percent in Fresno, and 19.2 percent in Silicon Valley.



Workforce Investment Board of Ventura County

Job Outlook Report

February 2014

Relevant Articles

March 20, 2014, Los Angeles Times, “Only 11% of the long-term unemployed find work again a year later,” **Richardo Lopez,** <http://www.latimes.com/business/money/la-fi-mo-long-term-unemployed-study-20140320,0,5064709.story#axzz2wXidQ6Ed>

- In a sobering new study, three Princeton economists found that only 11% of the long-term unemployed in any given month found full-time work a year later.
- The paper, presented Thursday at a Brookings Panel on Economic Activity, offered a comprehensive look at the profile of the long-term unemployed. The lead economist behind the study is Alan B. Krueger, the former chairman of President Obama’s Council of Economic Advisors.
- The economists tested the hypothesis of whether a low supply of jobs or discrimination by employers contributed to long-term unemployment. The answer? Probably both.
- "The demand-side and supply-side effects of long-term unemployment can be viewed as complementary and reinforcing of each other as opposed to competing explanations," the economists wrote. "Statistical discrimination against the long-term unemployed could lead to discouragement, and skill erosion that accompanies long-term unemployment could induce employers to discriminate against the long-term unemployed."
- The paper concludes that "a concerted effort will be needed to raise the employment prospects of the long-term unemployed." Otherwise, these job seekers will continue to drop out of the workforce and hold the economy back, the economists said.
- Despite an improving economy, the proportion of people who have been unemployed for more than six months still exceeds the previous peak set in the early 1980s, the economists said. That's why the overall unemployment rate is still well above average.

March 13, 2014, Reuters, “Deal reached in Senate to renew jobless benefits,” **Thomas Ferraro,** <http://www.marketwatch.com/story/us-gains-175000-jobs-in-february-2014-03-07-81034644>

- A bipartisan deal to renew long-term jobless benefits for more than 2 million Americans was reached on Thursday by a group of 10 U.S. senators, five Democrats and five Republicans.
- The measure would extend benefits by five months, dating back to December when the relief began to expire for those who have been out of work for six months or more.
- Sponsors of the legislation said they expect to have more than enough votes to pass the measure when the Senate returns from its week-long recess, set to begin on Friday.
- Backers of the legislation say the benefits will help the jobless and give a boost to the U.S. economy by pumping money into it. Relief to the unemployed averages about \$300 a week.

March 7, 2014, Wall Street Journal Marketwatch, “U.S. gains 175,000 jobs in February,” <http://www.marketwatch.com/story/us-gains-175000-jobs-in-february-2014-03-07-81034644>

- The U.S. generated 175,000 jobs in February despite harsh winter weather, suggesting the economy has not slowed as much as a recent spate of indicators appear to show.
- The unemployment rate, meanwhile, edged up to 6.7% from 6.6% to mark the first increase in 14 months. Yet the rate rose because more people entered the labor force in search of jobs, which is usually a sign that they think more work is available.
- What's more, employment likely would have been stronger if not for the weather. The number of people who said they could not make it to work surged above 600,000 last month, twice as many as is normally the case in February.
- Economists surveyed by MarketWatch expected an increase of 140,000 nonfarms.
- Yet the latest jobs report also contained some worrisome signs. Hiring in the health-care industry has sharply tapered off and the number of hours that people work each week fell again and touched the lowest level in three years.



Workforce Investment Board of Ventura County Job Outlook Report February 2014

March 7, 2014, New York Times, “As Job Creation Increases in February, Economists See Signs of a Spring Thaw,” Nelson, D. Schwartz, <http://www.nytimes.com/2014/03/08/business/us-releases-february-jobs-data.html>

- The American economy appeared to emerge from a winter hibernation in February, creating more jobs than in either of the previous two months and suggesting that momentum in the labor market might gradually build with the arrival of spring.
- While analysts cautioned that [the report on Friday](#) from the Labor Department was hardly cause for celebration, it eased fears of another prolonged slowdown, which had been raised by weak figures for hiring in December and January and mixed signals from recent releases of other data. The improvement last month led some experts to conclude that a hard winter, not a fundamental downshift, was the prime mover behind the economy's lackluster performance at the end of 2013 and the beginning of 2014.
- With employers hiring 175,000 workers, the payroll gain in February was still well short of the pace needed to return the economy to full employment anytime soon or to quickly reduce the ranks of the long-term unemployed. But it was twice the number of jobs added in December, when the cold and snow arrived, and it came against a backdrop of more wintry weather last month.
- And even though the unemployment rate rose 0.1 percentage point to 6.7 percent, some economists were actually encouraged, paradoxical as that might seem, because they interpreted the uptick as a sign that more Americans were seeing signs of improving job opportunities and returning to the labor force.



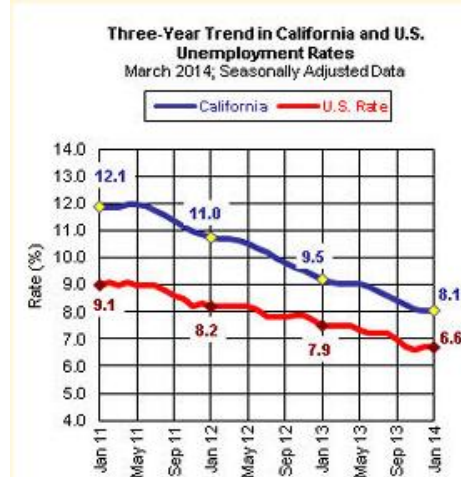
Workforce Investment Board of Ventura County

Job Outlook Report

March 2014

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



Top Statistics - March

- Unemployment Rate: **8.1%** | **0.0**
- Labor Force: **18,659,400** | **+47,700**
- Employment: **17,155,800** | **+43,300**
- Unemployment: **1,503,600** | **+4,400**
- Non Farm Jobs: **15,365,500** | **+11,800**
- UI Initial Claims: **245,100** | **-8,200**

CA NSA = 8.4 %

US NSA = 6.8%

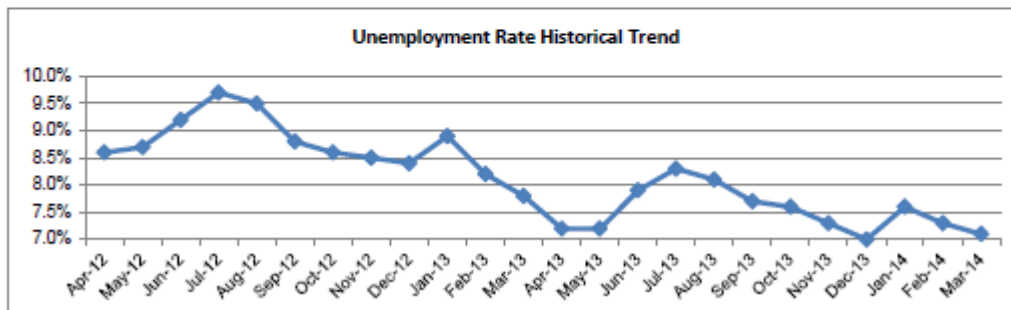
- California's unemployment rate was unchanged at 8.1 percent in March, and nonfarm payroll jobs increased by 11,800 during the month for a total gain of 1,244,500 jobs since the recovery began in February 2010, according to data released April 18, 2014.
- Nonfarm jobs in California totaled 15,365,500 in March, an increase of 11,800 jobs over the month, according to a survey of businesses that is larger and less variable statistically. The survey of 58,000 California businesses measures jobs in the economy.
- The year-over-year change, March 2013 to March 2014, shows an increase of 325,100 jobs (up 2.2 percent). The number of people unemployed in California was 1,504,000 – up by 5,000 over the month, but down by 211,000 compared with March of last year.

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)

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

The unemployment rate in the Ventura County was 7.1 percent in March 2014, down from a revised 7.3 percent in February 2014, and below the year-ago estimate of 7.8 percent. This compares with an unadjusted unemployment rate of 8.4 percent for California and 6.8 percent for the nation during the same period.





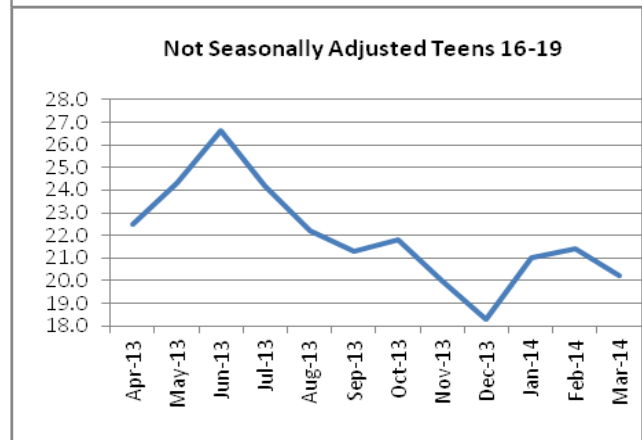
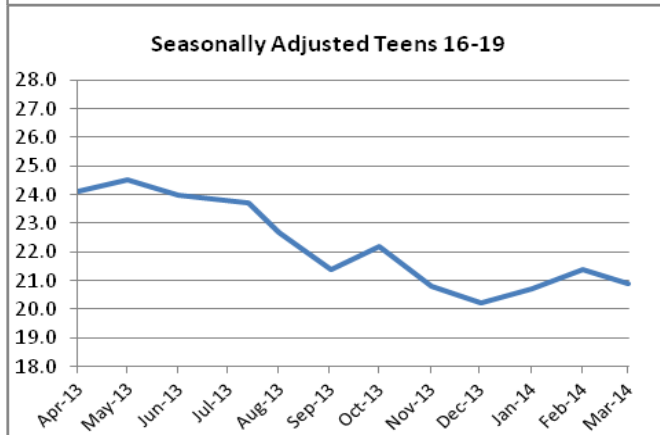
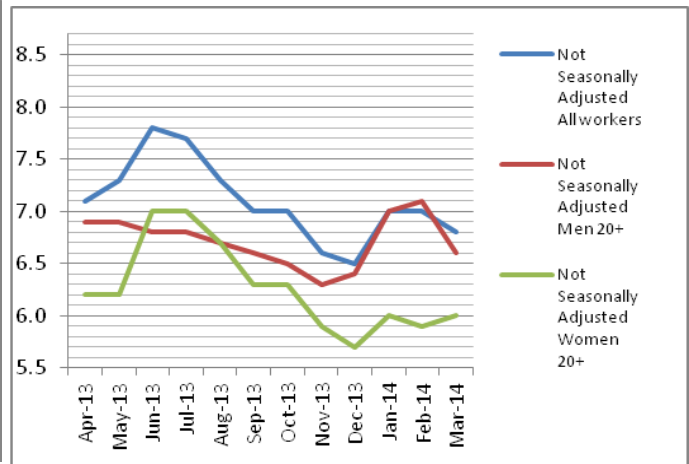
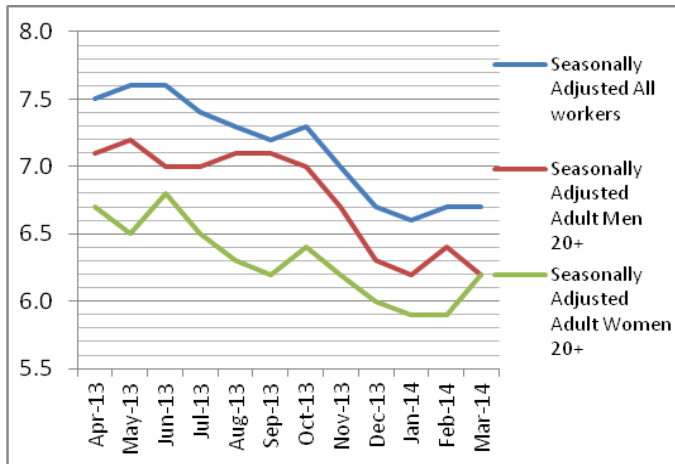
Workforce Investment Board of Ventura County

Job Outlook Report

March 2014

(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: MARCH 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 192,000 in March, and the **unemployment rate** was unchanged at 6.7 percent, the U.S. Bureau of Labor Statistics reported April 4th.
- In March, the number of **unemployed persons** was essentially unchanged at 10.5 million, and the **unemployment rate** held at 6.7 percent. Both measures have shown little movement since December 2013. Over the year, the number of unemployed persons and the unemployment rate were down by 1.2 million and 0.8 percentage point, respectively.
- The number of **long-term unemployed**, at 3.7 million, changed little in March; these individuals accounted for 35.8 percent of the unemployed. The number of long-term unemployed was down by 837,000 over the year.
- Both the **civilian labor force** and total **employment** increased in March. The **labor force participation rate** (63.2 percent) and the **employment-population ratio** (58.9 percent) changed little over the month.
- Employment in **government** was unchanged in March. A decline of 9,000 jobs in federal government was mostly offset by an increase of 8,000 jobs in local government, excluding education. Over the past year, employment in federal government has fallen by 85,000.
- The **average workweek for all employees** on private nonfarm payrolls increased by 0.2 hour in March to 34.5 hours, offsetting a net decline over the prior 3 months. The manufacturing workweek rose by 0.3 hour in March to 41.1 hours, and factory overtime rose by 0.1 hour to 3.5 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls increased by 0.3 hour to 33.7 hours.





Workforce Investment Board of Ventura County

Job Outlook Report

March 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 April 12	April 5	Change	March 29	<u>Prior Year</u>
Initial Claims (SA)	304,000	302,000	+2,000	332,000	353,000
Initial Claims (NSA)	317,701	300,189	+17,512	294,862	359,415
4-Wk Moving Average (SA)	312,000	316,750	-4,750	321,000	357,500
WEEK ENDING	Advance April 5	March 29	Change	March 22	<u>Prior Year</u>
Insured Unemployment (SA)	2,739,000	2,750,000	-11,000	2,838,000	3,076,000
Insured Unemployment (NSA)	2,851,790	2,942,180	-90,390	3,090,665	3,195,675
4-Wk Moving Average (SA)	2,785,250	2,817,750	-32,500	2,842,750	3,075,500
<u>Insured Unemployment Rate (SA)²</u>	2.1%	2.1%	0.0	2.2%	2.4%
<u>Insured Unemployment Rate (NSA)²</u>	2.2%	2.2%	0.0	2.4%	2.5%

(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES MARCH 2014 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 February
USA	2.02
California	2.63
Los Angeles	3.35

- Online advertised vacancies were down 292,100 to 4,894,100 in March, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series**, released April 2, 2014.
- The February Supply/Demand rate stands at 2.0 unemployed for each vacancy with a total of 5.3 million more unemployed workers than the number of advertised vacancies.
- "The March decline largely offsets the February gain and left the first quarter of 2014 with a minor drop of 50,000. It's not the start of the year we were hoping for," said June Shelp, Vice President at The Conference Board. "The flat trend that we saw throughout last year seems to have continued into the first quarter of this year."
- The Supply/Demand rates show that for professional jobs like physicians and computer workers there are 3 to 5 ads for every unemployed worker, making it hard for employers to find candidates to fill their advertised jobs. The situation is quite different for occupations like construction and production workers where there are anywhere from 4 to 7 job seekers competing for every opening.



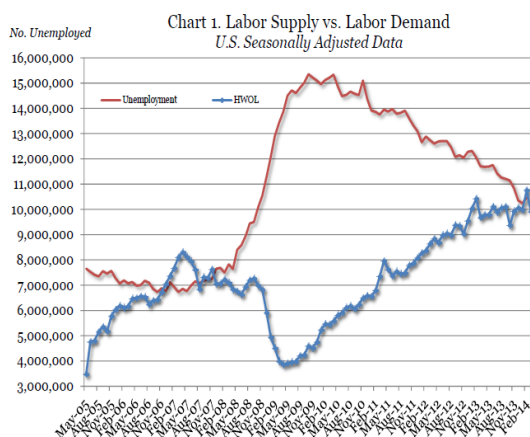
Workforce Investment Board of Ventura County

Job Outlook Report

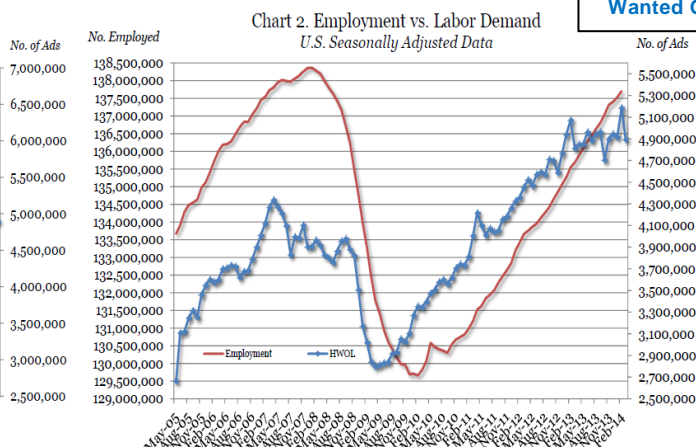
March 2014

Red -
Unemployment

Blue - Help
Wanted Online



Source: The Conference Board, BLS



Source: The Conference Board, BLS

(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX MARCH 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 March. The index now stands at 117.52, up from 117.01 (an upward revision) in February. This represents a 5.1 percent gain in the ETI compared to a year ago.
- "The increase in the Employment Trends Index in the first quarter is signaling solid job growth in the coming months," said Gad Levanon, Director of Macroeconomic Research at The Conference Board. "With GDP forecasted to average 2.5 to 3.0 percent through the end of this year, there is little reason to expect employment growth to slow any time soon."

(6) 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
3/28/14	Los Angeles Times: Sony Pictures Entertainment's cost-cutting initiative will affect 216 employees in Culver City. The layoffs are part of a \$250 million cost-cutting program launched after Sony Pictures lost \$181 million in the third quarter of last year. The layoffs will occur between June 2 and July 18, 2014. The film and television studio downsized its technologies group earlier this year.
4/4/14	Los Angeles Times, Aerojet Rocketdyne is laying off 5 percent of its workforce , or 254 employees, in an effort to address occupational redundancies that are the result of a recent company merger. Affected employees are primarily located in the company's Canoga Park and Sacramento facilities. The layoffs became effective Monday, April 1, 2014.
4/11/14	Summer Jobs for Los Angeles Youth – Los Angeles Daily News The city of Los Angeles collaborated with multiple corporate partners including the Walt Disney Company in order to bring summer employment opportunities to the city's youth. The Walt Disney Company donated \$1 million to fund the Hire L.A.'s Youth program, which offers jobs to young people aged 14-24. Los Angeles Mayor, Eric Garcetti, expects the city to have a total of 10,000 summer employment opportunities for area youth this year.



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March 2014

4/18/14	Los Angeles Times: Boeing is moving 1,000 engineering jobs from Washington state to its Long Beach and Seal Beach sites over the next two years. The move is the result of Boeing's plan to shift much of the work on its next-generation aircraft to California by the end of 2015. News of the shift comes days after the company announced that it is moving up the closure date of its C-17 production line in Long Beach by three months.
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Relevant Articles

April 17, 2014, New York Times, "Job Weakness Forestalls Raising Rates," Nelson D. Schwartz,
http://www.nytimes.com/2014/04/17/business/economy/yellen-speech-federal-reserve.html?_r=0

- In one of her first major public speeches since assuming the top job at the Fed in February, Ms. Yellen said that while "the recovery has come a long way" — citing a rebounding housing sector and a resurgent auto industry as examples — a robust and healthy job market still appeared to be "more than two years away."
- She emphasized that even as the headline unemployment rate, now at 6.7 percent, has been falling, other measures of the job market's health — like the number of people forced to take part-time positions because they can't find full-time work, the still-sizable ranks of the long-term unemployed and the proportion of the population that has dropped out of the work force entirely — all point to weakness.
- Optimism about the economy's prospects has increased in recent weeks, with some experts arguing that the end of an unusually cold and icy winter will encourage more retail activity, hiring and construction in the months ahead, after a weak patch at the end of 2013 and the very beginning of 2014. Ms. Yellen said she and fellow Fed policy makers shared that basic outlook and "generally believe that a significant part of the recent softness was weather-related."

April 17, 2014, Bloomberg, "Jobless claims in U.S. hover near lowest level since 2007," Victoria Stilwell,
<http://www.bloomberg.com/news/2014-04-17/jobless-claims-in-u-s-hover-near-lowest-level-since-2007.html>

- The number of Americans filing for unemployment insurance payments hovered last week near the lowest level in almost seven years, and consumer confidence improved, showing the world's largest economy is speeding up.
- Jobless claims increased by 2,000 to 304,000 in the week ended April 12 from a revised 302,000 the prior period that was the lowest since September 2007, a Labor Department report showed today in Washington. The Bloomberg Consumer Comfort (COMFCOMF) Index climbed from a nine-week low, reflecting more upbeat views on the economy, finances and buying climate.
- Firings are on the decline as companies, already lean from recession-era job cutting, gear up for rising sales as the economy strengthens. Another report today showing manufacturing is improving adds to signs the economic expansion is broadening as the U.S. emerges from an unusually harsh winter.

April 8, 2014, CNN Money, "American businesses: Now hiring," Christopher Matthew,
<http://finance.fortune.cnn.com/2014/04/08/american-businesses-now-hiring/>

Numbers released by the Labor Department Tuesday show that there are more job openings now than at any time since January 2008.

- There were 4.2 million jobs open in the U.S. in February, up from 3.9 million in January.
- The largest increase in job openings occurred in the retail and professional business services sectors, while there were slight dips in the number of openings within the construction, manufacturing, and government sectors between January and February.



Workforce Investment Board of Ventura County Job Outlook Report March 2014

April 3, 2014, New York Times, "Out of Work, Out of Benefits, and Running Out of Options," Annie Lowrey, http://www.nytimes.com/2014/04/04/business/economy/out-of-work-out-of-benefits-and-running-out-of-options.html?hp&_r=1

- In Washington, the plight of the long-term jobless has largely faded from the policy conversation. At the moment, the federal government offers virtually no help to the 3.8 million Americans who have been out of work for more than six months. The maximum duration of unemployment insurance payments fell from as long as 73 weeks to 26 weeks in most states in January.
- Other programs to aid financially distressed families — like food stamps and job training — are not aimed at the long-term unemployed. Jesse Rothstein, an economist at the University of California, Berkeley, [has found that](#) the average worker's income is halved when he loses his job. When his unemployment insurance ends, his income drops again. At that point, the share of such families falling below the poverty line doubles.
- Yet there is increasing evidence that a stronger recovery alone might not significantly aid the country's long-term jobless. Even before the latest monthly job figures are released on Friday, short-term unemployment has fallen to its prerecession level, but long-term unemployment remains more than twice as high as it was in 2007.
- New research by Alan B. Krueger, the former chairman of President Obama's Council of Economic Advisers, [and his co-authors](#) found that only one in 10 workers who had been unemployed over an extended period of time in a given month between 2008 and 2012 had returned to full-time work a year later.
- In part, that might be because the long-term jobless become discouraged and reduce the intensity of their job searches. But it also appears that employers discriminate against the already out-of-work. Rand Ghayad, a researcher with the Massachusetts Institute of Technology, performed a study showing that businesses were [more likely to call back](#) a working candidate with no relevant experience than a long-term jobless candidate with relevant experience.

April 1, 2014, CNN, "Report: 15-year-olds in Asia are better problem solvers than in U.S., <http://edition.cnn.com/2014/04/01/business/oecd-problem-solving/index.html?sr=fb040114transmodel130pstory>

- Children in Asian countries are on average better problem solvers than their European and American peers, according to a new study by the Organization for Economic Cooperation and Development.
- In 2012 the organization tested more than 85,000 15-year-olds in 44 countries and economies on their problem solving skills, testing their ability to explore limitations or obstacles and to understand information given to them.
- While Singapore, Japan, China and Korea were among the top-performing economies, the United States scored just above the average and Russia and Israel lagged behind with lower-than-average scores.
- The OECD says ability to crack complex problems is key to the economic success in the future.
- "Today's 15-year-olds with poor problem-solving skills will become tomorrow's adults struggling to find or keep a good job," said Andreas Schleicher, acting director of education and skills at the OECD.
- The problems in the test were designed to be similar to those faced by many workers in everyday situations -- such as using an unfamiliar mobile phone or a ticket-vending machine.
- The report says one in 10 workers faces such hurdles every day. But the skills become even more important in the sectors that drive developed economies -- highly skilled managerial and technical occupations.
- The report says this is a consequence of education focused on various sets of rules, such as the rules of algebra. While algebra is important, the reports points out that in real world, applying the rules of mathematics is only the second part of finding a solution to a problem.
- "The first step -- the step computers can't do -- involves examining the messy set of facts in a real-world problem to determine which set of algebraic rules to apply," it says.



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(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 - April

- ▶ Unemployment Rate: 7.8% | **0.3**
- ▶ Labor Force: 18,652,400 | **-8,600**
- ▶ Employment: 17,195,300 | **+39,700**
- ▶ Unemployment: 1,457,100 | **-48,300**
- ▶ Non Farm Jobs: 15,424,600 | **+56,100**

CA NSA = 7.3 %
US NSA = 5.9%

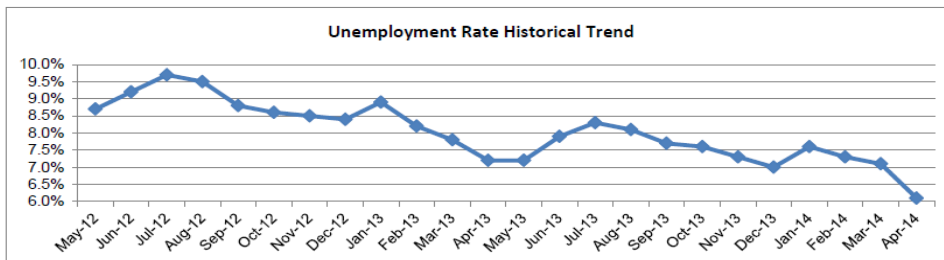
- California's unemployment rate decreased to 7.8 percent in April, and nonfarm payroll jobs increased by 56,100 during the month for a total gain of 1,303,600 jobs since the recovery began in February 2010.
- Nonfarm jobs in California totaled 15,424,600 in April, an increase of 56,100 jobs over the month, according to a survey of businesses that is larger and less variable statistically. The survey of 58,000 California businesses measures jobs in the economy.
- The year-over-year change, April 2013 to April 2014, shows an increase of 340,200 jobs (+2.3%).
- The federal survey of households, done with a smaller sample than the survey of employers, shows an increase in the number of employed people. It estimates the number of Californians holding jobs in April was 17,195,000, an increase of 39,000 from March 2014, and up 272,000 from the employment total in April of last year.
- The number of people unemployed in California was 1,457,000 – down by 48,000 over the month, and down by 237,000 compared with April of last year.

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)

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

The unemployment rate in the Ventura County was 6.1 percent in April 2014, down from a revised 7.1 percent in March 2014, and below the year-ago estimate of 7.2 percent. This compares with an unadjusted unemployment rate of 7.3 percent for California and 5.9 percent for the nation during the same period.





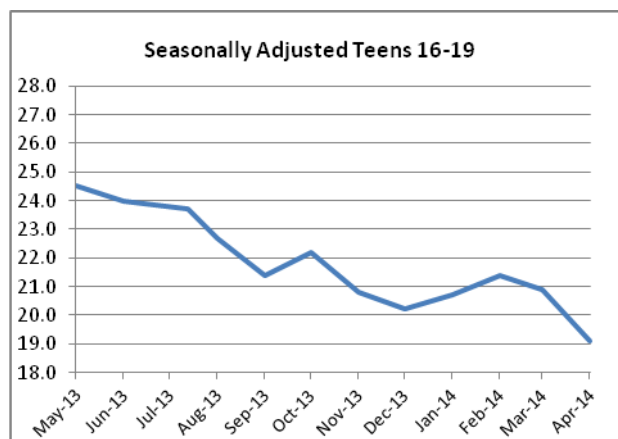
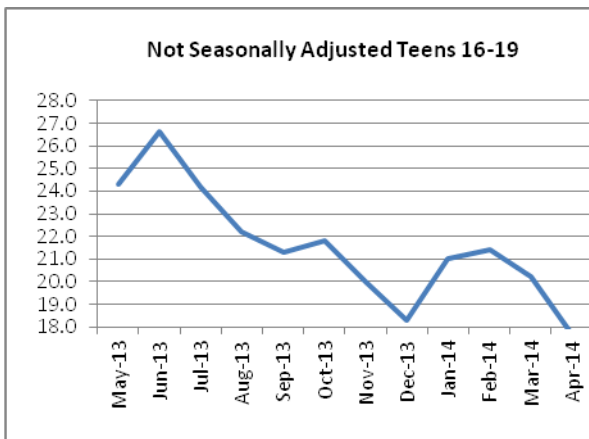
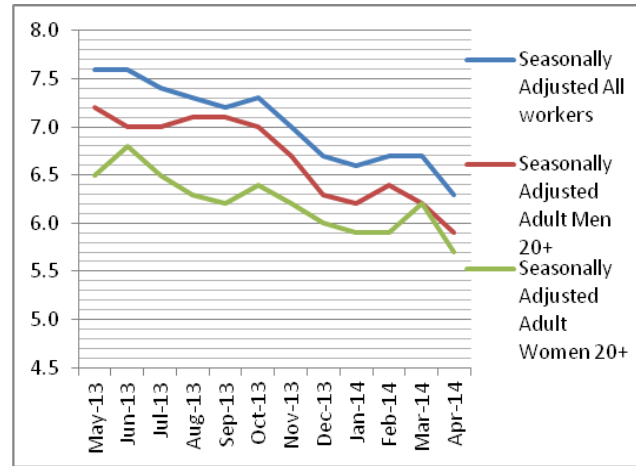
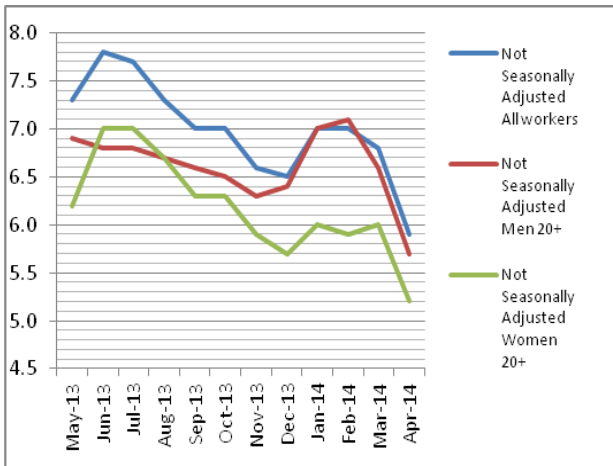
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(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: APRIL 2014: Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments. DOL Release - <http://www.bls.gov/news.release/pdf/empst.pdf>

- Total nonfarm payroll employment rose by 288,000, and the unemployment rate fell by 0.4 percentage point to 6.3 percent in April, the U.S. Bureau of Labor Statistics reported May 2nd. Employment gains were widespread, led by job growth in professional and business services, retail trade, food services and drinking places, and construction.
- In April, the unemployment rate fell from 6.7 percent to 6.3 percent, and the number of unemployed persons, at 9.8 million, decreased by 733,000. Both measures had shown little movement over the prior 4 months.
- Over the year, the unemployment rate and the number of unemployed persons declined by 1.2 percentage points and 1.9 million, respectively.
- In April, the number of unemployed reentrants and new entrants declined by 417,000 and 126,000, respectively. The number of job losers and persons who completed temporary jobs decreased by 253,000 to 5.2 million.
- The number of long-term unemployed (those jobless for 27 weeks or more) declined by 287,000 in April to 3.5 million; these individuals accounted for 35.3 percent of the unemployed. Over the past 12 months, the number of long-term unemployed has decreased by 908,000.
- The civilian labor force dropped by 806,000 in April, following an increase of 503,000 in March. The labor force participation rate fell by 0.4 percentage point to 62.8 percent in April. The participation rate has shown no clear trend in recent months and currently is the same as it was this past October. The employment-population ratio showed no change over the month (58.9 percent) and has changed little over the year.





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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 May 10	May 3	Change	April 26	Prior Year ¹
Initial Claims (SA)	297,000	321,000	-24,000	345,000	355,000
Initial Claims (NSA)	269,689	288,748	-19,059	318,127	320,253
4-Wk Moving Average (SA)	323,250	325,250	-2,000	320,250	340,500
WEEK ENDING	Advance May 3	April 26	Change	April 19	Prior Year ¹
Insured Unemployment (SA)	2,667,000	2,676,000	-9,000	2,761,000	3,017,000
Insured Unemployment (NSA)	2,560,629	2,641,583	-80,954	2,766,506	2,883,832
4-Wk Moving Average (SA)	2,694,500	2,713,000	-18,500	2,731,500	3,016,000
<u>Insured Unemployment Rate (SA)²</u>	2.0%	2.0%	0.0	2.1%	2.3%
<u>Insured Unemployment Rate (NSA)²</u>	1.9%	2.0%	-0.1	2.1%	2.2%

(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES APRIL 2014 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.

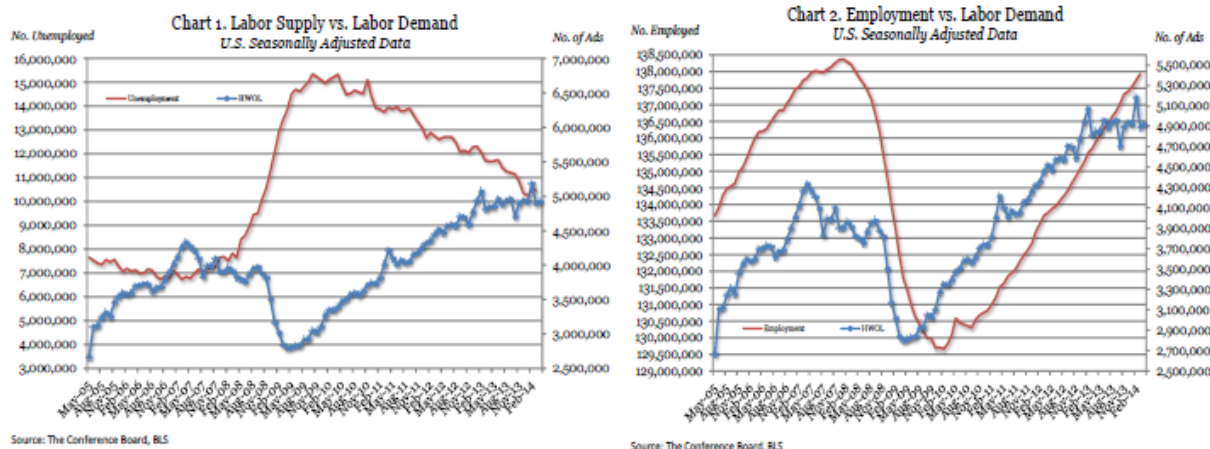
Conference Board Report - <http://www.conferenceboard.org/data/helpwantedonline.cfm>

Region	Number of unemployed people per online job posted April
USA	2.14
California	2.89
Los Angeles	3.02

- Online advertised vacancies were up 28,900 to 4,923,000 in April, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series**, released April 30th.
- The March Supply/Demand rate stands at 2.1 unemployed for each vacancy, with a total of 5.6 million more unemployed workers than the number of advertised vacancies.
- "April's modest rise follows a lackluster first quarter and leaves the job market basically flat for the year," said June Shelp, Vice President at The Conference Board. "Employers are replacing the workers that leave, as evidenced by the churn in the labor market — roughly 5 million advertised vacancies each month — but so far we haven't seen demand for new workers that would help whittle down the unemployed."
- Using The Conference Board Supply/Demand rates as a broad indication of current employer demand, employers are finding it hard to fill positions in professional and high-paying occupations like computer workers and medical professionals. In these fields there are 3 to 5 vacancies for unemployed workers. In contrast, in the Service/Production occupations—construction, production/manufacturing work, and food service workers — there are 4 to 7 unemployed job-seekers competing for every opening.



Workforce Investment Board of Ventura County Job Outlook Report April 2014



Red -
Unemployment

Blue - Help
Wanted Online

(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX APRIL 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 April. The index now stands at 118.00, up from 117.77 (an upward revision) in March. This represents a 5.5 percent gain in the ETI compared to a year ago.
- “April’s increase in the Employment Trends Index, and continued improvement in recent months, is signaling solid job growth through the summer,” said Gad Levanon, Director of Macroeconomic Research at The Conference Board. “Despite the disappointing GDP figure for the first quarter, job growth remains robust and when coupled with the massive retirement of baby boomers will result in a continued rapid decline in the unemployment rate.”

(6) 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
4/25/14	Nothing related to Ventura County or So California
5/2/14	Toyota is Leaving Southern California – Los Angeles Business Journal Toyota Motor Co. is moving three of its North American headquarters operations from Torrance, California to Plano, Texas. The move will allow the consolidation of the company’s manufacturing, sales and marketing, and corporate headquarters operations onto a single campus that will employ approximately 4,000 area workers. The move is scheduled to occur over a period of three years and will affect nearly 2,000 Southern California workers.
5/9/14	California Almond Crop Threatened by Drought – Recordnet.com The United States National Agricultural Statistics Service predicts a decline in the 2014 almond crop of 2.5 percent from the record 2 billion pound crop of 2011. San Joaquin County growers cite the State’s near-record drought conditions as the reason for the decline.



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Relevant Articles

May 16, 2014, Los Angeles Times, “California unemployment rate falls below 8% for the first time since 2008,” **Richardo Lopez**

- California employers added a net 56,100 jobs in April, helping push the unemployment rate below 8% for the first time in nearly six years, the U.S. Bureau of Labor Statistics reported May 16th.
- The state's jobless rate fell from 8.1% in March to 7.8% last month. The last time the unemployment rate was below 8% was in September 2008 when it stood at 7.9%.
- April's surge in payroll employment occurred in at least six sectors, with education and health services posting the largest gain. The sector expanded by 19,400 jobs in April.
- Leisure and hospitality, which has rebounded strongly since the depths of the recession, posted the next highest gain of 13,400 jobs.
- Professional and business services, which includes high-paying jobs such as accountants and lawyers, continued its strong growth, adding 11,900 jobs. The housing recovery also helped boost hiring in construction, which added 7,100 jobs last month.
- Manufacturing was flat from March to April. The government sector posted a net decline of 1,600 jobs.
- Since April 2013, California payrolls have expanded 2.25%, faster than the U.S. overall. In that time, California employers have added 340,200 jobs to their workforces. Texas was the only state that added more jobs, growing by 348,000 over the same period.

May 14, 2014, CFO.com, “Private Companies Shift into Hire Gear,” **David McCann,**
<http://ww2.cfo.com/growth-strategies/2014/05/private-companies-shift-hire-gear/>

- Private companies, expecting revenue growth to soar far past that of gross domestic product (GDP), are in a hiring mode not seen since pre-recession days.
- ... 63 percent of the participating companies, whose annual revenue averaged \$368 million, anticipated growing their head count. That was 11 percentage points higher than a year ago and the highest percentage reported in PwC's quarterly Trendsetter Barometer in years. Likewise, only 2 percent of the companies were looking at reducing their work forces over the next 12 months, tied with the second quarter of 2010 for the lowest figure since 2008. In the fourth quarter of that year, 17% of surveyed companies were eyeing staff reductions.
- Still, in another sense hiring plans are somewhat measured, with staffing increases expected to average just 2 percent. Companies reporting plans to bolster head count had forecast greater 12-month-out increases than that in five of the previous seven quarters, topping out at 3.4 percent in the first quarter of 2013.
- Most hires will be in three areas: sales, technology and “blue-collar” workers. “Hiring is very targeted,” says Ken Esch, a partner in PwC's private company services practice, noting that while those three buckets are quite disparate, they have a common thread. “Hiring companies are expecting a quick turnaround on their investment. They're looking for sales professionals who can access new customers quickly, people who can help them get better information out of the data they already have, and people who can jump into the manufacturing or production end and contribute within days rather than months.”

May 12, 2014, USA Today, “Economists see wages climbing in 2014,” **Paul Davidson and Barbara Hansen,** <http://www.usatoday.com/story/money/business/2014/05/11/wage-growth-accelerate/8766239/>

- After stagnating for years, wage gains will accelerate in 2014, a wide majority of leading economists predict in USA TODAY survey. The bigger paychecks should help fuel a more rapid recovery.
- Average wages have risen about 2% a year since the recovery began in mid-2009, and have been virtually flat after adjusting for inflation. The modest increases have held back consumer spending, which typically accounts for nearly 70% of U.S. economic activity.



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- But the jobless rate has been falling rapidly, to 6.3% from 8.1% in August 2012. Anderson is among economists who say that as unemployment approaches 6% by year's end, a more limited supply of available workers will force employers to step up pay hikes.
- Last month, average hourly earnings were up just 1.9% from a year ago. But pay for production and supervisory employees rose 2.3% during that period — a sign that wages will drift higher for all types of workers, says economist Michael Gapen of Barclays Capital.

May 2, 2014, Reuters.com, “U.S. job growth jumps, but shrinking labor force a blemish,” Lucia Mutikani, <http://www.reuters.com/article/2014/05/02/us-usa-economy-idUSBREA3T03420140502>

- U.S. employers hired workers at the fastest clip in more than two years in April, pointing to a rebound in economic growth after a dreadful winter and keeping the Federal Reserve on track to end bond purchases this year.
- The brightening outlook was, however, tempered somewhat by a sharp increase in the number of people dropping out of the labor force, which pushed the unemployment rate to a 5-1/2-year low of 6.3 percent. Wage growth also was stagnant.
- Nonfarm payrolls surged 288,000 last month, the Labor Department said on Friday. That was largest gain since January 2012 and beat economists' expectations for only a 210,000 rise.
- March and February's data was revised to show 36,000 more jobs than previously reported.
- About 806,000 people dropped out of the labor force in April, unwinding the previous months' gains. That helped to push down the unemployment rate 0.4 percentage point to its lowest level since in September 2008.

May 2, 2014, New York Times, “Jump in Payrolls is seen as a Sign of New Optimism,” Nelson D.

Schwartz, http://www.nytimes.com/2014/05/03/business/economy/april-jobs-data-released-by-labor-department.html?action=click&module=Search®ion=searchResults&mabReward=relbias%3As&url=http%3A%2F%2Fquery.nytimes.com%2Fsearch%2Fsite%2Fsearch%2F%3Faction%3Dclick%26region%3DMasthead%26pgtype%3DHomepage%26module%3DSearchSubmit%26contentCollection%3DHomepage%26t%3Dqry380%23%2Funemployment%2F30days%2F&_r=0

- After a frustrating series of false starts since the economic recovery began five years ago, American businesses appear to be increasingly confident about hiring new workers.
- In the best monthly showing in more than two years, employers added 288,000 jobs in April, the Labor Department said, representing three consecutive months in which payrolls grew by more than 200,000. The report, combined with other recent data, suggests the economy is poised to expand at a faster pace in the coming months, after a slow start in the depths of winter.
- Despite the big jump in payrolls, wages did not grow at all in April, illustrating why so many Americans remain doubtful that they will benefit from what both the Federal Reserve and the White House see as evidence of a resurgent economy.
- Even a sharp drop in the nation's unemployment rate, to 6.3 percent from March's 6.7 percent, provided little cause for celebration, since it was primarily because of a large decline in the number of people participating in the labor force rather than an increase in the number of Americans telling government survey workers that they had found a new job.

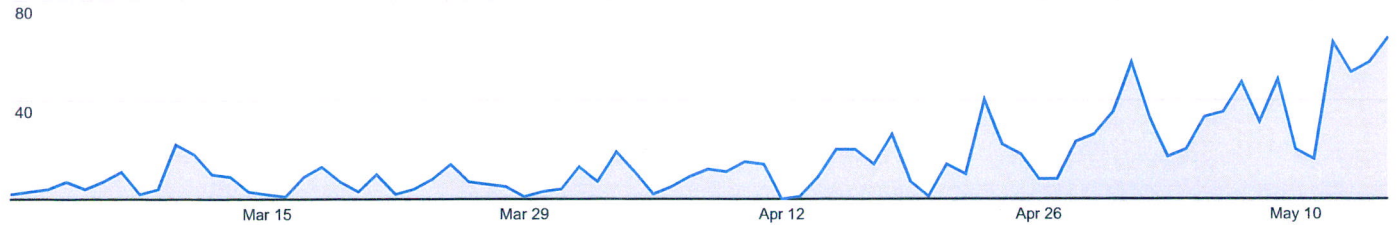
Mar 1, 2014 - May 15, 2014

Audience Overview

All Sessions
100.00%

Overview

Sessions



Sessions

1,214



Users

838



Pageviews

5,266



Pages / Session

4.34



Avg. Session Duration

00:05:14



Bounce Rate

52.88%

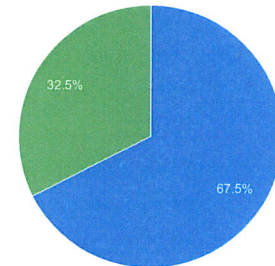


% New Sessions

67.55%



New Visitor Returning Visitor



Language

Sessions % Sessions

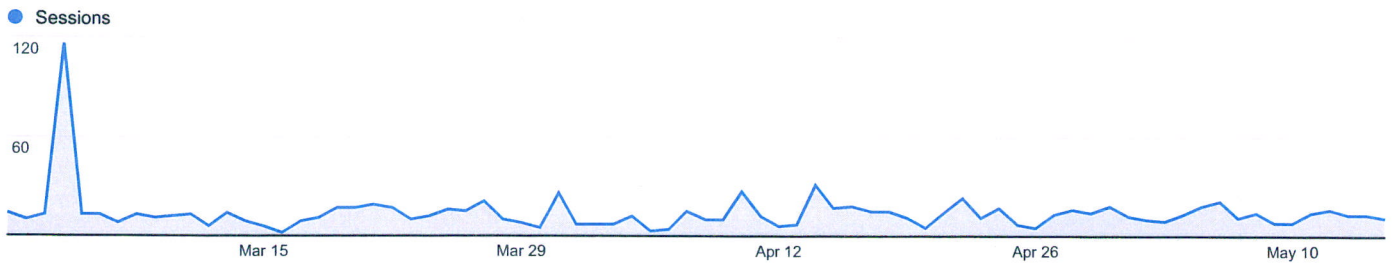
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2.	pt-br	27	2.22%
3.	en	4	0.33%
4.	zh-cn	4	0.33%
5.	es	2	0.16%
6.	fr	2	0.16%
7.	pl-pl	2	0.16%
8.	ru	2	0.16%
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Audience Overview

Mar 1, 2014 - May 15, 2014

All Sessions
100.00%

Overview



Sessions
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Users
995

Pageviews
2,110

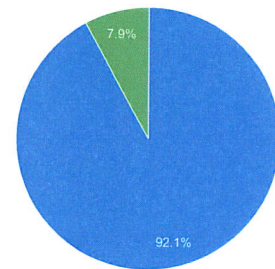
Pages / Session
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Bounce Rate
58.06%

% New Sessions
92.13%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	936	88.80%
2. pt-br	65	6.17%
3. es-es	8	0.76%
4. en	5	0.47%
5. es-ec	4	0.38%
6. it-it	4	0.38%
7. ru-ru	3	0.28%
8. (not set)	2	0.19%
9. en-gb	2	0.19%
10. es-ar	2	0.19%



WIB Outreach Update: March-May 15, 2014

Employer Outreach

- **Workforce Wednesday - *WIB***
 - **March 26** – Middle Skills Careers in Ventura County –Participants: Tony Skinner, Tri-Counties Building & Construction, Rodney Cobbs, United Assoc. of Plumbers & Pipefitters
 - **April 23** – How are changes in technology and the ACA impacting healthcare careers options? – Participants: Greg Barnes, Los Robles Medical Center, Sandy Werner, Simi Valley Hospital
 - **Scheduled May 28** – Getting the word out about no-cost and low-cost business resources through Ventura County Grows Business. Participants: Bruce Stenslie, EDC-VC, Shane Prokup, Trupart Manufacturing
 - **Scheduled June 14** – Learning more about business resources in Ventura County. Participants: Brian Gabler, Economic Development Director and Assistance City Manager Simi Valley, TBD
- **March 2014 – Workforce Update Eblast *WIB***
 - 3/26 sent to 13,656 Business/Open Rate 6% & 510 WIB Cohorts/Open Rate 32%
- **April 2014 – CLU Manufacturing Survey Eblast**
 - 4/28 sent to 1,616 Manufacturers/Open Rate 20%
- **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.
- **Ventura County Grows Business Spring 2014 Outreach**
 - **May-June Media Plan** – Developed & Placed
 - **Testimonial Videos** - Completed Testimonials for: Trupart, RSI Int'l, JetAir, PBS Biotech, Agnew Multilingual, AG Machining and VSolvit
 - **:30 TV** - Three :30 commercials were created featuring, RSI Int'l, Trupart and AG Machining
 - **:60 Radio Spot** – Completed
 - **:30 PSA** to be featured on KCLU - Completed
 - **New ½ Page Print Ads** – PCBT and San Fernando Valley Biz Journal - Completed
 - **Online banners** – Chambers, KCLU, VCStar, LA Times - Completed
 - **Eblasts** – Target Business Owners and Commercial Real Estate Agents
 1. Commercial Broker Eblast Sent 5/14 to 61/Open Rate 37%
 2. WIB/Cohort Eblast Sent 5/15 to 326/Open Rate 35.4%
 3. Business Eblast to go out Tuesday, 5/20
 - **Mailing** – Commercial Real Estate Agents – To mail Monday, 5/19
 - **Collateral**
 1. Update large resources mailer – Completed (See sample)
 2. Develop new 'postcard' flyer - Completed (See sample)
 - **Speakers Bureau** – Develop VCGB Business Services PPT and speakers bureau
 1. Researched and prepared speakers bureau list.
 2. PowerPoint – Two versions completed
 3. Begin recruiting speaking engagements week of 5/19



WIB Outreach Update: March-May 15, 2014

- **Website** – Redesign completed and includes:
 1. Focus on business services
 2. Widget to highlight local business expos
 3. Business Testimonials
- **Ventura County Grows Business Website & Facebook – March to May 15, 2014**
 1. **Website**
 1. 1,214 Sessions/838 Visits
 2. 5:14 average session duration & 4.34 pages/session
 3. 52.88% Bounce Rate
 2. **Facebook** – 1,228 Fans

Employer Outreach – In Development

- **Ventura County Grows Business** – Press Release and invitation to request WIB presentation
- **Manufacturing Skills Gap** - OpEd

Youth Outreach

- **VC Jobs With a Future Website – March to May 15, 2014**
 - 1,054 Sessions/995 Visits
 - 2. pages per visit/1.07 minute average visit duration
 - 58.06% bounce rate
 - 92.13% 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. Coordinate with client to disseminate.
- **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

- **Career Shops** - Sent April workshops info out on March 10 and May workshops info on April 7. Posted March, April and May workshops on Facebook.
 - Clips:
 - --KDAR – running April workshop info
 - --Camarillo Acorn – ran West Oxnard workshop info on March 14
 - --Santa Paula Times – running April career shops
 - --VC Reporter – ran March career shops info
 - --Happenings – ran March career shops info in March issue
 - --Sespe Sun – running May career workshops
 - --KDAR – running May workshops info
 - --Happenings – ran May workshops info in May issue
 - --VC Star – ran May workshops blurb April 26
 - --Santa Paula Times – running May 14 workshop info
 - --VC Reporter – ran May 9 workshop info



WIB Outreach Update: March-May 15, 2014

General Outreach - Media Relations *WIB*

- **Prepared and distributed Mark Fegley new board member release – April 3**
 - Clips:
 - --Sespe Sun – posted Mark's news release and photo April 3
 - --VC Star – ran Mark's announcement April 12
 - Other Clips:
 - --VC Reporter – mentioned Gerhard in March 6 "Biz Buzz" section

General Outreach

- **WIB Facebook – 192 Fans**

General Outreach – In Development

- **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**

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

- **Ventura County decreased 1% from 7.1% in March 2014 to 6.1% in April 2014 (April 2013 = 7.2%)**
- **California decreased 1.1% from 8.4% in March 2014 to 7.3% in April 2014 (April 2013 = 8.7%)**
- **U.S. decreased .9% from 6.8% in March 2014 to 5.9% in April 2014 (April 2013 = 7.1%)**

The WIB Projects in Process summary is also attached, updated through 5/15/14.



Workforce Wednesday for 3/26/14
Interview at 8:40AM
Live at KVTA 1590-AM Studio
2284 Victoria Avenue, Ventura

Workforce Wednesday Interview Guide

Welcome back to Workforce Wednesday, a monthly broadcast from the Workforce Investment Board of Ventura County (also known as the WIB).

Opening

On Workforce Wednesday, we have talked about “middle-skill” occupations before—high paying jobs that don’t necessarily require a four-year college degree. There are some great “middle skill” careers in the trades. Here to talk about them are two members of the WIB.

Participants

- **Rod Cobos:** business manager for the United Association of Plumbers and Pipefitters, Local Union 484
- **Tony Skinner:** business representative for the Tri-Counties Building and Construction Trade Council

Interview Questions

- **Rod:** In the next few years, a lot of baby boomers will be leaving the workforce. What will that mean for job openings in the trades?
- **Tony:** People can develop the trade skills they need through apprenticeship programs—earning while learning. How do apprenticeships work?
- **Rod:** What are the basic requirements for someone who wants to apply for an apprenticeship?
- **Tony:** How can a high school student get ready for a career in the trades? What about an adult who wants to start a new career?
- **Rod and Tony:** What does success look like in the trades? What have you found to be rewarding in your careers?

Wrap-Up

- Want to learn more about careers in the trades? Just go to the WIB website at www.wib.ventura.org, and click on the link to the State Building and Construction Trades Council of California. That’s www.wib.ventura.org.
- And, if you’re a teen or young adult who wants to learn more about careers, be sure to check out the WIB’s youth website at www.vcjobswithafuture.org.



Workforce Wednesday for 4/23/14
Interview at 8:40AM
Live at KVTA 1590-AM Studio
2284 Victoria Avenue, Ventura

Workforce Wednesday Interview Guide

Welcome back to Workforce Wednesday, a monthly broadcast from the Workforce Investment Board of Ventura County (also known as the WIB).

Opening

So much is happening in healthcare these days, from advances in technology to affordable care delivery systems. With us today are members of the WIB Healthcare Committee to talk about how healthcare jobs and careers are changing, too.

Participants

- **Greg Barnes:** Director of Safety and Regulatory Compliance at Los Robles Medical Center in Thousand Oaks
- **Sandy Werner:** Director of Human Resources at Simi Valley Hospital and current Vice Chair of the WIB

Interview Questions

- **Sandy:** With more people accessing affordable healthcare (and with baby boomers rapidly “maturing”), what are the big challenges for healthcare providers?
- **Greg:** How are changes in healthcare affecting employer needs for skilled workers, both now and in the foreseeable future?
- **Sandy:** What types of careers are available in healthcare? Can someone start a healthcare career without a four-year degree?
- **Greg:** What would you suggest to a teen or young adult who wants to explore healthcare careers or to prepare for a future in healthcare?
- **Sandy (and Greg):** The WIB Healthcare Committee represents a regional collaboration of healthcare providers, educators, and others to build a skilled workforce. What motivates you to be a part of that effort?

Wrap-Up

- To learn more about careers in healthcare, go to the Workforce Investment Board website at www.wib.ventura.org. That's www.wib.ventura.org.
- If you're a teen or young adult who is looking for career information, be sure to check out the WIB's youth website at www.vcjobswithafuture.org.



WIB Economic Retention May/June 2014

Paid
Value-add
Value-add full LA DMA

5/13/2014

Medium	Description	Week of								Total	
		5/5	5/12	5/19	5/26	6/2	6/9	6/16	6/23	Wks	Impressions
Email list procurement											
Businesses in VC	Eblast					TBD					
Commercial Real Estate Brokers	Eblast					TBD					
Commercial Real Estate Brokers	Direct Mail										
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
	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
KVTA-1590 AM News/Talk	9 pd, 6 n/c=15/week	1	1	1		1	1	1		6	192,000
Print and Online											
Pacific Coast Business Times	4/C 1/2 pg	1	1	1		1				4	12,800
	Web banner 300x250		1				1			2	30,000
	Logo across online section head									1	
San Fernando Valley Biz Journal	4/C 1/2 pg									4	25,000
	Value-add web 300x250, 728x90		1				1			2	5,000
LATimes.com - Business Section	300x250, 728x90 in VC & SFV	1	1	1	1	1	1	1	1	8	707,500
VCStar.com - Business Section	300x250 & 728x90	1	1	1	1	1	1	1	1	8	167,200
Chamber websites/eLetters	Cam, Conejo, Ox, SV, Ventura									2	40,600
Facebook	Cost-per-click										
Total campaign											3,713,482



DATES: 5/5 through 6/30

:30

KCLU PROGRAMMING IS MADE POSSIBLE IN PART BY THE WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY. THE “WIB”, ALONG WITH ITS MANY REGIONAL PARTNERS, PROVIDES SERVICES TO LOCAL EMPLOYERS TO FACILITATE FINANCING, INTERNATIONAL GROWTH, SUPPORT THROUGH ROUGH TIMES, AND TO IDENTIFY AND NOURISH THE RIGHT TALENT. MORE INFORMATION AT VENTURA COUNTY GROWS BUSINESS DOT COM, INCLUDING A DETAILED LIST OF BUSINESS RESOURCES SUCH AS EMPLOYEE RECRUITMENT, BUSINESS CONSULTING, AND EMPLOYEE TRAINING. THAT’S VENTURA COUNTY GROWS BUSINESS DOT COM.

:10

KCLU PROGRAMMING IS MADE POSSIBLE IN PART BY THE WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY (THE “WIB”). INFO ON BUSINESS RESOURCES AT VENTURA COUNTY GROWS BUSINESS DOT COM.



Workforce Investment Board

Projects in Process: 13/14 New Program Year

5/15/14

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>
Manufacturing Skills Gap	Op-Ed	15-May	TBD	TBD	Develop Op-Ed focusing on Manufacturing skills gap and opportunity in VC	
VCGB Resources	Press Release	15-May	19-May	21-May	Develop release featuring VCGB website and offer for WIB Speakers Bureau	
VCGB: Pull-Up Sign	Creative Services	15-May	TBD	TBD	Consider development of VCGB pull-up sign design.	Waiting on Client Input
KVTA Workforce Wednesday - June 14: VCGB Part 2	Agency Services	15-May	11-Jun	14-Jun	Participants Brian Gabler and TBD	
Speakers Bureau PPT Presentation: Pitch	Agency Services	15-May	30-Jun	n/a	Begin solicitation appearances.	
KVTA Workforce Wednesday - May 28: VCGB	Agency Services	1-May	23-May	28-May	Participants Bruce Stenslie and Shane Prukop. Discussion Guide to client 5/14	
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
Manufacturers Survey	Agency Services	17-Feb	n/a	20-May	Developed Eblast and sent on 4/28. Scheduled to send second time 5/20	
March - June 2014 Career Shops	Agency Services	6-Feb	n/a	1-May	Develop & distributed Calendar Releases. March & April Complete.	
Commercial Real Estate Broker Mailing	Creative Services	2-Jan	31-Mar	28-Apr	Developed cover letter/package for VCGB resources mailer.To mail 5/20/14	Waiting for Client Feedback
Employer Outreach: Business Eblast	Creative Services	2-Jan	31-Mar	28-Apr	Scheduled to go out 5/20/14	
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



Workforce Investment Board

Projects in Process: 13/14 New Program Year

5/15/14

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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
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.	



Workforce Investment Board

Projects in Process: 13/14 New Program Year

5/15/14

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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>
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.	
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	



Workforce Investment Board

Projects in Process: 13/14 New Program Year

5/15/14

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>
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	
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	



Workforce Investment Board

Projects in Process: 13/14 New Program Year

5/15/14

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>
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-Job-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 Interview	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	



Workforce Investment Board

Projects in Process: 13/14 New Program Year

5/15/14

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 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	
Employer Outreach: Media	Agency Services	2-Jan	3-Feb	14-Mar	Completed 3/14/14	
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, Completed 3/26/14	
Workforce Update - March 2014	Creative Services	17-Feb	14-Mar	24-Mar	Completed 3/26/14	
Speakers Bureau PPT Presentation	Agency Services	2-Jan	31-Mar	28-Apr	Researched and prepared a speakers bureau target list. Completed 4/10/14	
Employer Outreach: PSA :30	Creative Services	2-Jan	31-Mar	28-Apr	Completed 4/18/14	
KVTA Workforce Wednesday - April 23: How are healthcare careers changing?	Creative Services	24-Mar	18-Apr	23-Apr	Participants Sandy Werner and Greg Barnes. Completed 4/23/14	
Employer Outreach: Tri-Fold	Creative Services	2-Jan	31-Mar	28-Apr	Completed 4/24/14	
Employer Outreach: Postcard	Creative Services	2-Jan	31-Mar	28-Apr	Completed 4/24/14	
Ventura County Employer Mailing List	Agency Services	2-Jan	31-Mar	28-Apr	Completed 4/28/14	
Employer Outreach: Testimonial Videos	Creative Services	2-Jan	31-Mar	28-Apr	Seven version shot and produced. Completed 4/28/14	



Workforce Investment Board

Projects in Process: 13/14 New Program Year

Items in Gray = Completed

Items in Green = On Hold

5/15/14

<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>
Employer Outreach: TV :30	Creative Services	2-Jan	31-Mar	28-Apr	Three versions :30 TV spot. Completed 4/28/14	
Employer Outreach: Radio :60	Creative Services	2-Jan	31-Mar	28-Apr	Completed 4/28/14	
Employer Outreach: Banners	Creative Services	2-Jan	31-Mar	28-Apr	Multiple sizes and version, static and rich media. Completed 4/28/14	
Employer Outreach: Print Ads	Creative Services	2-Jan	31-Mar	28-Apr	Completed 4/28/14	
Speakers Bureau PPT Presentation	Agency Services	2-Jan	31-Mar	28-Apr	Develop PPT presentation. Completed 5/9/14	
Employer Outreach: VCGB Website & Facebook Page	Creative Services	2-Jan	31-Mar	28-Apr	Completed 5/15/14	
Employer Outreach: Commercial Broker Eblast	Creative Services	2-Jan	31-Mar	28-Apr	Completed 5/15/14	

2014-2015 MEETING CALENDAR
Workforce Investment Board of Ventura County (WIB) and WIB Committees

	WORKFORCE INVESTMENT BOARD	EXECUTIVE COMMITTEE	CLEAN/GREEN COMMITTEE	HEALTHCARE COMMITTEE	MANUFACTURING COMMITTEE	MEMBERSHIP COMMITTEE	OUTREACH COMMITTEE	RESOURCE DEVELOPMENT COMMITTEE	YOUTH COUNCIL
JULY 2014									
AUGUST 2014									
SEPTEMBER 2014									
OCTOBER 2014									
NOVEMBER 2014									
DECEMBER 2014									
<u>Locations</u> EDC-VC = Economic Development Collaborative of Ventura County, 1601 Carmen Drive, #215, Camarillo HSA = Human Services Agency, 855 Partridge Drive, Ventura VCCF = Ventura County Community Foundation, 4001 Mission Oaks Blvd., Camarillo VCOE = Ventura County Office of Education, 5100 Adolfo Road, Camarillo								CANCELED	RE-SCHEDULED
								NEW	CHANGED

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JANUARY 2015									
FEBRUARY 2015									
MARCH 2015									
APRIL 2015									
MAY 2015									
JUNE 2015									
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WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

PLANNING MEETING: WALL NOTES April 24, 2014

To begin the 2014-2017 planning discussion, WIB members received an update on the business, adult, youth and system alignment goals in the *Ventura County Regional Strategic Workforce Development Plan 2013-2017* (Plan). Reference materials provided were the Plan outline, the new California WIB performance measures, the Ventura County Occupational Employment Data and Growth Projections spreadsheet for each WIB priority sector (Clean/Green, Healthcare, Manufacturing), the Ventura County Career Education Pathways matrix, a copy of the recent WIB presentation at the National Association of Workforce Boards conference on “Engaging Regional Champions for Workforce Development,” and the WIB Workforce Pipeline diagram.

WIB members brainstormed in small groups, posted best ideas, debriefed with the larger group, and identified priorities/recommendations (indicated by *) for follow up by the appropriate WIB committees. Below is a summary of the feedback generated in response to three questions:

- 1) How can the WIB, working with regional partners, engage more businesses in the up-front preparation of our workforce?
- 2) How can the WIB, working with regional partners, facilitate the regional development of career pathways, credentials, certificates, and apprenticeships?
- 3) How can the WIB, working with regional partners, build private/public sector collaboration for the regional alignment, braiding, and sustainability of workforce development programs and systems?

1. Engage More Businesses in the Up-Front Preparation of Our Workforce

Strengths and Opportunities

- WIB strategy is working
- Strengthen promotion of existing programs
- Tie into business customer needs
- Do a WIB higher education survey
- Leverage existing trade and professional organizations
- Have committees for more industry sectors

Challenges and Barriers

- ** • Simplify the message. What does the WIB do? For whom? And how?
- * • High school and college training at different levels
- WIB Manufacturing Committee raises visibility of needs
- Recognition
- Lack of buy-in
- Need for more focus on business groups

Key Players and Roles

- ***** • Top human resources executives/managers in the county
- *** • Partner with AB 86 – Ventura County Adult Education Consortium
- * • Elected officials

Ideas for Action

- ***** • Be a conduit for better business & education
- **** • Social media outreach
- ** • Rotary, Kiwanis. Chambers
- On city business license permits: need to show # employees with click/link to WIB
- Chambers click to WIB website and link with resources (e.g., VACE)
- Survey on education/training needs (credentials, certifications, training, etc.)
- Ventura County School Boards Association: get on agenda; use WIB as “bridge”
- Get on association agendas
- Connect businesses with training partners, and business needs with training opportunities
- Planning grants
- Email blasts for interns

Next Steps

- ***** • Create a WIB “presenters” group (speakers bureau)
- * • Create WIB Ambassador Program

2. Facilitate the Regional Development of Career Pathways, Credentials, Certificates, and Apprenticeships

Strengths and Opportunities

- *** • Be a conduit between business & education
- * • Industry sectors, professional associations and VCOE career pathways
- WIB & higher education survey

Challenges and Barriers

- ** • K-12 career awareness
- Funding – Actual? Partner? Catalyst?
- Use a common language (e.g. what is AB 86?)
- Lack of community; silos
- K-12 career awareness
- Regulatory issues

Key Players and Roles

- *** • Local chamber partner shows value (apprenticeships & training)
- ** • Convene the appropriate working committee including CTE, coordinators, regional deputy sector navigator, chamber, integrated corporate partners to identify & implement career pathways
- * • School districts, labor unions, professional associations & business

Ideas for Action

- ***** • WIB certification (aligned with strategic priorities)
- ***** • Community mapping “Who is doing what?”
- **** • WIB “sanctioned” quality
- ** • Convene CTE advisors and determine professional certification standard
- National work readiness credentials

Next Steps

- ***** • Publicize credentials and apprenticeships
- ***** • Convene stakeholders to develop consistency and communications
- * • Contact counselors (help them)
- * • Invest in Grow Ex. Programs

3. Build Private-Public Sector Collaboration for Regional Alignment, Braiding and Sustainability of Workforce Development Programs and Systems

Strengths and Opportunities

- Proven results
- Diversity of stakeholders

Challenges and Barriers

- ** • Lack of financial resources; competing priorities; lack of awareness of existing resources
- * • Hard for individual employer to fund training
- Less restrictions on the funding—legislative change

Key Players and Roles

- * • Elected officials and school boards
- Everyone (business, non-profits, education, students, professional/labor organizations)

Ideas for Action

- ***** • Mapping of programs/funding/initiatives/sponsors
- ***** • Collective impact backbone organization
- *** • Comprehensive communication plan (different audiences)
- ** • Expand WIB model; expand definition to include time & talent; develop corporate resources pool
- ** • See what others are doing
- * • Professional development collaborative
- Make WIB a resource for grantsmanship

Next Steps

- ***** • Focus on implementation – Get it done!
- ***** • Association that puts into the system gets the workers
- *** • Links on other sites to our website
- *** • Develop a comprehensive list of assets and resources
- ** • Building improved/expanded communications plan
- * • Industry association to educate re: training benefits