



WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

September 17, 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: July 16, 2014
3.0b Year-End Review (Attached) | Brian Gabler |
| 8:36 a.m. | 4.0 CSD/WIA Event Update | Christy Norton |
| 8:45 a.m. | 5.0 Marketing and Outreach Update: 2014-2015 Summary (Q1) <ul style="list-style-type: none">• General Outreach• Employers• Youth | Heidi Hayes |
| 9:30 a.m. | 6.0 Ventura County Regional Strategic Workforce Development Plan <ul style="list-style-type: none">• Workforce Innovation and Opportunity Act (WIOA)• Transition from WIA to WIOA | Cheryl Moore |
| 9:55 a.m. | 7.0 Committee Member Comments | Committee Members |
| 10:00 a.m. | 8.0 Adjournment | Brian Gabler |

Next Meeting

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

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WIB Outreach Committee Meeting

July 16, 2014

MINUTES

Meeting Attendees

Marketing Committee

Jim Faul, Vice Chair
Bruce Stenslie
Victoria Jump
Will Berg

WIB Staff

Talia Barrera
Cheryl Moore
Patricia Duffy

Guests

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

1.0 Call to Order

Brian Gabler called the meeting to order at 8:36 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: May 21, 2014

Motion to approve: Bruce Stenslie
Second: Victoria Jump
Motion carried

4.0 CSD/WIA Event Report

Christy Norton Reported that CalJOBS, the new California workforce information access, data collection, and performance reporting system, had replaced VOS (Virtual One-Stop) in May 2014. The new CalJOBS system is unable to provide statistical reports that were issued in the past regarding local visits and activities at the American Job Center of California (AJCC). Christy Norton and Patrick Newburn provided an oral summary of activities that the Community Services Department/WIA accomplished in the fourth quarter of 2014.

5.0 Marketing and Business Outreach Summary Report

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

▪ Employer Outreach

– Workforce Wednesday

- May 28 – Getting the word out about no-cost and low cost business resources through Ventura County Grows Business (Participants: Bruce Stenslie, EDC-VC and Shane Prokup, Trupart Manufacturing)
- June 18 – Learning more about business resources in Ventura County (Participants: Brian Gabler, Economic Development and Assistant City Manager for the City of Simi Valley, and Ashish Shah, VSolvit)

– *Workforce Update* e-newsletter:

- June 17 – Sent to 600 education/government/WIB contacts with 31.4% open rate
- June 19 – Sent to 12,808 businesses with 10% open rate

– Simi Valley/CLU Ventura County Manufacturing Survey Eblast - #2

- Manufacturing List – sent to 1,594 businesses with an open rate of 11%

- Ventura County Grows Business (VCGB) Website and Facebook: May-June 2014
 - Website – 1,465 visits with 2 minute average session duration and 2.36 pages/session
 - Facebook – 1,230 fans
- Ventura County Grows Business Spring 2014 Outreach: release distributed May 21
 - Simi Acorn – ran GYB June 20
 - TO Acorn – ran GYB June 12
 - Sespe Sun – GYB ran May 21
 - VC Star – GYB ran May 31 online; June 1 in print
 - Eblasts – Target Business owners and Commercial Real Estate Agents
 - Commercial Brokers: sent 06/25/14 to 65 businesses with a 35.6% open rate
 - Local Businesses: sent 05/20/14 to 13,076 businesses with a 9% open rate

▪ Job Seeker Outreach

Career Shops: Sent April workshops information out on May 7 and posted June workshops on Facebook. Clips:

- Sespe Sun – Posted June workshops
- KDAR – running June workshops info
- Moorpark Acorn – ran info on June workshop with OPEN info May 8
- Happenings – running June workshop info in June issue
- Santa Paula Times – running general June workshop info
- Simi Acorn – ran CalJOBS workshop release June 13
- VC Reporter – ran June workshop info
- KDAR – running June workshops info

General Outreach

- Rebranding: America's Job Center of California is the new official name of the job and career centers. The unification of name and brand was done to identify on-line and in-person workforce development services as part of a single network.
- WIB Speakers Bureau: Committee discussed the idea to put together a list of potential speakers to talk to the public about the Grow Your Business initiative. In a continuous effort to raise awareness and increase the WIB's visibility, speakers who volunteer, will visit different organizations throughout the county. Meeting of potential speakers is scheduled for August 28, 2014 at 10:30 a.m. at VCOE.

6.0 Committee Member Comments

No comments

7.0 Adjournment

The meeting adjourned at 10:00 a.m.

Next Meeting

September 17, 2014 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative – Ventura County (EDC-VC)

1601 Carmen Drive, #215, Camarillo, CA

2013-2014 YEAR-END REVIEW

Workforce Investment Board of Ventura County

WIB OUTREACH COMMITTEE

2013-2014 Members

WIB Members: Brian Gabler, Chair (City of Simi Valley), Jim Faul, Vice Chair (LC Engineering Group, Inc.), Will Berg (Port of Hueneme), Victoria Jump (Area Agency on Aging), Bruce Stenslie (Economic Development Collaborative-Ventura County)

Committee Accomplishments

In support of the WIB's *Ventura County Regional Strategic Workforce Development Plan 2013-2017*, the WIB Membership Committee:

Employer Outreach

- Focused on outreach messaging to raise employer awareness and encourage use of WIA-funded recruitment, training, layoff aversion and business consulting services in Ventura County. Communicated the collaboration with America's Job Center of California, the Economic Development Collaborative-Ventura County, and the Small Business Development Center to provide coordinated no-cost/low-cost services.
- Published a bimonthly e-newsletter, *Workforce Update* (WU) featuring employer success stories, business-friendly practices and programs, WIB members and activities, quick reads, and upcoming events. A total of 10 e-blasts (including WU) to 63,575 recipients were distributed targeted employers, WIB cohorts, and stakeholders in Ventura County. The open rate among cohorts was 20% and 8% among employers.
- Built on the WIB-developed Ventura County Grows Business (VCGB) platform to implement a regional business retention and growth outreach initiative which included seven new video testimonials as part of an integrated campaign. The VCGB message targeted employers through print ads, broadcast and digital marketing with an overall total of 3.8 million gross impressions. The VCGB website (www.venturacountygrowsbusiness.com) had 6,000 visitors who spent an average of 2:40 minutes per visit on the site. VCGB Facebook participation grew to 1,200 fans.

Youth Outreach

- Enhanced the WIB's VC Jobs With a Future youth website (www.vcjobswithafuture.org) with new and updated career planning resources. More than 5,700 visitors accessed the website, viewing an average of almost three pages per visit.
- Developed and implemented a September "Back-To-School" outreach targeting Ventura County youth, parents, educators, and youth program providers. Achieved more than 750,000 gross impressions through online and radio media vehicles and more than 110,000 gross impressions through outdoor banners displayed at nine Ventura County high school football stadiums.
- Worked with WIA youth program providers to gather compelling case stories for WIB outreach messaging and for posting on local, state and national workforce development websites.

Job Seeker Outreach

- Developed and implemented a regional job seeker outreach initiative using existing WIB outreach materials: on-the-job training brochures, online banners, Facebook, and the WIB website. Distributed calendar listings of Career Shops through multiple outlets.

2013-2014 YEAR-END REVIEW

Workforce Investment Board of Ventura County

WIB OUTREACH COMMITTEE

Committee Accomplishments (Continued)

- Implemented a Job & Career Center (JCC) co-branding strategy for 2013-2014 to comply with the California WIB requirement to use the statewide brand by July 1, 2015. Both the current JCC logo and the America's Job Center of California (AJCC) logo identifiers appeared on outreach messaging (e.g., brochures, banners, window signage, WIB website)

Community Outreach

- Continued the WIB's successful Workforce Wednesday (WW) live interview series on KVTB-1590 AM, the only all-news/talk radio station in Ventura County. Aired segments featuring WIB and WIB committee members discussing such topics as education and career readiness, support programs for employers and job seekers, and business and economic development in Ventura County. WW reached a total of 340,000 employer-targeted listeners over the 12-month period.
- On the only National Public Radio station in Ventura County, sponsored KCLU AM Edition and All Things Considered through public service announcements. Focused on key WIB-supported employer, job seeker, and youth services and partnerships. Reached more than 2 million listeners in Ventura County. Also achieved an additional 75,000 online impressions through targeted KCLU banner placements, with almost 3,000 clicks connecting users directly with the services described.
- Encouraged WIB members to establish a more visible presence in the community for collaborative workforce and economic development, including participation in such activities as Workforce Wednesday, press articles, opinion pieces, written and video testimonials, meetings with state and national representatives, presentations at community events, and participation in state and national conferences. Developed and distributed news releases featuring new WIB members and placed an editorial focusing on key sector growth challenges and opportunities in the region.
- Conducted the outreach, screening, and selection process for the 2014 WIB Awards to recognize outstanding contributions to workforce and business development in Ventura County.

Insights

- The flexibility, integration, and leveraging of outreach platforms such as Workforce Wednesday, *Workforce Update* and the KCLU sponsorship have been effective in reaching multiple audiences about key WIB programs and areas of focus.
- We have a solid online infrastructure in place. We have three "go-to" online sites for access to regional information (e.g., data, resources, networks, partners) which are aligned and nimble to respond to ongoing opportunities and challenges: Ventura County Grows Business, VC Jobs With a Future, and the WIB website.
- Grassroots outreach efforts by WIB members would help to promote private/public sector collaboration and also drive more people to information on our three websites.
- A more visible presence of WIB members in the community will encourage more "conversation" among private and public sector leaders and community influencers.
- We need to consider increasing the use of social media to facilitate and build on community engagement.



WIB Outreach Update: July 1 to September 13, 2014

Employer Outreach

- **Workforce Wednesday - *WIB***
 - **August 20** – 2014 WIB Award Winners Society of Hispanic Professional Engineers. Participants: Alex Rivera, WIB Board Member and SHPE member, Lizbeth Figueroa, Past president SHPE Ventura County Chapter
 - **September 24 Pending** – Making the most of a child's first five years, the role of pre-school and workforce development. Participants: Iris Ingram, VP, Business Services at Moorpark College and WIB Board Member, Claudia Harrison, Executive Director of First 5 Ventura County and WIB Youth Council Member
 - **October 22 Pending** – Biomedical Device Manufacturing Certificate Program. Participants: Scott Rabe, Ventura College and Manufacturing Committee member, Bill Pratt, Director of Creative Design and VP of Operations at Kinamed and WIB Board Member
- **August 2014 – Workforce Update Eblast *WIB***
 - **August 18 – WIB Cohorts:** 367 Sent/39.1% Open Rate
 - **August 18 – Biz List:** 12,771 Sent/7.5% Open Rate
- **Ventura County Grows Business Website & Facebook – July 1 to September 13, 2014**
 1. **Website**
 1. 863 Sessions/765 Unique Visits
 2. 1:46 minute average session duration & 2.18 pages/session
 3. 62.46% Bounce Rate
 2. **Facebook** – 1,232 Fans
- **Revised/Updated Interview guide and coordinated Brian Gabler participations in 8/28 long-version edition of Camarillo City Scene**
- **Camarillo "Yellow Pages"** – Provided ½ page artwork to John Fraser for inclusion in their Camarillo Yellow Pages guide which is distributed to businesses.
- **Speakers Bureau** – Conducted Speakers Bureau training session on 8/28
 - Participants included: Jim Faul, Brian Gabler, Teresa Johnson, Kimberly Nilsson, Bernardo Perez and Alex Rivera.
 - Agency to begin scheduling Rotary and Chamber presentations for Oct/Nov 2014
 - Finalize Business Services PPT and speakers bureau participants

Employer Outreach – In Development/Consideration

- **14/15 Employer Outreach Planning**
- **2014 Manufacturing Day Outreach**
- **Workforce Update** – Eblast design update in process. Next issue October 2014
- **Ventura County Grows Business** – Pull-up sign.



WIB Outreach Update: July 1 to September 13, 2014

Youth Outreach

- **VC Jobs With a Future Website – July 1 to September 13, 2014**
 - 784 Sessions/731 Visits
 - 1.89 pages per visit/1.04 minutes average visit duration
 - 65.94% bounce rate
 - 89.41% new visits

Youth Outreach in Development

- **14/15 Youth Outreach Planning**
 - Boys & Girls Club After School Program Presentations
 - Use presentations to begin steering your to key sector pathways
- **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.
- **WIB Website – Internship/Apprenticeship Program Resource Page**
 - Revised draft to client 10/7. Under construction as of 3/14/14.

Job Seeker Outreach

- **Career Shops**
 - Posted July and August Career Shops on WIB Facebook page
 - Sent September career workshops on August 13
 - Sent October career workshops on September 9
- Clips:
- --Sespe Sun – running Sept. workshops
 - --KDAR – running Sept. workshops
 - --Santa Paula Times – running Sept. workshops
 - --Happenings – running the Sept. workshops listing in Sept. issue

Job Seeker Outreach in Development

- **14/15 Job Seeker Outreach Planning**
- **Agency on Aging** - Work with Victoria Jump to investigate avenues to reach the grandparents with career planning information for their grandchildren. Banner placement?
- **On-The-Job Training** - Review current materials for update requirements
- **Transition JCC collateral to AJCC where needed**



WIB Outreach Update: July 1 to September 13, 2014

General Outreach

- **Media Relations & Various *WIB***
 - **VCStar Carol Lawrence Labor Day Interview** – Coordinated interviews with VACE youth success stories. Content was not used for Labor Day but suggested there would be a follow-up for a separate feature. Agency to pursue.
 - **“Brighter Days” Mike Soule Op-Ed**: 1st draft developed by Hugh Ralston, 2nd edited draft attached, 3rd draft in development to address recent Manufacturing Certificate program promoted and initiated by the Manufacturing Committee.
 - **KCLU PSA 14/15 Messaging** – PSA and banner placement, coordinated with WIB key outreach messaging began August 2014
 - **AJCC** – Develop PSA’s and new banners to transition JCCs through public outreach
 - **AMP So Cal** – Participated in two-hour start-up webinar on 9/15
 - **WIB Facebook** – 197 Fans
- **Job Outlook: Reports were developed for June 2014 and July 2014. The following highlights local, state and national data in terms of NOT seasonally adjusted rates for July 2014:**
 - **Ventura County increased .8%** from 6.2% in June 2014 to 7% in July 2014 (July 2013 = 8.3%)
 - **California increased .5%** from 7.3% in June 2014 to 7.8% in July 2014 (July 2013 = 9.4%)
 - **U.S. increased .2%** from 6.3% in June 2014 to 6.5% in July 2014 (July 2013 = 7.7%)

General Outreach – In Development

- **14/15 General Outreach Planning**
- **WIB Website Redesign/Rebranding** – Startup meeting 9/15/14
 - Compile WIB Board Members Photos & Corresponding Logos
 - Include key information for businesses to pursue Apprenticeships, Internships and Job Shadowing programs.
- **Social Media** – Agency to investigate other high performing WIBs for best practices regarding usage of various social media platforms and develop a recommendation for WIBVC
- **Op-Ed** – Consider development topic: Aging Workforce, Victoria Jump & Bruce Stenslie
- **Manufacturing Curriculum Flyer/WIB Template** – On Hold
- **WIB “Business” Cards** – On Hold for WIB logo redesign
- **Expand WIB Photo Library** – As needed

The WIB Projects in Process summary is also attached, updated through 9/15/14.



Workforce Investment Board Integrated Media Flowchart July 2014 - June 2015

Employer
WIB General
Youth
Parents
OJT

7/16/14

	Month of												Total Weeks	Total Spots	Total P12+ Imp	Total Investment	Total Value
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June					
Workforce Update Newsletter													5		60,000	\$2,120	\$2,120
Workforce Wednesday Includes interview/show, 15 :30s, 3 :60s and 2 billboard IDs													10	200	298,000	\$5,677	\$10,550
KCLU-88.3 FM NPR 7x/wk in AM Edition & All Things Considered													43	301	3,139,000	Different PO	
KCLU Online (value add)															78,300		
TOTALS														501	3,575,300	\$7,797	\$12,670

162%

Items in Gray = Completed

Items in Green = On Hold

9/15/14



Workforce Investment Board

Projects in Process: 14/15 Program Year

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	Aging Workforce Op-Ed	Media Relations	15-Sep	n/a	n/a	Agency to consider development of aging workforce op-ed.	
Job Seeker & Youth	Agency on Aging	Agency Services	15-Sep	n/a	n/a	Coordinate with V. Jump to ascertain opportunity to reach grandchildren of people being served by agency.	
Job Seeker & Youth	Agency on Aging	Agency Services	15-Sep	n/a	n/a	Coordinate with V. Jump to ascertain opportunity to reach grandchildren of people being served by agency.	
Job Seeker & Youth	Agency on Aging	Agency Services	15-Sep	n/a	n/a	Coordinate with V. Jump to ascertain opportunity to reach grandchildren of people being served by agency.	
Employer	2014 Manufacturing Day Outreach	Agency Services	15-Sep		3-Oct		Waiting on Client Input
General	Brighter Days Op-Ed	Media Relations	26-Aug	n/a	n/a	Edited Mike Soule proposed Op-Ed from Hugh Ralston. Re-drafting a second time to incorporate Biomedical Device Certificate program.	
General	Labor Day Interview	Media Relations	15-Aug	n/a	n/a	Developed pitch and Coordinated VACE and Carol Lawrence for Labor Day Interview. Agency to f/u.	
General	KCLU PSA Sponsorships	Agency Services	1-Aug	n/a	30-Jun	Agency to coordinate content development and placement of PSA's and Banners on KCLU through 6/30/15	
Employer	Speakers Bureau PPT Presentation: Pitch	Agency Services	1-Jul	30-Jun	n/a	Speakers training 8/28/14. Agency to begin soliciting speaker appearances.	

Items in Gray = Completed

Items in Green = On Hold

9/15/14



Workforce Investment Board

Projects in Process: 14/15 Program Year

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Youth	Career Center Coordinator Eblast - Fall 2014	Agency Services	1-Jul	n/a	30-Jun	Ventura County Career counselor list and email draft provided to client 3/11/14	Waiting on Client Input
General	New WIB Website Design	Creative Services	15-Sep		12/31/2014	Start-up meeting with HSA IT 9/15 to establish options and next steps	
All	Update OJT materials	Creative Services	15-Sep		n/a	Evaluate current OJT materials for content updates and revise.	
All	JCC Material Updates to AJCC	Creative Services	1-Jul		TBD	Agency to review Employer, Job seeker, WIB brochures, window decal and job seeker pull-up to reflect new AJCC branding.	
Employer	VCGB: Pull-Up Sign	Creative Services	1-Jul	TBD	TBD	Consider development of VCGB pull-up sign design.	Waiting on Client Input
General	Employer Success Stories	Creative Services	1-Jul	n/a	30-Jun	Develop/solicit case histories. Contact BESD for information. Email to BESD 11/6.	Waiting on Client Input
General	Job Seeker Success Stories	Creative Services	1-Jul	n/a	30-Jun	Develop/solicit case histories. New requested forwarded to youth partners on 11/11.	Waiting on Client Input
General	WIB Pull-Up Signs: WIB/Collage (2) Versions	Creative Services	1-Jul	n/a	TBD	WIB Version to Client in August.	Waiting on Client Input
Employer	Workforce Update: December or New Year Issue	Creative Services	15-Nov		TBD	TBD	
Employer	Workforce Update: October Issue	Creative Services	15-Sep		21-Oct	Agency to refresh newsletter design and develop content recommendation.	
Employer	Workforce Wednesday, 11/19, TBD	Agency Services	1-Oct		n/a	In Development	

Items in Gray = Completed

Items in Green = On Hold

9/15/14



Workforce Investment Board

Projects in Process: 14/15 Program Year

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Employer	Workforce Wednesday, 10/22, Biomedical Device Certificate	Agency Services	13-Sep		22-Oct	Participants: Scott Rabe, Bill Pratt	
Employer	Workforce Wednesday, 9/24, Importance of First Five Education	Agency Services	1-Sep		24-Sep	Participants: Iris Ingram, Claudia Harrison	
Job Seeker	December Career Shops	Press Release	13-Sep		n/a	In Development	
Job Seeker	November Career Shops	Press Release	13-Sep		n/a	In Development	
Employer	Manufacturing Curriculum Flyer/WIB Template	Creative Services	1-Jul	TBD	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
General	New WIB Logo Design	Creative Services	1-Jul	TBD	n/a	Version 3 set of designs to client 2/7/14	
General	WIB Business Cards	Creative Services	1-Jul	TBD	n/a	Redesign WIB Marketing Cards	
General	WIB Website: Internship Development Resources	Agency Services	1-Jul	TBD	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	Now to be part of new website design project.
General	WIB Photo Library	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Employer	Business Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	

Items in Gray = Completed

Items in Green = On Hold

9/15/14



Workforce Investment Board

Projects in Process: 14/15 Program Year

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	WIB Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Job Seeker	Job Seeker Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Youth	Youth Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
General	Monthly Job Outlook	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Youth	VC Jobs With A Future Website	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
General	WIB Facebook	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Website	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Facebook	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Employer & Job Seeker	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
General	Professional Services	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
General	Media Relations	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Job Seeker	August Career Shops	Press Release	25-Jun		n/a	Completed 7/3/14	
Job Seeker	July Career Shops	Press Release	25-Jun		n/a	Completed 7/3/14	
Employer	Camarillo "Yellow Pages" ad	Creative Services	1-Aug		8/11/2014	Adapted 1/2 page 4/c VCGB ad for Business Services director for City of Camarillo Completed 8/11/14	

Items in Gray = Completed

Items in Green = On Hold

9/15/14



Workforce Investment Board

Projects in Process: 14/15 Program Year

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Employer	Workforce Update: August Issue	Creative Services	15-Jul		18-Aug	Completed 8/18/14	
Job Seeker	September Career Shops	Press Release	25-Jun		n/a	Completed 8/13/14	
Employer	Camarillo City Scene Interview (2)	Agency Services	1-Aug		8/28/2014	Coordinated second VCGB interview for longer for discussion with Brian Gabler Completed 8/28/14	
Employer	Workforce Wednesday, 8/20, 2014 WIB Award Winner SHPE	Agency Services	1-Aug		20-Aug	Participants: Alex Rivera, Lizbeth Figueroa Completed 8/20/14	
Job Seeker	October Career Shops	Press Release	25-Jun		n/a	Completed 9/3/14	

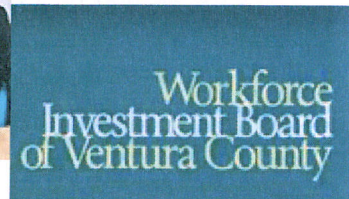
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Workforce Update



Issue: August 2014



Congress Passes a New Workforce Act



In a bipartisan effort to strengthen our national workforce development and education system and put Americans back to work, Congress recently passed the Workforce Innovation and Opportunity Act (WIOA) by a wide

majority. Designed to replace the 1998 Workforce Investment Act (WIA), WIOA will take effect on July 1, 2015. WIOA aligns federal funding and performance standards across multiple employment, education, and training programs. WIOA also reaffirms the role of Workforce Investment Boards in advancing sector workforce development strategies, programs, and services that support the needs of employers and job seekers in regional economies. For more information about WIOA and the new Ready to Work: Job-Driven Training and Opportunity Report, go to www.wib.ventura.org.

In This Issue

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[Small Business Development Center](#)

[Meet the Board: Zahid Shah, United Shah Corporation](#)

Resources

Connect with free and low-cost Ventura County [Employer Services](#).

Engineering Professionals Make a Difference



The Society of Hispanic Professional Engineers-Ventura County Chapter (SHPE-VCC) is comprised of professionals who serve as role models in the Hispanic community. Members of SHPE-VCC are committed to helping increase the number of Hispanic youth who pursue STEM-related fields of study (Science,

Technology, Engineering, Math). The group has organized and sponsored a wide range of activities and programs from

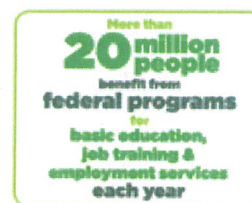
America's **JobCenter**
of California™



See how Ventura County is working to [Grow Business](#).

elementary school through college, including scholarships, career preparation workshops, mentoring, and STEM community events like Noche de Ciencias and ExciteEngineer. The positive impact on youth also inspires and motivates the volunteers to continue their work. To learn more, visit the SHPE-VCC website at www.shpevcc.com.

Did You Know?



Jobs for Our Future Event



Jobs for Our Future is a great opportunity to hear from state, regional, and local leaders about how business, education, labor, and government are working together to build a ready, skilled workforce for the jobs of our future. The event will be held on September 11th from 8am to 12:30pm at the Ventura College

Performing Arts Center. [Click here to register online.](#)

Managing Millennials in the Workplace: The confident, connected generation born between 1980 and 2000 has unique needs in the workplace, including frequent feedback.

(Not so) Quick Read:

The Geography of Jobs: This Deloitte University Press report "provides an overview of how the current boom in energy production, the hangover from the housing bubble, and the long-term decline in manufacturing employment are combining to shift the employment profile of the US economy."

Manufacturing Day 2014: Call for Business Hosts



Ventura County manufacturers rely on a skilled workforce to sustain and grow their businesses in a competitive global market. An important step in building a strong, local talent pool is to raise awareness of the high-

tech sophistication of manufacturing and the wide range of rewarding career opportunities. On October 3, 2014, members of the Manufacturing Roundtable of Ventura County will join manufacturers from across the country to open their doors to the community, tell their stories, and inspire a new generation of manufacturing professionals. If you would like your business to participate in National Manufacturing Day 2014, contact Talia Barrera at talía.barrera@ventura.org by September 5, 2014.

Job Outlook July 2014

Not Seasonally Adjusted
Unemployment
U.S. = 6.5%
California = 7.8%
Ventura County = 7.0%

Source:
Workforce Investment Board of Ventura County
Job Outlook Report

Ventura County Grows Business Spotlight: Small Business Development Center

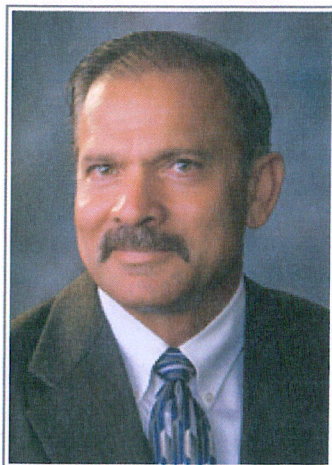


On the 3rd Friday of each month, the Small Business

Tune In
Workforce Wednesday
Tom Spence
KVTA 1590-AM
Sept. 24 at 8:40AM
- Career Pathways in

Development Center (SBDC) hosts an Entrepreneurial Academy from 1pm to 3pm. Academy workshops provide networking opportunities and focus on such topics as marketing, the sales process, effective problem solving, and critical elements for business success. Workshop leader Joe Huggins has extensive work experience at Fortune 500 and entrepreneurial organizations, and he teaches marketing and entrepreneurship courses at Pepperdine University and California Lutheran University. The free events are held at the Economic Development Collaborative-Ventura County (EDC-VC) office, 1601 Carmen Drive in Camarillo. For approval to participate, contact Jason Ham at 805.384.1800 x9159

Meet the Board: Zahid Shah, United Shah Corporation



A businessman who also coaches track and cross country running, Zahid Shah is the longest-serving member of the Workforce Investment Board of Ventura County (WIB). "Since joining the WIB in 2001, I have seen the WIB grow to be on the forefront of workforce issues, including employee education, job-training, and providing jobseekers with the necessary skills to advance in the workplace," says Zahid. He points to the fact that the WIB recently

received a high-performing WIB designation from the state-level California WIB. "We have achieved a lot of markers and have significantly improved awareness of workforce-related issues and the power of the community working together to connect local employers with trained employees." If he could do more as a WIB member, Zahid says it would be to let even more employers know that "we are here to help staff your business, retrain your employees, be your business partner and connect you with the resources you need to grow-and we do it at no cost." Many thanks to Zahid for his years of dedicated service to the WIB!



Workforce Update is brought to you by the Workforce Investment Board of Ventura County (WIB). The Workforce Investment Board administers federal funds that help to support America's Job Center of California locations and other free adult, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit www.wib.ventura.org.

Created in partnership with



Ventura County

[Click to listen to June broadcast about the Challenges of Competing in Today's Economy](#)

Upcoming Events

Aug. 28 at 8:00AM
WIB Board Meeting at
Ventura County Office of
Education

Sept. 11 at 8:00AM
Jobs for our Future at
Ventura College PAC

Sept. 12
Healthcare Committee at
VCCF Nonprofit Center

Sept. 26
Clean/Green Committee at
VCCF Nonprofit Center

Oct. 3
National Manufacturing
Day 2014

Oct. 8
Manufacturing Committee
at VCCF Nonprofit Center

Interested in developing
Ventura County's future
workforce? Join us at one
of our committee
meetings.

www.wib.ventura.org



Bringing People and
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55 Partridge Drive
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CityScene TV

Taping: August 28, 2014

To be aired: 2nd half of September 2014

Guests **Brian Gabler** – Ventura County Grows Business

Welcome back to *CityScene TV*. As promised, we're now going to meet with Simi Valley Assistant City Manager Brian Gabler, who will fill us in on the Workforce Investment Board-supported initiative: Ventura County Grows Business. Brian is also the economic development director for Simi Valley and a member of the Workforce Investment Board, so he is a good resource for VC Grows Business. Welcome Brian.

- The website is www.VenturaCountyGrowsBusiness.com, and there's a lot going on there...tell us, generally, what VC Grows Business is all about...

Ventura County Grows Business is a user-friendly website that connects with a wide range of resources—all in one place.

Show slide illustrating the Icons and associated services.

- There are some excellent collaborating agencies that assist the cities in Ventura County...including the WIB...tell us about some of the agencies businesses will find on the site.
 - America's Job Center of California
 - EDC-VC
 - SBDC
 - SCORE
 - Women's Economic Ventures
- Looking at 'Business Development' on the [VenturaCountyGrowsBusiness](http://VenturaCountyGrowsBusiness.com) homepage...and then going to 'Counties' – there's information about the EDC, as well as the other excellent business organizations you mentioned. Is there an issue convincing certain businesses that this 'government' assistance comes with no strings attached?

- Potential Answer: The fact is that the quality of the services offered is terrific and the site includes seven testimonials from Ventura County employers describing their experience and how it helped their businesses grow. Here's an example:

Show Trupart :30 Spot

- There are also several more excellent testimonials on VC Grows Business...which would seem like a good counterpoint to skepticism by businesses about reaching out for help (please elaborate)...
- The PACE program is an excellent way to provide alternative energy solutions to commercial and multi-family buildings...tell us about that...
- It's been a while coming compared to other states, but California seems to have stepped up with some fairly significant state-level assistance programs for businesses this year (CA Competes and State Sales Tax Exemption)...what has been the general response in the business community?
- In Camarillo, something that we've learned through our business visits program is that the folks running their businesses don't always have time to keep up on new business incentives out there...this seems like another great reason for something like VC Grows Business (elaborate)...
- Something that came to me as I was looking at the website is that, for business owners from other states, it kind of shines a light on our little area between Los Angeles and Santa Barbara...letting them know that there's a great alternative to those pricier areas...is that accurate?

Perhaps another hurdle for business owners is in cases where it might be a 'niche industry' and "how can they possibly help me?" What are some of the most popular services highlighted on the site that businesses utilize?

- On the job training
- Business Consulting
- Loans/Access to capital

- Even though the business climate in Simi Valley may be a bit different from Camarillo, and different again from Santa Paula, there have been positive results from collaboration, hasn't there?
- What's the best way to find out more...are there contacts on the website?

To find no-cost and low-cost business resources in Ventura County—all in one place— go to www.VenturaCountyGrowsBusiness.com. That's www.VenturaCountyGrowsBusiness.com.

Show slide with both website addresses/logos.

Also, you can access Ventura County Grows Business through the Workforce Investment Board website at www.wib.ventura.org.

- Anything else we didn't get to that you'd like to mention before we go?

Thank you very much for appearing on *CityScene TV*.

Trupart • JetAir • RSI • PBS Biotech • Agnew Multilingual • AG Machining

Watch their stories at venturacountygrowsbusiness.com



We helped them grow.

When **JetAir Technologies, LLC** needed financing for expansion, Ventura County's diverse resources had the solution. When **Trupart Manufacturing** was ready to expand its workforce, we offered affordable training programs. When **Remediation Service, Int'l** wanted to improve its market strategy, we provided

free consulting. Whether it's meeting the challenge of securing critical financing, finding qualified employees, or increasing operational efficiencies, we offer a number of no-cost and low-cost resources to ensure your company can thrive and grow. In Ventura County, you can grow your business and live your life.



**VENTURA
COUNTY**
GROWS BUSINESS

Discover all that's available at

venturacountygrowsbusiness.com

800-959-6395

In partnership with the Workforce Investment Board of Ventura County

The Sespe Sun

September 2014 Career Shops

August 14, 2014



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

Wednesday, September 10 – 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, September 11 – Winning Interviews, 1:30 pm – 4:00 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.

Wednesday, September 17 – Resumes that Sell, 1:30 pm – 4:00 pm – 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.

Wednesday, September 24 – The Power of CalJOBS, 1:30 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:

Thursday, September 18 – Tecnicas para la Busqueda 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.



[Free Job & Career Workshop](#)

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

Contact tel.: 805-204-5171

Free Career Shops For Job Seekers - presented throughout September 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.

LECTURES & EDUCATION

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Text **PET911** to **95577**

to receive our Emergency Room contact info,
so that it's handy if and when your pet needs it.*

- VMSG'S Emergency Room is open **24 / 7 / 365** and employs Board-Certified Emergency and Critical Care Specialists.
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cal/biotech, Monsanto, Horizon Hills School, 33 Greta St., T.O. Free. For more information, call 870-4522.

SELF-SUFFICIENT HOME

Sept. 20, 10-11:30 a.m. Author and instructor Christopher Nyerges will describe practical methods of self-reliant living: finding and purifying water, alternatives to electricity, and use of solar ovens. He will be available to sign his two books, *The Self-Sufficient Home* and *Extreme Simplicity*. Santa Monica Mountains Interagency Visitor Center. Reservations recommended, 370-2302.

FREE ESL TUTOR TRAINING

Sept. 20, 9 a.m.-1 p.m. & Oct. 18, 9 a.m.-noon. Laubach Literacy of Ventura County is offering free workshops to train volunteers to become English as Second Language (ESL) tutors of adults. Various methods and materials for teaching English to adults will be demonstrated. Neither teaching experience nor the ability to speak a foreign language is necessary. Free. Barrister Executive Suites, Ventura. For registration, call 385-9584.

SIMI VALLEY LIBRARY BOOK SALE

Sept. 20, 10 a.m.-2 p.m. Find your favorite books, fill a shopping bag, and pay only \$2 for the entire bag. Simi Valley Library, 2969 Tapo Canyon Rd., Simi Valley. For information, call 526-1735. simivalleylibrary.org.

CRYPTO-ZOOLOGY: A SEARCH FOR MYSTERIOUS MONSTERS, AGES 12-ADULT

Sept. 22-Oct. 6, Mon., 6:30-7:30 p.m. Search out the stories of mysterious monsters, such as the Santa Paula's Billywack Monster and the Monster Fish at Lake Casitas. \$40. Barranca Vista Center, 7050 E. Ralston, Ventura. 658-4726.

HOME ENERGY WORKSHOP & DINNER

Sept. 23, 5:30-7 p.m., Roger Jones Community Center, Oxnard. **Oct. 7, 6-7:30 p.m.,** Boys & Girls Club Multipurpose Room, Simi Valley. This free workshop and dinner provides information on how to take advantage of utility incentives of \$1,000-\$6,500, access low interest, unsecured financing, improve indoor air quality, lower utility bills, and replace old or broken furnaces, ducts, windows, and insulation. Plus, free home energy evaluation. For information, call emPower, 654-3834.

DRONES AND THE FARMING INDUSTRY

Sept. 24, 6 p.m., dinner, 7 p.m. Dr. Jagmohan Bajaj, VP Technology at Tele-dyne Imaging Sensors will discuss how drone imaging systems can play a role in optimizing crop productions. The lecture is free, dinner may be paid for at the door, \$10. Cal Lutheran University, 100 Ahmanson Science Bld., T.O. For information, call 310-871-5326.

DIY ORGANIC BODY CARE, AGES 18+

Sept. 25, 7-8 p.m. Learn to create natural and organic body care in this hands-on make and take class. Make lip balm, sugar scrub, body butter, bath salts, and deodorant. \$20 lab fee, \$15 class fee. Dos Vientos Community Center, 4801 Borchard Rd., Newbury Park, 375-1003.

LIBRARY FALL BOOK SALE

Sept. 27, 9 a.m.-2 p.m. Held at the Historic Dudley House, corner of Loma Vista and Ashwood, Ventura. For information, call 223-1187.

FREE CAREER SHOPS FOR JOB SEEKERS

Sept. 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.

E-BOOK-TECH Q & A

Ongoing, Thurs., 1 p.m. A librarian will be available to answer your e-book and technology questions on a drop-in basis. Moorpark Library, 699 Moorpark Rd., Moorpark, 517-6370.

BOOK A LIBRARIAN

Mon.-Thurs., 10 a.m.-noon and 3-5 p.m. Are questions about online searches

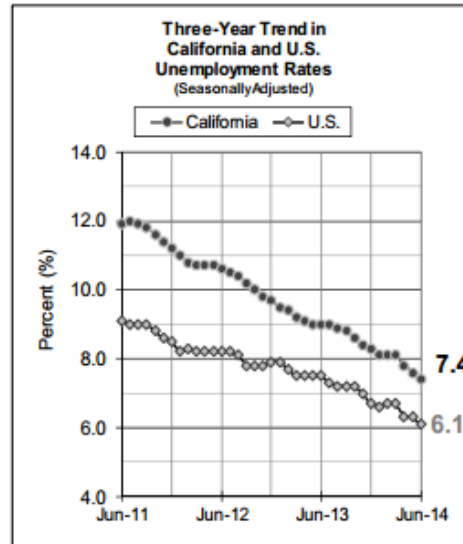


Workforce Investment Board of Ventura County Job Outlook Report June 2014

(1) STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD) LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE: Statewide Labor Market Review <http://www.labormarketinfo.edd.ca.gov/>

Top Statistics - June

- Unemployment Rate: 7.4% | -0.2
- Labor Force: 18,618,600 | -40,400
- Employment: 17,240,700 | +5,300
- Unemployment: 1,378,000 | -45,600
- Non Farm Jobs: 15,472,800 | +24,200



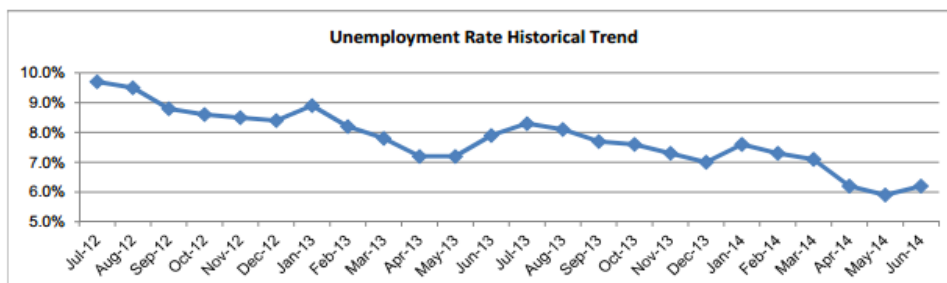
CA NSA = 7.3 %
US NSA = 6.3%

- California's seasonally adjusted unemployment rate was 7.4 percent in June, down 0.2 percentage point from May, and down 1.6 percentage points from one year ago.
- Civilian employment increased by 6,000 in June to 17,241,000 persons, following an increase of 40,000 in May.
- On a year-over basis, civilian employment was up 313,000 persons (1.8 percent).
- Unemployment decreased by 46,000 in June to 1,378,000 persons. This followed a decrease of 34,000 persons in May.
- The number of unemployed was down 303,000 persons (18.0 percent) from June 2013. Over the year, the California civilian labor force was up 10,000 persons (0.1 percent) in June 2014.

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 6.2 percent in June 2014, up from a revised 5.9 percent in May 2014, and below the year-ago estimate of 7.9 percent. This compares with an unadjusted unemployment rate of 7.3 percent for California and 6.3 percent for the nation during the same period.





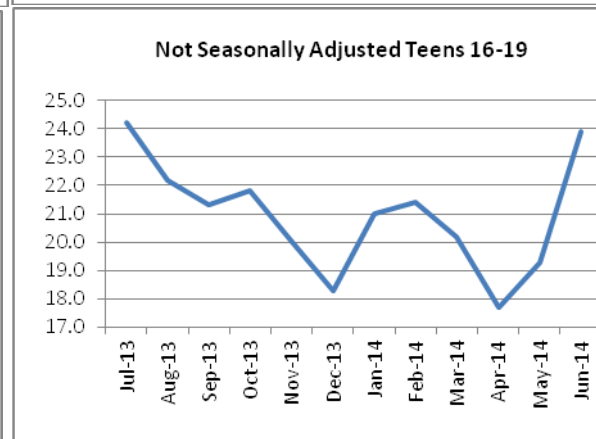
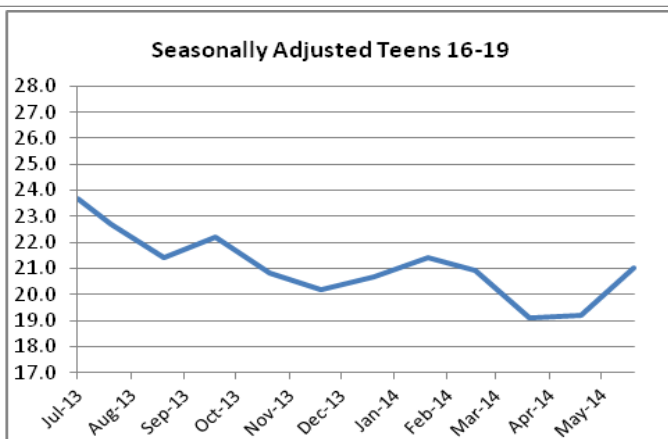
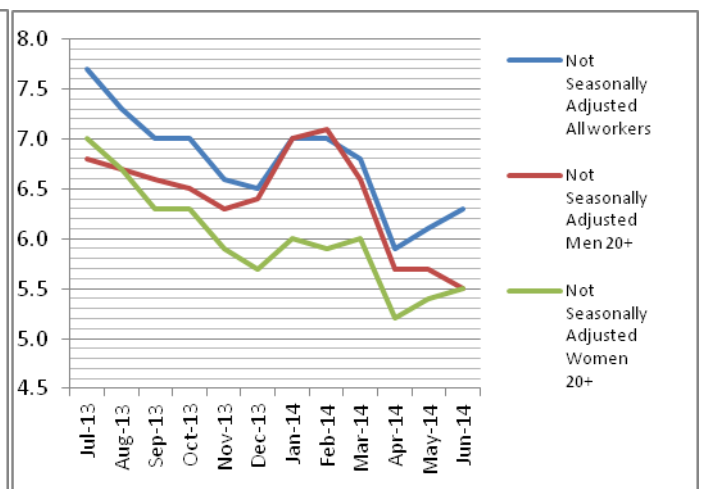
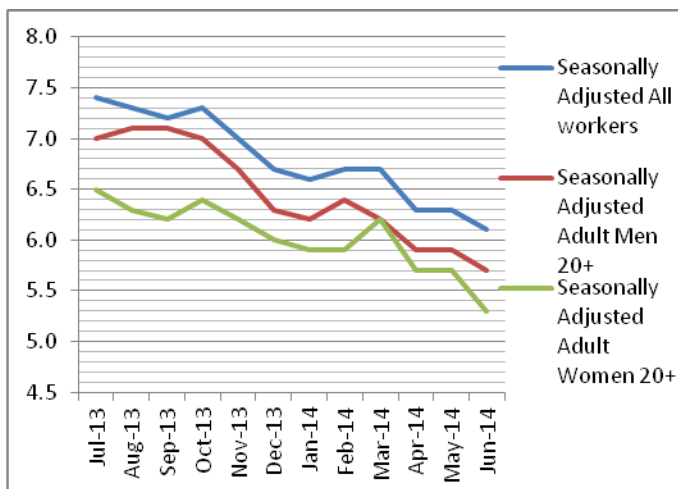
Workforce Investment Board of Ventura County

Job Outlook Report

June 2014

(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: JUNE 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 288,000 in June, and the unemployment rate declined to 6.1 percent, the U.S. Bureau of Labor Statistics reported July 3rd. Job gains were widespread, led by employment growth in professional and business services, retail trade, food services and drinking places, and health care.
- In June, the unemployment rate declined by 0.2 percentage point to 6.1 percent. The number of unemployed persons decreased by 325,000 to 9.5 million. Over the year, the unemployment rate and the number of unemployed persons have declined by 1.4 percentage points and 2.3 million, respectively
- The number of long-term unemployed (those jobless for 27 weeks or more) declined by 293,000 in June to 3.1 million; these individuals accounted for 32.8 percent of the unemployed. Over the past 12 months, the number of long-term unemployed has decreased by 1.2 million.
- In June, the civilian labor force participation rate was 62.8 percent for the third consecutive month. The employment-population ratio, at 59.0 percent, showed little change over the month but is up by 0.3 percentage point over the year
- The number of persons employed part time for economic reasons increased by 275,000 in June to 7.5 million. The number of involuntary part-time workers is down over the year but has shown no clear trend in recent months.
- In June, 2.0 million persons were marginally attached to the labor force, down by 554,000 from a year earlier. Among the marginally attached, there were 676,000 discouraged workers in June, a decrease of 351,000 from a year earlier.





Workforce Investment Board of Ventura County Job Outlook Report June 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	July 12	July 5	Change	June 28	<u>Prior Year¹</u>
Initial Claims (SA)	302,000	305,000	-3,000	316,000	339,000
Initial Claims (NSA)	369,591	322,512	+47,079	305,791	410,974
4-Wk Moving Average (SA)	309,000	312,000	-3,000	315,250	345,250
WEEK ENDING	July 5	June 28	Change	June 21	<u>Prior Year¹</u>
Insured Unemployment (SA)	2,507,000	2,586,000	-79,000	2,575,000	3,079,000
Insured Unemployment (NSA)	2,557,108	2,394,983	+162,125	2,412,611	3,146,960
4-Wk Moving Average (SA)	2,559,000	2,572,000	-13,000	2,579,250	3,004,500
<u>Insured Unemployment Rate (SA)²</u>	1.9%	2.0%	-0.1	2.0%	2.4%
<u>Insured Unemployment Rate (NSA)²</u>	1.9%	1.8%	+0.1	1.8%	2.4%

(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES JUNE 2014 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. <http://www.conferenceboard.org/data/helpwantedonline.cfm>

Region	Number of unemployed people per online job posted
USA	2.0
California	2.75
Los Angeles	3.24

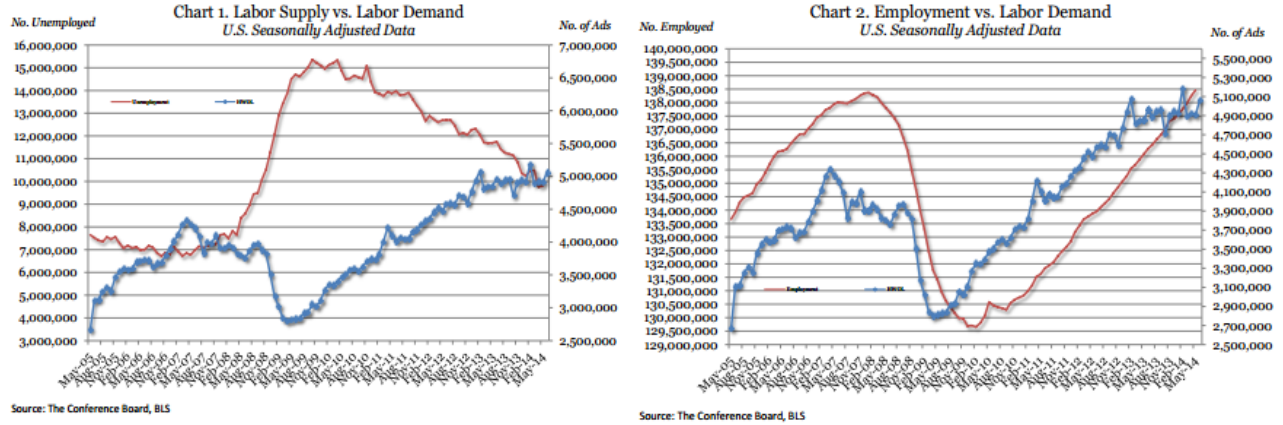
- Online advertised vacancies were up 155,900 to 5,060,100 in June, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released July 2, 2014.
- The May Supply/Demand rate stands at 2 unemployed for each vacancy, with a total of 4.9 million more unemployed workers than the number of advertised vacancies. The number of unemployed was 9.8 million in May.
- Since June 2013, advertised vacancies for professional jobs dropped by almost 80,000 while service/production jobs gained a total of 170,000 vacancies. Since last June, employer demand has been down for the higher-paying professional jobs (where the average pay ranges from \$34/hour to \$53/hour). Professional occupations like managers (-8,300), business and finance workers (-11,200), and even computer workers (down 51,000) all dropped. In contrast, lower-paying jobs (where the pay ranges from just over \$10/hour to \$20/hour) gained. T



Workforce Investment Board of Ventura County

Job Outlook Report

June 2014



Red -
Unemployment

Blue - Help
Wanted Online

(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX JUNE 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. <http://www.conference-board.org/press/>

- July 7, 2014...The Conference Board Employment Trends Index™ (ETI) increased in June. The index now stands at 119.62, up from 119.03 (an upward revision) in May. This represents a 6.3 percent gain in the ETI compared to a year ago.
- “The rapid increase in the Employment Trends Index in recent months suggests that strong job growth is likely to continue through the summer,” said Gad Levanon, Director of Macroeconomic Research at The Conference Board. “While the strong labor market signals an improvement in economic growth, the key factor is that the average productivity of workers will need to rise as well.”



Workforce Investment Board of Ventura County

Job Outlook Report

June 2014

Relevant News/Articles

July 18, 2014, Los Angeles Times, California adds 24,000 jobs in June, surpassing pre-recession peak, Chris Kirkham, <http://www.latimes.com/business/la-fi-jobs-report-20140718-story.html>

- California's unemployment rate dipped to 7.4% in June, a month in which the state finally recovered all the jobs lost during the recession.
- Data released by the U.S. Bureau of Labor Statistics on July 18 showed that California added more than 24,000 jobs in June, capping a year of steady employment growth for the state. Over the past year, California's unemployment rate has fallen from 9%, and the state has added more than 356,000 jobs.
- More than 15,472,000 people were on nonfarm payrolls in June, surpassing the pre-recession employment peak of 15,449,000 in July 2007.
- The highest growth areas since May were in education and health services and trade, transportation and utilities, which added 12,000 and 11,000 jobs, respectively.
- Over the past year, the biggest drivers in California's job growth have been the education and health services and professional and business services sectors.

July 17, 2014, Wall Street Journal (blog), "White House Economists See Few Labor Force Dropouts Returning," Josh Zumbrun, <http://blogs.wsj.com/economics/2014/07/17/white-house-economists-see-few-labor-force-dropouts-returning/>

- The American labor force, as a share of the overall population, has been shrinking for more than a decade. A [detailed new report](#) from the White House **Council of Economic Advisers** estimates the majority of that decline has been driven by the retirement of the Baby Boom generation and that only one-sixth of the decline is clearly attributable to the weak economy.
- The decline has sparked a divide among economists, some of whom have attributed most of the gains to the simple fact that the Baby Boomers, who were born after World War II, are now reaching retirement age. Other economists, however, have argued the Baby Boomers explain a small part of the decline and the reason the labor force has fallen so much is that the economy has been historically weak and unprecedented numbers of Americans have lost their jobs and given up hunting for another one. (Research from different arms of the Federal Reserve, such as [this paper](#) from a Boston Fed conference and [this paper](#) from the Philadelphia Fed, have reached contradicting conclusions.)
- The CEA's paper lands in the middle of this debate, saying that of the 3.1 percentage point drop in labor force participation since 2007, 1.6 percentage points can be explained by demographics. About 0.5 percentage point can be explained by the historical pattern that some people in a weak economy are more likely to give up on the labor force. The CEA says the remaining 1 percentage point drop results from "other factors, which may include trends that pre-date the Great Recession and consequences of the unique severity of the Great Recession."
- The number of workers who left because of the weak economy but may return has been shrinking, the report concludes. By many measures the economy has been improving, albeit slowly, and around 1 million workers who were sitting things out may have already returned to the labor force, leaving fewer left sitting on the sidelines.

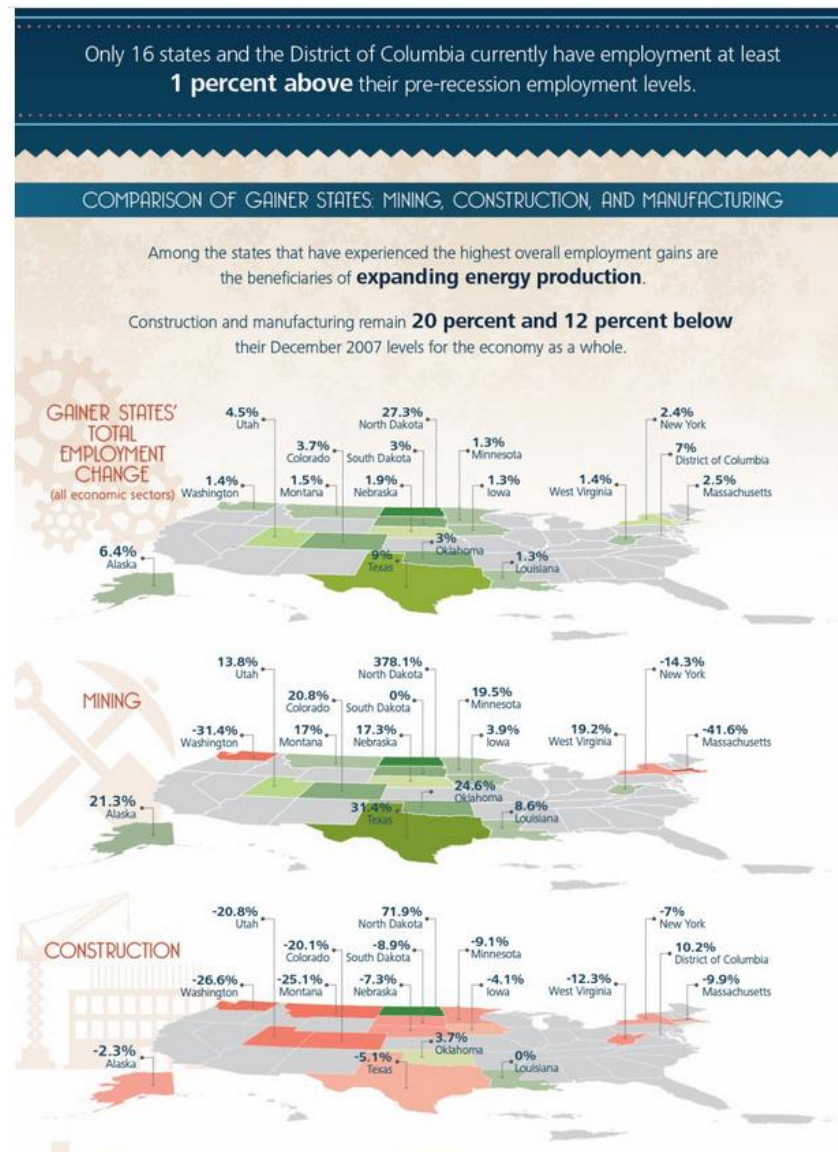
July 3, 2014, Washington Post (blog), "Economy adds 288k jobs in June; jobless rate falls to 6.1 percent," Ylan Q. Mui, <http://www.washingtonpost.com/blogs/workblog/wp/2014/07/03/economy-adds-288k-jobs-in-june-jobless-rate-falls-to-6-1-percent/>

- America's hiring spree kicked into full gear in June as the economy added more than 200,000 jobs for the fifth month in a row, according to government data released Thursday.
- The streak is the longest since the late 1990s and provides convincing evidence that the recovery has rebounded after [unexpectedly shrinking during this year's harsh winter](#). The Labor Department reported 288,000 net new jobs were created in June, and the unemployment rate dropped to 6.1 percent.

Workforce Investment Board of Ventura County Job Outlook Report June 2014

- Perhaps most important, Gallup found that [45 percent of Americans were working full-time in June](#), one of the highest rates since the polling company began tracking the figure in four years ago. The government data released Thursday mirrored those results, with the employment-to-population ratio rising to 59 percent, the highest level since 2009.
- The job gains were spread across a range of sectors, indicating the recovery is broad-based. Leading the way was professional and business services, which added a net 67,000 jobs. Retail and food service were next, while manufacturing and financial services also enjoyed significant gains.
- The government data also showed average hourly earnings jumped six cents to \$24.45. Estimates of hiring in April and May were also revised upward by 29,000 net new jobs.
- The strong hiring in June far exceeded the consensus forecast of about 215,000 jobs and could present a quandary for the Federal Reserve.

June 30, 2014, Deloitte University Press Infographic, “Mapping the recovery,” Dr Patricia Buckley and Dr. Peter Viechnicki, <http://dupress.com/articles/geography-of-jobs-infographic/?id=us:2sm:3tw:dup845:eng:dup:071414:wdeggers:ibtn?id=us:2sm:3tw:dup845:eng:dup:071414:wdeggers:ibtn>





Workforce Investment Board of Ventura County

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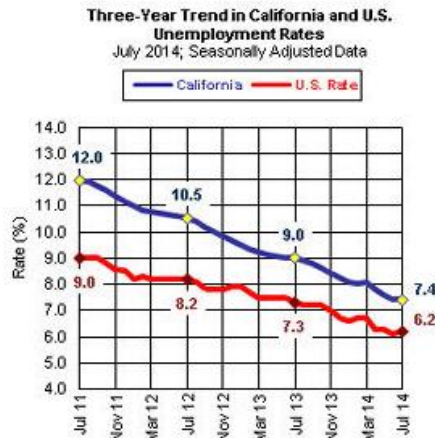
July 2014

(1) STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD) LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE: Statewide Labor Market Review

<http://www.labormarketinfo.edd.ca.gov/>

Top Statistics - July

- ▶ Unemployment Rate: 7.4% | +0.0
- ▶ Labor Force: 18,579,800 | -39,500
- ▶ Employment: 17,208,600 | -31,400
- ▶ Unemployment: 1,371,200 | -8,100
- ▶ Non Farm Jobs: 15,492,500 | +27,700



CA NSA = 7.8 %
US NSA = 6.5%

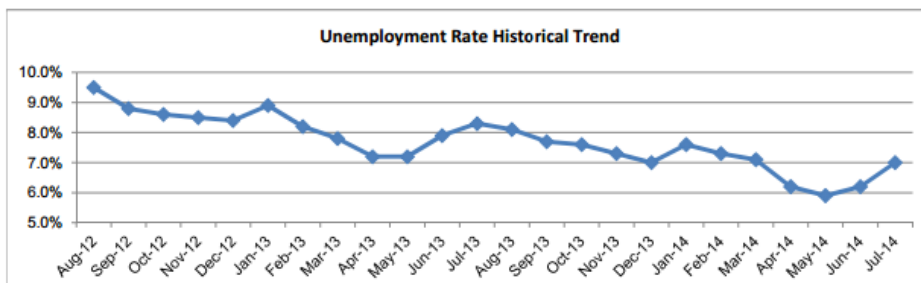
- California's unemployment rate was unchanged at 7.4 percent in July, and nonfarm payroll jobs increased by 27,700 during the month for a total gain of 1,371,500 jobs since the recovery began in February 2010, according to data released August 15th by the California Employment Development Department (EDD).
- In July 2013, the unemployment rate was 9.0 percent. The unemployment rate is derived from a federal survey of 5,500 California households.
- Nonfarm jobs in California totaled 15,492,500 in July, an increase of 27,700 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, July 2013 to July 2014, shows an increase of 323,600 jobs (up 2.1 percent).
- The federal survey of households, done with a smaller sample than the survey of employers, estimates the number of Californians holding jobs in July was 17,209,000, a decrease of 31,000 from June 2014, but up 283,000 from the employment total in July of last year.
- The number of people unemployed in California was 1,371,000 – down by 8,000 over the month, and down by 306,000 compared with July 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 7.0 percent in July 2014, up from a revised 6.2 percent in June 2014, and below the year-ago estimate of 8.3 percent. This compares with an unadjusted unemployment rate of 7.8 percent for California and 6.5 percent for the nation during the same period.





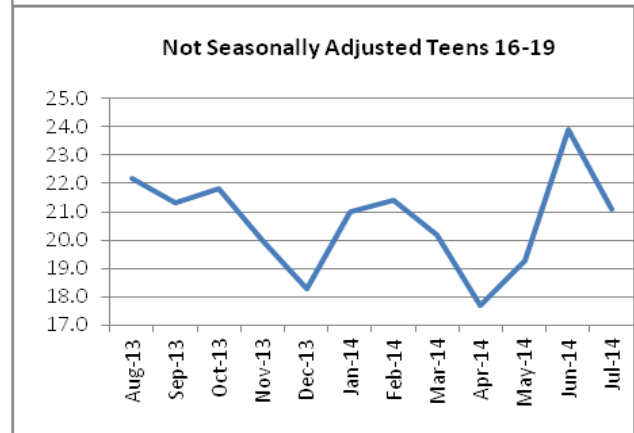
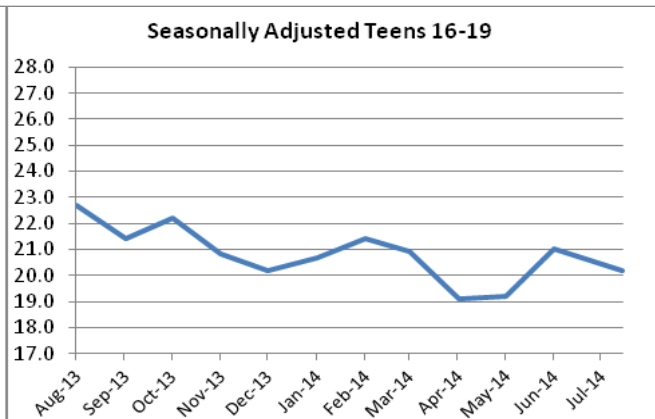
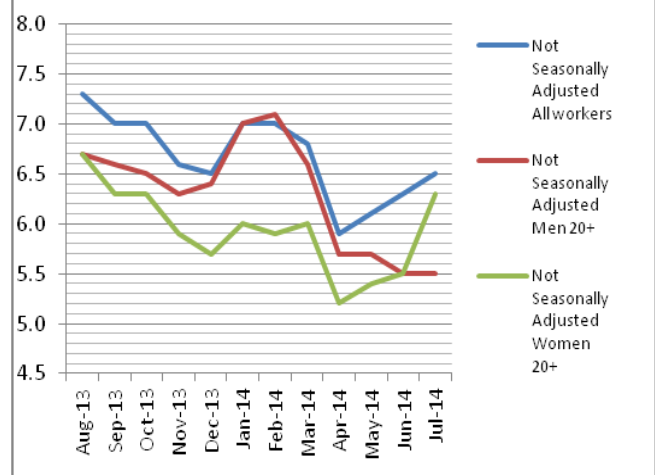
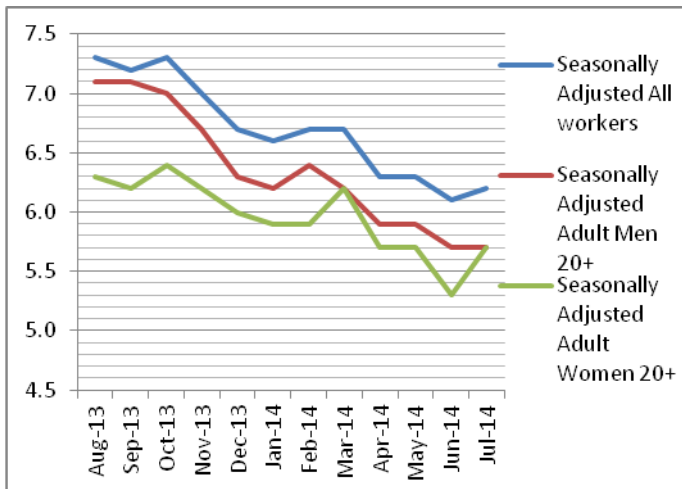
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(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: JULY 2014: Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments. DOL Release - <http://www.bls.gov/news.release/pdf/empst.pdf>

- Total nonfarm payroll employment increased by 209,000 in July, and the unemployment rate was little changed at 6.2 percent, the U.S. Bureau of Labor Statistics reported August 1st.
- Job gains occurred in professional and business services, manufacturing, retail trade, and construction.
- Both the unemployment rate (6.2 percent) and the number of unemployed persons (9.7 million) changed little in July. Over the past 12 months, the unemployment rate and the number of unemployed persons have declined by 1.1 percentage points and 1.7 million, respectively.
- In July, 2.2 million persons were marginally attached to the labor force, down by 236,000 from a year earlier. Among the marginally attached, there were 741,000 discouraged workers in July, down by 247,000 from a year earlier.
- Total nonfarm payroll employment increased by 209,000 in July, the same as its average monthly gain over the prior 12 months. In July, employment grew in professional and business services, manufacturing, retail trade, and construction.
- Professional and business services added 47,000 jobs in July and has added 648,000 jobs over the past 12 months. In July, employment continued to trend up across much of the industry, including a gain of 9,000 jobs in architectural and engineering services.
- Manufacturing added 28,000 jobs in July. Job gains occurred in motor vehicles and parts (+15,000) and in furniture and related products (+3,000). Over the prior 12 months, manufacturing had added an average of 12,000 jobs per month, primarily in durable goods industries.





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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/ui/data.pdf>

UNEMPLOYMENT INSURANCE DATA FOR REGULAR STATE PROGRAMS

WEEK ENDING	August 9	August 2	Change	July 26	<u>Prior Year¹</u>
Initial Claims (SA)	311,000	290,000	+21,000	303,000	329,000
Initial Claims (NSA)	268,837	247,877	+20,960	257,625	282,756
4-Wk Moving Average (SA)	295,750	293,750	+2,000	297,500	335,000
WEEK ENDING	August 2	July 26	Change	July 19	<u>Prior Year¹</u>
Insured Unemployment (SA)	2,544,000	2,519,000	+25,000	2,542,000	2,963,000
Insured Unemployment (NSA)	2,457,732	2,481,360	-23,628	2,524,006	2,853,207
4-Wk Moving Average (SA)	2,528,250	2,519,250	+9,000	2,536,000	2,976,250
<u>Insured Unemployment Rate (SA)²</u>	1.9%	1.9%	0.0	1.9%	2.3%
<u>Insured Unemployment Rate (NSA)²</u>	1.9%	1.9%	0.0	1.9%	2.2%

(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES JULY 2014 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. <http://www.conferenceboard.org/data/helpwantedonline.cfm>

Region	Number of unemployed people per online job posted
USA	1.87
California	2.51
Los Angeles	3.27

- Online advertised vacancies showed a small drop of 15,500 to 5,044,600 in July, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series**, released July 30th.
- The June Supply/Demand rate stands at 1.9 unemployed for each advertised vacancy with a total of 4.4 million more unemployed workers than the number of advertised vacancies.
- The number of unemployed was 9.5 million in June.
- The **West** experienced a modest gain of 1,800; **California** dropped 1,800 to 546,900.
- The number of postings does not, however, tell the entire story. A crucial factor is how many unemployed people are seeking jobs and how much competition there is for the jobs that are available. The Conference Board HWOL's Supply/Demand rate relates the number of unemployed workers to the number of advertised vacancies. Based on May data (the latest available unemployment data for metro areas), only Salt Lake City among major metro areas saw more job openings than unemployed workers (S/D rate of 0.76).

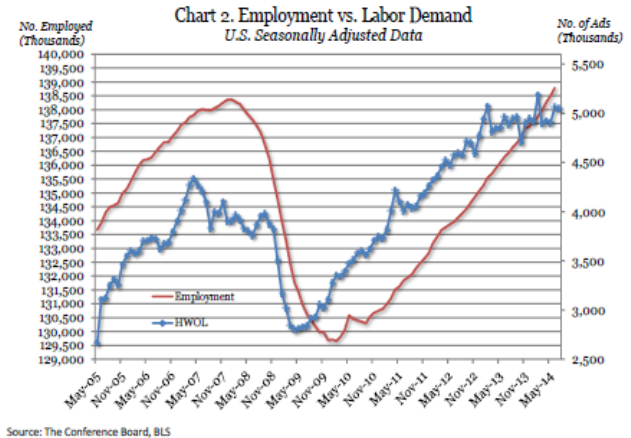
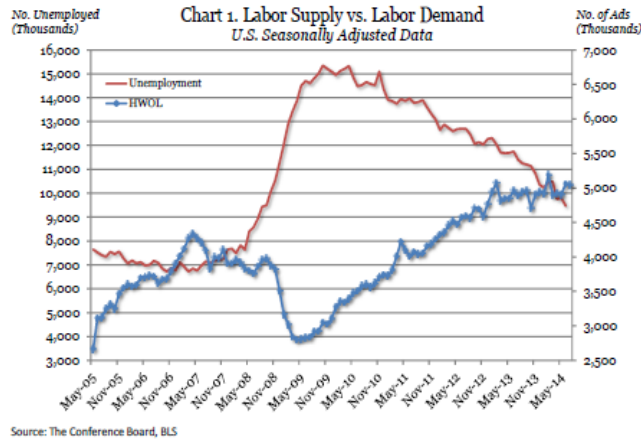


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- In contrast, unemployed workers face great competition for each advertised position in Riverside (nearly 6 unemployed for every opening) as well as Los Angeles and Sacramento (over 3 unemployed for every opening). In 29 of the 52 metro areas, however, there are now fewer than 2 unemployed per advertised opening.



Red -
Unemployment

Blue - Help
Wanted Online

(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX JULY 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. <http://www.conference-board.org/press/>

- The Conference Board Employment Trends Index™ (ETI) increased in July. The index now stands at 120.31, up from 119.92 (an upward revision) in June. This represents a 6.6 percent gain in the ETI compared to a year ago.
- "The six-month growth rate in the Employment Trends Index is the strongest in over two years, suggesting solid job growth is likely to continue in the coming months," said Gad Levanon, Director of Macroeconomic Research at The Conference Board. "The pickup in economic activity in recent months will likely increase the need and willingness of employers to accelerate hiring."



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Relevant News/Articles

Bloomberg, August 12, 2014, "Job Openings in U.S. Increase to Highest Level Since 2001," Nina Glinski, <http://www.bloomberg.com/news/2014-08-12/job-openings-in-u-s-rose-by-94-000-to-4-67-million-in-june.html>

- Job openings rose in June to the highest level in more than 13 years, firming up the U.S. labor market picture for the second half of the year.
- The number of unfilled positions climbed by 94,000 to 4.67 million, the most since February 2001, from a revised 4.58 million in May, a report from the Labor Department showed August 12th. The figures indicate there are about 2 unemployed people vying for each opening. The ratio when the last recession began in December 2007 was 1.8 job seekers per opening.
- August 12th's figures are among those on Federal Reserve Chair Janet Yellen's employment "[dashboard](#)," which she uses to help guide monetary policy. The increase in openings, combined with the highest readings on the number of people hired and leaving their jobs since 2008, means the healing in the labor market is broadening, albeit at a measured rate.
- Payrolls expanded by 209,000 workers in July, following a 298,000 gain the prior month, Labor Department figures showed last week. Gains have exceeded 200,000 for six straight months, the first time that's happened since 1997.
- Two-thirds of Yellen's dashboard measures are still shy of their pre-recession levels, including the share of jobless Americans who have been out of work for 27 weeks or longer, and the portion of the working-age population in the labor force.
- In today's report, the number of people getting jobs rose to 4.83 million in June, the most since April 2008, from 4.74 million, pushing the [hiring rate](#) to 3.5 percent from 3.4 percent. The metric is calculated by dividing the number of monthly hires by the number of employees who worked or received pay during that period. It averaged 2.8 percent during the previous expansion.

August 12, 2014, Los Angeles Times, "Economic recovery marked by lower-paying jobs, analysis finds," Chris Kirkham, <http://www.latimes.com/business/la-fi-income-inequality-20140812-story.html>

- The U.S. economy this year recovered all of the jobs lost during the recession, but the new jobs pay an average of 23% less than the ones lost in the downturn, according to a new analysis.
- Job losses in the higher-paying manufacturing and construction sectors largely have been replaced by jobs in lower-wage industries, including hospitality and healthcare, according to a report released Monday by the United States Conference of Mayors.
- From 2005 to 2012, the top 20% of earners were responsible for more than 60% of all income gains in the country, the report said. By contrast, the bottom 40% saw only 6.6% of the increases. That continues the trend toward income inequality — one that the report's authors contend will be a hallmark of the U.S. economy for years to come.
- The outsized gains by the highest tier of workers is just the latest in a trend that has lasted more than a generation, said Gary Burtless, an economist and senior fellow at the Brookings Institution. More than any other time in the last 60 years, those who receive income through market investments or other assets such as real estate have a much greater income advantage, he said.
- The income disparities between coastal California and inland areas reflect two separate ecosystems: one that has taken part in a global information and technology boom, and one that hasn't, said Mark Schniepp, director of the California Economic Forecast.

August 11, 2014, USA Today, "States where it's hardest to get full-time work," Alexander Kent, Robert Serenbetz and Thomas C. Frohlich, <http://www.usatoday.com/story/money/business/2014/08/09/24-7-wall-st-states-full-time-work/13693745/>

- While the labor market has improved significantly since the depths of the recession in 2009, high underemployment may be an indication that the economy is still struggling. As of the first quarter of



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2014, 13.4% of the nation's labor force was considered underemployed, meaning they were unemployed, were working only part-time despite wanting full-time jobs or would like a job but had given up on actively looking.

- In many of the states with high underemployment, the labor force has contracted. As the number of workers falls, the underemployment rate might be expected to fall as well, since fewer people would be looking for jobs. However, in most of the states where it's hardest to find full-time work, underemployment rates are rising.
- Between 2007 and 2014, five of the states on this list saw their labor forces grow by less than 1%. This may be because poor job markets are discouraging many people from looking for jobs in these states. Additionally, states that rely heavily on housing and construction sectors continue to feel the effects of the housing crisis. For example, in four states — Arizona, Nevada, Florida and California — construction employment contracted more than 30% from its pre-recession peak through June 2014.

2. California

> Underemployment rate: 16.7%

> Unemployment rate: 7.3% (8th highest)

> GDP growth 2012-2013: 2.6% (25th highest)

> Labor force growth 2007-2014: 3.7% (13th highest)

California's GDP grew at an annualized rate of 2.4% between 2007 and 2014, one of the lower rates in the country. Low GDP growth is likely related to a poor job market. During the peak of the recession, underemployment rose above 22%, second only to Nevada. Unlike other states on this list, California's underemployment rate and labor force are both rising, which is an indication that the job market is improving moderately.

August 1, 2014, Reuters, "U.S. job growth cools, unemployment rate rises," Lucia Mutkani,

<http://www.reuters.com/article/2014/08/01/us-usa-economy-idUSKBN0G134N20140801>

- U.S. job growth slowed in July and the unemployment rate unexpectedly rose, pointing to slack in the labor market that could give the Federal Reserve room to keep interest rates low for a while.
- Nonfarm payrolls increased 209,000 last month after surging by 298,000 in June, the Labor Department said on Friday. Economists had expected a 233,000 job gain.
- Although job growth was below expectations, July marked the sixth straight month employment expanded by more than 200,000, a signal of strength last seen in 1997. In addition, data for May and June was revised to show 15,000 more jobs created than previously reported.
- The one tenth of a percentage point increase in the unemployment rate to 6.2 percent came as more people entered the labor market, an indication of confidence in job prospects.

The Workforce Innovation and Opportunity Act – July 22, 2014

The Workforce Innovation and Opportunity Act (WIOA) will help job seekers and workers access employment, education, training, and support services to succeed in the labor market and match employers with skilled workers they need to compete in the global economy. Congress passed WIOA, the first legislative reform of the public workforce system in more than 15 years, by a wide bipartisan majority. In doing so, Congress reaffirmed the role of the American Job Center (AJC) system, a cornerstone of the public workforce investment system, and brought together and enhanced several key employment, education, and training programs. In recent years over 20 million people annually turn to these programs to obtain good jobs and a pathway to the middle class. WIOA continues to advance services to these job seekers and employers.

HIGHLIGHTS OF WIOA REFORMS TO THE PUBLIC WORKFORCE SYSTEM

Aligns Federal Investments to Support Job Seekers and Employers:

At the State level, WIOA establishes unified strategic planning across “core” programs, which include Title I Adult, Dislocated Worker and Youth programs; Adult Education and Literacy programs; the Wagner-Peyser Employment Service; and Title I of the Rehabilitation Act programs.

Strengthens the Governing Bodies that Establish State, Regional and Local Workforce Investment Priorities:

WIOA streamlines membership of business-led, state and local workforce development boards. The Act emphasizes the role of boards in coordinating and aligning workforce programs and adds functions to develop strategies to meet worker and employer needs.

Helps Employers Find Workers with the Necessary Skills:

WIOA emphasizes engaging employers across the workforce system to align training with needed skills and match employers with qualified workers. The Act adds flexibility at the local level to provide incumbent worker training and transitional jobs as allowable activities and promotes work-based training, for example by increasing on-the-job training reimbursement rates to 75 percent. The law also emphasizes training that leads to industry-recognized post-secondary credentials

Aligns Goals and Increases Accountability and Information for Job Seekers and the Public:

WIOA aligns the performance indicators for core programs, and adds new ones related to services to employers and postsecondary credential attainment. Performance goals must reflect economic conditions and participant characteristics. It makes available data on training providers’ performance outcomes and requires third party evaluations of programs.

Fosters Regional Collaboration to Meet the Needs of Regional Economies:

WIOA requires states to identify economic regions within their state, and local areas are to coordinate planning and service delivery on a regional basis.

Targets Workforce Services to Better Serve Job Seekers:

WIOA promotes the use of career pathways and sector partnerships to increase employment in in-demand industries and occupations. To help local economies target the needs of job seekers, WIOA allows 100 percent funds transfer between the Adult and Dislocated Worker programs. WIOA adds basic skills deficient as a priority category for Adult services. WIOA also focuses Youth program services to out-of-school youth. The Act strengthens services for unemployment insurance claimants. It also merges WIA core and intensive services into a new category of career services, clarifying there is no required sequence of services. The Act allows Governors to reserve up to 15 percent of formula funds for activities such as innovative programs.

Improves Services to Individuals with Disabilities:

WIOA increases individuals with disabilities’ access to high-quality workforce services to prepare them for competitive integrated employment. It requires better employer engagement and promotes physical and programmatic accessibility to employment and training services for individuals with disabilities. Youth with disabilities receive extensive pre-employment transition services to obtain and retain competitive integrated employment. It creates an Advisory Committee on strategies to increase competitive integrated employment for individuals with disabilities.

The Workforce Innovation and Opportunity Act

HIGHLIGHTS CONTINUED

Supports Access to Services: To make services easier to access, the WIOA requires co-location of the Wagner-Peyser Employment Service in AJCs and adds the Temporary Assistance for Needy Families program as a mandatory partner. WIOA establishes dedicated funding from AJC partner programs to support the costs of infrastructure and other shared costs that support access to services. It asks the Secretary of Labor to establish a common identifier for the workforce system to help workers and employers find available services. In addition, WIOA allows local areas to award pay for performance contracts so providers of services get paid for results. It also allows direct contracts to higher education institutions to provide training.

STAKEHOLDER ENGAGEMENT AND TECHNICAL ASSISTANCE

DOL, in coordination with the U.S. Departments of Education (ED) and Health and Human Services (HHS), is working diligently to ensure that states and local areas, other grantees, and stakeholders are prepared for implementation of WIOA. DOL will provide technical assistance, tools, and resources to States and local areas through the WIOA Resource Page (www.doleta.gov/WIOA), Webinars, and virtual and in-person discussions.

DOL will actively engage stakeholders in the implementation of WIOA. Opportunities to provide input will be communicated through the WIOA Resource Page.

WIOA PROGRAMS

WIOA supersedes the Workforce Investment Act of 1998 and amends the Adult Education and Family Literacy Act, the Wagner-Peyser Act, and the Rehabilitation Act of 1973.

WIOA authorizes the Job Corps, YouthBuild, Indian and Native Americans, and Migrant and Seasonal Farmworker programs, in addition to the core programs.

EFFECTIVE DATES FOR IMPLEMENTATION

President Barack Obama signed WIOA into law on July 22, 2014.

In general, the Act takes effect on July 1, 2015, the first full program year after enactment, unless otherwise noted. The State Unified Plans and Common Performance Accountability provisions take effect July 1, 2016. The U.S. Department of Labor (DOL) will issue further guidance on the timeframes for implementation of these changes.

DOL will issue proposed regulations reflecting the changes in WIOA soon after enactment.

WIOA RESOURCE PAGE

Visit www.doleta.gov/WIOA to learn more about WIOA and access relevant guidance and technical assistance tools and resources developed by the U.S. Department of Labor's Employment and Training Administration (ETA). All relevant guidance will also be posted on the ETA Advisory Website (<http://wdr.doleta.gov/directives/>) Please email your questions to DOL.WIOA@dol.gov or contact your ETA regional Office.

New training needed for jobs of future, experts tell Ventura College audience

BY: Tony Biasotti

POSTED: 3:31 PM, Sep 11, 2014

TAG: [ventura \(/topic/ventura\)](#) | [business \(/topic/business\)](#) | [college \(/topic/college\)](#)

VENTURA, Calif. - The jobs of the future might not require a college degree, but they will require plenty of training and expertise, in areas that today are often neglected by both schools and students.

That was one of the recurring themes of "Jobs For Our Future," a forum held Thursday at Ventura College on the resurgence of the manufacturing industry in the United States and in Ventura County. The college and the city of Ventura hosted, and the speakers included Gov. Jerry Brown's top economic development adviser; the CEO of the Santa Paula-based grower and developer Limoneira; and John Ratzenberger, best known as Cliff Claven on Cheers or as a voice in every Pixar movie, but also the host for five years of "Made in America," a Travel Channel documentary series.

Ratzenberger has focused lately on nonprofit work that promotes American manufacturing and addresses the country's shortage of skilled workers. When he hosted "Made in America," he said, he ran into business after business that couldn't find qualified welders, machinists and other skilled laborers.

"We're running out of people to make things and build things," Ratzenberger said. "People have an idea that manufacturing jobs are like a '30s movie, where you're going to lose an arm or a leg or get black lung disease, and that's just not the case."

Ratzenberger's appreciation for blue-collar work goes back to his childhood in the factory town of Bridgeport, Connecticut. He became a journeyman carpenter, and learned, he said, "never assume you're smarter than the guy who laid the bricks of the building you're standing in."

Community colleges are often the link between the workforce and the new manufacturing jobs. Many jobs in manufacturing, technology and biotechnology don't require college degrees, but they do require training and certifications offered by community colleges.

The Ventura County Community College District is part of a consortium of school districts that recently won a \$13.2 million state grant from the California Career Pathways Trust. The grant is helping the college district build "pathways" to careers in technology, skilled manufacturing, health care and other well-paid industries, Ventura College President Greg Gillespie said during his speech to about 225 attendees on Thursday.

"It's not just a matter of getting the student on a pathway. It's ultimately a matter of getting them in a job in our area, and that's where we'd like your input and support," he said to the crowd, which was largely made up of representatives of local businesses.

The event also raised over \$7,000 for business scholarships at Ventura College.

Kish Rajan, the director of the Governor's Office of Business and Economic Development, pointed to manufacturing as one of the engines of California's economic recovery. The state has had three straight years of manufacturing job gains, for the first time since the 1990s, and California remains the nation's leader in manufacturing output.

However, manufacturing's share of California's job market has been shrinking for years. A modern American factory floor hardly has any people on it; machines do the heavy lifting, and the workers program, monitor and repair the machines.

"Even with all of these numbers that indicate fundamental strengths ... there is indeed a difference between economic output and jobs," Rajan said.

California's unemployment rate has dropped to 7.4 percent, from 12.2 percent in 2010. But the prosperity has spread unevenly, said Rajan, who mentioned a recent visit to Imperial County, where unemployment remains almost 25 percent.

"What I see is in fact a bifurcation of California's economy, where high-tech jobs are growing and you see them concentrated in the coastal areas of our state," he said. "Conversely, you don't have to go too far anywhere up and down the length of the state to the east to see a dramatically different picture."

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