



WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

November 19, 2014
8:30 a.m.-10:00 a.m.

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

AGENDA

- | | | |
|------------|--|-------------------|
| 8:30 a.m. | 1.0 Call to Order and Agenda Review | Jim Faul |
| 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. | Jim Faul |
| 8:34 a.m. | 3.0 Approval of Minutes: September 17, 2014 | Jim Faul |
| 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 (Q2) <ul style="list-style-type: none">• General Outreach• Employers• Youth• Website Feedback | Heidi Hayes |
| 9:45 a.m. | 6.0 Ventura County Regional Strategic Workforce Development Plan <ul style="list-style-type: none">• State of the Region Report 2015• 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 | Jim Faul |

Next Meeting

January 21, 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
September 17, 2014

MINUTES

Meeting Attendees

Marketing Committee

Brian Gabler, Chair
Jim Faul, Vice Chair
Bruce Stenslie
Victoria Jump
Will Berg

WIB Staff

Talia Barrera
Cheryl Moore

Guests

Heidi Hayes, theAgency
Christy Norton, CSD/WIA

1.0 Call to Order

Brian Gabler called the meeting to order at 8:37 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: July 16, 2014

Motion to approve: Will Berg
Second: Victoria Jump
Motion carried

4.0 CSD/WIA Event Report

Christy Norton provided an oral summary of activities that the Community Services Department/WIA accomplished in the first quarter of 2014. Ms. Norton also discussed the lack of access in the new CalJOBS system to obtain data for analysis and performance reporting for the America's Job Center of California (AJCC). At this point, the system is unable to provide statistical reports that were issued in the past regarding local AJCC visits and activities.

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
 - August 20 – WIB Award Society of Hispanic Engineers. Participants: Alex Rivera, WIB Board Member and SHPE member, Lizbeth Figueroa, Past President SHPE Ventura County Chapter
 - September 24 – The role of pre-school in preparing kids for work and careers. Participants: Claudia Harrison, Executive Director of First 5, Ventura County and WIB Board Member, Iris Ingram, Vice President Business Services at Moorpark College and Youth Council Member
 - *Workforce Update* e-newsletter:
 - August 18 – Sent to 367 education/government/WIB contacts with 39.1% open rate
 - August 18 – Sent to 12,771 businesses with 7.5% open rate

- Ventura County Grows Business (VCGB) Website and Facebook: July-September 2014
 - Facebook – 1,232 Fans
 - Website – 765 visits with 2 minute average session duration
- Ventura County Grows Business Spring 2014 Outreach:
 - Revised/updated interview guide and coordinated with Brian Gabler his participation in 8/28 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.
 - WIB Speakers Bureau training session on 8/28/14
 - Participants included: Jim Faul, Brian Gabler, Teresa Johnson, Kimberly Nilsson, Bernardo M. Perez and Alex Rivera
 - theAgency will begin to schedule Rotary and Chamber presentations for October/November 2014

- Job Seeker Outreach

Career Shops: Posted August and September workshops on Facebook.

Clips: Posted workshops info on the following:

- Sespe Sun
- KDAR
- Happenings
- Santa Paula Times

- Youth Outreach

VC Jobs With a Future Website – July to September 2014:

- 731 visits with 1.04 minutes average duration
- 89.41% new visits

- General Outreach

Media Relations:

- Ventura County Star – Carol Lawrence Labor Day interview: featured Ventura Adult and Continuing Education WIA youth program success stories; article published on Sunday, September 21, 2014
- KCLU PSA 14/15 Messaging – PSA and Banner placement began August 2014
- AJCC – Developed PSA and new banners, transitioning from JCC to AJCC’s

6.0 Ventura County Regional Strategic Workforce Development Plan

Cheryl Moore shared with the committee that with the new Workforce Innovation and Opportunity Act (WIOA), there will need to be ongoing dialog as to the changes brought about by the new legislations, and whatever regulatory adjustments (by the Department of Labor and/or the state of California) or changes imposed by the California WIB. More to come as soon as WIB staff is able to get additional information.

7.0 Committee Member Comments

No comments

8.0 Adjournment

The meeting adjourned at 10:00 a.m.

Next Meeting

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

Economic Development Collaborative – Ventura County (EDC-VC)

1601 Carmen Drive, #215, Camarillo, CA



WIB Outreach Update: September 14 – November 14, 2014

Employer Outreach

- **Workforce Wednesday - *WIB***
 - **September 24** – 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** – 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
 - **November 19 Pending** – Why hiring a vet is good business. Participant: David Sasek, Drctr. of Water & Sanitation COV, former Chief Staff Officer, NBVC and WIB committee member.
- **October 2014 – Workforce Update Eblast *WIB***
 - **October 20 – WIB Cohorts: 416 Sent/36.6% Open Rate**
 - **October 20 – Biz List: 12,588 Sent/8% Open Rate**
- **Ventura County Grows Business** – ½ page 4/c ‘firesale’ ad placement in the LA Biz Journal 9/29
- **Ventura County Grows Business Website & Facebook – July 1 to November 14, 2014**
 1. **Website: 66% increase over July 1 to September 13**
 - 1,431 Sessions/1,258 Unique Visitors
 - 1:39 minute average session duration & 2.18 pages/session
 - 63.52% Bounce Rate
 - Geography: Top 10
 - Camarillo
 - Ventura
 - Los Angeles
 - Thousand Oaks
 - Oxnard
 - Simi Valley
 - Agoura Hills
 - Moorpark
 - Santa Barbara
 - Santa Clarita
 2. **Facebook – 1,238 Fans**
 - Geography: Top 10
 - Ventura
 - Oxnard
 - Camarillo
 - Simi Valley
 - Thousand Oaks
 - Santa Paula
 - Moorpark
 - Los Angeles
 - Ojai
 - Fillmore
- **Camarillo “Business Scene”** – John Fraser featured VCGB in the November issue.
- **VCGB Pull-Up Sign** - To client for review 11/13/14.



WIB Outreach Update: September 14 – November 14, 2014

- **Speakers Bureau – VCGB Speakers Bureau presentations in process:**

<u>Date/Time</u>	<u>Group</u>	<u>Place</u>	<u>Speaker</u>
9/11/14	Jobs For Our Future	Ventura College	Mike Soule
10/29/14	Hong Kong Trade Dev. Council: America's Bride to Asian Growth	Courtyard by Marriott, Oxnard	Cheryl Moore
TH 11/6 8AM	Ventura Chamber Ec Dev		Bernardo Perez
F 12/12 Noon	Moorpark Noon Rotary	Moorpark Country Club	Alex Rivera
W 1/7/15	Ojai Rotary		
TH 1/8/15 3PM	TO Chamber Education & Workforce Dev	600 Hampshire, Ste 202	Jim Faul
TH 1/8/15 8:45AM	Simi Chamber Ec Dev		Brian Gabler
TH 1/15 /15 7AM	Moorpark Morning Rotary	Grinder Restaurant	Bernardo Perez
TU 1/27/15 Noon	SV Rotary	SV Cultural Arts Center	Sandy Werner
TH 2/12/15 AM	Oxnard Chamber		Will Berg

- **Requests sent 10/8 and coordinating responses/dates:**

Rotary Club of Camarillo
 Rotary Club of TO
 Rotary Club of TO Sunrise
 Rotary Club of Oxnard
 Rotary Club of Santa Paula
 Rotary Club of Simi Sunset
 Rotary Club of Ventura
 Rotary Club of Ventura East
 Rotary Club of Westlake Village
 Rotary Club of Westlake Village
 Sunrise
 Camarillo Chamber
 Santa Paula Chamber
 Moorpark Chamber

- **WIB Staff to coordinate:**

PIRHRA
 National Human Resources Assoc
 Employer Advisory Council



WIB Outreach Update: September 14 – November 14, 2014

Eastern VC Employer Advisory Council

Employer Outreach – In Development/Consideration

- **December Issue “Workforce Update”**
- **14/15 Employer Outreach Planning** – Proposed dates: March-April 2014
- **Workforce Update** – Eblast redesign to coincide with WIB Website redesign. See general outreach

Youth Outreach

- **Youth Success Story Case History Posters** – Three new posters produced featuring Miguel Macias, Juliana Gomez and Philip Olive
- **VC Jobs With a Future Website – July 1 to November 14, 2014**
 - 138% increase over July 1 – September 13 time period
 - Note: KCLU :30 PSA and Online Banners were outreach support during this time period.
 - 1,868 Sessions/1,673 Visits
 - 1.98 pages per visit/1.28 minutes average visit duration
 - 69.09% bounce rate
 - Geography: Top 10
 - Ventura
 - Camarillo
 - Oxnard
 - Thousand Oaks
 - Los Angeles
 - Simi Valley
 - Moorpark
 - Fillmore
 - Santa Barbara
 - Santa Paula

Youth Outreach in Development

- **14/15 Youth Outreach Planning** – Implementation to begin February 2015 (TBD)
 - Boys & Girls Club After School Program Presentations
 1. Develop PPT after finalizing ‘take-a-way’ priorities with WIB staff
 - Use presentations to begin steering your to key sector pathways
- **Career Center Eblast** – Time distribution of eblast with after school presentations.
- **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.



WIB Outreach Update: September 14 – November 14, 2014

Job Seeker Outreach

- **Career Shops**
- Posted September, October & November Career Shops on WIB Facebook page
- Sent November career workshops on October 7.
- Changed reference to workshops centers to America's Job Center of California and logo. Changes will be in November listings.

Clips:

- --KDAR – running October workshops listing
- --Simi Acorn – ran CalJobs workshop info on Sept. 5
- --Santa Paula Times – running October workshops listing
- --Fillmore Gazette – running October workshop listing
- --VC Reporter – ran September workshop listing
- --Happenings – ran September workshop listing in September issue
- --Camarillo Acorn – ran October workshop info Sept. 19
- --KDAR – running November workshops listing
- --Happenings – ran October workshop listing in October issue
- --Santa Paula Times – running November workshops listing
- --VC Star – National Manufacturing Day – ran article Oct. 3

Job Seeker Outreach in Development

- **14/15 Job Seeker Outreach Planning** – Discuss January post-holiday AJCC outreach.
- **On-The-Job Training** - Review current materials for update requirements
- **Transition JCC collateral to AJCC where needed**

General Outreach

Media Relations & Various *WIB*

- **VCStar Carol Lawrence Labor Day Interview**

Clip:

- VCStar – VACE “Labor Day” Carol Lawrence Interview article published 9/20
http://www.vcstar.com/news/education/those-who-failed-to-graduate-succeed-at-ventura-continuing-education-school_69845055
- **National Manufacturing Day** – sent media advisory and invitation on Sept. 26. Sent revised version to the Thousand Oaks Acorn on Sept, 29 (more Conejo Valley high schools were added). Set up coverage with the Star.
Clips:
 - VCStar – Manufacturing Day Opens Doors 10/3/14 http://www.vcstar.com/news/local-news/county-news/county-manufacturers-open-doors-to-high-schoolers_13466079
 - VCStar – Related Manufacturing Day related-event: Simi Valley STEM tour
http://www.vcstar.com/business/simi-valley-girls-get-a-look-at-what-jobs-manufacturing-industry-offers_91635542
- **Op-Eds *WIB***
 - **Working Together Pays Off** (previously “Brighter Days”)– re-edited op-ed to WIB board member for approval 10/27



WIB Outreach Update: September 14 – November 14, 2014

- **Agency on Aging** – Interviewed Victoria Jump and Christy Norton for their input on op-ed featuring older workers. Pitch to WIB staff for review/approval 11/11.
- **Job Outlook Eblast:** Agency proposed sending an eblast with featured information from the monthly eblast. See attached for draft. First blast would go out 11/20/14.
- **Job Outlook: Reports were developed for August 2014 and September 2014. The following highlights local, state and national data in terms of NOT seasonally adjusted rates for September 2014:**
 - **Ventura County decreased .4%** from 6.8% in August 2014 to 6.4% in September 2014 (September 2013 = 7.7%)
 - **California decreased .4%** from 7.4% in August 2014 to 6.9% in September 2014 (September 2013 = 8.5%)
 - **U.S. decreased .5%** from 6.3% in August 2014 to 5.7% in September 2014 (September 2013 = 7.0%)

General Outreach – In Development

- **14/15 General Outreach Planning**
- **WIB Website Redesign/Rebranding** – Startup meeting 10/29/14
 - Develop 'content' document from current information on website
 - Redesign site map and develop creative design options
 - 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
- **WIB "Business" Cards** – On Hold for WIB website redesign

The WIB Projects in Process summary is also attached, updated through 11/14/14.



Workforce Investment Board Integrated Media Flowchart July 2014 - June 2015

Employer
WIB General
Youth
Parents
OJT
Jobseeker

11/17/14

	Month of											Total	Total Spots	Total P12+ Imp	Total Investment	Total Value	Clicks
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June						
Workforce Update Newsletter									New website launch			6		72,000			
Job Outlook Newsletter												8					
Op-Eds				Working Together		Aging Workforce											
Speakers Bureaus				Ventura Chamber	Mrpk Rotary	Ojai, TO, Simi (2), Mrpk	Oxnard										
Employer Services VCJobswithaFuture																	
Workforce Wednesday on KVTA-AM 1590	Partnerships that make a difference (SHEPE)	Role of preschool in WD	Partnerships that make a difference (Simi Cham)	Hiring a Veteran is good business								10	200	298,000			
Includes interview/show, 15 :30s, 3 :60s and 2 billboard IDs																	
LA Business Journal		9/29										1		22,000			
1/2 page 4/C firesale																	
KCLU-88.3 FM NPR												43	301	3,139,000			
7x/wk in AM Edition & All Things Considered																	
KCLU Online (value add)		121	127											54,000		248	
Facebook												7					
TOTALS													501	3,585,000	\$10,374	\$23,830	

230%

Items in Gray = Completed

Items in Green = On Hold

Workforce Investment Board Projects in Process: 14/15 Program Year

11/14/14



Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Employers	Growth & Retention Spring Outreach	Agency Services	14-Nov	n/a	n/a	Discuss timing for WIB website launch and employer outreach for VCGB resources	
Job Seeker	Winter Outreach	Agency Services	14-Nov	n/a	n/a	Ascertain need for AJCC outreach for post-holiday lay-off season is needed	
Youth Outreach	VCFWF - Winter/Spring After School Program Presentations	Agency Services	14-Nov	n/a	n/a	Agency to work with WIB Staff to develop a PPT presentation and pitch appearances to BGC after-school programs.	
Job Seekers	Aging Workforce Op-Ed	Media Relations	1-Oct	n/a	n/a	Interviews completed, op-ed outline to client for review 11/11	Waiting on Client Input
Job Seeker & Youth	Agency on Aging	Agency Services	1-Oct	n/a	n/a	Coordinate with V. Jump to ascertain opportunity to reach grandchildren of people being served by agency.	
General	Brighter Days Op-Ed	Media Relations	26-Aug	n/a	n/a	Draft to M. Soule on 10/27 for final review/approval.	Waiting on Client Input
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 VCGB Presentation: Pitch	Agency Services	1-Jul	30-Jun	n/a	Speakers training 8/28/14. Agency to begin soliciting speaker appearances.	
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. Approved for distribution on 11/13/14. Agency to review/audit list.	
General	New WIB Website Design	Creative Services	29-Oct		4/30/2015	Start-up meeting with WIB Staff on 10/29. Agency moving forward on content, site map and creative redesign.	

Items in Gray = Completed

Items in Green = On Hold

Workforce Investment Board Projects in Process: 14/15 Program Year

11/14/14



Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Employer	VCGB: Pull-Up Sign	Creative Services	1-Oct	TBD	TBD	Design to client for review 11/13/14	Waiting on Client Input
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.	
General	Employer/Job Seeker 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	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	14-Nov		TBD	New look to be developed concurrently with new WIB website design.	
Employer	Workforce Wednesday, 1/23/15, TBD: AJCC Outreach?	Agency Services	15-Dec		23-Jan		
Employer	Workforce Wednesday, 11/19, Employing Veterans	Agency Services	1-Oct		19-Nov	Participant: David Sasek	
Job Seeker	February 2015 Career Shops	Press Release	17-Nov		n/a	In Development	
Job Seeker	January 2015 Career Shops	Press Release	17-Nov		n/a	In Development	
Job Seeker	December Career Shops	Press Release	13-Sep		n/a	In Development	

Items in Gray = Completed

Items in Green = On Hold



Workforce Investment Board Projects in Process: 14/15 Program Year

11/14/14

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
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.	
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.	

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Items in Green = On Hold

Workforce Investment Board Projects in Process: 14/15 Program Year

11/14/14



Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
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	
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	

Items in Gray = Completed

Items in Green = On Hold

Workforce Investment Board Projects in Process: 14/15 Program Year

11/14/14



Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Job Seeker	October Career Shops	Press Release	25-Jun		n/a	Completed 9/3/14	
General	Labor Day Interview	Media Relations	15-Aug	n/a	n/a	Published in VCStar 9/20/14, Completed 9/20/14	
Employer	Workforce Wednesday, 9/24, Importance of First Five Education	Agency Services	1-Sep		24-Sep	Participants: Iris Ingram, Claudia Harrison Completed 9/24/14	
Job Seeker & Youth	Manufacturing Day Poster	Creative Services	15-Sep	n/a	1-Oct	Completed 10/1	
Employer	2014 Manufacturing Day Outreach	Agency Services	15-Sep		3-Oct	Updated MFG Day National site. Developed/distributed media pitch and participation. Completed 10/3/14	
Job Seeker	November Career Shops	Press Release	13-Sep		n/a	Completed 10/3	
Employer	Workforce Update: October Issue	Creative Services	15-Sep		21-Oct	Completed 10/20/14	
Employer	Workforce Wednesday, 10/22, Biomedical Device Certificate	Agency Services	13-Sep		22-Oct	Participants: Scott Rabe, Bill Pratt Completed 10/22/14	
General	Job Seeker Success Stories	Creative Services	1-Jul	n/a	30-Jun	Three new posters developed and produced. Completed 11/26/14	

heidi hayes

From: Talia Barrera <talia.barrera@ventura.org>
Sent: Monday, October 20, 2014 5:38 PM
To: heidi@agency2.com
Subject: Grow Local Talent with the Workforce Investment Board

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Workforce Update

Issue: October 2014



Workforce
Investment Board
of Ventura County

Growing Talent for Biomedical Device Industry



Great news! The Ventura County Community College District has launched a new Biomedical Device Manufacturing Certificate of Achievement—and it's the first two-campus certificate program in the California community

college system.

A tangible example of how working together can achieve results, the two-campus certificate idea began at a WIB Manufacturing Committee meeting in 2012, the result of a lively discussion between local business leaders, Subhash Karkare (Moorpark College), and Scot Rabe (Ventura College). Thanks to the group's shared vision, professional collaboration, and long-term commitment, the program to meet a business-driven workforce need has become a reality.

"This is a real career path for today's upcoming workforce. Key members of our manufacturing teams are moving toward retirement. That means we're seeing more job opportunities open up for multi-talented people—those who can work with their hands, understand regulatory practices, and use clean room technologies. We need people with the skills and flexibility to wear different hats and move easily between positions," says Bill Pratt, VP Operations for Kinamed, Inc. and WIB Manufacturing Committee Chair.

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[Manufacturing Day 2014](#)

[Meet the Board: Kimberly Nilsson](#)

[Investing in Youth Pays Off.](#)

[Hire a Hero: Hire a Vet](#)

Resources

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

America's JobCenter
of California



VENTURA
COUNTY
GROWS BUSINESS

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

.....

Did You Know?

Companies realize many

For information on the new Biomedical Device Manufacturing Certificate, visit the WIB website at www.wib.ventura.org, and click on the certificate contact link.

Manufacturing Day 2014



Joining businesses across the nation, the Manufacturing Roundtable of Ventura County (MRVC) hosted Manufacturing Day 2014 on October 3, working in partnership with the Workforce

Investment Board and the Ventura County Office of Education.

Thanks to [Alcoa Fastening Systems](#), [Amgen](#), [Applied Powdercoat, Inc.](#), [Dynamic Automation](#), [Haas Automation, Inc.](#), [Kinamed, Inc.](#) and [Milgard Manufacturing](#), more than 300 students, teachers, and counselors from ten schools in five counties toured local facilities and learned first-hand about the wide variety of sophisticated, high-paying career opportunities in the high-tech, high-skill world of modern manufacturing.

In addition to preparing for manufacturing careers through STEM skill development (science, technology, engineering, and math), students were encouraged to focus on "employability" skills such as teamwork, communication, and work ethic. "Success in manufacturing requires creative problem solving—being able to turn an idea into something tangible and useful," notes Tavi Udrea, Director of Global Training and Development for Haas Automation, Inc.

Learn more about Manufacturing Day 2014 on the national website: www.mfgday.com. For youth career awareness and planning resources, visit the WIB youth website: www.vcjobswithafuture.org.



Meet the Board: Kimberly Nilsson

Kimberly Nilsson is a civil engineer and president/owner of Solid Waste Solutions, Inc., a waste management and recycling company. Committed to environmental sustainability, she was active on the WIB Clean/Green Committee before being appointed to the Workforce Investment Board. She is proud to be a member of

[benefits from a registered apprenticeship program.](#)

Open enrollment for individuals seeking health care insurance through the Affordable Care Act begins Nov. 15, but small businesses can [apply at any time.](#)

Quick Reads:

[CGMA, "Keys to retention: Career advancement, strong leadership"](#)

[About.com/Human Resources: "10 Ways to Retain Your Great Employees"](#)

Job Outlook Sept. 2014

Not Seasonally Adjusted Unemployment
U.S. = 5.7%
California = 6.9%
Ventura County = 6.4%

Source:
[Workforce Investment Board of Ventura County Job Outlook Report](#)

Tune In
Workforce Wednesday
Tom Spence
KVTA 1590-AM
Oct. 22 at 8:40AM
Exciting new biomedical device certification program in Ventura County!

[Click to listen to Sept broadcast about the importance of preschool education](#)

what she considers a progressive, top-performing WIB, where both volunteers and staff are focused on making a difference for Ventura County job seekers and employers.

A transplant from New York and mother of three, Kimberly says that she has learned a lot about the many career options available to Ventura County youth, pathways that start in our local high schools and continue through adult schools, community colleges, and universities. She hopes that her children will be able to find jobs and live in Ventura County. Asked how the WIB can help, Kimberly says, "I'd like to see the WIB do even more to raise the awareness to high school students. Young people need to know that there are terrific careers right here in Ventura County, they don't have to move out-of-state."

Investing in Youth Pays Off



Convinced that she could make it on the streets, Juliana Gomez dropped out of school. She lived on the Ventura River bottom, mopping floors and bussing tables at a fast food restaurant to keep going. Then Juliana found help through the WIB's

federally funded youth program at Ventura Adult and Continuing Education (VACE). Guided and encouraged by the experienced VACE staff, she worked hard to turn her life around. Now Juliana has passed her GED, found a better place to live, and is working two jobs. In addition, she is continuing her education to become a personal trainer.

Hire a Hero: Hire a Vet



On November 11th, we will honor our country's heroes, our veterans. Another way to express our appreciation is to help veterans find meaningful jobs. Help means opening doors for veterans who have special skills combined with experience in leadership, teamwork,

performance under pressure, following procedures, and self-motivation. The U.S. Department of Labor has created a toolkit for employers who want to recruit, hire, retain, and provide support for veterans: www.dol.gov/vets/ahaw/. For

Upcoming Events

Oct. 23
WIB Board Meeting at
VCOE

Nov. 5
Youth Council at VCCF

Nov. 14
Healthcare Committee at
VCCF

Nov. 21
Clean/Green Committee at
VCCF

Dec. 10
Manufacturing Committee
at VCCF

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

www.wib.ventura.org



Bringing People and
Opportunities Together

55 Partridge Drive
Ventura, CA 93003
805.477.5306
www.wib.ventura.org

information on how to hire a veteran in Ventura County, contact Christy Norton at 805-654-5508.



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



theAgency

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855 Partridge Drive | Ventura, CA 93003 United
States



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Another Great WIB

Success Story

Miguel Macias

Type of Customer: Youth



The Challenge:

In his hometown of Oxnard, Miguel had tried to get his high school diploma three times, but obstacles beyond his control made it nearly impossible. Each time he thought he could go back to high school, his family's health and financial needs had to come first.

The Solution:

After hearing about the program through a staff member at an Oxnard school, Miguel started taking classes at Ventura Adult and Continuing Education School (VACE). Once Miguel entered the school program, he found it easier to manage his time between his family obligations, working full time and earning his degree. He believes the program gave him a chance to excel as a student.

The Outcome:

With the program helping Miguel achieve his goal of earning his GED, he has plans to get into the private Musician's Institute in Hollywood to pursue his career goal of becoming an audio engineer, producing films and television scores. The WIA-funded program at VACE has been a wonderful opportunity for Miguel to create and customize a path that eventually will lead him to his dream career.



Bringing People & Opportunities Together

www.wib.ventura.org

Another Great WIB

Success Story

Juliana Gomez

Type of Customer: Youth



The Challenge:

Convinced that she could make it on the streets, Juliana Gomez dropped out of school. She lived on the Ventura River bottom, mopping floors and bussing tables at a fast food restaurant to keep going.

The Solution:

She knew that she had to take her future into her own hands and get out of her current situation. While trying to figure out her next step, Juliana's friend told her about a WIA-supported program at the Ventura Adult and Continuing Educational School (VACE), where she could get help on her high school diploma or GED. Juliana encountered a couple obstacles trying to pass the GED's math assessment, but the staff knew Juliana's true potential and kept pushing her to try again. Eventually, with all her hard work and support from the staff, she passed.

The Outcome:

With a new direction and opportunities for her career path, the case managers at VACE helped Juliana write her resume, giving her the confidence and self-esteem to find a job as a hostess at the O-Sabi Japanese restaurant in Ventura. Juliana is also continuing her education by taking classes at Ventura College. Her long term goal is to become a personal fitness trainer.



Bringing People & Opportunities Together

www.wib.ventura.org

Another Great WIB

Success Story

Philip Olive

Type of Customer: Youth



The Challenge:

At 19, Philip was attending a private college getting his tuition paid by the federal GI bill. When he lost funding prior to completing the degree, his mother mentioned how a technical certification program at Ventura Adult and Continuing Education (VACE) could get him back on track.

The Solution:

Having heard of VACE's reputation and through a WIA-funded youth program, Philip enrolled in a technical, non-degree course offering certificates. He is taking classes in AutoCAD, architecture, engineering, and industrial design software. In these programs, which are designed to kick start careers, case managers oversee students' progress and get to know each student's personality to recognize the kind of interest(s) that could lead them to a better career path way.

The Outcome:

Philip appreciates how the program is tailored, giving him the proper tools and skills in a logical sequence. He plans to get a certificate in architecture while taking industrial design courses. From there, he hopes to get a job in the architecture field that will finance a four year degree.



Bringing People & Opportunities Together

www.wib.ventura.org



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America's JobCenter
of California™

300x250.jpg



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America's JobCenter
of California™

300x600.jpg



Free Career Workshops

Community Events

Wednesday, October 1 - Thursday, October 30, 2014

Free Career Shops For Job Seekers - presented throughout October 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=64477#sthash.BpCZ6byB.dpuf>



Free Career Workshops

Monday, September 1 - Tuesday, September 30, 2014

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.

- See more at: <http://www.kdar.com/events/default.aspx?id=51566#sthash.snKF14Ry.dpuf>



Free Career Workshops

Saturday, November 1 - Sunday, November 30, 2014

Free Career Shops For Job Seekers - presented throughout November by the America's Job Center of California 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. For more workshop information go to www.venturacountyjcc.org and click on "Job Seeker Services." Space is limited so prior registration is required.

- See more at: <http://www.kdar.com/events/default.aspx?id=64966#sthash.b2JkTMES.dpuf>

Simi Valley Acorn

2014-09-05 / Business

Job search workshop in Simi

A free career shop for job seekers, "The Power of CalJOBS," will be offered from 9 a.m. to 12:30 p.m. Thurs., Sept. 25 at the East County Job and Career Center, 980 Enchanted Way, Simi Valley.

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 resumes, access career resources and find information on education and training programs.

Preregistration is required; call (805) 955-2282.

For TDD/TT inquiries, call (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



SANTA PAULA TIMES

ONLINE

[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.



SANTA PAULA TIMES

ONLINE

November 01, 2014
Free Job & Career Workshops
Location: throughout Ventura County
Contact tel.: 800-500-7705

Free Career Shops For Job Seekers - presented throughout November by the America's Job Center of California 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. For more workshop information go to www.venturacountyjcc.org and click on "Job Seeker Services." Space is limited so prior registration is required.



SANTA PAULA TIMES

ONLINE

October 01, 2014

[Free Job & Career Workshops](#)

Location: throughout Ventura County

Contact tel.: 800-500-7705

Free Career Shops For Job Seekers - presented throughout October 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.

Free Job & Career Workshops

Event Photo



Event Information

Description 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.

Date [09/01/14](#) to [09/30/14](#) - Mon, Tue, Wed, Thu

Place No Location Available

Phone 800-500-7705

Website [click here](#)

User Submitted No

Camarillo Acorn

2014-09-19 / Business

Job and career center to host workshops

The West Oxnard Job and Career Center will offer job seekers the following workshops at no cost at 635 S. Ventura Road, Oxnard.

Space is limited. Prior registration is required by calling (805) 204-5171.

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

For equal opportunity employer/ program/service and TDD/TT inquiries, call (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.

- Thurs., Oct. 9 from 1:30 to 4 p.m.: The Power of CalJOBS, an online resource of California's workforce services. The system allows users to search for jobs, build resumes, access career resources and find information on education and training programs.

- Wed., Oct. 15 from 8:30 a.m. to noon: The Power of CalJOBS (same as above)

- Thurs., Oct. 16 from 8:30 to noon: Resumes That Sell, providing hands-on assistance in completing a resume and cover and thank-you letters.

Wed., Oct. 22 from 1:30 to 4 p.m.: Winning Interviews

Wed., Oct. 29 from 1:30 to 4 p.m.: The Power of CalJOBS.

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.

LECTURES & EDUCATION

Your Pet's After Hours Emergency Room



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.
- **VMSG'S** Emergency Team is supported by over **15 veterinarians** specialty-trained in Emergency and Critical Care, Internal Medicine, Advanced Imaging, Surgery, Cardiology, and Oncology.



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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 Teledyne 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

BABY BOOMERS GENERATION • LECTURES & EDUCATION

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.

SENIOR LEGAL SERVICES

Mon., 1-4 p.m. Talk privately with a legal expert and discover what legal tools might help you provide care for a loved one. Questions regarding conservatorship, power of attorney, health care directives, and more can be addressed in the one-hour free consultation. Camarillo Health Care District's Wellness and Caregiver Resource Center, 3687 Las Posas Rd., Camarillo. For an appointment, call 800-900-8582.

GET HELP DISCOVERING YOUR FAMILY TREE

Ongoing, Mon., Tues. & Thurs., 10 a.m. - noon & 1-3 p.m., and Wed., 10 a.m. - 12 p.m. & 2-4 p.m. in the Genealogy section at the Camarillo Library, 4101 Los Posas Rd. Camarillo. Free. For more information, call 388-5222.

GREY LAW

Ongoing, the 3rd Thurs. of each month. A private non-profit organization that provides free legal services to adults 60+ in Ventura County. For more information, call 658-2266.

LECTURES & EDUCATION

CAL LUTHERAN UNIVERSITY OFFERS BOOK CLUB

Oct. 1, 7 p.m. The book club is presented by the English Dept. and is open to the community. Free coffee and dessert. Held on campus, Ullman Commons 100. T.O. For more information, call 493-3161.

SCREENING OF AWARD WINNING SPANISH FILM, 7 BOXES

Oct. 1, 6:30 p.m., doors open, 7 p.m., a 17-year-old pushcart porter named Victor is promised \$100 to transport boxes with unknown contents. He and a young woman both become involved in a crime without knowing the cause, the victim, or the perpetrator. This free screening will be held at Carmike Thousand Oaks 14 located at 166 W. Hillcrest Drive, T.O. Presented by CLU. For more information, rfioreur@callutheran.edu.

FOURTH-GENERATION FARMER PHIL MCGRATH

Oct. 5, 2 p.m. Phil McGrath will share stories of life on the McGrath Family farm. T.O. Library, 1401 E. Janss Rd., T.O. 449-2660.

ANIME FILM CLUB PRESENTS "PAPRIKA" (RATED-R)

Oct. 6, 6-8 p.m. A machine that lets therapists enter their patients' dreams is stolen and only a young therapist, Paprika, has a chance to stop the thief. Children under 13 must be accompanied by an adult. At the Simi Valley Public Library. Free. 2969 Tapo Canyon Road, Simi Valley. simivalleylibrary.org. 805-526-1735.

COOKING CLASSES, ADULTS

Oct. 7, Taco Nights, Oct. 14, Cooking for One or Two, Oct. 28, Two Chickens Four Dinners, Nov. 4, Decadent Desserts. Cooking with Norma Lyons. \$35 per class. Each class is held, 7-8:30 p.m. at Barranca Vista Center, 7050 E. Ralston, Ventura. 658-4726.

REEL JUSTICE FILM SERIES, INOCENTE

Oct. 7, 7 p.m., A documentary about an undocumented, homeless youth who finds herself and her purpose through the help of a nonprofit arts educator. CLU, Lundryng Events Center, T.O. Free. 493-3694.

LAWYERS AT THE LIBRARY: LEGAL ISSUES FOR TEENS

Oct. 8, 5:30-6:30 p.m. Attorney Deborah Meyer-Morris seeks to educate young adults and their parents about common legal issues, ranging from power of attorney to the use of automobiles. Ventura County Law Library, 800 S. Victoria, Ventura. Free. Call 642-8982.

DEATH MAKES LIFE POSSIBLE

Oct. 14, 7:30 p.m. The documentary follows cultural anthropologist and scientist Marilyn Schlitz as she explores the mysteries of life and death from a

variety of perspectives and world traditions. CLU, Lundryng Events Center, T.O. Free. 493-3237.

CHOCOLATE MAKING CLASS

Oct. 16, 6:30-8:30 p.m. Shawn Orr, Chief Chocolatier from TIFA Chocolate in Agoura Hills offers a hands-on experience. Learn the art and science of cooking with chocolate. Plus, plenty to sample and take home. 530. Goebel Center, T.O. Registration, 381-2744.

BEGINNING BANJO WORKSHOP, AGES 14+

Oct. 18, 10 a.m.-noon. Bring your five string banjo and learn to play in a day. \$28. Conejo Community Center, Dover & Hendrix Avenues, T.O. 495-2163.

FREE WOMEN'S SELF DEFENSE/RAPE PREVENTION WORKSHOP, AGES 12+

Oct. 30, 6:30-8 p.m. Learn simple and effective self-defense techniques. Wear socks and comfortable clothes that can be grabbed. Dos Vientos Community Center, 4801 Borchard Rd., Newbury Park, 375-1003.

PULITZER PRIZE NOMINEE AND BEST-SELLING AUTHOR, VICTOR VILLASENOR TO SPEAK AT FUNDRAISER

Nov. 6, 4-5 p.m., Tours of the Camarillo Ranch, 5-7 p.m., guest speaker, libations and appetizers. Villaseñor will give a presentation of his journey as the son of an immigrant farm worker. A fundraiser for Affordable Housing in Ventura County. Camarillo Ranch, Camarillo. Tickets, pre-registration, \$45 or \$80 per couple by Nov. 4. \$50 at the door. For tickets, call 330-6987.

FREE TECH CLASSES AT T.O. LIBRARY

Ongoing. Thousand Oaks Libraries offers numerous free classes covering the use of e-readers, e-books, Computer Basics I & II, Internet Basics, and Social Networking. For more information on dates and times, call 449-2660, option 5.

GROWING UP INDIAN IN AMERICA SUPPORT GROUP

Ongoing, Fri., 8 p.m. \$40 per person. Mission Oaks Counseling & Wellness Center, 1100 Flynn Rd., #201. Register mocwc.com. For more information, call 419-0449.

BE CREATIVE WITH E.P. FOSTER LIBRARY'S NEW SKETCHBOOKS FOR CHECK-OUT PROGRAM

Ongoing. Express yourself with the new sketchbook check-out program at E.P. Foster library. Archival quality sketchbooks can be checked out for three weeks, giving patrons time to create sketches, poetry, or other forms of 2-dimensional art. The goal of the program is to create a personal and public museum of Ventura County residents' art. All skill levels are welcome to participate. The library also offers DVDs, books, magazines, e-books, and use of ukuleles. The Ventura County Library is available 24/7 at www.vencolibrary.org.

COMMUNITY CONNECTION NETWORK NEEDS VOLUNTEERS

Ongoing. The Estate Liquidation and e-shop Warehouse needs volunteers to sift through estate items and list them for sale to be placed in their warehouse showroom. The sales of items provides employment and services for the developmentally disabled. Community Connection Network, 1211 Flynn Rd., Unit 106, Camarillo. For more information, call 419-5722.

FREE E-BOOK BESTSELLERS WITH YOUR LIBRARY CARD

Ongoing. Moorpark City Library patrons will now be able to download approximately 2.5 million items through the online library catalog using their library card number and pin. For more information, moorparklibrary.org.

FREE CAREER SHOPS FOR JOB SEEKERS

Oct. 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

Those who failed to graduate succeed at Ventura continuing education school

BY: Carol Lawrence

POSTED: 3:24 PM, Sep 20, 2014

UPDATED: 8:18 AM, Sep 22, 2014

TAG: [education \(/topic/education\)](#)

VENTURA, Calif. - Juliana Gomez, Miguel Macias and Philip Olive are among the lucky ones.

Unlike many who have left school without graduating — an “invisible” population often living on the edge of society — the three found their way through a specialized program at the Ventura Adult and Continuing Education school.

Now 5 years old, the program is considered a success by its case managers, Ventura Unified School District officials and the students themselves.

“They’ve helped me find me,” Gomez said, brushing away tears one recent afternoon as she talked about the impact the school’s case managers had on her life. “If it wasn’t for them, I don’t know where I’d be.”

She could still be homeless, Gomez said, as she was for two years after dropping out of high school. Instead, Gomez has a place to live, earned her GED, works two jobs and takes classes at Ventura College. And she’s pursuing career goals.

“I like who I am now because of the help I’ve gotten,” said Gomez, 20.

The adult ed program, overseen by Ventura Unified, focuses on 18- to 21-year-olds from low-income families who aren’t enrolled in any school, live in Ventura County and are U.S. citizens.

Through funding from the federal Workforce Investment Act, administered by the local Workforce Investment Board, teachers fill the academic gaps so students can get a high school diploma or GED.

Staff members also train students on basic computer skills, coach them to earn a National Workforce Readiness Credential, and teach interviewing and job search skills. The program also pays for pre-interview haircuts, clothes, bus passes, gas cards and phones.

Many of the students are dealing with issues that could prevent them from getting a job, said case manager Jeffrey Albaugh. The issues include pregnancy and homelessness.

“The world looks very bleak for these kids. Depression is frequent,” Albaugh said. “They have to see going to work as something that is going to take them forward.”

Albaugh and other case managers assess the students’ personalities and try to determine their real interests so they can steer them into practical, feasible career paths.

Students completing the program with a high school diploma or GED have gone on to work as auto mechanics, auto salespeople, plumber assistants, pharmacy technicians and medical office employees, among other jobs.

Case managers keep track of how they are doing at various intervals for a year, Albaugh said. They ask for evidence that they’re working, such as pay stubs. “We’re being a good parent,” he said.

Finding this “invisible” population is a constant challenge for case managers. Many are homeless and move around, Albaugh said, and there is no accurate count of their numbers.

As a result, most participants come to the school through referrals from others in the program.

About 50 students participate each year, according to Albaugh. Last year there were 56, and this year there are 10, but that will likely increase this fall as young people start thinking about school.

Goals for the program are set by the Workforce Investment Board and its youth council. Its most recent goals called for at least 60 percent of students to earn a high school degree or GED, and 75 percent actually achieved that. In literacy and numeracy skills, the goal was for at least 60.5 percent of students to become proficient, and 62.5 percent succeeded. Regarding employment, the program exceeded a 70 percent goal with a 72 percent rate, according to Albaugh.

“We’ve always made our goals,” he said.

Trudy Arriaga, superintendent of Ventura Unified, has lauded the program. It is of “critical importance” to the school district and the county’s economic vitality, she said.

“We don’t want the youth in our community to be struggling,” Arriaga said. “We want them to have a career that pays more than minimum wage so they can eat in our restaurants and buy homes in our community.”

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County manufacturers open doors to high schoolers

Robyn Flans

6:27 PM, Oct 3, 2014



SIMI VALLEY, Calif. - The Manufacturing Roundtable of Ventura County in partnership with the Workforce Investment Board of Ventura County held its second National Manufacturing Day on Friday for high school students.

With the aim of giving the youths knowledge about manufacturing and its opportunities, about 300 participating high school students visited manufacturers throughout the county.

At Milgard Manufacturing Inc. in Simi Valley, where windows and doors are made primarily for residential construction, human resources manager Alex Rivera told 30 students from ACE Charter High School in Camarillo about the skills necessary to work at Milgard.

He mentioned math, knowledge of power tools, and computer and safety skills. He also told students they would need "soft skills" focused on communication, work ethic, teamwork and enthusiasm.

Cheryl Moore, executive director of the Workforce Investment Board of Ventura County, said manufacturing has changed a great deal from yesteryear.

"The evolution of manufacturing has been amazing. The manufacturing of today is smart, sophisticated, clean, safe and requires a tremendous amount of skill," Moore said.

"Manufacturers in the United States need people who think, problem-solve, take a look at what they see on their computer screen and take it from an idea to something concrete to what everyone can use."

After Rivera's brief introduction, the students donned safety glasses, arm coverings and gloves so production manager Tom Williams could take them on a tour of the factory.

Zach Robinson, 16, of Oxnard, said he got a lot out of the event. He plans to go into mechanical engineering.

"It was really interesting to see the magnitude of what goes into making windows," he said. "I would never have expected something that big to go into making a window."

His twin brother, Isaiah, hopes to go into engineering or commercial piloting.

"I really enjoyed how the whole machine worked together," he said.

Isaac Vandor, 18, of Ventura, who would like to go into mechanical engineering with a concentration in robotics, said he also found it interesting how all the departments worked hand in hand.

"How a frame goes from one department and then it gets the sash in another department and the glass comes from another department and how they work together," Vandor said.

Vandor said he also liked seeing things he learned in class be put into practice.

"It's nice to it in the real world, where math isn't just something you learn in a classroom, but something you're using," Vandor said.

Jazlyn Barragan, 14, of Oxnard, said she found the window-making process interesting. She was inspired by the fact that there were women in the factory.

"I want to do something hands-on eventually," she said. "It was great that there were some women doing some of the work. I was sorry that there weren't many girls who came on the tour today. I think they really missed out."

Rivera hopes the event will help create a future workforce.

"We're looking to create a pipeline for skilled workers and connect with those future generations," Rivera said. "The idea is to collaborate with other manufacturers in the county to show folks what manufacturing is all about, to connect more with the educators to help them to understand what our particular needs are and to be able to start creating some strategies for building the talent that we need to support manufacturing in Ventura County."

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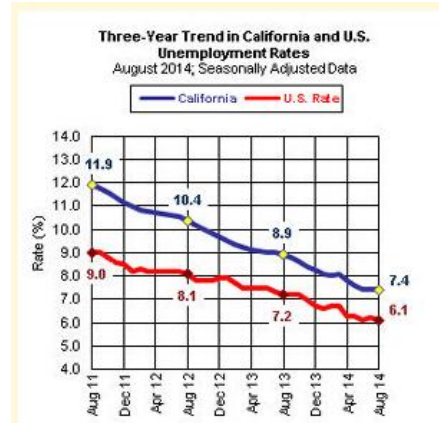


Workforce Investment Board of Ventura County Job Outlook Report August 2014

(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 - August

- Unemployment Rate: 7.4% | +0.0
- Labor Force: 18,597,900 | +16,400
- Employment: 17,223,700 | +15,300
- Unemployment: 1,374,200 | +1,100
- Non Farm Jobs: 15,539,600 | +44,200
- UI Initial Claims: 205,700 | -1,400

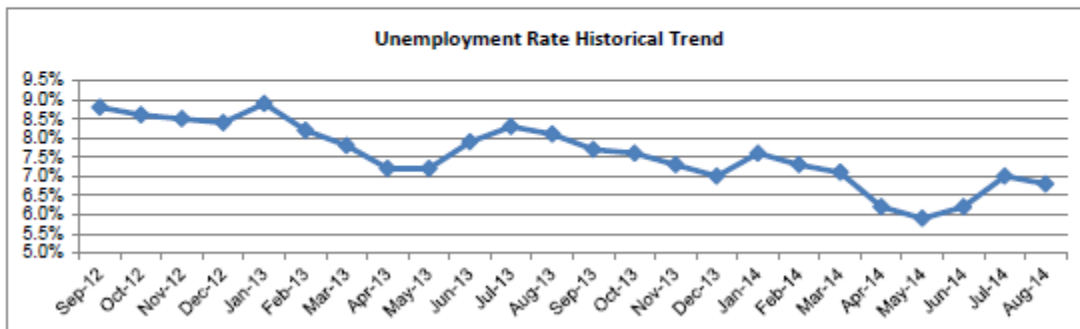


**CA NSA = 7.4 %
US NSA = 6.3%**

- California's seasonally adjusted unemployment rate was 7.4 percent in August, unchanged from July, and down 1.5 percentage points from one year ago.
- EDD's report on payroll employment (wage and salary jobs) in the nonfarm industries of California totaled 15,539,600 in August, a net gain of 44,200 jobs since the July survey.
- This followed a gain of 31,500 jobs (as revised) in July.
- On a year-over basis, civilian employment was up 292,000 persons (1.7 percent). Unemployment increased by 1,000 in August to 1,374,000 persons. This followed a decrease of 6,000 persons in July.
- The number of unemployed was down 287,000 persons (17.3 percent) from August 2013.
- The year-over-year change, August 2013 to August 2014, shows an increase of 313,900 jobs (up 2.1 percent).

LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE Ventura County:
[http://www.calmis.ca.gov/file/lfmonth/vent\\$pds.pdf](http://www.calmis.ca.gov/file/lfmonth/vent$pds.pdf)

The unemployment rate in the Ventura County was 6.8 percent in August 2014, down from a revised 7.0 percent in July 2014, and below the year-ago estimate of 8.1 percent. This compares with an unadjusted unemployment rate of 7.4 percent for California and 6.3 percent for the nation during the same period.

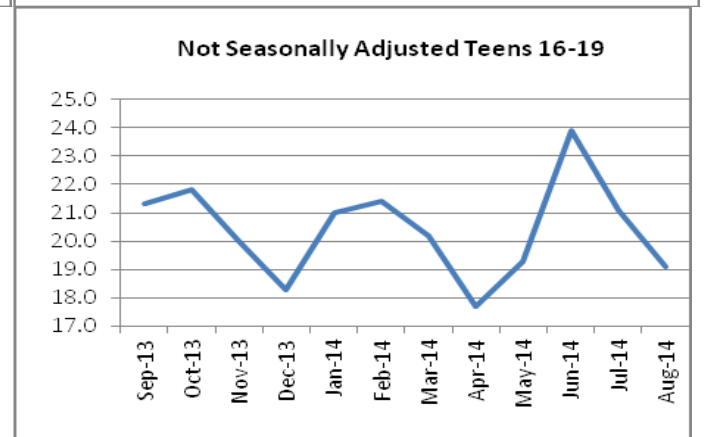
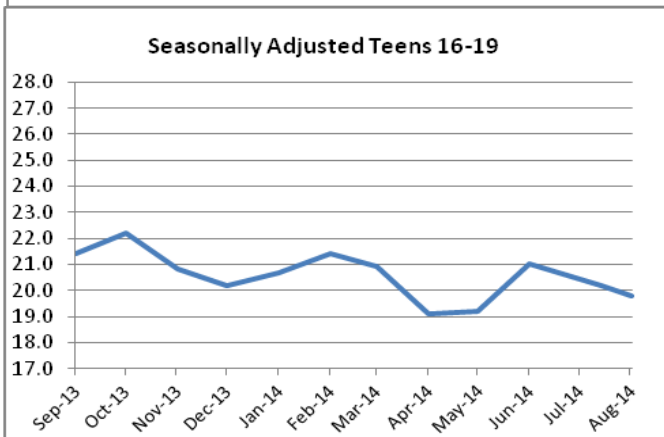
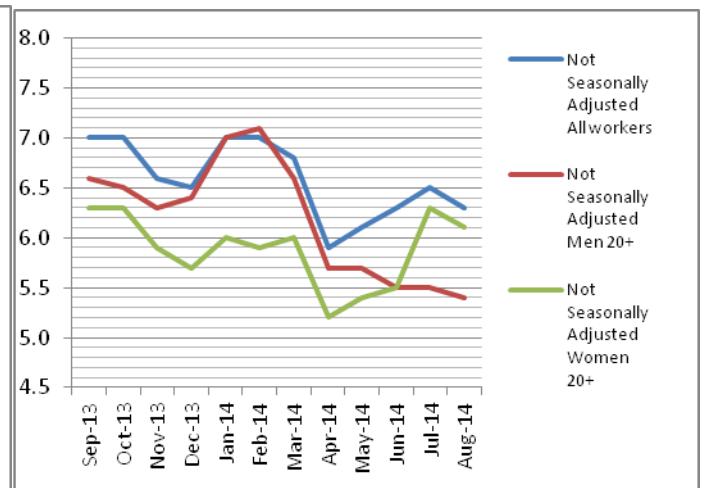
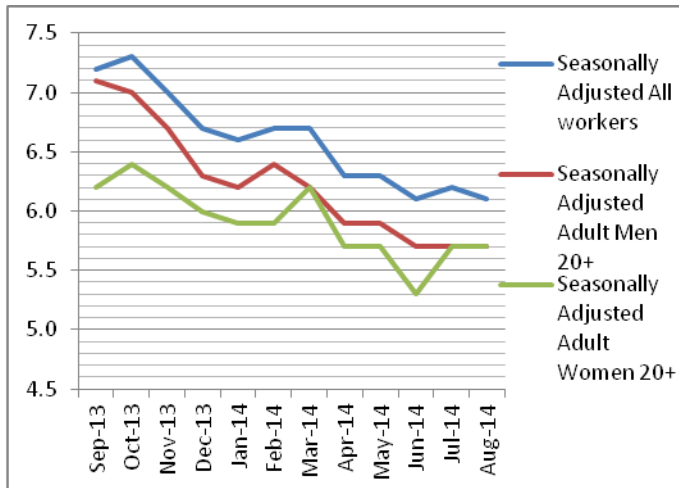




Workforce Investment Board of Ventura County Job Outlook Report August 2014

(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: AUGUST 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/empsit.pdf>

- Total nonfarm payroll employment increased by 142,000 in August, and the unemployment rate was little changed at 6.1 percent, the U.S. Bureau of Labor Statistics reported September 5th.
- In August, both the unemployment rate (6.1 percent) and the number of unemployed persons (9.6 million) changed little. Over the year, the unemployment rate and the number of unemployed persons were down by 1.1 percentage points and 1.7 million, respectively.
- The number of long-term unemployed (those jobless for 27 weeks or more) declined by 192,000 to 3.0 million in August. These individuals accounted for 31.2 percent of the unemployed. Over the past 12 months, the number of long-term unemployed has declined by 1.3 million.
- In August, the employment-population ratio was 59.0 percent for the third consecutive month but is up by 0.4 percentage point from a year earlier.
- In August, 2.1 million persons were marginally attached to the labor force, down by 201,000 from a year earlier.
- Average hourly earnings for all employees on private nonfarm payrolls rose by 6 cents in August to \$24.53. Over the year, average hourly earnings have risen by 2.1 percent.





Workforce Investment Board of Ventura County Job Outlook Report August 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/ui/data.pdf>

UNEMPLOYMENT INSURANCE DATA FOR REGULAR STATE PROGRAMS

WEEK ENDING	September 13	September 6	Change	August 30	<u>Prior Year</u>
Initial Claims (SA)	280,000	316,000	-36,000	304,000	318,000
Initial Claims (NSA)	241,074	234,716	+6,358	249,780	272,946
4-Wk Moving Average (SA)	299,500	304,250	-4,750	303,250	322,250
WEEK ENDING	September 6	August 30	Change	August 23	<u>Prior Year</u>
Insured Unemployment (SA)	2,429,000	2,492,000	-63,000	2,478,000	2,812,000
Insured Unemployment (NSA)	2,164,511	2,212,738	-48,227	2,319,238	2,499,855
4-Wk Moving Average (SA)	2,481,750	2,500,000	-18,250	2,514,250	2,891,500
<u>Insured Unemployment Rate (SA)²</u>	1.8%	1.9%	-0.1	1.9%	2.2%
<u>Insured Unemployment Rate (NSA)²</u>	1.6%	1.7%	-0.1	1.8%	1.9%

(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES AUGUST 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	1.92
California	2.51
Los Angeles	2.91

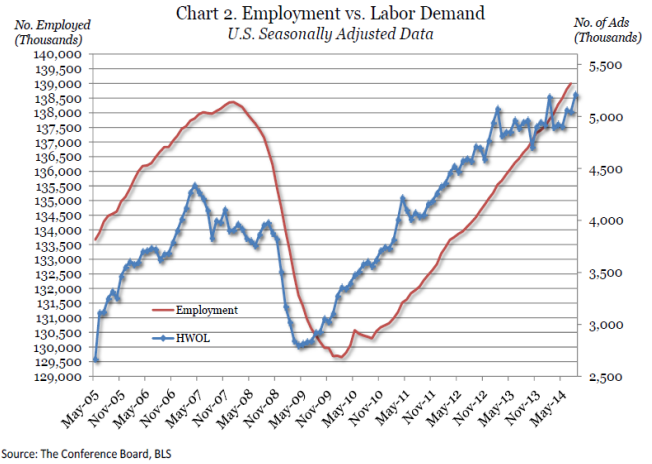
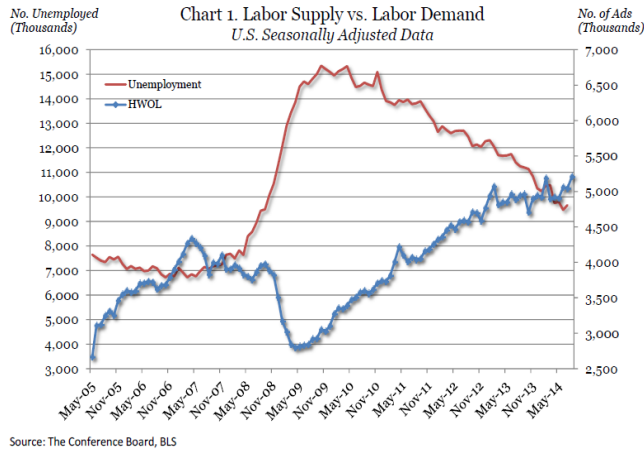
- Online labor demand rises 164,600 in August.
- August posts strong increase following small loss in July.
- Online advertised vacancies gained 164,600 to 5,209,200 in August, according to *The Conference Board Help Wanted OnLine®* (HWOL) Data Series released September 3rd.
- The July Supply/Demand rate stands at 1.9 unemployed for each advertised vacancy with a total of 4.6 million more unemployed workers than the number of advertised vacancies. The number of unemployed was 9.7 million in July.
- In August the professional occupations continued to show improvements after earlier 2014 losses. Gains included Business and Finance (10,700), Computer and Math (19,300), and Healthcare (24,200).
- The West experienced a gain of 47,700, led by a spike of 32,300 in California to 579,200.



Workforce Investment Board of Ventura County Job Outlook Report August 2014

**Red -
Unemployment**

**Blue - Help
Wanted Online**



(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX AUGUST 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 August. The index now stands at 121.29, up from 120.62 (an upward revision) in July. This represents a 6.4 percent gain in the ETI compared to a year ago.
- “The strong increase in the Employment Trends Index in recent months signals robust job growth through the fall,” said Gad Levanon, Director of Macroeconomic Research at The Conference Board. “The disappointing employment numbers for August seem to be a one-month deviation from a stronger trend.”



Workforce Investment Board of Ventura County Job Outlook Report August 2014

Relevant News

September 20, 2014, Wall Street Journal, “U.S. Income Rise for First Time Since 2007,” Nick Timiraos and Greg Robb, http://online.wsj.com/articles/u-s-incomes-rise-for-first-time-since-2007-1411258320?mod=dist_smartbrief

- Incomes in the U.S. ticked up in 2013 for the first time in six years, but that did little to repair the damage to American paychecks since the recession.
- The median annual household income—the level at which half are above and half below—rose 0.3% in 2013, or a total of \$180, to an inflation-adjusted \$51,939, the Census Bureau's latest snapshot of U.S. living standards showed Tuesday. The increase, which wasn't statistically significant, leaves incomes around 8% below their level of 2007, when the recession officially started.
- The government's annual look at U.S. incomes helps explain why, despite record stock prices, the recovery has been so unsatisfying for the broad swath of Americans who rely primarily on wages for income.
- Since the recession ended in 2009, median incomes are down 4%, back to levels last seen in 1996. By contrast, incomes grew 13% during the expansion that ran from 1991 through 2000. Since 2009, incomes have risen only for the top 5% of earners.

September 19, 2014, Los Angeles Times, “California adds 44,200 jobs in August, unemployment steady at 7.4%,” Tiffany Hsu, <http://www.latimes.com/business/la-fi-california-august-unemployment-20140919-story.html>

- California's job market continued to expand in August as employers added 44,200 jobs – the largest boost of any state in the country.
- But the state's unemployment rate didn't budge from 7.4%, according to data released Friday by the U.S. Bureau of Labor Statistics. Last month, the national jobless rate slid to 6.1% from 6.2% in July.
- Job recovery in California, where this time last year 8.9% of workers were unemployed, is outpacing the rest of the U.S. The state added more jobs last month than Florida, where 22,700 workers were added to payrolls, and Texas, which added 20,100 workers.
- Granted, California is the most populous state. By percentage increase, the largest leaps in employment in August were made by New Mexico, with a 0.6% upswing, and Nebraska, which enjoyed a 0.5% lift.
- Over the year, California employers have added 313,900 jobs, and with the holiday season fast approaching, many will be looking to swell their headcounts.

September 17, 2014, Washington Post, “More businesses are closing than starting. Can Congress help turn that around?” J.D. Harrison, http://www.washingtonpost.com/business/on-small-business/more-businesses-are-closing-than-starting-can-congress-help-turn-that-around/2014/09/17/06576cb8-385a-11e4-8601-97ba88884ffd_story.html

- Americans are starting fewer businesses, new companies are going out of business more quickly, and the new firms that do get off the ground are creating fewer jobs.
- “America's entrepreneurs need help,” John Dearie, executive vice president of the Financial Services Forum, a trade organization in Washington, D.C., said during a recent hearing before members of the House Small Business Committee. In terms of the start-up economy, he added, all vital signs “are flashing red alert.”
- Dearie cited research in his testimony showing that new firms — rather than, as is so often argued, small businesses in general — historically account for virtually all net new jobs generated each year in the United States. However, their annual hiring contributions have dropped about 40 percent since 2000, accelerating a downward trend that has been going on for the past three decades.
- In part, that's because the number of new businesses has steadily declined. Data from 2011 showed that only 8 percent of companies are less than one year old, down from 15 percent of all firms back in the late 1970s, with a particularly sharp decline taking place during and in the years immediately following the Great Recession.



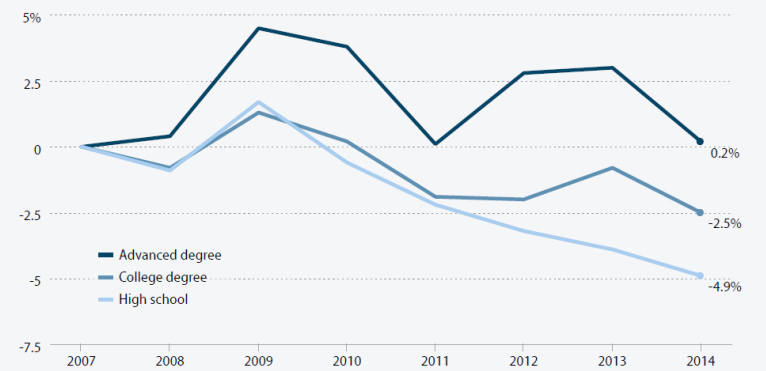
Workforce Investment Board of Ventura County Job Outlook Report August 2014

August 28, 2014, Washington Post, “Bad news: Wages are down for pretty much everyone,” Jonnelle Marte, <http://www.washingtonpost.com/news/get-there/wp/2014/08/28/bad-news-wages-are-down-for-pretty-much-everyone/>

- Real hourly wages are down for workers at all education levels in the first half of this year compared to the first half of 2013, according to the [Economic Policy Institute](#) paper. Pay fell by 1.1 percent for people with high school diplomas, by 1 percent for people with some college, 1.6 percent for people with college degrees and by 2.7 percent for people with advanced degrees.
- Wages have pretty much been flat or on the decline since the start of the recession. In fact, the only group that hasn't seen a drop in real wages since 2007 is workers with advanced degrees, for which wages are basically flat.
- Real hourly wages fell for almost all other workers — even for those with a college degree— between 2007 and 2014, according to the report. People with advanced degrees saw wages grow by 0.2 percent. Meanwhile, wages fell by 2.5 percent for people with college degrees and dropped by nearly 5 percent for people with high school diplomas.

FIGURE 0 [VIEW INTERACTIVE on epi.org](#)

Cumulative growth in real hourly wages, by education, 2007–2014*



* Data reflect first half values for each year.

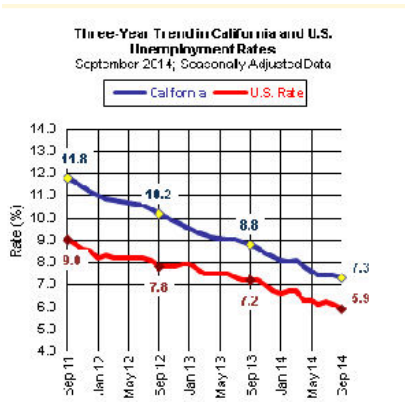
Source: EPI analysis of Current Population Survey Outgoing Rotation Group microdata

ECONOMIC POLICY INSTITUTE



Workforce Investment Board of Ventura County Job Outlook Report September 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 - September

CA NSA = 6.9 %
US NSA = 5.7%

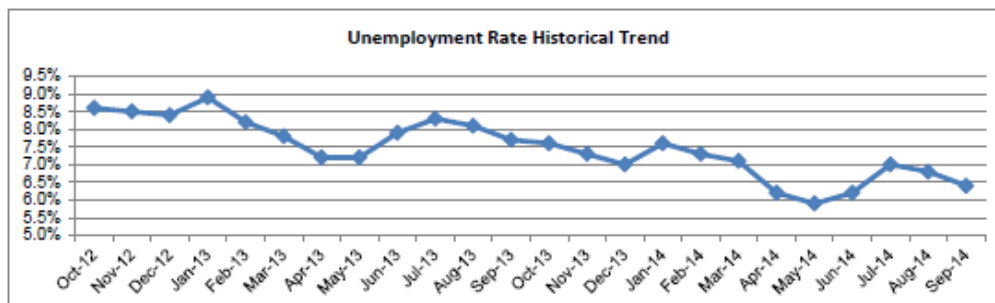
- Unemployment Rate: 7.3% | -0.1
- Labor Force: 18,668,100 | +69,200
- Employment: 17,306,900 | +83,400
- Unemployment: 1,361,200 | -14,200
- Non Farm Jobs: 15,530,500 | -9,800

- California's unemployment rate decreased to 7.3 percent in September, and nonfarm payroll jobs decreased by 9,800 during the month for a total gain of 1,409,500 jobs since the recovery began in February 2010, according to data released today by the California Employment Development Department (EDD) from two separate surveys.
- In September 2013, the unemployment rate was 8.8 percent. The unemployment rate is derived from a federal survey of 5,500 California households.
- Nonfarm jobs in California totaled 15,530,500 in September, a decrease of 9,800 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 shows an increase of 297,000 jobs (up 1.9 percent).
- In related data, the EDD reported that there were 392,823 people receiving regular Unemployment Insurance benefits during the September 2014 survey week. This compares with 411,005 last month and 362,532 last year. At the same time, new claims for Unemployment Insurance were 52,279 in September 2014, compared with 47,640 in August and 37,333 in September 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 6.4 percent in September 2014, down from a revised 6.8 percent in August 2014, and below the year-ago estimate of 7.7 percent. This compares with an unadjusted unemployment rate of 6.9 percent for California and 5.7 percent for the nation during the same period.

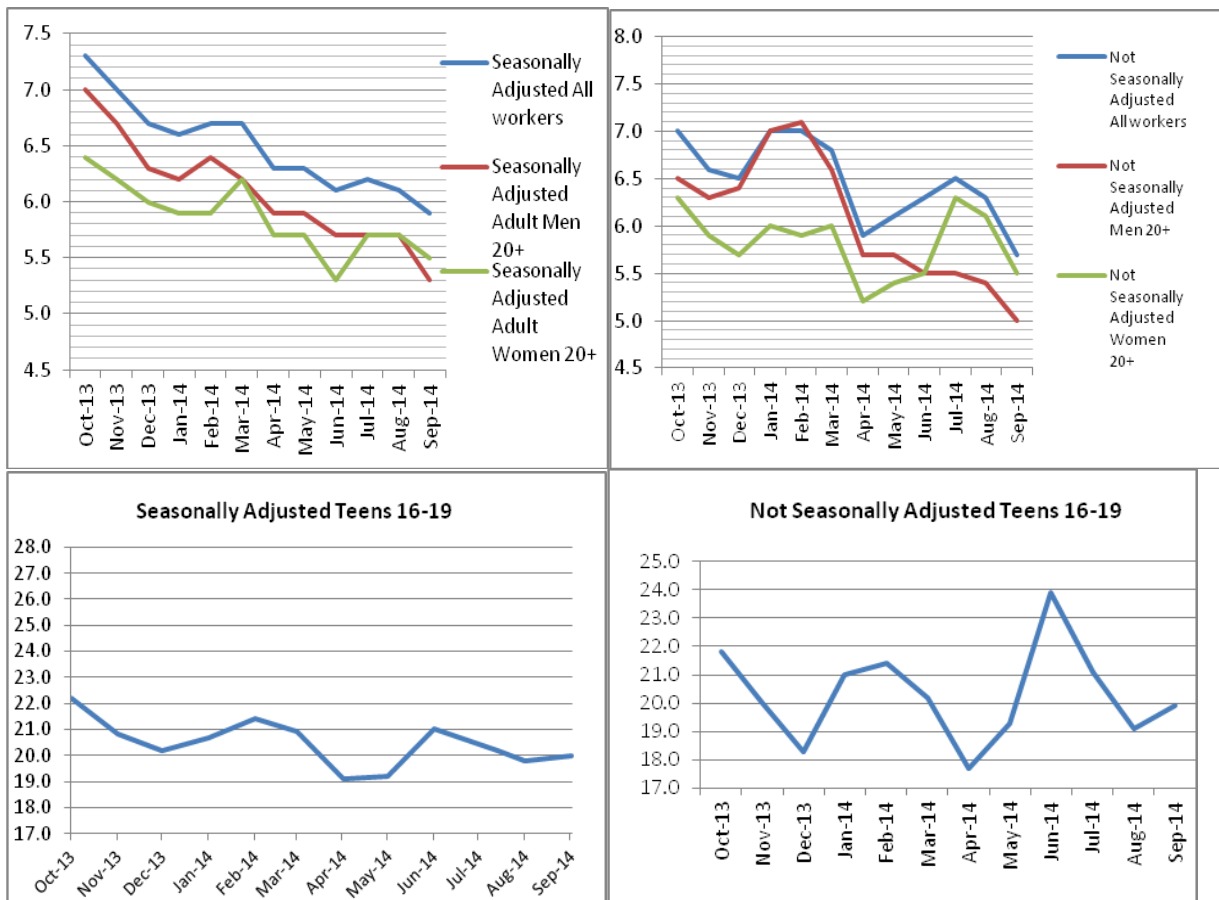




Workforce Investment Board of Ventura County Job Outlook Report September 2014

(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: SEPTEMBER 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/empsit.pdf>

- Total nonfarm payroll employment increased by 248,000 in September, and the unemployment rate declined to 5.9 percent, the U.S. Bureau of Labor Statistics reported October 3, 2014.
- In September, the unemployment rate declined by 0.2 percentage point to 5.9 percent.
- The number of unemployed persons decreased by 329,000 to 9.3 million. Over the year, the unemployment rate and the number of unemployed persons were down by 1.3 percentage points and 1.9 million, respectively.
- Among the unemployed, the number of job losers and persons who completed temporary jobs decreased by 306,000 in September to 4.5 million.
- In September, 2.2 million persons were marginally attached to the labor force, essentially unchanged from a year earlier.
- Among the marginally attached, there were 698,000 discouraged workers in September, down by 154,000 from a year earlier





Workforce Investment Board of Ventura County Job Outlook Report September 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/ui/data.pdf>

UNEMPLOYMENT INSURANCE DATA FOR REGULAR STATE PROGRAMS

WEEK ENDING	October 11	October 4	Change	September 27	<u>Prior Year¹</u>
Initial Claims (SA)	264,000	287,000	-23,000	288,000	355,000
Initial Claims (NSA)	271,590	257,559	+14,031	227,680	360,957
4-Wk Moving Average (SA)	283,500	287,750	-4,250	295,000	337,750

WEEK ENDING	October 4	September 27	Change	September 20	<u>Prior Year¹</u>
Insured Unemployment (SA)	2,389,000	2,382,000	+7,000	2,402,000	2,888,000
Insured Unemployment (NSA)	2,018,567	2,031,725	-13,158	2,070,822	2,437,325
4-Wk Moving Average (SA)	2,403,750	2,414,500	-10,750	2,442,000	2,890,250
<u>Insured Unemployment Rate (SA)²</u>	1.8%	1.8%	0.0	1.8%	2.2%
<u>Insured Unemployment Rate (NSA)²</u>	1.5%	1.5%	0.0	1.6%	1.9%

(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES SEPTEMBER 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>

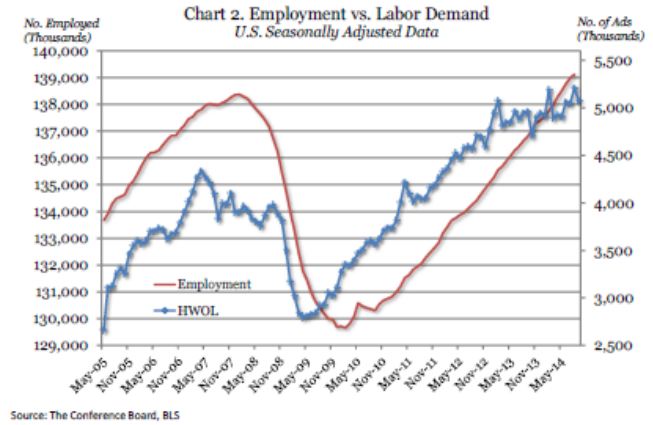
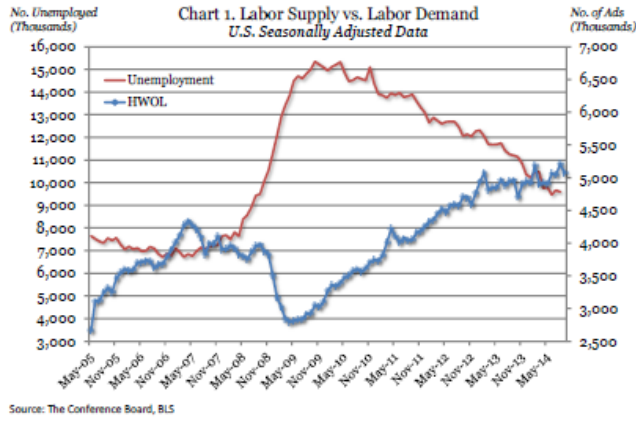
Region	Number of unemployed people per online job posted
USA	1.84
California	2.37
Los Angeles	2.91

- Online advertised vacancies declined 137,200 to 5,072,000 in September, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series** released October 1.
- The August Supply/Demand rate stands at 1.84 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 9.6 million in August.
- In September, the STEM-related occupations showed strength in Computer and Math (9,600), Architecture and Engineering (3,400), and Healthcare Practitioners (12,200), while other categories showed losses, including Office and Administrative (-40,600), Sales (-32,500), and Transportation (-22,900) The **West** experienced a loss of 20,800, led by a decline of 11,000 in **California** to 568,200.



Workforce Investment Board of Ventura County Job Outlook Report September 2014

Red - Unemployment
Blue - Help Wanted Online



(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX SEPTEMBER 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 September. The index now stands at 121.68, up from 121.32 (an upward revision) in August. This represents a 6.1 percent gain in the ETI compared to a year ago.
- “The Employment Trends Index increased for the ninth consecutive month, signaling solid job growth through year end,” said Gad Levanon, Director of Macroeconomic Research at The Conference Board. “A combination of positive and negative forces has been driving the rapid decline in the unemployment rate in recent years. Hiring is strong, but productivity growth is weak, and the participation rate continues to decline. None show signs of reversing.”



Workforce Investment Board of Ventura County Job Outlook Report September 2014

Relevant News

October 16, 2014, Reuters, “Data shows U.S. economy’s pulse is still strong,” Jason Lange,
<http://www.reuters.com/article/2014/10/16/us-usa-economy-idUSKCN0I51HH20141016>

- The number of Americans filing new claims for jobless benefits fell to a 14-year low last week and industrial output rose sharply in September, positive signals that helped ease fears over the economic outlook.
- Initial claims for state unemployment benefits dropped 23,000 to 264,000, the lowest level since 2000, the Labor Department said on Thursday.
- A separate report from the Federal Reserve showed production at the nation's factories, mines and utilities advanced a larger-than-expected 1.0 percent last month, the biggest gain since November 2012.
- The jobless claims report, however, reinforced expectations that slack in the labor market was being reduced and, combined with comments from a top Fed official, put a brake on the selling on Wall Street.
- "Have we achieved full employment? Not yet. Are we getting closer? Absolutely," said Stephen Stanley, an economist at Amherst Pierpont Securities.

October 15, 2014, Los Angeles Times, “U.S. tackles long-term unemployment with \$170 million in grants,”
<http://www.latimes.com/business/la-fi-labor-long-term-unemployed-20141014-story.html>

- The U.S. Labor Department is taking on long-term unemployment – which last month affected 3 million Americans – by issuing nearly \$170 million in grants to help train, counsel and place job seekers.
- Returning workers to long-jobs is “one of the most important pieces of unfinished business from the Great Recession,” Labor Secretary Thomas E. Perez said during a conference call with reporters Tuesday.
- Grants ranging from \$3 million to \$10 million were awarded to 23 partnerships in 20 states and Puerto Rico.
- The program, developed with input from companies such as EBay, Charles Schwab and Twitter, sends long-term unemployed job seekers to either a five-week intensive job search boot camp, a multi-month training program or a longer one- to two-year process.
- Other projects will offer customized classroom sessions, financial counseling, child care support, healthcare, apprenticeships, resume coaching, mock interviews and more.
- The ranks of the long-term unemployed, which include Americans who have gone jobless for at least 27 weeks, have shrunk by 900,000 people since December. That’s 90% of the total drop in unemployment over the period.

October 7, 2014, Bloomberg, “Job Openings Signal Hiring in U.S. to Be Sustained,” Lorraine Woellert,
<http://www.bloomberg.com/news/2014-10-07/job-openings-in-u-s-rose-by-230-000-in-august-to-4-84-million.html>

- The number of jobs waiting to be filled in the U.S. climbed in August to the highest level in 13 years as employers gained confidence to expand their workforces.
- Openings (JOLTTOTL) rose to 4.84 million in August, the most since January 2001, from a revised 4.61 million the prior month, according to Labor Department data issued today in Washington. The report also showed hiring and firing cooled, while fewer people quit their jobs.
- The upswing in openings helps explain the rebound in payrolls last month that pushed the jobless rate to a six-year low and signaled Americans can look forward to sustained gains in hiring into 2015. The figures form part of a package of data Federal Reserve Chair Janet Yellen and her colleagues use to measure the labor market’s health, which will help determine when the central bank starts to raise its benchmark interest.
- The median forecast in a Bloomberg survey of economists called for 4.7 million openings after a previously reported 4.67 million in July.
- The number of jobs available climbed by 910,000 in the year ended August, the biggest 12-month gain since records began in December 2000.



Workforce Investment Board of Ventura County

Job Outlook Report

September 2014

October 3, 2014, Bloomberg, “Hiring Surge Puts U.S. Jobless Rate at Six-Year Low,” Lorraine Woellert, <http://www.bloomberg.com/news/2014-10-03/jobless-rate-in-u-s-falls-to-5-9-in-september-payrolls-jump.html>

- A surprisingly powerful surge in hiring pushed unemployment to a six-year low of 5.9 percent in September as the U.S. labor market showed renewed vigor.
- The 248,000 gain in payrolls followed a 180,000 increase in August that was bigger than previously estimated, the Labor Department reported in Washington. Revisions boosted the job count by 69,000 over the previous two months. The **jobless** rate fell from 6.1 percent to the lowest level since July 2008.
- “This report was strong across the board,” said **Dean Maki**, chief U.S. economist at Barclays Plc in New York and the top payrolls forecaster over the past two years, according to data compiled by Bloomberg. “The labor market continues to grow fast enough to keep pushing the unemployment rate down.”

September 25, 2014, Washington Post, “Applications for US unemployment rise 12K to 293K,” Associated Press, http://www.washingtonpost.com/business/applications-for-us-unemployment-rise-to-293k/2014/09/25/d2bac0cc-44b0-11e4-8042-aaff1640082e_story.html

- The number of people seeking U.S. unemployment benefits increased last week after falling sharply two weeks ago. Despite the rise, the level of applications remains near pre-recession levels, a sign that hiring will likely remain healthy.
- Applications are a proxy for layoffs. Fewer applications indicate that employers are holding onto their workers, likely because they are more confident about the economy. It may also indicate they will boost hiring.
- The total number of people receiving benefits ticked up by 7,000 to 2.4 million. A year ago, 3.9 million people were receiving unemployment aid. That number has fallen sharply partly because of the expiration of extended benefits, a program that ended at the beginning of this year.
- Employers added just 142,000 jobs last month, according to the Labor Department, down from an average of 212,000 in the preceding 12 months. It was the end of a six-month streak of monthly job gains in excess of 200,000. The unemployment rate fell to 6.1 percent from 6.2 percent, but only because some of those out of work gave up looking. The government doesn't count people as unemployed unless they are actively searching.
- Still, most economists expect hiring will continue at a healthy pace this year. Surveys of both manufacturing and services firms show that companies in both sectors added workers in September.