



**WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY**  
**RESOURCE DEVELOPMENT COMMITTEE MEETING**

**Thursday, March 27, 2014**  
**8:00 a.m. - 9:30 a.m.**

**NOTE: CHANGE OF MEETING LOCATION**

**Ventura County Community Foundation (VCCF) Nonprofit Center**  
**4001 Mission Oaks Blvd., Community Room, Camarillo, CA**

**REVISED AGENDA**

8:00 a.m.	<b>1.0</b>	<b>Call to Order and Agenda Review</b>	Victor Dollar
8:02 a.m.	<b>2.0</b>	<b>Public Comments</b> 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.	Victor Dollar
8:05 a.m.	<b>3.0</b>	<b>Approval of Resource Development Committee Minutes:</b> November 20, 2013	Victor Dollar
8:07 a.m.	<b>4.0</b>	<b>Updated Grant Report</b>	Richard McNeal
8:10 a.m.	<b>5.0</b>	<b>Preliminary Draft of WIA Budget for 2014-2015</b>	Cheryl Moore
8:40 a.m.	<b>6.0</b>	<b>Ventura County Regional Strategic Workforce Development Plan</b> <ul style="list-style-type: none"><li>• New Performance Measures</li><li>• Regional Partnerships</li><li>• WIB Planning Meeting</li></ul>	Cheryl Moore Committee Members
9:20 a.m.	<b>7.0</b>	<b>Committee Member Comments</b>	Committee Members
9:30 a.m.	<b>8.0</b>	<b>Adjournment</b>	Victor Dollar

Next Meeting  
To be announced

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

**WIB Resource Development Committee**  
**November 20, 2013**

**MINUTES**

**Meeting Attendees**

Committee

Hugh J. Ralston, Chair\*  
Iris Ingram\*  
Barry Zimmerman\*

WIB Staff

Jennifer Harkey  
Richard McNeal  
Cheryl Moore

*\*WIB Members*

**1.0 Call to Order**

Hugh J. Ralston called the meeting to order at 3:36 p.m.

**2.0 Public Comments**

No comments

**3.0 Approval of the Minutes: October 2, 2013**

Motion to Approve: Hugh J. Ralston  
Second: Barry Zimmerman  
Motion carried

**4.0 Updated Grant Report and Consideration of Possible Funding**

The Committee reviewed the Grant Report, noting that recent letters of WIB support had been written for two grant applications: 1) submitted by the Ventura County Office of Education (VCOE) for a STEM (Science, Technology, Engineering, and Math) grant proposal and 2) submitted by Oxnard College for the US2020 City Competition. The discussion then turned to other potential workforce development funding sources that might be applicable for the Ventura County region:

- National Fund for Workforce Solutions: Although the current RFP poses an attractive source of funding for the support of regional funding collaboratives for workforce development, WIBVC currently does not have an established regional network that would fit the desired profile outlined in the RFP. The Committee suggested working to position the region for similar opportunities in the future.
- California Career Pathways Trust: A more attractive immediate prospect is a new trust created by the California legislature. Local school districts and VCOE are considering individual and collaborative options for developing proposals. WIBVC will provide grant application support, as appropriate.
- National Science Foundation: Noting the success of an NSF-funded training program at College of the Canyons, VCOE is exploring the possibility of funding for a Ventura County regional approach to student STEM skill development through robotics.
- Collaborative Initiative: Hugh J. Ralston will look into an initiative by JPMorgan Chase, the Foundation for California Community Colleges, and the Linked Learning Alliance for \$1.2 million in funding to help improve the workforce readiness of high school and community college students.

- Youth CareerConnect (U.S. Department of Labor and Department of Education): Funds are intended to ensure that students are prepared to succeed in post-secondary education and a competitive workforce by providing them with industry-relevant education and skills. The RFP emphasizes the development of high school curriculum in workplace sectors (especially STEM-related) benefiting from the H1-B visa program. WIBVC staff will review the grant requirements.

## **5.0 Ventura County Regional Strategic Workforce Development Plan 2013-2017 (Plan)**

- 2013-2017 Regional Strategy Alignment Matrix (Working Draft):

The Committee provided feedback on a draft inventory to identify points of alignment between the adult, youth, and industry sector components of the WIBVC Plan and key goals/strategies of other public/private entities in the Ventura County region. The matrix would be used as a reference to identify potential partners to help develop and support workforce and education initiatives. Because of the complexity of the matrix, the Committee recommended that the initial focus be on the adult and youth categories, integrating sector-related components as appropriate to support the strategies and actions.

- Developing a Regional Workforce Partnership

Members of the Committee identified several factors to consider in developing a sustainable regional partnership. Discussion of the following will continue at the next meeting:

- Challenge to juggle different/conflicting requirements: federal Workforce Investment Act (WIA) mandated support for the unemployed, under-employed, and struggling businesses vs. California legislature/administration focus on local customer self-help and a broader regional/sector workforce and economic development role for WIBs
- Mixed messages from Sacramento as to priorities: state-driven (regions; sectors) vs. locally driven (needs of employers and job seekers)
- Need to focus ourselves on a limited number of do-able goals
- Challenge to make the needed WIA projects as worthwhile as possible, with as wide an audience as possible, while validating and leveraging the special talents/resources of our local partners
- Need for appropriate funding and resources to drive and achieve a meaningful partnership with successful outcomes
- Cannot assume that business interests and, therefore, business funding, will drive partnerships
- Must identify a need and convince people to find it worthy of investment/funding

## **6.0 Committee Member Comments**

There were no comments.

## **7.0 Adjournment**

The Committee adjourned by acclamation at 5:05 p.m.

### Next Meeting

March 27, 2014 (8:00 a.m.-9:30 a.m.)

Ventura County Community Foundation (VCCF Nonprofit Center)

4001 Mission Oaks Blvd., Camarillo, CA

## **GRANTS AND PROPOSALS**

Workforce Investment Board of Ventura County of Ventura

**Program Year 2013-2014**

**(Revised 12/6/13)**

### **PROPOSAL IN PROGRESS**

Source	Amount	Title	Term	Purpose	Partner/Role	Notes

### **GRANT PROPOSALS SUBMITTED**

Source	Amount	Title	Term	Purpose	Partner/Role	Notes

### **OTHER GRANT COMMITMENT**

Source	Amount	Title	Term	Purpose	Partner/Role	Notes

### **LETTER OF SUPPORT/COMMITMENT**

Source	Amount	Title	Term	Purpose	Partner/Role	Notes
California Career Pathways Trust; Calif. Dept. of Education		Ventura County Innovates (Morse)		Development of career pathways	WIB general support of consortium of VCOE, VCCCD, etc.	Letter of 3/26/14
California Career Pathways Trust; Calif. Dept. of Education		Oxnard Union High School District (Soumakian)		Development of career pathways	WIB general support of OUHSD	Letter of 3/26/14

## **GRANTS AND PROPOSALS**

Workforce Investment Board of Ventura County of Ventura

**Program Year 2013-2014  
(Revised 12/6/13)**

California Career Pathways Trust; Calif. Dept. of Education	\$13 million	Santa Barbara City College (Hollems)	PYs 14-15-18-19	Development of Career Pathways	WIB general support of the SCRC of the Calif. Community Colleges and associated schools	Letter of 3/26/14
California Career Pathways Trust; Calif. Dept. of Education		Ventura Unified School District (Arriaga)		Development of Career Pathways	WIB general support of VUSD	Letter of 3/26/14
U. S. Dept. of Labor	\$3,063,919	CareerConnect (based on H1-B Visa funds)	2014-2015 School Year	Integrated academic and career-focused learning; work-based learning; employer engagement; integration of post-secondary education & training. Emphasis on manufacturing/engineering/biomedical engineering	WIB general support of five school districts and the VCOE	Letter of 1/24/14
Ventura Co. Community College District	\$10,000	Responsive Training Fund Initiative	12 months, 2011-2012	In-kind match: collaboration with the College district staff on regional industry sector committees		Grant declined (before 3/26/14)
U.S. Dept. of Education		College Assistance Migrant Program (CAMP)		Provide access to post-secondary education for students from migrant and seasonal farmworker families	Letter of support for CSUCI, Office of the President (Rush) 1/11/12	Grant declined (before 3/26/14)
U.S. Department of Labor: Workforce Innovation Fund	\$4,241,929	Health Care Career Pathways	36-40 months from summer, 2012	Pre-college bridge programs, career pathways for RNs and Med. Assistants, career modules for geriatrics and chronic care, etc.	A letter of support from the WIB directors of the WCCCC, allowing the use of the WCCCC rubric for a submission from Santa Cruz, Monterey and San Benito Counties	Application not submitted (before 3/26/14)

## **GRANTS AND PROPOSALS**

Workforce Investment Board of Ventura County of Ventura

### **Program Year 2013-2014 (Revised 12/6/13)**

Simi Valley High School	Unknown			Develop a health science pathway in biotechnology		Letter of 4/11/13 Grant declined (before 3/26/14)
Boys & Girls Clubs of Greater Oxnard and Port Hueneme	\$1,000,000	Youth Offender Re-Entry: Face Forward	39 months, beginning 7/1/13	Through diversion and/or record expungement, youth given a chance to succeed in the workplace	Workforce & supportive services	Letter of 5/6/13 Grant declined (before 3/26/14)
CA Dept. of Education (High School Innovations & Initiatives Office)	Unknown; planning grant	Unmanned Aerial System (UAS) Secondary Specialized Program		UAS high school program/articulation with training program at CSUCI	A letter of general support, emphasizing the important of STEM	Letter of 10/16/13 for VCOE (Morse) Result unknown 3/26/14
US2020 City Competition	Unknown				A letter of general support for the Ventura County STEM network: we will continue our current efforts to develop workforce pipelines	Letter of 10/17/13 Grant declined (before 3/26/14)

### **PROPOSALS IN PREPARATION**

Source	Amount	Title	Term	Purpose	Partner/Role	Notes

## **GRANTS AND PROPOSALS**

Workforce Investment Board of Ventura County of Ventura

**Program Year 2013-2014  
(Revised 12/6/13)**

### **PROPOSALS CONSIDERED BUT NOT SUBMITTED** (Note: standard 4-week turnaround for proposals)

<b>Source</b>	<b>Amount</b>	<b>Title</b>	<b>Term</b>	<b>Purpose</b>	<b>Partner/Role</b>	<b>Notes</b>
U.S. Dept. of Labor	\$1,100,000	Youthbuild	2 years +	Teach youth 16-24 construction techniques and improve their education and provide low-income housing	Cabrillo Economic Development Corporation & (presumably) VACE	CBDC decided that this grant project was not within their mission (3/14). No other CBO is suitable.
California Workforce Investment Board	\$1.76 million; 4-8 grants from \$220K to \$750K	Dislocated Worker NEG (Healthcare sector); due 10/31/13	18 months, beginning 12/13	Delivery of training services through work-based learning (esp. OJTs) resulting in credentials & certificate	Multi-employer; CCCCCO, especially	Premature for our own Healthcare priority (partnerships not sufficiently developed); funds for training only
National Fund for Workforce Solutions	\$75,000 - \$100,000	Support for Regional Funding Collaboratives	One year	Established regional funding collaboratives supporting sectoral industry partnerships	Industry partnerships and matching required	3-5 awards nationally; not for provision of services, but for professional or organizational development; deadline 12/12/13
Calif. Dept. of Education	\$500,000	ASSETs	One year, beginning 7/1/14	After-school enrichment program for high school students (Ventura & Pacifica); for VACE in conjunction with the Ventura Unified School District	WIB will supply support through its current youth contract with VACE.	Letter of 12/05/13



# Red-Zone

FOR THE IMMEDIATE ATTENTION OF:  
LA COUNTY CONGRESSIONAL DELEGATION

March 21, 2014



## Opportunity

- **Grant Opportunity:** Investing in Manufacturing Communities Partnership (IMCP), a White House initiative.
- **Amount of Funding:** This designation brings with it elevated consideration for \$1.3 billion in future federal grants as well as the help of a dedicated federal liaison at each of 10 cabinet departments or agencies. These liaisons will “act as concierge to the specific services” needed by successful applicants. Additional challenge grants may become available. There is no immediate dollar award. The designation lasts for two years after which it may be renewed. Up to 12 communities will receive these designations in 2014.
- **Federal Agencies:** Commerce (lead), HUD, Agriculture, Small Business Administration, Labor, Transport, EPA, National Science Foundation and others.
- **Applicant:** A large cross-sector consortium called the Advanced Manufacturing Partnership of Southern California (AMP SoCal) has been created for this project. *The goal: create “next generation” advanced manufacturing jobs in the regional aerospace and defense industry.* AMP SoCal is led by the City of Los Angeles and the University of Southern California Center for Economic Development (USC CED). Contact: Glyn Milburn, 213-978-0781.
- **Status:** USC CED won a first-round IMCP grant late last year; LA n Sync is actively engaged on the project; philanthropic funding has been provided for grantwriting and development and to hold a cross-sector strategy convening; meetings with industry leaders like JPL are ongoing.
- **Congressional Districts Directly Influenced:**
  - All Congressional districts within the LA County Delegation.



## Impacts & Outcomes

- Major investments – up to \$1.3 billion – in Southern California’s aerospace and defense industry – including its supply chain of small and medium-sized manufacturers.
- Significant job creation in an area that’s home to 22.6 million people.
- A new “data commons” to connect an industry that operates across county lines and has not been fully networked before. This service will help companies with land acquisition, financial incentives, export services, and workforce and training programs.
- 10 federal agencies to serve the project like “concierge”, offering technical assistance to adopt advanced manufacturing technologies, increase exports, and reduce regulatory hurdles.
- A new regional-federal partnership to help leverage Southern California’s reputation as a leader in innovation, creating not only new products but also new industries, e.g. AeroVironment, which designed the first electric vehicle.
- A project emphasis on recruiting veterans, the unemployed, and young adults for manufacturing training programs.

## Actions Requested

### 1. Attend April 3 Convening

Send a staff member from your District Office to the convening in LA to best coordinate final messaging.

### 2. Telephone Calls and Joint Letter of Support

Contact information:

- **2014 Investing in Manufacturing Communities Partnership Economic Development Administration Office of Performance and National Programs U.S. Department of Commerce**  
Michael Jackson, (202) 482-3639  
[mjackson@doc.gov](mailto:mjackson@doc.gov)
- **U.S. Department of Agriculture**  
1401 Constitution Avenue, NW, Suite 71030  
Washington DC 20230  
[CongressionalNotifications@HUD.gov](mailto:CongressionalNotifications@HUD.gov)
- **United States Environmental Protection Agency (EPA)**  
*Targeted Brownfield Assessments (TBA):*  
Debra Morey, (202) 566-2735  
[morey.debi@epa.gov](mailto:morey.debi@epa.gov)  
*Brownfield Grants:*  
Debra Morey, (202) 566-2735  
[morey.debi@epa.gov](mailto:morey.debi@epa.gov)
- **U.S. Department of Housing and Urban Development (HUD)**  
*Office of Sustainable Housing and Communities (OSHC) grant:*  
Salin Geevarghese (202) 402-6412  
[salin.g.geevarghese@hud.gov](mailto:salin.g.geevarghese@hud.gov)
- **U.S. Department of Labor**  
*Employment and Training Administration - Trade Adjustment Assistance Community College and Career Training (TAACCCT):*  
Robin Fernkas, (202) 693-3177  
[Fernkas.Robin@dol.gov](mailto:Fernkas.Robin@dol.gov)
- **National Science Foundation**  
*Advanced Technology Education:*  
Susan Singer, (703) 292-5111  
[srsinger@nsf.gov](mailto:srsinger@nsf.gov)  
*I/UCRC:* Grace Wang, (703) 292-5111  
[jiwang@nsf.gov](mailto:jiwang@nsf.gov)
- **U.S. Small Business Administration**  
*Accelerator Program:*  
Pravina Ragavan, (202) 205-6988  
[pravina.ragavan@sba.gov](mailto:pravina.ragavan@sba.gov)  
Javier Saade, (202) 205-6513  
[javier.saade@sba.gov](mailto:javier.saade@sba.gov)
- **U.S. Department of Transportation**  
*Transportation Investment Generating Economic Recovery (TIGER):*  
Thomas Berry, (202) 366-4829  
[thomas.berry@dot.gov](mailto:thomas.berry@dot.gov)







# Red-Zone

FOR THE IMMEDIATE ATTENTION OF:  
LA COUNTY CONGRESSIONAL DELEGATION

March 21, 2014



## Planning & Next Steps

- **Strategy Convening Date:** A convening of key leaders, led by Mayor Garcetti, will be held April 3, 2014. These leaders will include representatives from industry, from regional and local government, from tertiary research/academic centers and from philanthropy – in other words, influential players who drive, study, support or regulate the regional aerospace and defense “ecosystem.” *The goal: communicate and develop implementation strategy and further executive-level commitment for AMP SoCal.*
- **Application Submissions Due Date:** April 14, 2014.
- **Deadline for Congressional Support:** April 12, 2014.



## Partners

In addition to the 40-plus organizations that comprise LA n Sync, AMP SoCal's partners include an array of local stakeholders who will help integrate investments across six areas of the industrial ecosystem: 1) workforce education and training; 2) supplier networks; 3) research and innovation; 4) infrastructure and site development; 5) export promotion and international investment; and 6) operational improvement and access to capital.

Here is the AMP SoCal partner list current to 3/21/2014:

- City of Los Angeles
- City of Long Beach
- Gateway Cities Council of Governments
- Port of Long Beach
- Port of Los Angeles
- Jet Propulsion Laboratory
- Cerritos College
- El Camino College
- Glendale Community College
- Long Beach Community College
- Los Angeles Community College District
- Pasadena City College
- California State University, Dominguez Hills
- California State University, Northridge
- California State University, Long Beach
- California State University, Los Angeles
- Cal Poly Pomona
- CONNECT
- California Manufacturing Technology Consulting (CMTc)
- County of Los Angeles
- County of Orange
- County of San Diego
- University of California, Los Angeles
- University of California, San Diego
- University of California, Irvine
- University of Southern California
- Los Angeles County Economic Development Corporation
- Orange County Business Council
- San Diego Regional Economic Development Corporation
- Los Angeles Small Business Development Network
- Orange County Small Business Development Center
- Los Angeles City Workforce Investment Board
- Los Angeles County Workforce Investment Board
- Pacific Gateway Workforce Investment Board
- South Bay Workforce Investment Board
- Southeast Los Angeles County Workforce Investment Board
- Verdugo Workforce Investment Board

*LA n Sync seeks a paradigm shift for our region. We build partnerships so that collaboration, not fragmentation, becomes the norm in greater Los Angeles. We think beyond political boundaries to serve the truly metropolitan needs of our fellow citizens - who may work in one town, go to school in another and live in a third. We recognize that an investment in one area typically has a ripple effect across the region. We unite the academic, business, civic, nonprofit, and philanthropic sectors not only to pursue major funding for Los Angeles, but also to improve the quality of life for all of our constituents.*

### Point of Contact:

David Conforti,  
Director of Special Projects  
Annenberg Foundation  
213-403-3017  
dconforti@annenberg.org





# Extra Point

## Proposed Talking Points - IMCP

March 21, 2014



### Talking Points for Congressional Offices

- **Opportunity:** Department of Commerce's new designation called Investing in Manufacturing Community Partnerships (IMCP).
- **At Stake:** The designation will bring "elevated consideration" for up to \$1.3 billion in federal grants and special technical assistance from 10 federal departments and agencies.
- **Applicant:** Advanced Manufacturing Partnership for Southern California (AMP SoCal) is a public-private-philanthropic consortium aiming to revitalize the regional aerospace and defense industry, creating jobs, spurring innovation and offering workforce training and education.



### Intro

Southern California is home to 22.6 million people, 60 percent of California's population. The aerospace and defense industry is a major player in our regional economy. In Los Angeles County, aerospace alone employs around 38,000 people. *But 23 years ago, the same industry employed 130,000.* AMP SoCal – and the new federal designation it seeks - can help us get this important industry growing again.

This project will create good-paying jobs in aerospace and defense manufacturing, offer cutting-edge workforce training and education and spur innovative products and technology. How will it do it?

*By creating a new collaborative model for regional manufacturing that for the first time ever in our region connects the main pillars of an industrial ecosystem: workforce training, supplier networks, research and innovation, infrastructure and site development, export promotion and international investment, operational improvement and access to capital.*

AMP SoCal will link these "pillars" by channeling investment to create a cross-industry network of resources. This newly "connected and collaborative" industry will experience growth not only in jobs and businesses created, but in efficiency, resiliency and the ability of the industry to respond nimbly to market opportunities



### Background

This application is unique in terms of the diversity and complexity of the economies of LA, Orange, and San Diego Counties. It is also unique in that it serves a regional aerospace defense industry that is not bound by county lines. The companies in this industry frequently work across the borders of LA into Orange and San Diego Counties and vice versa. So the rise and fall of the aerospace and defense industry effects the entire area. When the AMP SoCal partnership first came together in 2012, it was driven by the Sequester and the disproportionate impacts all three counties would face if it went through as planned. Now, AMP SoCal wants to do more than just protect the industry's status quo. So the project created a common message and value proposition. The goal: promote growth in the aerospace and defense industry throughout the region. Southern California aerospace and defense companies are the most innovative in the country—consistently developing and working on products that do not simply help aerospace and defense but also spawn new industries. AeroVironment, which designed the first electric vehicle, is a good example. AMP SoCal's plan is to build on that reputation by creating a new industry-wide communications and resource infrastructure that connects all aspects of this major industry.





# Extra Point

Proposed Talking Points - IMCP

March 7, 2014



## Bullets

- More than 30 partners in the consortium have committed to creating “next generation” advanced manufacturing jobs while making strategic investments in the industrial ecosystem that supports our aerospace and defense industry.
- The application will improve the competitiveness of the industry across 3 counties and 25 Congressional Districts.
- In fact, the support of this proposal goes well beyond District lines. An IMCP designation will frame the entire region's narrative emphatically to the rest of the world. *The message: Southern California is the best place to invest in advanced manufacturing.* It's significant that both Orange and San Diego Counties are partners in the plan, indicating the breadth – and reach -of the plan's economic impact.
- The project will create a new “data commons” to connect an industry that operates across county lines and has not been fully networked before. This “one-stop-shop” service will help companies with land acquisition, financial incentives, export services, and workforce training programs.
- This new regional-federal partnership will help leverage Southern California's reputation as a leader in innovation when it comes to advanced manufacturing. Our region creates not only new products in aerospace and defense but also new industries, e.g. AeroVironment, which designed the first electric vehicle.
- Investing in Southern California's people is a big part of this project. AMP SoCal has a strong emphasis on workforce education, and will actively recruit veterans, the unemployed and young adults for manufacturing training programs.
- AMP So Cal is directly supported by LA n Sync, an initiative of 41 community institutions. LA n Sync provides cross-sector networking and significant philanthropic engagement – so far, providing funding for grantwriting and development on the project as well as convening an historic, first-time meeting of all key leaders who influence the aerospace and defense industry.

*LA n Sync seeks a paradigm shift for our region. We build partnerships so that collaboration, not fragmentation, becomes the norm in greater Los Angeles. We think beyond political boundaries to serve the truly metropolitan needs of our fellow citizens - who may work in one town, go to school in another and live in a third. We recognize that an investment in one area typically has a ripple effect across the region. We unite the academic, business, civic, nonprofit, and philanthropic sectors not only to pursue major funding for Los Angeles, but also to improve the quality of life for all of our constituents.*

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