



## WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

### ANNUAL PLANNING MEETING

Thursday, April 24, 2014

8:00 a.m. – 11:30 a.m.

#### NOTE: MEETING LOCATION AND LENGTH OF TIME

Residence Inn by Marriott at River Ridge  
(River Ridge II Conference Room)  
2101 W. Vineyard Avenue, Oxnard

### AGENDA

8:00 a.m.	<b>1.0 CALL TO ORDER AND AGENDA REVIEW</b>	Mike Soules
8:05 a.m.	<b>2.0 PUBLIC COMMENTS</b>  <u>Procedure:</u> The public is welcome to comment. Public comment cards are available at the meeting sign-in table. All comments not related to items on the agenda may be made at the beginning of the meeting only.	Mike Soules
8:10 a.m.	<b>3.0 WIB CHAIR'S COMMENTS</b>	Mike Soules
8:20 a.m.	<b>4.0 CONSENT ITEMS</b>  4.1 Approve Workforce Investment Board Minutes: February 27, 2014 4.2 Receive and File: WIB Committee Reports	Mike Soules
8:25 a.m.	<b>5.0 WIB COMMITTEE SPOTLIGHT</b>  <i>Ventura County Grows Business</i> WIB Outreach for Business Services and Retention	Brian Gabler
8:35 a.m.	<b>6.0 EXECUTIVE COMMITTEE UPDATE</b> <ul style="list-style-type: none"><li>• California WIB High Performing Board Review</li><li>• WIBVC Regional Partnerships/Support</li><li>• WIA Funding for 2014-2015</li></ul>	Mike Soules Cheryl Moore Hugh J. Ralston
8:50 a.m.	<b>7.0 VENTURA COUNTY REGIONAL STRATEGIC WORKFORCE DEVELOPMENT PLAN: 2013-2017</b>	Cheryl Moore WIB Members

- **Progress to Date**
  - Business Service Goal
  - Adult Goal
  - Youth Goal
  - System Alignment and Accountability Goal
- **Considerations for Planning**
  - WIA Reauthorization and Funding
  - WIA Common Measures
  - New State Performance Requirements for California WIBs
  - California WIB Committee Actions
  - Regional Industry Sector Business Engagement
  - Career Pathways to Credentials, Certificates and Apprenticeships
  - Public/Private Collaboration for Sustainability of Workforce Development
- **Discussion and Next Steps**
  - *What have we accomplished in the first nine months?*
  - *What are the opportunities?*
  - *What are the challenges or barriers?*
  - *What actions are needed?*
  - *Who are the key players? What are their roles?*
  - *What are the next steps?*

11:15 a.m.

## **8.0 ON THE CALENDAR**

Mike Soules

- **June 3, 2014 (10:30 a.m.-10:50 a.m.)**  
WIB Study Session with the Board of Supervisors  
County of Ventura Hall of Administration  
800 South Victoria Avenue, Ventura
- **June 12, 2014 (8:00 a.m.-10:00 a.m.)**  
WIB Annual Meeting and 2014 WIB Awards  
Ventura County Office of Education  
5100 Adolfo Road (Salon C), Camarillo, CA

11:20 a.m.

## **9.0 WIB MEMBER COMMENTS**

WIB Members

11:30 a.m.

## **10.0 ADJOURNMENT**

Mike Soules

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, please visit the Workforce Investment Board website at [www.wib.ventura.org](http://www.wib.ventura.org).



## WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

### MINUTES February 27, 2014

Residence Inn by Marriott at River Ridge  
2101 W. Vineyard Avenue, Oxnard, CA

#### **WIB Members Present**

Mike Soules, Chair	Brian Gabler	Roger Rice
Sandy Werner, Vice Chair	Teresa Johnson	Alex Rivera
Vic Anselmo	Victoria Jump	Tony Skinner
Sarah Asbury	Gregory Liu	Bruce Stenslie
Joan Baldarrama	Mary Navarro-Aldana	Ed Summers
Will Berg	Kimberly Nilsson	Jesus Torres
Victor Dollar	Bernardo M. Perez	Tavi Udre
Jim Faul	Bill Pratt	Marilyn Valenzuela
Martel Fraser	Hugh J. Ralston	Nancy Williams

#### **WIB Members Absent**

Rodney Cobos	Cdr. Scott Loeschke	Zahid Shah
Iris Ingram	Paul Matakiewicz	Celina Zacarias

#### **WIB Administration Staff**

Cheryl Moore, Executive Director	Patricia Duffy	Richard McNeal
Talia Barrera	Jennifer Harkey	Theresa Salazar Vital

#### **Guests**

Nancy Ambriz (CSD/WIA)	Sally Harrison (County of Ventura Executive Office)
Kelvin Childs (Human Services Agency)	Heidi Hayes (theAgency)
Jaime Duncan (Human Services Agency)	Paula Hodge (College of the Canyons)
Lauri Flack (Human Services Agency)	Brad Hudson (Congresswoman Brownley)
Tim Hampshire (Ventura Chamber of Commerce)	John Milburn (College of the Canyons)

### **1.0 CALL TO ORDER AND AGENDA REVIEW**

At 8:05 a.m., WIB Chair Mike Soules called the meeting to order. No changes were made to the meeting agenda.

### **2.0 PUBLIC COMMENTS**

No public comments.

### **3.0 WIB CHAIR'S COMMENTS**

- Mike Soules introduced new WIB Administration Manager, Patricia Duffy, who recently served as the South Coast Regional Director for the Health Workforce Initiative of the Community College Chancellor's Office. She will be facilitating collaboration among industry sector, education, and community partners to help advance the *Ventura County Regional Strategic Development Plan*

- Mr. Soules thanked recent interview guests on the WIB's monthly *Workforce Wednesday* radio broadcast on KVTa 1590-AM. On January 29, 2014, WIB members Victoria Jump (Director of the Ventura County Area Agency on Aging) and Alex Rivera (Human Resources Director of Clean Diesel Technologies, Inc.) discussed how baby boomers can be competitive in the current job market. On February 26, 2014, WIB member Gregory Liu discussed how job seekers and youth can prepare for entry-level jobs in advanced manufacturing. (Workforce Wednesday recorded interviews are posted on the WIB website under About Us/News.)
- On behalf of the WIB, Mr. Soules congratulated long-time WIB member Marilyn Valenzuela (Executive Secretary/Treasurer of the Tri-Counties Central Labor Council) on her upcoming retirement. He commended Ms Valenzuela for her exceptional dedication and service to the WIB since 2003 and her leadership as WIB Membership Committee Chair and member of the Executive Committee. WIB members also expressed their appreciation to Ms Valenzuela for her passion and commitment to the well-being of the workforce and the community.

Ms. Valenzuela expressed her appreciation for the opportunity to serve on the WIB and be a part of its growth and contributions to Ventura County. She announced that the Tri-Counties Central Labor Council had re-elected Council leaders Martel Fraser and Tony Skinner. The new Executive Secretary/Treasurer would be announced by the Council soon.

- Mr. Soules thanked WIB member Victor Dollar (Senior Regional Manager, Ventura for Brighton Management) for hosting today's WIB meeting at the Residence Inn by Marriott at River Ridge in Oxnard.

#### **4.0 CONSENT ITEMS**

4.1 Approve Workforce Investment Board Minutes: December 12, 2013

4.2 Receive and File: WIB Committee Reports

Brian Gabler, Chair of the Outreach Committee, announced and explained the nomination process for the 2014 WIB Awards. The nomination form is posted on the WIB website homepage and must be submitted by March 14, 2014.

Mike Soules called attention to the Executive Committee report which included an updated financial status report and WIA program evaluation results through December 31, 2013. He noted that the Executive Committee took the following four actions:

- Approved the 2013-2014 evaluation/reporting process for WIA Adult, Dislocated Worker, and Rapid Response programs
- Approved the use of uncommitted Rapid Response funds for sector-targeted outreach for business engagement in workforce development
- Authorized WIB staff to develop and release an RFP for 2014-2015 outreach services
- Authorized WIB staff to develop and release an RFP for 2014-2015 business retention and layoff aversion services

Mr. Soules asked WIB members to give feedback on the evaluation reports and to contact the WIB staff with any questions.

Motion to approve the Consent Items: Brian Gabler  
Second: Alex Rivera  
Abstain: Nancy Williams  
Motion approved

## **5.0 ACTION ITEM**

### **Recommendation that the Workforce Investment Board of Ventura County (WIB) Approve the Appointments of Sandra Carrillo to the WIB Youth Council for a Three-Year Term**

Marilyn Valenzuela presented the action item on behalf of the Membership Committee and summarized the recommendation to approve the new Youth Council appointment.

Motion to approve: Marilyn Valenzuela  
Second: Ed Summers  
Abstain: Teresa Johnson  
Motion approved

## **6.0 2013-2014 WIA SERVICE MODEL**

Mike Soules welcomed Lauri Flack, Deputy Director of the County of Ventura Human Services Agency Community Services Department (CSD) and the One-Stop Operator for Workforce Investment Act (WIA) adult, dislocated worker, and required Rapid Response programs and services. Ms Flack outlined four key drivers of CSD/WIA operational changes during Program Year 2013-2014:

- With the decline in 2013-2014 WIA revenue, two vacant CSD/WIA staff positions have not been filled, although the required services and performance continue to be provided.
- Recent California legislation requires that 25% of WIA funds be dedicated to training services.
- A new, integrated State management information system (CalJOBS) will go live with WIA data reporting on May 5, 2014, which has required CSD/WIA staff to assist with County implementation.
- CSD/WIA Account Executives would be using tablets (instead of paper) for efficient processing job placement documents while meeting on-site with employers.

Ms Flack indicated that CSD/WIA has high standards and continues to deliver high-quality customer service to employers, employees, and the unemployed. Currently, CSD/WIA staff provide direct assistance to clients in two resource rooms of the Job & Career Centers/America's Job Center of California (JCC/AJCC): East County and West Oxnard. The resource centers offer job interviewing skills and training. The CSD/WIA staff are focused on helping clients apply for jobs and training within the priority industry sectors of Clean/Green, Healthcare and Manufacturing, as appropriate for each individual. The former JCC/AJCC locations in Ventura and Santa Paula do not have CSD/WIA staff assistance on site; however, self-service resource rooms are available through other Human Services Agency operations.

Ms Flack noted that, with the Ventura Adult and Continuing Education (VACE) contract ending for Program Year 2012-2013, 33 adult clients were transferred to CSD/WIA for case management and impacted CSD/WIA expenditures.

Other CSD/WIA staff activities include community outreach at Job & Career Fairs throughout the County. Rapid Response workshops are provided to impacted employees at local job sites and include an overview of the Affordable Care Act, JCC/AJCC assistance, mortgage assistance referrals and training referrals.

WIB members commented and asked questions regarding the types of training provided, which employers are hiring, and how to get youth connected to career pathways. Ms Flack recommended that WIB members refer employers, unemployed and youth to the online Virtual One-Stop or to one of the JCC/AJCC locations for information.

## **7.0 WIB SPOTLIGHT: *Building Talent to Build Medical Devices***

WIB Manufacturing Committee Chair, Bill Pratt, introduced guest speaker John Milburn, Director of the Employee Training Institute at College of the Canyons, Santa Clarita. Mr. Milburn made a presentation and responded to WIB member questions regarding a fast-track manufacturing training program which was originally developed through grant funding and now operates in partnership with the Santa Clarita Economic Development Division and WorkSource California.

The College of the Canyons Employee Training Institute is creating training in response to what employers need and hiring instructors with experience in the field. The Manufacturing Assembler & Test Technician Training program is delivered over seven weeks, with 40 hours per week divided between classroom training and hands-on training. The participants receive a Certificate of Completion and focused job fair with local employers seeking to hire candidates. The program is supported by the Economic Development Workforce, the Employee Training Institute, the Santa Clarita Community College District, and the Santa Clarita WorkSource.

## **8.0 CALIFORNIA WORKFORCE INVESTMENT BOARD**

### High Performing Board Designation

Cheryl Moore provided an update on the status of *the Ventura County Regional Strategic Workforce Development Plan 2013-2017* (Plan). In 2013, the California WIB (CWIB) had approved the Plan and granted local WIB certification for two years. The timeline for the High Performing Board (HPB) designation process was extended several months.

In February 2014, CWIB notified WIB staff that Ventura County had not been designated High Performing Board. Because of multiple concerns regarding the HPB review and scoring processes (expressed by WIB directors from all areas of the state), CWIB staff decided that the public HPB announcement of the 15 HPBs would be kept low-key and that the original HPB designation incentive to have access to additional funding would be withdrawn. As a next step, CWIB planned to extend an opportunity for WIBs to resubmit their plans for reconsideration of an HPB designation. WIBs that expressed interest in reapplying would be provided with more specific plan review information and offered technical assistance from Employment Development Department Regional Advisors. Ms Moore indicated that, although incentives are not available at this time, they could be reinstated at any point.

During the discussion that followed, WIB members commended the private and public sector volunteers, program partners, and WIB staff for their exceptional collaboration and hard work on the Plan. Several expressed disappointment and frustration with the HPB review process. Others suggested that, without an incentive or payoff, the use of additional WIB staff resources to reapply would not be a good investment. Concerns were expressed regarding validation of the

work of volunteers to keep them committed and active. Cultivating a positive relationship with the CWIB also was an issue.

WIB members indicated that the great work, strong partnerships, sector engagement, performance standards, and commitment to collaboration would continue regardless of an HPB designation. Ms Moore thanked the WIB members for their comments, noting that several organizations in Ventura County were using the Plan as a resource for workforce development strategies, grant writing, and alignment of educational plans and career pathways.

WIB staff were asked to learn more about the HPB reapplication process and requirements, reasons for the non-designation, and potential consequences of not reapplying. Updates and next steps would be discussed by the Executive Committee and at the next WIB meeting.

### California WIB Committees

Ms Moore reported that Theresa Salazar Vital is a member of the CWIB Issues and Policies Committee subcommittee on new WIB performance measures. She encouraged WIB members to access the CWIB website ([www.cwib.ca.gov](http://www.cwib.ca.gov)) to stay current with the decisions and actions of the CWIB and CWIB committees that impact the focus and direction of local WIBs: Health Workforce Development Council, Advanced Manufacturing Workforce Development Council, Green Collar Jobs Council, State Youth Vision Team, and Career Pathways and Education Committee.

## **9.0 VENTURA COUNTY WORKFORCE DEVELOPMENT PLAN: Progress to Date**

- Cheryl Moore thanked WIB member Roger Rice and the Ventura County Office of Education (VCOE) staff for their partnership with the WIB sector committees and Youth Council to conduct first-time, county-wide inventories to identify educational opportunities, gaps, and next steps that will help to reduce high school dropouts and re-engage disconnected youth:
  - *Ventura County Career Education Pathways 2013-2014* (Tiffany Morse): copy provided in today's WIB meeting packet; evolving document with updates posted on WIB website home page ([www.wib.ventura.org](http://www.wib.ventura.org))
  - *Effective Programs for Dropout Prevention and Recovery Survey 2014* (Paul Marietti): work in progress to identify what schools in Ventura County are doing to retain and re-engage youth
- Regarding support for the work of the Clean/Green Committee, Healthcare Committee, and Manufacturing Committee, Ms Moore expressed appreciation to WIB staff member Jennifer Harkey for compiling labor market and living wage data for each priority sector. Spreadsheets are revised as new data become available, and updates are posted on the WIB website home page ([www.wib.ventura.org](http://www.wib.ventura.org)).
- Noting that more information on apprenticeships, certificates, and credentials is still to be compiled, Ms Moore commented that 2013-2014 seems to be the "year of the inventory."

## **10.0 WIB ADMINISTRATION**

- Mike Soules reminded WIB members of their obligation to file the annual Form 700 by April 1, 2014. There will be a \$10/day penalty for late filing.

- Mr. Soules indicated the importance of WIB members maintaining neutrality while communicating on behalf of the WIB, especially in relation to political issues and candidates running for office.
- Mr. Soules extended thanks to WIB and WIB committee members for representing the WIB at several conferences, including the California Workforce Association Youth Conference (Youth Council members Sean Bhardwaj and Marnie Melendez), California Labor Federation Conference (WIB members Paul Matakiewicz and Bruce Stenslie), and the National Association of Workforce Boards Conference/Capitol Hill meetings in Washington, D.C. (Jim Faul, Tavi Udrea, Sandy Werner, and Mike Soules).
- Mr. Soules reminded WIB members to put April 24, 2014 on their calendars for the WIB Annual Planning Meeting from 8:00 a.m. to 11:30 a.m. Full participation is essential for a productive and thought provoking meeting.

## **11.0 WIB MEMBER COMMENTS**

No comments

## **12.0 ADJOURNMENT**

Motion to adjourn at 9:56 a.m.: Hugh J. Ralston  
 Second: Bernardo M. Perez  
 Motion approved unanimously

Next WIB Meeting  
 Annual Planning Meeting  
 April 24, 2014 (8:00 a.m.-11:30 a.m.)  
 Residence Inn by Marriott at River Ridge  
 2101 W. Vineyard Avenue, Oxnard





## **Workforce Investment Board of Ventura County**

**April 24, 2014**

### **RECEIVE AND FILE: WIB Committee Reports**

- Executive Committee
- Clean/Green Committee
- Healthcare Committee
- Manufacturing Committee
- Membership Committee
- Outreach Committee
- Resource Development Committee
- Youth Council

# BUILDING OUR FUTURE WORKFORCE

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**TO: WORKFORCE INVESTMENT BOARD**

**FROM: SANDRA WERNER, VICE CHAIR  
EXECUTIVE COMMITTEE**

**DATE: APRIL 24, 2014**

**SUBJECT: EXECUTIVE COMMITTEE REPORT**

The Executive Committee met on April 10, 2014. In attendance were WIB Executive Committee members Sandra Werner (Vice Chair), Alex Rivera (Immediate Past Chair), Brian Gabler, Bill Pratt, Hugh J. Ralston, and Zahid Shah; WIB staff Talia Barrera, Patricia Duffy, Jennifer Harkey, Richard McNeal, Cheryl Moore, and Theresa Salazar Vital; and guests Nancy Ambriz (Community Services Department/WIA) and Carla Castilla (District Director for Senator Hannah-Beth Jackson). The following topics were discussed:

## Vice Chair Comments

- Sandra Werner welcomed recently appointed Membership Committee Chair, Zahid Shah, to the Executive Committee.
- Ms Werner provided a brief overview of the National Association of Workforce Boards (NAWB) Forum and Capitol Hill visits in Washington D.C., March 29 - April 1, 2014. The WIB presentation on *Engaging Champions for Regional Workforce Development* was well-received and offered great exposure for our WIB and our region at the national level. The WIB team also had productive meetings with staff representatives of U.S. Senator Barbara Boxer, Congresswoman Julia Brownley, Congresswoman Lois Capps, and Congressman Buck McKeon. Cheryl Moore expressed appreciation to Ms Werner, Jim Faul, Mike Soules, and Tavi Udrea for their time and commitment to the work of the WIB.

## 2013-2014 WIA Budget Plan and Expenditures

The Committee reviewed and discussed the Financial Status Report (FSR) for Fiscal Year 2013-2014, dated March 20, 2014, and reflecting year-to-date expenditures from July 1, 2013 to February 28, 2014. The status of expenditures at 66% into the fiscal year was:

<u>WIA Core Funds</u>	<u>2013-2014 Plan</u>	<u>YTD Expended</u>	<u>% Expended vs. Plan</u>
Dislocated Worker	2,805,773	1,840,183	66%
Adult	2,247,497	1,082,570	48%
Youth	2,285,092	1,394,633	61%
Rapid Response	537,884	206,757	38%

Theresa Salazar Vital explained that the State requires WIBs to spend a minimum of 80% of the 2013-14 Adult, Dislocated Worker, and Youth WIA grant allocations and 100% of the 2013-14 Rapid Response allocation by June 30, 2014. As of last week, the State is looking at waiving these WIA expenditure requirements and may make an exception to allow all unspent/uncommitted 2013-14 WIA

grant allocations to be carried over into Fiscal Year 2014-15. The WIBVC staff are closely monitoring the contracts and special projects to ensure the funds are spent.

Committee members reviewed, discussed, and asked questions about the Financial Status Report. A question was raised about transferring funds between categories. Ms. Moore explained that funds can only be moved between the Adult and Dislocated Worker categories. The Youth funds and Rapid Response funds must stay separate.

### WIA Training Expenditures

The summary of WIA training expenditures, as of February 28, 2014, indicated spending against the required 25% Adult/Dislocated Worker training expenditure target and against WIA grants across the overlapping federal two-year grant cycles:

	2012-2014 <u>Grants</u>		2013-2015 <u>Grants</u>
	Spent in <u>FY 12-13</u>	Spent in <u>FY 13-14</u>	
Total Adult and Dislocated Worker Formula Fund Allocations	4,503,559		4,346,991
Training Expenditure Requirement	1,125,890		1,086,748
Formula Fund Training Expenditures	656,813	210,999	398,424
Leveraged Resources			
• Total Leveraged Resources Used Toward Training Expenditures	562,187		227,690
• Maximum Allowed Leveraged Resources (10%)	450,356		434,699
Total Leveraged Resources Used Towards Training Expenditures	450,356		227,690
• Total Amount Spent on Training	1,318,168		626,113
• % of Training Requirement Met (Final goal = 100%)	117%		58%

### Performance Update

Nancy Ambriz, WIA Program Manager for Community Services Department (CSD/WIA) with the County of Ventura Human Services Agency, summarized the CSD/WIA responsibilities which includes WIA One-Stop Operator, WIA One-Stop Consortium Lead for the West Oxnard and Simi Valley Job & Career Centers (America's Job Center of California, WIA Adult, Dislocated Worker, and Rapid Response (required activities) Program Operator and Technical Assistance Provider for outsourced WIA program contractors. Ms Ambriz noted that the attached diagram of the One-Stop System structure is a helpful tool for understanding the roles of each partner. As the WIA One-Stop Consortium Lead, Ms Ambriz indicated that CSD/WIA and Consortium partner the Employment Development Department (EDD) have an excellent working relationship providing WIB required oversight activities for the America's Job Center of California and for coordinating Center services and WIA/Wagner Peyser/Trade Adjustment Assistance co-enrollments.

Ms Ambriz explained CSD/WIA evolving WIB priority sector strategy including targeted recruitments for employers looking to hire in the Manufacturing, Clean Green and Health Care sectors. CSD/WIA's focus on WIB sectors began with ARRA with current activities including attending WIB Sector

Committee meetings. Ms Ambriz thanked the WIB Outreach Committee for targeting employers in the community, as CSD/WIA is receiving many calls and referrals on a daily basis. Committee members asked questions and commented on:

- Planned enrollments per WIA Adult and Dislocated Worker funds
- Training services and requirements
- Employer assistance services
- Comprehensive services at America's Job Center of California
- WIA case management components
- New CalJOBS challenges

The Executive Committee thanked Ms Ambriz, noting that her presentation provided helpful information in preparation for the Committee's evaluation of WIA performance at the May 22, 2014 meeting.

#### Action Items

- **Approved a Recommendation to Approve the Consensus of the Youth Council to Approve the Program Year 2013-2014 Workforce Investment Act (WIA) Youth Evaluation/Reporting Process**

Richard McNeal presented the recommended 2013-2014 evaluation process for Youth program providers. On January 8, 2014, the WIB Youth Council had agreed to support continuation of the WIA youth evaluation/reporting process used in 2012-2013. The Executive Committee voted to approve.

- **Postponed a Recommendation that the Workforce Investment Board of Ventura County (WIB) Approve the Workforce Investment Act (WIA) Preliminary Budget Plan for Program Year 2014-2015**

On March 27, 2014, the Resource Development Committee (RDC) discussed estimated numbers (assuming "level funding/level expenditures") for a proposed 2014-2015 WIA preliminary budget plan, and asked WIB staff to present updated information from the State for further discussion and action by the Executive Committee.

The 2014-2015 WIA preliminary budget plan was revised since the RDC with final Adult, Dislocated Worker, and Youth core allocations for 2014-2015, which were all lower than 2013-2014 allocations. Final 2014-2015 Rapid Response core allocation is pending from the State Preliminary calculations showed a negative balance for Adult and Dislocated Worker funding.

WIBs are awaiting State decision on whether unspent/unobligated Adult, Dislocated Worker, Youth and Rapid Response core funds, below minimum expenditure levels, will be allowed as carryover funds in 2014-2015. Committee members asked questions and commented on:

- WIA budget plan process in finalizing 2013-2014 expenditures and 2014-2015 funds
- Management Reserve funding options
- Impact of new State performance requirements
- Unfunded WIB mandates

The Executive Committee decided to engage the full WIB in discussion on April 24, 2014, regarding the reduction in WIA funding, the past practice of approving a balanced preliminary budget plan, and input as to how to proceed. WIB staff then would be asked to present a proposed 2014-2015 preliminary budget plan to the Executive Committee on May 22, 2014, for

consideration and approval of a recommendation to the WIB on June 12, 2014. The plan would be effective as of July 1, 2014, with the understanding that the 2013-2014 year-end close and resulting carryover (if any) would be included in a recommendation to update the preliminary plan by the Executive Committee and WIB meetings in August 2014.

#### Ventura County Regional Strategic Workforce Development Plan 2013-2017: Update

- **High Performing Board (HPB) Designation**

At the WIB meeting on February 27, 2014, Cheryl Moore announced a recent notification from the California WIB (CWIB) that the Ventura County WIB had not been designated as a high performing board during the 2013 five-year strategic plan review process. However, WIBs interested in submitting their plans for reconsideration by CWIB staff would be provided the opportunity to do so. In the discussion that followed, WIB members expressed concerns about the review process, discussed options for action, and asked staff to request clarifying information and work with the Executive Committee on next steps.

Ms. Moore updated Executive Committee members on WIB staff progress for State re-evaluation of HPW for the Ventura County WIB. Staff had investigated the ramifications of not reapplying for HPB status and requested information about the scoring. To meet the review submission deadline of April 1, 2014, WIB staff contacted Mike Soules and received his confirmation of a decision to reapply. The HPB Request for Review, dated March 28, 2014, was submitted to CWIB staff with an expected State response of May 1, 2014. Documentation submitted included references to the current Plan pages and exhibits, plus additional narratives and exhibits of activities and projects that have occurred since the original Plan document of June 25, 2013. Ms. Moore expressed appreciation to WIB staff and partners for their commitment and teamwork to prepare an updated Plan within a short turnaround time.

- **Regional Partnership Opportunity**

Working in collaboration with the office of Congresswoman Julia Brownley, WIBVC had accepted an invitation to participate in a new regional consortium, the Advanced Manufacturing Partnership of Southern California (AMP SoCal). Launched as a four-county effort (Los Angeles, Orange, San Diego, and Ventura) to retain and grow a robust manufacturing sector, AMP SoCal submitted a competitive proposal to the U.S. Department of Commerce for the 2014 Investing in Manufacturing Communities Partnership designation in aerospace manufacturing and defense. Twelve regions in the U.S. will receive federal area designations for advanced manufacturing, which could lead to eligibility for significant future funding and visibility to national and international investors. Regardless of the designation application outcome, AMP SoCal plans to build on the opportunity to begin development of a Southern California regional manufacturing partnership and infrastructure to leverage in the future.

The next meeting of the WIBVC Executive Committee is scheduled for May 22, 2014, from 7:30 a.m. to 9:30 a.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd. (Community Room), Camarillo.

If you have questions or need more information, please call me at (805) 955-6860, or contact Cheryl Moore at (805) 477-5306, email [cheryl.moore@ventura.org](mailto:cheryl.moore@ventura.org).

# **BUILDING OUR FUTURE WORKFORCE**

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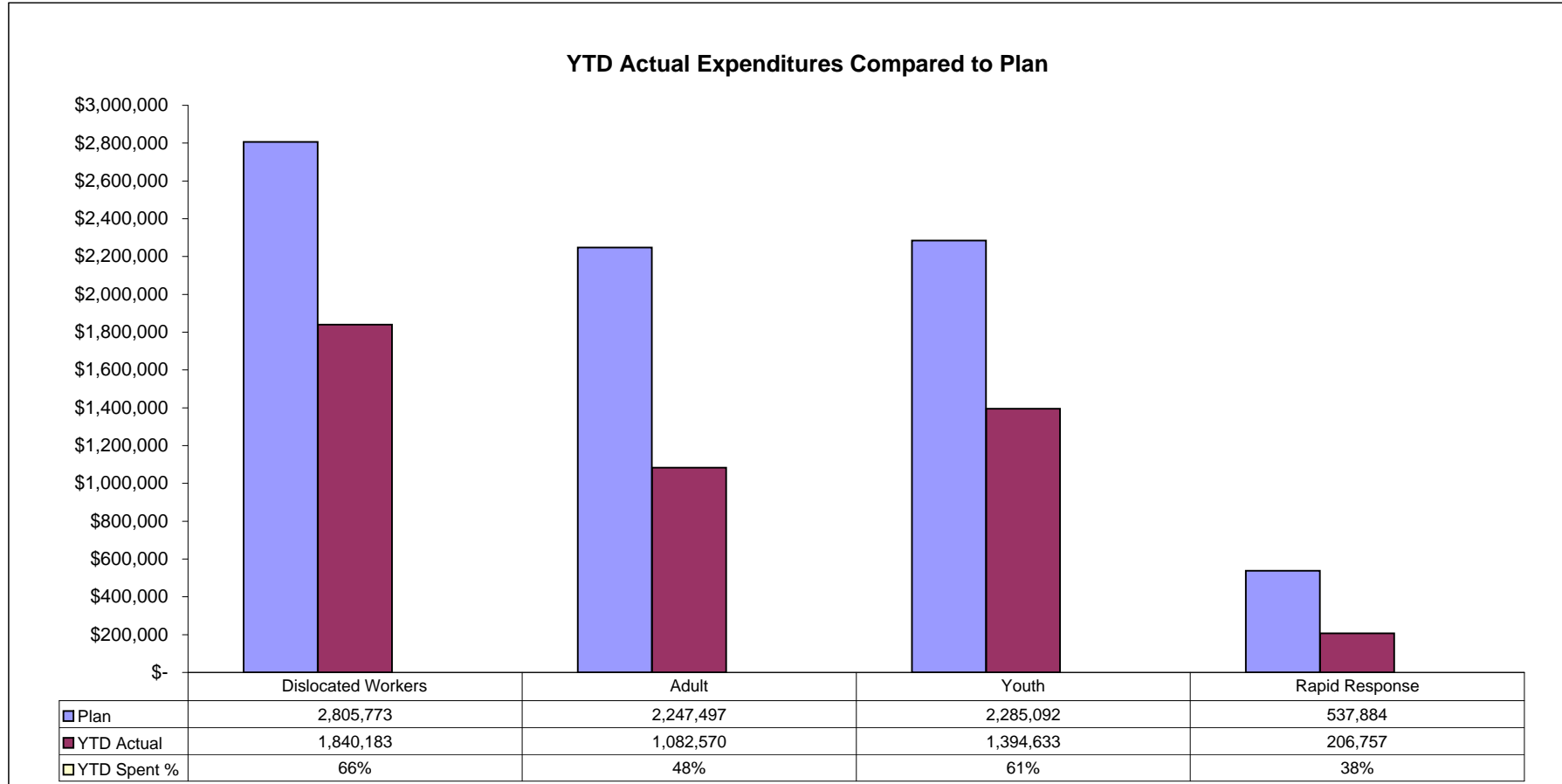


## **FINANCIAL STATUS REPORT for FISCAL YEAR 2013-2014**

**Year to Date Expenditures from 07/01/13 to 2/28/2014 (66% into the Fiscal Year)**

***Submitted on: March 20, 2014***

**WIA Financial Status Report for Fiscal Year 2013 - 2014**  
**Year to Date Expenditures from 07/01/13 to 2/28/2014 (66% into the Fiscal Year)**



WIA Financial Status Report for Fiscal Year 2013 - 2014												
Year to Date Expenditures from 07/01/13 to 2/28/2014 (66% into the Fiscal Year)												
Name of Grants	Salaries and Benefits			Direct Program/WIB Special Projects			Other Operating Expenses			Total		
	Plan	YTD Actual	%	Plan	YTD Actual	%	Plan	YTD Actual	%	Plan *	YTD Actual	% Plan Balance
<b>Core Grants:</b>												
Dislocated Worker	1,612,204	1,223,043	76%	914,630	414,465	45%	278,939	202,674	73%	2,805,773	1,840,183	66% 965,591
Adult	1,171,369	549,879	47%	852,691	411,352	48%	223,437	121,339	54%	2,247,497	1,082,570	48% 1,164,928
Youth	428,258	230,839	54%	1,629,659	1,003,411	62%	227,175	160,382	71%	2,285,092	1,394,633	61% 890,459
Rapid Response	162,149	66,789	41%	322,261	110,710	34%	53,474	29,258	55%	537,884	206,757	38% 331,128
<b>Others:</b>					-			-				
<b>Total WIA Grants</b>	<b>\$ 3,373,980</b>	<b>\$ 2,070,550</b>	<b>61%</b>	<b>\$ 3,719,242</b>	<b>\$ 1,939,938</b>	<b>52%</b>	<b>\$ 783,025</b>	<b>\$ 513,654</b>	<b>66%</b>	<b>\$ 7,876,247</b>	<b>\$ 4,524,142</b>	<b>57% \$ 3,352,106</b>

Submitted on: March 20, 2014



<b>VCFMS Plus Estimated Accrued Expense for Fiscal Year 2013- 2014</b> <b>Year to Date Expenditures from 07/01/13 to 2/28/2014 (66% into the Fiscal Year)</b>												
	Salaries and Benefits			Direct Program/Client Expenses			Other Operating Expenses			Total		
	Paid	Accrued	YTD Total	Paid	Accrued	YTD Total	Paid	Accrued	YTD Total	Paid	Accrued	YTD Total
<b>CORE GRANTS:</b>												
Dislocated Worker	1,161,226	61,817	1,223,043	369,451	45,014	414,465	158,865	43,809	202,674	1,689,542	150,640	1,840,183
Adult	521,129	28,750	549,879	376,193	35,159	411,352	98,640	22,699	121,339	995,962	86,608	1,082,570
Youth	218,378	12,462	230,839	798,666	204,745	1,003,411	127,967	32,415	160,382	1,145,011	249,622	1,394,633
Rapid Response	64,356	2,433	66,789	81,374	29,335	110,710	20,286	8,972	29,258	166,016	40,740	206,757
<b>OTHERS:</b>												
-	-	-	-	-	-	-	-	-	-	-	-	-
										-	-	-
<b>Total WIA Grants</b>	<b>\$ 1,965,089</b>	<b>\$ 105,461</b>	<b>\$ 2,070,550</b>	<b>\$ 1,625,684</b>	<b>\$ 314,253</b>	<b>\$ 1,939,938</b>	<b>\$ 405,758</b>	<b>\$ 107,896</b>	<b>\$ 513,654</b>	<b>\$ 3,996,531</b>	<b>\$ 527,610</b>	<b>\$ 4,524,142</b>

FY 2013-14 WIA Budget Plan V-091713								
		Dislocated Worker	Adult	Youth	Rapid Response	FY 13-14 Pre Plan w/ Rollover	Year to Date Expenditures from 07/01/13 to 2/28/2014 (66% into the Fiscal Year)	
1	<b>Revenue Projection:</b>							
2	FY13-14Grants (Per WSIN12-57 05/08/13)	2,454,783	1,892,208	2,054,472	445,934	6,847,397		
3	FY13-14 Management Reserve	(94,399)	(85,418)	(154,870)		(334,687)		
4	Balance rolled over from prior year grants:					-		
5	FY12-13 Mgt Reserve	251,140	199,216	108,217		558,573		
6	Additional rollover - Salaries Savings/(Overage)	78,000	72,000	163,000	(8,300)	304,700		
7	Overhead Saving/(Overage)	45,000	31,000	(2,500)	3,000	76,500		
8	FY12-13 EDC-VC Business Srvs				96,000	96,000		
9	FY 12-13 Unspent Contracts (year end0)	1,250	58,491	116,773	1,250	177,764		
10	ITA/OJT Committed but spent in FY 13-14	70,000	80,000			150,000		
11	<b>Total Available Grants to to be Spent</b>	<b>2,805,774</b>	<b>2,247,497</b>	<b>2,285,092</b>	<b>537,884</b>	<b>7,876,247</b>		
12	Grants %	35.6%	28.5%	29.0%	6.8%	100.0%		
13	CSD FTEs Assigned to the programs	14.00	10.00	2.00	1.00	27.00		
14	% Direct FTES Allocated to Grants	51.9%	37.0%	7.4%	3.7%	100.0%		
15	% Admin Staff Allocated to Grants	36.0%	28.0%	28.0%	8.0%	100.0%		
16	<b>Expenditure Projection:</b>							
17	<b>Salaries and Benefits:</b>							
18	CSD 2,508,000	1,300,444	928,889	185,778	92,869	2,507,980	1,532,434	61%
19	WIB Administration 866,000	311,760	242,480	242,480	69,280	866,000	538,116	62%
20	<b>Subtotal Salaries and Benefits</b>	<b>1,612,204</b>	<b>1,171,369</b>	<b>428,258</b>	<b>162,149</b>	<b>3,373,980</b>	<b>2,070,550</b>	61%
21	<b>Direct Expenses:</b>							
22	<u>Grant Specific Contracts</u>							
23	EDC-VC Business Services 12-13 Extension				21,384	21,384	21,384	100%
24	EDC-VC Business Services 13-14				130,800	130,800	40,224	31%
25	Boys and Girls Club: Core Program			575,000		575,000	349,601	61%
26	Pathpoint: Core Program			575,000		575,000	397,428	69%
27	VACE Adult 12-13 Extension: Youth 13-14		58,491	379,000		437,491	242,481	55%
28	Cost/benef analysis (ROI) emsi 3/13 report				7,000	7,000	-	
29	Special Projects					-	-	
30	<b>Subtotal - Contracted Program Expense</b>	<b>-</b>	<b>58,491</b>	<b>1,529,000</b>	<b>159,184</b>	<b>1,746,675</b>	<b>1,051,118</b>	60%
31	<u>Client Expenses:</u>					-		
32	ITA/Education ** 25% (25%\$ / 0%Lev)	608,983	516,907			1,125,890	456,391	41%
33	ITA Committed in 12-13 to be spent in 13-14	70,000	80,000			150,000	150,000	100%
34	OJT/Education ** 25% (25%\$ / 0%Lev)							
35	OJT Committed in 12-13 to be spent in 13-14							
36	Others/ChildCare/Trans - JTA	105,383	97,277	5,000		207,660	70,603	34%
37	Client Supports - Work Keys					-	-	
38	Universal Clients	11,005	8,254	8,254		27,513	7,577	28%
39	Youth Expansion -Santa Clara (Goodwill)					-		
40	Youth Expansion-Oxnard ends 9/30/2012 (Goodwill)	30.8%	23.7%	22.6%	22.9%	100%		
41	<b>Subtotal - Client Expense</b>	<b>795,372</b>	<b>702,438</b>	<b>13,254</b>	<b>0</b>	<b>1,511,064</b>	<b>684,571</b>	45%
42	<u>Other Allocated/Contracted Expenses</u>	26%	20%	19%	35%	1		
43	Geographic Solutions 97,387	34,086	29,215	24,347	9,739	97,387	56,809	58%
44	Outrch/Mktg: theAgency 224,616	40,955	26,146	28,799	128,716	224,616	110,208	49%
45	Outreach -WIB 50,000	17,812	14,268	14,506	3,415	50,000	13,783	28%
46	WIB Expense - Non Staff 20,000	7,125	5,707	5,802	1,366	20,000	14,404	72%
47	Program Outreach-CSD 50,000	17,500	15,000	12,500	5,000	50,000	7,149	14%
48	Kiosk 5,000	1,781	1,427	1,451	341	5,000	1,896	38%
49	Contract Labor Mkt Study 14,500	-	-	-	14,500	14,500	-	
50	Subtotal - other allocated expense 461,503	119,258	91,762	87,405	163,077	461,503	204,249	44%
51	<b>Subtotal- Program/Clients Expenses</b>	<b>914,630</b>	<b>852,691</b>	<b>1,629,659</b>	<b>322,261</b>	<b>3,719,242</b>	<b>1,939,938</b>	52%
52	<b>Total Direct Program Expense</b>	<b>2,526,835</b>	<b>2,024,060</b>	<b>2,057,917</b>	<b>484,410</b>	<b>7,093,222</b>	<b>4,010,488</b>	57%
53	<b><u>Overhead/Administration:</u></b>	36%	29%	29%	7%	100%		
54	Communication/Voice/data 75,000	26,717	21,401	21,759	5,122	75,000	43,811	58%
55	Insurance 19,725	7,027	5,629	5,723	1,347	19,725	13,150	67%
56	Facilities Maint. 89,000	31,705	25,396	25,821	6,078	89,000	67,127	75%
57	Membership and dues 12,000	4,275	3,424	3,481	820	12,000	11,457	95%
58	Education allowance 5,000	1,781	1,427	1,451	341	5,000	417	8%
59	Indirect cost recovery(County A87) -	-	-	-	-	-	-	
60	Books and Publication 3,000	1,069	856	870	205	3,000	2,664	89%
61	Office Equipment/Supplies & Furnitu 16,000	5,700	4,566	4,642	1,093	16,000	11,397	71%
62	Mail Center - ISF 5,000	1,781	1,427	1,451	341	5,000	4,136	83%
63	Purchase Charges - ISF 4,000	1,425	1,141	1,160	273	4,000	3,464	87%
64	Copy Machine - ISF 15,000	5,343	4,280	4,352	1,024	15,000	8,549	57%
65	Stores - ISF 300	107	86	87	20	300	282	94%
66	Information Tech - ISF 5,000	1,781	1,427	1,451	341	5,000	996	20%
67	Computer Services Non ISF 25,000	8,906	7,134	7,253	1,707	25,000	3,368	13%
68	Building Lease/Rental 85,000	30,280	24,255	24,661	5,805	85,000	55,634	65%
69	Storage Charges - ISF 5,000	1,781	1,427	1,451	341	5,000	3,700	74%
70	Mileage Reimb. - Staffs only 15,000	5,343	4,280	4,352	1,024	15,000	15,727	105%
71	Conference and Seminars - Staffs 15,000	5,343	4,280	4,352	1,024	15,000	2,800	19%
72	Conference and Seminars - WIB Sta 20,000	7,125	5,707	5,802	1,366	20,000	4,953	25%
73	Misc. Travel - Staffs only 15,000	5,343	4,280	4,352	1,024	15,000	9,031	60%
74	Fiscal/HR/BTD/ET (HSA) 350,000	124,681	99,873	101,544	23,902	350,000	249,633	71%
75	Other Admin Services 4,000	1,425	1,141	1,160	273	4,000	1,357	34%
76	<b>Subtotal Overhead 783,025</b>	<b>278,939</b>	<b>223,437</b>	<b>227,175</b>	<b>53,474</b>	<b>783,025</b>	<b>513,654</b>	66%
77	WIB Special Projects (to be determined)	-	-	-	-	-		
78	<b>Planned Total Grant Expenses</b>	<b>2,805,773</b>	<b>2,247,497</b>	<b>2,285,092</b>	<b>537,884</b>	<b>7,876,247</b>	<b>4,524,142</b>	57%
79	Admin Rate for State Reporting	3%	3%	3%	4%	3%		
80	Admin Rate (State Reported + Other)	10%	10%	10%	10%	10%		
81	<b>Work in Progress: Grant Balances</b>	<b>0</b>	<b>(0)</b>	<b>(0)</b>	<b>(0)</b>	<b>(1)</b>		

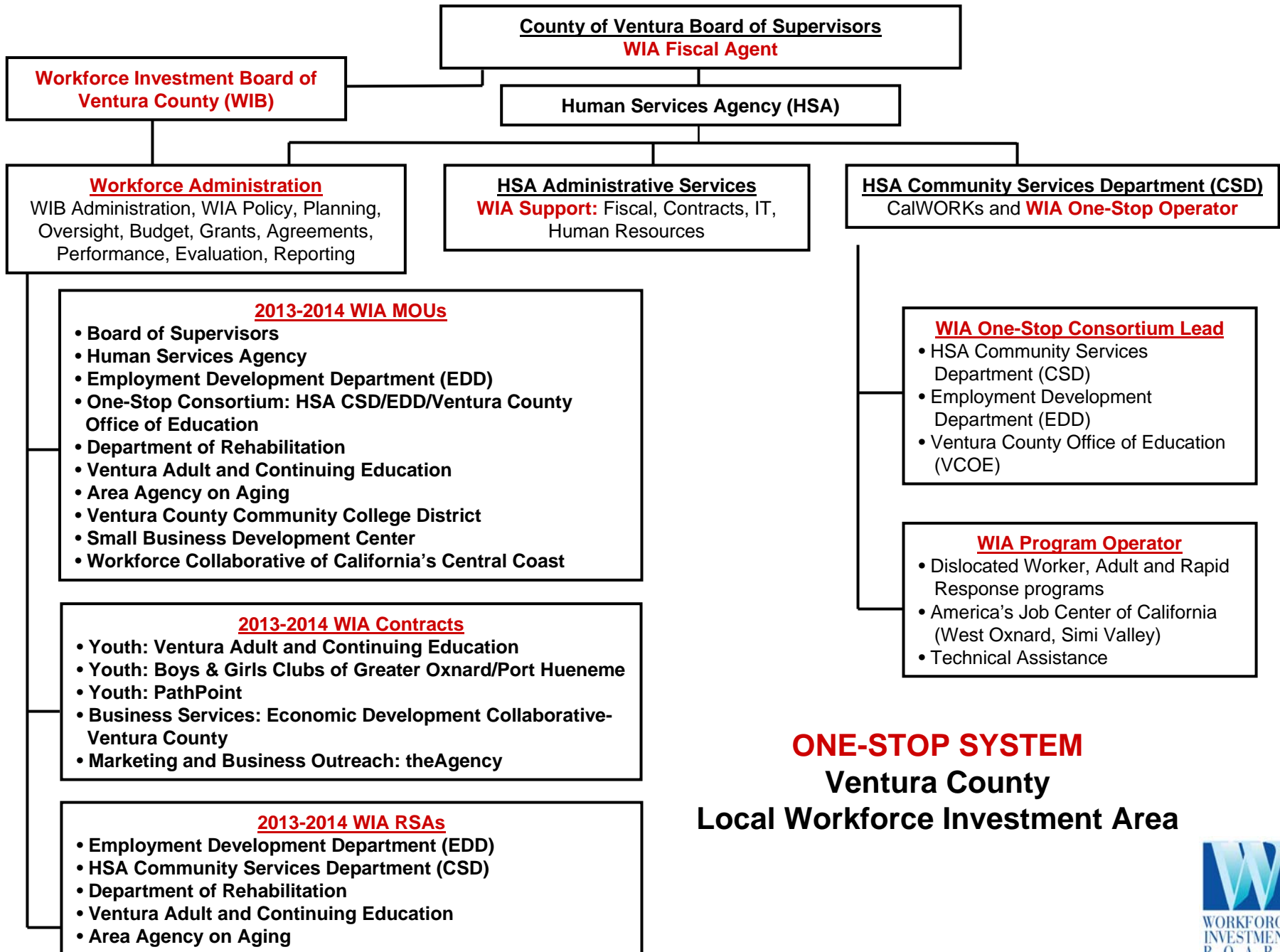
### WIA Training Activity Summary (Expended and Leveraged)

(based on annual report "Summary of Leveraged Resources - Attachment 6 - page 35 of WSD12-3)

Year to Date Expenditures from 07/01/13 to 2/28/2014 (66% into the Fiscal Year)

Rpt Line #	Program Year Funding and Traing Expenditures	12-14 Grants (Due 10/1/12)		13-15 Grants (Due 10/1/15)
		Spent in FY 12-13	Spent in FY 13-14	
4)	Adult and Dislocated Worker Formula Fund Allocations	4,503,559		4,346,991
5)	Training Expenditure Requirement	1,125,890		1,086,748
6)	Formula Fund Training Expenditures	656,813	210,999	398,424
	Leveraged Resources			
	- Total Leveraged Resources	562,187		227,690
	- Maximum Allowed Leveraged Resources (10%)	450,356		434,699
7)	- Total Leveraged Resources Used Towards Training Expenditures	450,356		227,690
8)	Total Amount Spent On Training (should equal/exceed Line 5 by end of grant)	1,318,168		626,113
	% of Training Requirement Met (final goal is 100%)	117%		58%

9)	<b>Leveraged Resources Detail (notes)</b>			
	(a) Pell Grant	116,771		138,608
	(b) Programs Authorized by the Workforce Investment Act (VETP)	200,457		-
	(c) Trade Adjustment Assistance (EDD)	129,548		20,130
	(e) Match Fund from Employers, and Industry Associations (OJT 50%)	115,411		68,952
	<b>Total</b>	<b>562,187</b>		227,690
	<b>Legends/Coding for Source/Type of Leveraged Resources:</b> 9a) = Pell Grant 9b) = Programs Authorized by the Workforce Investment Act (specify) 9c) = Trade Adjustment Assistance 9d) = Dept of Labor National Emergency Grants 9e) = Match funds from employers, industry, and industry associates (specify) 9f) = Match funds from joint labor-management trusts (specify) 9g) = Employment Training Panel grants			



## **ONE-STOP SYSTEM**

### **Ventura County**

### **Local Workforce Investment Area**

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**TO: WORKFORCE INVESTMENT BOARD**

**FROM: VICTOR DOLLAR, CHAIR  
CLEAN/GREEN COMMITTEE**

**DATE: APRIL 24, 2014**

**SUBJECT: CLEAN/GREEN COMMITTEE REPORT**

The Clean/Green Committee met on March 28, 2014. In attendance at the meeting were Victor Dollar (Chair), Nancy Williams (Vice Chair), John Brooks, Paul Grossgold, and Paul Chounet; WIBVC staff Talia Barrera, Patricia Duffy and Cheryl Moore; guests Brad Hudson (Office of Congresswoman Brownley), Eric Humel (Oxnard City Corps), Margaret Lau (Allan Hancock College/DSN), and Heidi Hayes (theAgency). Topics of discussion included:

## Ventura County Regional Strategic Workforce Development Plan

- Clean/Green Workforce Research: The Committee reviewed an update of the Clean/Green Ventura County Occupational Employment Data and Growth Projections spreadsheet. Committee members are using this document as a reference to identify workforce development needs in the region. In addition, the Committee received an updated copy of the Ventura County Career Pathways inventory document that currently lists K-14 courses/programs. A follow-up discussion reinforced the need to develop awareness of multiple clean/green career options (e.g., built into finance, IT, marketing, etc.) and to develop region-wide understanding of sustainability as part of “foundational education” for all to be competitive, innovative, adaptable, and flexible.
- Infrastructure Work Group: The group built on the format of the WIBVC Manufacturing Readiness Skill Categories and developed an initial draft of a Clean/Green Infrastructure Readiness Skill Categories document. Committee members expressed appreciation for the work on the readiness skills and provided feedback. (See attached.) The work group also analyzed the jobs listed on the Clean/Green Occupational Employment Growth Projections Chart and made recommendations for priorities. The next step is to focus on identifying ways to open doors by developing marketable skill sets for individuals of all ages to find training in the skills they need.
- Services Work Group: An update will be provided at the next meeting.
- Brainstorming Session: The Committee focused on the needs of mature workers (including the long-term unemployed). A summary of the wall notes is below:

### Considerations to Help Mature Workers

- Need to help the people who need the jobs
- Opportunity to defer loans if in OJT
- Post career paths that show entry level jobs that move up quickly
- Market jobs as career pathways.
- Work keys assessments

- Offer short-term training to meet basic needs
- Determine ways to reach the mature worker (and long-term unemployed)
- Job fair for mature workers
- Partner and work with HR and staffing professionals
- Need to get employers to take a risk
- Identify soft skills needed and skills needed to keep up with the evolving nature of jobs.

#### Employer Need Incentives

- To hire mature workers
- To provide earn and learn
- To look beyond impersonal electronic application process and open doors for face-to-face contact
- Need PR campaign re: value of mature workers

#### Mature Workers Need Access to “Basics”

- Fine tune skills categories
- Publicize resources
- Tell stories (testimonials, suggestions)
- How to differentiate yourself
- Compile/distribute an inventory of training/certificates/credentials from high schools, community colleges, adult education, staffing agencies, labor, community organizations, businesses
- Training in language skills: business writing and oral communication
- Training in basic computer skills for those who do not feel comfortable with computers
- Leverage multiple resources (e.g., libraries; Lynda.com for training/re-training)

#### What We Need to Find Out

- How can we help people to re-skill/up-skill?
- How are companies dealing with succession planning and back-filling?
- How are companies moving from outside consultants to internal expertise?
- What is the ideal candidate for an employer?

The next meeting of the WIBVC Clean/Green Committee is scheduled for Friday, April 25, 2014, from 8:00 a.m. to 9:30 a.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo.

If you have questions or need more information, please call me at (805) 856-9500, or contact Talia Barrera at (805) 477-5341, email [talía.barrera@ventura.org](mailto:talía.barrera@ventura.org)



**CLEAN/GREEN INFRASTRUCTURE READINESS SKILL CATEGORIES**  
**Workforce Investment Board of Ventura County**

SAFETY	MATH CONCEPTS	MEASUREMENTS	HAND AND POWER TOOLS
<ul style="list-style-type: none"><li>• General workplace safety</li><li>• Electrical safety including Lock-out/Tag-out procedures</li><li>• Worker safety</li><li>• Equipment safety</li><li>• Climbing/ladder safety</li><li>• Power tool safety</li><li>• Safety data sheets</li><li>• OSHA10</li><li>• First aid/CPR/AED</li></ul>	<ul style="list-style-type: none"><li>• Addition and subtraction of fractions</li><li>• Combined operations of fractions and mixed numbers</li><li>• Algebraic operations of addition, subtraction and multiplication</li><li>• Ratios and proportions</li><li>• Table of decimal equivalents and combined operations of decimals</li><li>• Degree of precision, tolerance and clearances</li></ul>	<ul style="list-style-type: none"><li>• Standards</li><li>• Units of measurement</li><li>• Tape measure use</li><li>• Measuring for cutting materials</li><li>• Basic layout (surveying)</li><li>• Mass and weight measurement</li><li>• Measuring fluids</li><li>• Measuring solid materials (sand, cement, etc.)</li></ul>	<ul style="list-style-type: none"><li>• Tape measures, squares and levels</li><li>• Basic hand tools – saws, hammers, screw drivers, wrenches</li><li>• Power tools – saws, drills, screwdrivers</li><li>• Pneumatic drills and nail guns</li><li>• Powder actuated tools</li><li>• Laser equipment</li></ul>
SUSTAINABILITY AND QUALITY	BLUEPRINT CONCEPTS	SOFT SKILLS	COMPUTER SKILLS
<ul style="list-style-type: none"><li>• Sustainable work processes:<ul style="list-style-type: none"><li>○ Conservation</li><li>○ Reuse</li><li>○ Recycle</li><li>○ Repurpose</li><li>○ Reduce</li><li>○ Economy of use/right-sizing</li></ul></li><li>• Importance of individual – do it right the first time</li><li>• Continuous process improvement for green purposes</li></ul>	<ul style="list-style-type: none"><li>• Introduction basic construction drawings</li><li>• Basic blueprint reading</li><li>• Understanding different drawing types:<ul style="list-style-type: none"><li>○ Civil</li><li>○ Electrical</li><li>○ Mechanical</li><li>○ Repair/renovation</li><li>○ New construction</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Basics of interviewing</li><li>• Work ethic</li><li>• Oral communication</li><li>• Written communication</li><li>• Time management</li><li>• Task prioritization</li><li>• Worker, supervisor, manager etiquette and protocol basics</li><li>• Basic company policy understanding</li></ul>	<ul style="list-style-type: none"><li>• Excel</li><li>• Word</li><li>• OS basics</li><li>• Computer navigation</li><li>• Computer security</li><li>• Computer etiquette</li><li>• Viewer basics, PDF, CAD, jpg, png, bmp, TIFF, Solid Works, etc.</li><li>• File extension basics</li></ul>



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**TO: WORKFORCE INVESTMENT BOARD**

**FROM: MARTEL FRASER, CHAIR  
HEALTHCARE COMMITTEE**

**DATE: APRIL 24, 2014**

**SUBJECT: HEALTHCARE COMMITTEE REPORT**

The Healthcare Committee met on March 14, 2014. In attendance at the meeting were Martel Fraser (Chair), Greg Barnes, Carol Higashida, Teresa Johnson, Paul Matakiewicz, Tiffany Morse, Dawn Neuman and John Tannaci; WIBVC staff members Patricia Duffy, Richard McNeal and Cheryl Moore; and guests Cindy Jordan (Vista Cove Care Center, Santa Paula) and Brett Watson (Camarillo Healthcare Center). The following topics were discussed at the meeting:

## Ventura County Regional Strategic Workforce Development Plan

- Dawn Neuman gave an update on the Clinical Laboratory Field Experience. Four hospitals have joined to submit, through Dawn, a single application. She will gather all needed material, including the revision of a handbook that VCMC has released for general use. She hopes to have the application submitted in about three weeks, with a possible start date in mid-2015. Quest Diagnostics have expressed interest in being licensed as an additional location. The Sheriff's Department is also a possible partner. The program will need some kind of governing board, presumably comprised of representatives of the several licensees. Committee members made numerous suggestions for a basic soft-skills program for all interns.
- On behalf of Healthcare Deputy Sector Navigator, John Cordova, Richard McNeal reviewed printed materials regarding new healthcare reform certification requirements for Medical Assistants. There is a rising demand to train both new job seekers and incumbent workers to ensure timely compliance by healthcare providers.
- Cheryl Moore introduced the latest update of the *Ventura County Occupational Employment Data & Growth Projections for Healthcare*. This version includes average annual job replacement openings in Ventura County, education and training levels from high school to doctoral degree, and which provide a living wage.
- Greg Barnes presented a suggested list of healthcare workforce development priorities, which centered on the jobs requiring a lower level of education but were in high demand by employers. The Committee emphasized that an emerging list of priorities should be based on demand-driven business needs—many of which seem to indicate a higher demand for lower-skilled jobs that do not necessarily pay a living wage. The group noted that such jobs are valuable as a starting place, or entry point, for a wide range of career paths. What candidates for such jobs really need, apart from vocational skills, are the “fundamentals of employability”—the soft skills that enable effective interaction with other people. Also vitally important are basic IT skills, problem solving, and teamwork.



- Several areas of interest emerged in the course of the discussion: (1) the creation of apprenticeships from entry-level to higher-level jobs; (2) the creation of career pathways for the jobs most in demand by employers; (3) the need to pay attention to the evolution of the healthcare business in Ventura County; the considerable challenges, including legislation, involved in finding qualified instructors; (4) the problems posed in legitimizing certificates, credentials and licenses; (5) the general need to inventory what we have. Discussion and planning will continue.

The next meeting of the WIBVC Healthcare Committee is scheduled for Friday, May 9, 2014, from 8:00 a.m. to 9:30 a.m., at the VCCF Nonprofit Center (Board Room), 4001 Mission Oaks Blvd., Camarillo.

If you have questions or need more information, please call me at (805) 437-7263 or contact Richard McNeal at (805) 477-5344, email [richard.mcneal@ventura.org](mailto:richard.mcneal@ventura.org).

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**TO: WORKFORCE INVESTMENT BOARD**

**FROM: BILL PRATT, CHAIR  
MANUFACTURING COMMITTEE**

**DATE: APRIL 24, 2014**

**SUBJECT: MANUFACTURING COMMITTEE REPORT**

The Manufacturing Committee met on Wednesday, April 9, 2014, from 8:00 a.m. to 9:30 a.m., at the Ventura County Community Foundation Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo. In attendance were Committee members Bill Pratt (Chair), Tavi Udrea (Vice Chair), Vic Anselmo, Subhash Karkare, Joe Klocko, Gregory Liu, Tiffany Morse, Ali Motamedi, Scot Rabe and Alex Rivera; WIB staff Talia Barrera, Patricia Duffy, Cheryl Moore and Theresa Salazar Vital; and guests Brad Hudson (Congresswomen Julia Brownley) and Greg McDonald (CPI Malibu Division). The following is a summary of major topics discussed:

## Nationally Recognized Certifications

Joe Klocko presented updated information on the work of the California Community College Sector Navigators and their strategy for all WIBs to adopt nationally recognized certifications (NRC). Mr. Klocko cautioned members that training towards attainment of NRC can be expensive. Mr. Klocko suggested that the Ventura County WIB develop a similar “fast track” method adopted by College of the Canyons (COC), such as the seven week, 250-hour training program for Manufacturing Assembler and Test Technician. Mr. Klocko noted the current collaboration between COC and the Ventura County Community College District (VCCCD) to adopt COC curriculum for a VCCCD Welding Certificate. (A copy of his presentation is attached.)

## Ventura County Regional Strategic Workforce Development Plan: Career Pathways

- Advanced Manufacturing Partnership of Southern California (AMP SoCal)

Cheryl Moore expressed appreciation to Brad Hudson, working on behalf of Congresswoman Julia Brownley, for facilitating WIBVC participation in a new regional consortium, the Advanced Manufacturing Partnership of Southern California (AMP SoCal). Launched as a four-county effort (Los Angeles, Orange, San Diego, and Ventura) to retain and grow a robust manufacturing sector, AMP SoCal submitted a competitive proposal to the U.S. Department of Commerce for the 2014 Investing in Manufacturing Communities Partnership designation in aerospace manufacturing and defense. Twelve regions in the U.S. will receive federal area designations for advanced manufacturing, which could lead to eligibility for significant future funding and visibility to national and international investors. Regardless of the designation application outcome, AMP SoCal plans to build on the opportunity to begin development of a Southern California regional manufacturing partnership and infrastructure to leverage in the future.

- Career Pathways Grant Opportunity

Cheryl Moore announced that the WIB had provided letters of support for four California Career Pathways grant applications that would benefit Ventura County students: two from individual districts (Oxnard Union High School District and Ventura Unified School District), one from the South Central Regional Consortium of Community Colleges (eight community colleges in four counties), and one from the Ventura County Community College District (VCCCD). The \$20.5 million in competitive funds would be awarded to recipients at three levels of funding: \$15 million; \$6 million; and \$600,000. The deadline for submission was March 28, 2014.

Tiffany Morse reported that the *Ventura County Innovates* proposal, submitted by VCCCD, represents an unprecedented high level of collaboration across multiple educational institutions in Ventura County: 16 high schools in eight school districts, four adult education schools, the Ventura County Office of Education (VCOE), and all three community colleges. The focus is on support for 62 career pathways, with implementation planned for three phases identifying what career pathways are currently in place, pathways needing further development and career pathways to be implemented. Curriculum development will be driven by industry need. Dr. Morse indicated that, with or without proposal approval, the core concepts will be developed and implemented.

- Brainstorming: Building Career Pathways

The Committee engaged in a lively brainstorming session regarding challenges and considerations for building manufacturing sector career pathways in Ventura County. Wall notes from the discussion are summarized below:

Outreach

- Businesses need to ask education for support
- Need to advertise credential/certificate/apprenticeship programs
- Put community college programs on Craig's List
- Market local education program on Workforce Wednesday
- Attend aerospace conference and meetings in LA/Orange counties, etc.
- Certifying organizations need to market to employers
- Need to develop a strategy for employer advocacy (local and regional)
- Need to get employer perspectives in front of local school boards (e.g., Common Core, decisions on use of funds, partnerships, etc.)

Alignment, Articulation, and Resources

- Need to assess what other states are doing and what it will take to compete in the workforce (note the laser focus in Wisconsin and Indiana; learn the rules of the game)
- Need capacity if/when employer demands rises
- Need to align/leverage curriculum across adult education and community college campuses
- Need to align/leverage pre-apprenticeships and apprenticeships across labor, community college, adult education
- Need to overcome “build it and they will come” culture in education
- High school teachers need awareness of “next step”/feeder options to guide students
- Need alignment of certificates across K-12, adult education, community colleges
- Good place to start is aligning/expanding ACT (relatively inexpensive)

- Next Steps

1. Manufacturing Employer Advocacy (Ali Motamedi and Talia Barrera)  
Work with the Manufacturing Roundtable of Ventura County (MRVC) to develop a strategy for employer advocacy in the schools. Action plans will be in alignment with WIB Manufacturing Committee priorities and WIB Outreach Committee initiatives.
2. Manufacturing Career Pathways (Tiffany Morse and Theresa Salazar Vital)  
Form a Manufacturing Career Pathways Work Group of the WIB Manufacturing Committee to help advance the development of manufacturing sector career pathways in Ventura County. The group will work in alignment with WIB and other WIB Committee priorities and action plans. Initial discussions will be with educators (e.g., adult schools, VCOE, and VCCCD) regarding alignment, articulation and resources for certificates/credentials/apprenticeships.

The next regular meeting of the WIBVC Manufacturing Committee is scheduled for May 14, 2014, from 8:00 a.m. to 9:30 a.m., at the VCCF Nonprofit Center (Community Room), 4001 Mission Oaks Blvd., Camarillo.

If you have questions or need more information, please call me at (805) 384-2748, or contact Talia Barrera at (805) 477-5341, email [talía.barrera@ventura.org](mailto:talía.barrera@ventura.org).



COLLEGE OF THE CANYONS

Learn  
Compete  
Grow

# A Conceptual Strategy for Adopting Nationally Recognized Manufacturing Certificates in California

*Joe Klocko  
Director, Center for Applied Competitive Technologies (CACT)  
Regional Director, Advanced Manufacturing  
Hosted by College of the Canyons (COC)  
Santa Clarita, CA*

# Advanced Manufacturing Certificates

GOAL: Encourage / influence / incentivize California manufacturers to embrace national certifications

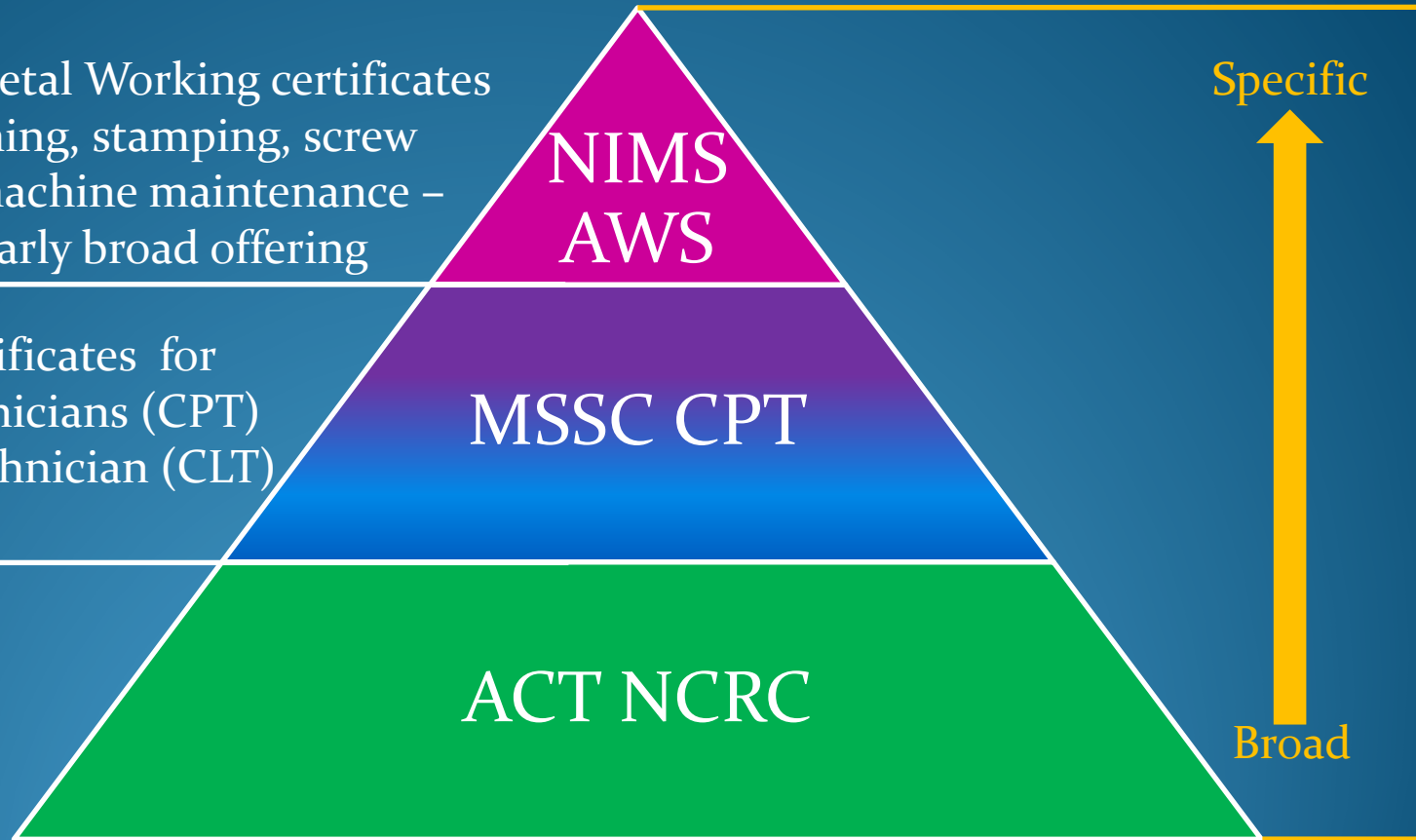
- ❖ Certifications in-place in Region 6 (Northern LA County plus Ventura, Santa Barbara and San Luis Obispo Counties)
  - ❖ American Welding Society (AWS) at COC
    - ❖ COC is an AWS Accredited Testing Facility. There are only 5 in the state
    - ❖ Tests are conducted to whatever AWS code, specification, or standard the customer needs
    - ❖ Plate, pipe and aerospace welder certifications are the most popular
    - ❖ The program is also an approved Los Angeles Department of Building and Safety (LADBS) agency for conducting welder qualification testing
- ❖ SN / DSN candidate certifications being pursued
  - ❖ ACT National Career Readiness Certificate (NCRC)
  - ❖ MSSC Certified Production Technician (CPT)
  - ❖ NIMS – offers 52 metalworking credentials



# Nationally Recognized Certificate Scenario

NIMS offers 52 Metal Working certificates including machining, stamping, screw machining and machine maintenance –  
- AWS has a similarly broad offering

MSSC offers Certificates for Production Technicians (CPT) and Logistics Technician (CLT)



ACT WorkKeys offers a National Career Readiness Certificate (NCRC) awarded at the Bronze, Silver, Gold and Platinum levels based on results on the ACT WorkKeys tests

# ACT WorkKeys NCRC



99%



93%



67%



16%

## ACT National Career Readiness Certificate (NCRC)

ACT's National Career Readiness Certificate (NCRC) is a portable credential that demonstrates achievement and a certain level of workplace employability skills in Applied Mathematics, and Locating Information, and Reading for Information. In the future, ACT Career Credentials powered by ACT WorkKeys is an expanding program that will offer certifications in other areas.

Individuals can earn the NCRC by taking three [WorkKeys®](#) assessments:

- Applied Mathematics
- Locating Information
- Reading for Information

WorkKeys assessments measure "real world" skills that employers believe are critical to job success. Test questions are based on situations in the everyday work world.

Combining measures of cognitive skills with measures of work-related behaviors—or [soft skills](#)—brings even greater accuracy to predictions about an individual's success at work or in training. In addition to the cognitive skills listed above, the [NCRC Plus](#) ranks individuals in the following soft skills categories:

- Work Discipline: Productivity and dependability
- Teamwork: Tolerance, communication, and attitude
- Customer Service Orientation: Interpersonal skills and perseverance
- Managerial Potential: Persuasion, enthusiasm, and problem solving

NCRC offers the efficient matching of talent with work—which helps people find great jobs, companies find skilled workers, and our nation's economy grow and prosper. Launched in 2006, today more than 1.7 million certificates have been issued and more than 40 states have statewide or regional certificate programs.



# Detail of MSSC CPT Certification



## **CERTIFIED PRODUCTION TECHNICIAN** **CRITICAL PRODUCTION FUNCTIONS COVERED BY MSSC COURSES AND ASSESSMENTS:**

The Manufacturing Skill Standards Council (MSSC) credentialing system leading to a CPT covers the four critical production functions, as defined by MSSC's industry-led, nationally validated skills standards, common to all sectors of manufacturing: Safety, Quality & Continuous Improvement, Manufacturing Processes & Production, and Maintenance Awareness. Each area is addressed with a separate assessment. MSSC training and assessments are organized around those four modules. An individual can earn a "Certificate" if they pass one or more assessments. However, they must pass all four assessments to earn the full "CPT" certification. MSSC strongly recommends that individuals be at the 9<sup>th</sup> grade level of math and 10<sup>th</sup> grade level of English before attempting MSSC courses and assessments. The four critical functions and their related key activities are described below:

### **SAFETY**

1. Work in a Safe and Productive Manufacturing Workplace
2. Perform safety and environmental inspections
3. Perform emergency drills and participate in emergency teams
4. Identify unsafe conditions and take corrective action
5. Provide safety orientation for all employees
6. Train personnel to use equipment safely
7. Suggest processes and procedures that support safety of work environment
8. Fulfill safety and health requirements for maintenance, installation, and repair
9. Monitor safe equipment and operator performance
10. Utilize effective, safety-enhancing workplace practices

### **MANUFACTURING PROCESSES & PRODUCTION**

1. Identify customer needs
2. Determine resources available for the production process
3. Set up equipment for the production process
4. Set team production goals
5. Make job assignments
6. Coordinate work flow with team members and other work groups
7. Communicate production and material requirements and product specifications
8. Perform and monitor the process to make the product
9. Document product and process compliance with customer requirements
10. Prepare final product for shipping or distribution

### **QUALITY PRACTICES & MEASUREMENT**

1. Participate in periodic internal quality audit activities
2. Check calibration of gages and other data collection equipment
3. Suggest continuous improvements
4. Inspect materials and product/process at all stages to ensure they meet specifications
5. Document the results of quality tests
6. Communicate quality problems.
7. Take corrective actions to restore or maintain quality
8. Record process outcomes and trends
9. Identify fundamentals of blueprint reading
10. Use common measurement systems and precision measurement tools

### **MAINTENANCE AWARENESS**

1. Perform preventive maintenance and routine repair
2. Monitor indicators to ensure correct operations
3. Perform all housekeeping to maintain production schedule
4. Recognize potential maintenance issues with basic production systems, including knowledge of when to inform maintenance personnel about problems with:
  - Electrical systems
  - Pneumatic systems
  - Hydraulic systems
  - Machine automation systems
  - Lubrication processes
  - Bearings and couplings
  - Belts and chain drives

**NOTE:** MSSC assesses core understanding of the key work activities and core technical knowledge and skills needed in high-performance manufacturing, as defined by MSSC Production Skill Standards. Given online, MSSC Assessments also help measure basic computer, problem-solving and analytical skills and one's ability to apply knowledge to specific situations identified in the assessments. There are no experiential or hands-on requirements for MSSC certification as it is expected that individual employers will determine those requirements based upon their own specific needs. MSSC does not require that individuals take MSSC courses prior to testing.

# Detail of MSSC CLT Certification



## CERTIFIED LOGISTICS TECHNICIAN

### CRITICAL WORK FUNCTIONS COVERED BY MSSC COURSES AND ASSESSMENTS:

The Manufacturing Skill Standards Council (MSSC) credentialing system leading to a CLT covers core competency areas, as defined by MSSC's industry-led, nationally validated skills standards for higher skilled, frontline material handling workers across all supply chain facilities: factories, warehouses, distribution centers and transporters. Individuals are assessed for two credentials: the *foundational-level Certified Logistics Associate (CLA)* certificate and *mid-level Certified Logistics Technician (CLT)* Certification. CLA is a prerequisite for CLT. MSSC training and assessment addresses the need for employability and academic skills as well as technical skills. MSSC strongly recommends that individuals be at the 8<sup>th</sup> grade level of math and 9<sup>th</sup> grade level of English before attempting MSSC courses and assessments. The critical work functions and their related key activities are described below:

#### CERTIFIED LOGISTICS ASSOCIATE (CLA)

1. Global supply chain logistics life cycle
2. Logistics environment
3. Material handling equipment
4. Safety principles
5. Safe material handling and equipment operation
6. Quality control principles
7. Workplace communications
8. Teamwork and workplace behavior to solve problems
9. Using computers

#### CERTIFIED LOGISTICS TECHNICIAN (CLT)

1. Product receiving
2. Product storage
3. Order processing
4. Packaging and shipment
5. Inventory control
6. Safe handling of hazmat materials
7. Evaluation of transportation modes
8. Dispatch and tracking
9. Measurements and metric conversions

**NOTE:** MSSC assesses core understanding of the key work activities and basic technical knowledge and skills needed in high-performance material handling, as defined by MSSC's logistics standards. Given online, MSSC assessments also help measure basic computer, problem-solving and analytical skills and one's ability to apply knowledge to specific situations identified in the assessments. There are no experiential or hands-on requirements for MSSC certification as it is expected that individual employers will determine those requirements based upon their own specific needs. MSSC does not require that individuals take MSSC courses prior to testing.



# NIMS Machining Certifications

<b>Machining Level I</b> <i>Designed to meet entry-level requirements for on-the-job skills</i>	Measurement, Materials & Safety Job Planning, Benchwork & Layout Manual Milling Skills I Turning Operations: Turning Between Centers Turning Operations: Turning Chucking Skills Grinding Skills I Drill Press Skills I CNC Turning: Programming Setup & Operations CNC Milling: Programming Setup & Operations CNC Turning: Operations CNC Milling: Operations
<b>Machining Level II</b> <i>Designed to meet journey-level requirements for on-the-job skills</i>	Manual Milling Skills II Turning II (manual) Drill Press Skills II Grinding Skills II CNC Milling Skills II CNC Turning Skills II EDM — Wire EDM — Plunge
<b>Machining Level III</b> <i>Designed to meet master-level requirements for on-the-job skills</i>	CNC Turning Skills III CNC Milling Skills III

# Additional NIMS Certifications

- |                          |                      |
|--------------------------|----------------------|
| • Metalforming           | Level I              |
| • Stamping               | Level II & Level III |
| • Press Brake            | Level II & Level III |
| • Slide Forming          | Level II & Level III |
| • Screw Machining        | Level II & Level III |
| • Machine Building       | Level II & Level III |
| • Machine Maintenance... | Level II & level III |
| • Die Making             | Level II & Level III |



# VC WIB Mfg Readiness Certificate



## WIB RESOURCE PLANNING WORKSHEET - DRAFT Manufacturing Committee

### Manufacturing Readiness Certificate Curriculum

SAFETY	MATH CONCEPTS	MEASUREMENTS	HAND AND POWER TOOLS
<ul style="list-style-type: none"> <li>• Lock-out, Tag-out, Try-out</li> <li>• Bio mechanics</li> <li>• MSDS</li> <li>• Potential Energy Sources (Gravity, Pneumatic, Hydraulic, Chemical, Steam/Gas Pressure)</li> </ul>	<ul style="list-style-type: none"> <li>• Combined operations of fractions and mixed number</li> <li>• Table of decimal equivalents and combined operations of decimals</li> <li>• Degree of precision, Tolerance and clearances</li> <li>• Steel rules and gage blocks</li> <li>• Algebraic operations of additions, subtraction and multiplication</li> <li>• Ratios and proportions</li> <li>• Mathematical conversions from Standard to Metric</li> <li>• RPM, and implication of gearbox reduction to RPM and Torque</li> </ul>	<ul style="list-style-type: none"> <li>• Standards</li> <li>• Units of measurement</li> <li>• Mass and weight measurement</li> <li>• Metric measurement</li> <li>• Measuring motion</li> <li>• Measuring fluids</li> <li>• Indicators</li> <li>• Micrometers</li> <li>• Gauging tools</li> <li>• Calipers</li> <li>• Diameter Tape</li> </ul>	<ul style="list-style-type: none"> <li>• Electric drills</li> <li>• Pneumatic drills and hammers</li> <li>• Screwdrivers, Nut-runners and wrenches</li> <li>• Air supply for pneumatic tools</li> <li>• Wrenches</li> <li>• Hacksaws</li> <li>• Taps and dies</li> <li>• Hammers</li> <li>• Squares</li> <li>• Levels</li> <li>• Pipe Threading machines</li> </ul>
BASICS OF QUALITY CONTROL	BLUEPRINT CONCEPTS	SOFT SKILLS	COMPUTER SKILLS
<ul style="list-style-type: none"> <li>• Process</li> <li>• Basic quality methodology and inspection techniques</li> <li>• Importance of individual – do it right first time</li> <li>• Manufacturing theory and quality</li> <li>• Lean manufacturing and quality</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to schematics and symbols</li> <li>• Pneumatics and hydraulic schematics</li> <li>• Piping schematics</li> <li>• Piping symbols</li> <li>• Differences in Schematics</li> <li>• Views</li> <li>• Electrical symbols</li> <li>• Hydraulic and pneumatic symbols</li> <li>• Hydraulic and pneumatic diagrams</li> <li>• Assembly instructions</li> </ul>	<ul style="list-style-type: none"> <li>• Basics of interviewing</li> <li>• Work ethic</li> <li>• Communication skills</li> <li>• Continuous Improvement skills</li> <li>• Basic company policy understanding</li> <li>• Time management</li> <li>• Task prioritization</li> <li>• Worker, supervisor, manager etiquette and protocol basics</li> </ul>	<ul style="list-style-type: none"> <li>• Excel</li> <li>• Word</li> <li>• OS basics</li> <li>• Computer Navigation</li> <li>• Computer Security</li> <li>• Computer Etiquette</li> <li>• ERP basics</li> <li>• Viewer basics, PDF, CAD, jpg, png, bmp, TIFF, Solid Works, etc</li> <li>• File extension basics</li> </ul>

# VC MIB Mfg Readiness Certificate



## WIB RESOURCE PLANNING WORKSHEET - DRAFT Manufacturing Committee

### Manufacturing Readiness Certificate Curriculum

SAFETY	MATH CONCEPTS	MEASUREMENTS	HAND AND POWER TOOLS
<ul style="list-style-type: none"> <li>• Lock-out, Tag-out, Try-out</li> <li>• Bio mechanics</li> <li>• MSDS</li> <li>• Potential Energy Sources (Gravity, Pneumatic, Hydraulic, Chemical, Steam/Gas Pressure)</li> </ul>	<ul style="list-style-type: none"> <li>• Combined operations of fractions and mixed number</li> <li>• Table of decimal equivalents and combined operations of decimals</li> <li>• Degree of precision, Tolerance and clearances</li> <li>• Steel rules and gage blocks</li> <li>• Algebraic operations of additions, subtraction and multiplication</li> <li>• Ratios and proportions</li> <li>• Mathematical conversions from Standard to Metric</li> <li>• RPM, and implication of gearbox reduction to RPM and Torque</li> </ul>	<ul style="list-style-type: none"> <li>• Standards</li> <li>• Units of measurement</li> <li>• Mass and weight measurement</li> <li>• Metric measurement</li> <li>• Measuring motion</li> <li>• Measuring fluids</li> <li>• Indicators</li> <li>• Micrometers</li> <li>• Gauging tools</li> <li>• Calipers</li> <li>• Diameter Tape</li> </ul>	<ul style="list-style-type: none"> <li>• Electric drills</li> <li>• Pneumatic drills and hammers</li> <li>• Screwdrivers, Nut-runners and wrenches</li> <li>• Air supply for pneumatic tools</li> <li>• Wrenches</li> <li>• Hacksaws</li> <li>• Taps and dies</li> <li>• Hammers</li> <li>• Squares</li> <li>• Levels</li> <li>• Pipe Threading machines</li> </ul>
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MSSC Modules	COC Fast Track Curriculum	COC ETI Programs	

# BUILDING OUR FUTURE WORKFORCE

WORKFORCE INVESTMENT BOARD  
855 Partridge Drive • Ventura, CA 93003  
Phone: 805-477-5342 • Fax 805-477-5386  
www.wib.ventura.org



**TO: WORKFORCE INVESTMENT BOARD**

**FROM: ZAHID SHAH, CHAIR**  
**MEMBERSHIP COMMITTEE**

**DATE: APRIL 24, 2014**

**SUBJECT: MEMBERSHIP COMMITTEE REPORT**

The Committee met on March 11, 2014. In attendance were Committee members Marilyn Valenzuela (Chair), Zahid Shah (Vice Chair), and Ed Summers; WIBVC staff Talia Barrera and Cheryl Moore. The following includes topics discussed at the meeting and updated information:

## Membership Committee Chair

Committee members expressed their sincere appreciation to Marilyn Valenzuela for her many years of exceptional commitment and service to WIBVC, wishing the best for her upcoming retirement. In addition, the Committee congratulated Zahid Shah on his appointment by WIB Chair Mike Soules as Membership Committee Chair, effective April 1, 2014.

## Appointments and Reappointments

- Reappointments: Four current WIBVC members whose terms would end between September and October 2014 were determined to be in good standing and eligible for reappointment. Letters to those WIBVC members regarding interest in possible reappointment will be mailed in June. If interested, the candidates will be asked to update their resumes before being considered for nomination for reappointment to a three-year term by the Board of Supervisors.

Update: On March 25, 2014 the Board of Supervisors approved the following reappointment for three-year terms: Joan Baldarrama (Lucix Corporation), Victor Dollar (Brighton Management), Martel Fraser (UFCW, Local 770), Kimberly Nilsson (Solid Waste Solutions), Bernardo M. Perez (Cabrillo Economic Development Corporation), Hugh J. Ralston (Ventura County Community Foundation), Tony Skinner (Tri-Counties Building & Construction Trades Council), Tavi Udrea (Haas Automation, Inc.), Sandra Werner (Simi Valley Hospital), Barry Zimmerman (Human Services Agency).

- Appointments: Committee members discussed the recruitment of potential candidates for future appointment nominations. Participation on sector committees continues to provide a good introduction to the work of the WIBVC prior to consideration of a possible recommendation for WIB appointment.

Update: On March 25, 2014, the Board of Supervisors approved the new appointment of Mark Fegley (Deckers Outdoor Corporation) to a three-year term on the WIB.

### Ventura County Regional Strategic Workforce Development Plan

Cheryl Moore provided an update on the status of the Plan. Members also considered strategies to attract and engage more employers in the Ventura County region to help develop a competitive and sustainable economy and workforce.

The next WIBVC Membership Committee meeting is scheduled for May 13, 2014, from 10:00 a.m. to 11:30 a.m., at the Human Services Agency, 855 Partridge Drive, Ventura.

If you have questions or need more information, please call me at (805) 207-3957, or contact Talia Barrera at (805) 477-5341, email [talia.barrera@ventura.org](mailto:talia.barrera@ventura.org).



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**TO: WORKFORCE INVESTMENT BOARD**

**FROM: BRIAN GABLER, CHAIR  
OUTREACH COMMITTEE**

**DATE: APRIL 24, 2014**

**SUBJECT: OUTREACH COMMITTEE REPORT**

The Outreach Committee met on March 19, 2014. Attending the meeting were Committee members Brian Gabler (Chair), Jim Faul (Vice Chair), Will Berg and Victoria Jump; WIBVC staff Talia Barrera, and Cheryl Moore; and guests Karen Bluffer and Heidi Hayes (theAgency), and Christy Norton (CSD/WIA). The following is a summary of major topics discussed at the meeting:

## CSD/WIA Monthly Event Report

Christy Norton presented the Event Summary Report for third quarter of Program Year (PY) 2013-2014. Activities included One-Stop monthly and year-to-date visits, 800 line call-ins, and Career Shops attendance. Virtual One-Stop (VOS) customer/client registrations in the third quarter totaled 938. In December 2013 and January 2014 CSD/WIA staff participated in the following Job and Career Center Events: Congresswoman Julia Brownley event, Veterans Claims Workshop, EDC-VC Annual Meeting, Human Services Agency Annual Homeless Count event, Agency 101 Ventura County Schools event, Camarillo Chamber of Commerce Business Expo Event.

## Outreach Summary Report

The Committee discussed the PY 2013-2014 January-February project activities as reported by theAgency and summarized below:

- Employer Outreach
  - Workforce Wednesday radio interview program (KVTA-1590 AM)
    - January 29 – How baby boomers can reinvent themselves and re-engage with a new role in today's job market: Victoria Jump and Alex Rivera
    - February 26- Local manufacturers still looking for good people who want to learn. What does it take to get their foot in the door?: Greg Liu
  - *Workforce Update* e-newsletter: 1/13/2014 with an open rate of 10%
  - OJT Outreach: :30 PSA continued to air on KCLU through 2/28/14
  - WIB Award Call for Nominations EBlast
    - 1/31 – sent to 8,029 with an open rate of 9%
    - 2/26 – sent to 8,042 with an open rate of 10%

- Ventura County Grows Business (VCGB)/WIB Facebook: January-February 2014
  - VCGB Website – 306 Visits
  - WIB Facebook – 1, 218 Fans
- Job Seeker Outreach
  - Job Seeker Case History Posters (2) – Success stories from Ventura Adult and Continuing Education (VACE): Carlos Avila, Pharmacy Tech and Jennah Miranda, Legal File Clerk
  - Career Shops postings – Posted January and February workshops on Facebook
- Youth Outreach in Development
  - Youth Case Studies – Continue to coordinate with VACE, PathPoint and Boys and Girls Clubs of Greater Oxnard and Port Hueneme (BGCGOP) to develop WIB program-related case histories
  - Career Center Eblast - Compiled list of local school counselors to share/promote VC Jobs With a Future
- General Outreach

Gerhard Apfelthaler new board member release – prepared and sent release on February 11 to media and elected officials: Sespe Sun, Ventura Chamber, Camarillo Chamber

#### 2014 WIB Awards

Committee members were notified that there will not be a need to extend the deadline for WIB Awards nominations. The selection committee will report the nomination review results at the next meeting on May 21, 2014.

The next meeting of the WIBVC Outreach Committee is scheduled for May 21, 2014, from 8:30 a.m. to 10:00 a.m., at the Economic Development Collaborative-Ventura County, 1601 Carmen Drive, #215, Camarillo.

If you have questions or need more information, please call me at (805) 583-6701, or contact Talia Barrera at (805) 477-5341, email [talía.barrera@ventura.org](mailto:talía.barrera@ventura.org).

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**TO: WORKFORCE INVESTMENT BOARD**

**FROM: HUGH J. RALSTON, CHAIR**  
**RESOURCE DEVELOPMENT COMMITTEE**

**DATE: APRIL 24, 2014**

**SUBJECT: RESOURCE DEVELOPMENT COMMITTEE REPORT**

The Resource Development Committee met on March 27, 2014. In attendance were Committee members Victor Dollar (Vice Chair), Iris Ingram, Mike Soules and Barry Zimmerman; WIBVC staff Richard McNeal and Cheryl Moore; and guest Nancy Ambriz (Community Services Department/WIA). The following topics were discussed at the meeting:

## Updated Grant Report

Richard McNeal introduced the updated Grant Report, commenting in particular on the letters of support for four regional grant proposals for the California Career Pathways Trust and another letter for the Department of Labor CareerConnect grant. Iris Ingram noted a continuing and common problem among educational and other institutions: the lack of staff capacity to write needed grant proposals. Cheryl Moore indicated that the P-20 Council planned to consider the staff capacity issue and discuss possibilities for a regional alignment and leveraging resources.

## Preliminary Draft of the WIA Budget Plan for 2014-2015

Discussion of a working draft of the 2014-2015 WIA Preliminary Budget Plan elicited a consensus that the preliminary budget ultimately presented to the WIBVC for approval should be based on an assumption of level funding: WIA core 2013-2014 revenue streams for Adult, Dislocated Worker, Youth, and Rapid Response, excluding year-end close carryover and supplemental funding. The Committee decided that, in the absence of additional funding, the 2014-2015 Management Reserve would need to continue to accommodate the WIBVC staff position approved by WIBVC for the 2013-2014 budget. Committee members asked WIBVC staff to update the preliminary draft budget for further discussion and approval by the Executive Committee and WIBVC.

## Ventura County Regional Strategic Workforce Development Plan

- **New Performance Measures**

Because the new California WIB performance measures still have not yet been confirmed, the Committee deemed it premature to make any recommendation regarding them at the upcoming WIBVC planning meeting. The Committee did note that, if the Employment Development Department (EDD) already has a method of reporting the relevant data by regions, the same method might be adaptable for the purposes of the new measures. Currently, Ventura County is a separate region of its own and Committee members supported continuation of that status.

- Regional Partnerships

Cheryl Moore expressed appreciation to the Office of Congresswoman Julia Brownley for connecting WIBVC with the Advanced Manufacturing Partnership of Southern California (AMP SoCal). A newly formed group, AMP SoCal, invited WIBVC to facilitate the participation of Ventura County in collaborating with business, education, government, and other representatives from Los Angeles, Orange, and San Diego counties.

A proposal was in development by AMP SoCal to apply for the competitive 2014 Investing in Manufacturing Communities Partnership designation that will be awarded to 12 regions in the United States by the U.S. Department of Commerce. The manufacturing communities will receive elevated consideration for federal grants with assistance from ten federal agencies involved in IMCP—which means better access to federal funds totaling \$1.3 billion. In addition, the White House and the Department of Commerce will recognize the communities online to provide visibility to domestic and international investors.

The Committee agreed that WIBVC should pursue the possibility of engaging Ventura County representation and participation in this major regional effort.

- WIB Planning Meeting

Committee members who had specific suggestions for the content or format of the WIBVC annual planning meeting were asked to convey them to Cheryl Moore.

The next meeting of the WIBVC Resource Development Committee is scheduled for May 21, 2014, from 3:30 p.m. to 5:00 p.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo.

If you have questions or need more information, please call me at (805) 988-0196 or contact Richard McNeal at (805) 477-5344, email [richard.mcneal@ventura.org](mailto:richard.mcneal@ventura.org).

# BUILDING OUR FUTURE WORKFORCE

WORKFORCE INVESTMENT BOARD  
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**TO: WORKFORCE INVESTMENT BOARD**

**FROM: TONY SKINNER, CHAIR  
YOUTH COUNCIL**

**DATE: APRIL 24, 2014**

**SUBJECT: YOUTH COUNCIL REPORT**

The Youth Council met on March 5, 2014. In attendance at the meeting were Council members Tony Skinner (Chair), Jesus Torres (Vice Chair), Jerry Beckerman, Mary Benton, Sean Bhardwaj, Sandra Carrillo, Matt Cassaro, Linda Fisher-Helton, Claudia Harrison, Marnie Melendez, Cristina Miranda, Archie Scott, Ed Summers and Courtney Taylor; WIBVC staff Richard McNeal, Cheryl Moore; guests Mariana Cazares (BGCOP), Tiffany Morse (VCOE), Steve Thompson (Ventura Adult and Continuing Education - VACE).

The Youth Council met on April 2, 2014. In attendance at the meeting were Council members Linda Fisher-Helton (Acting Chair), Mary Benton, Sean Bhardwaj, Sandra Carrillo, Matt Cassaro, Teresa Johnson, Tiffany Morse, Mary Navarro-Aldana, Roger Rice and Ed Summers; WIBVC staff Richard McNeal and Patricia Duffy; and guests Jeffrey Albaugh (VACE), Karen Blufer (theAgency), Mariana Cazares (BGCOP), John Dittmeier (HSA Contracts), Therese Eyermann (California State University, Channel Islands), Rhonda Reyes-Deutsch (VACE), Brandon Ross (Ventura County District Attorney's Office), Steve Thompson (VACE) and Kim Whitaker (PathPoint).

The following topics were discussed at one or both of the meetings:

## Local Control Accountability Plan for Education

Tiffany Morse discussed the need for local school districts to establish their own spending plans on the basis of input from constituents. She asked the Youth Council to consider this issue from its particular perspective and to fill out a questionnaire for the benefit of VCOE and the schools it supervises: Providence, Gateway and 18 special education sites.

## Performance Goals for Q2 2013-2014

The Council received and discussed WIA Youth program performance data for the second quarter of 2013-2014, together with the requested comparative data for 2012-2013.

## Ventura County Regional Strategic Workforce Development Plan: Youth Goals and Action Plan

In response to brief input from a recent Council discussion of the matrix of youth goals and related activities, Richard McNeal presented an updated document that summarized the Council's thinking on the four sub-goals and the activities aimed at achieving those goals. Council members brainstormed next steps and identified volunteers to gather data and information for future discussion:

1. Reduction of dropout rate: need to gather information for decision making

- Need to have a consistent definition of dropout rate (discussion to be continued)
- Data regarding dropouts: demographics, schools, reasons; decision points—high school vs. eighth grade (Tiffany Morse)
- Data regarding risk at each stage of the educational pipeline: access CSUCI study (Claudia Harrison)
- Attendance analysis: work of Hettie Chang (Mary Benton)

2. Disconnected youth: need above information and the following

- School Attendance Review Board (SARB) process and information (Sandy Carrillo)
- Out-of-school “youth find” process (Steve Thompson re: approach taken by Ventura Adult and Continuing Education)
- Data on who is receiving GED through adult education and other sources of education (e.g., online)
- Data on what is happening with special needs youth (Mary Benton)

Career Pathways

3. Post-secondary degrees and credentials

- Implementation of AB 86: alignment of adult education and community colleges; formation of Ventura County consortium (four adult education programs and three community colleges); potential to receive \$400,000 for planning
- Applications for \$250 million in California Career Pathways Trust grants in progress: participation as multi-county community college region, Ventura County region, and individual districts

Spotlight on WIA Programs for Out-of-School Youth

Ventura Adult and Continuing Education (VACE) staff members Jeffrey Albaugh, Rhonda Reyes-Deutsch and Steve Thompson, aided by Principal Teresa Johnson, presented the WIBVC-funded WIA program for older, out-of-school youth (who often are hard to locate or re-engage).

- Of 55 participants this year, 40 are currently enrolled, 22 are active and 18 are in follow-up.
- Attainment of the Common Measures: 92% are in employment and/or education; 92% have achieved literacy/numeracy gains; and 100% have earned a certificate.
- The program begins with the Student Success Career Kit: a series of books designed to impart fundamental social, English and math skills.
- Designed to instill academic and vocational competency (basic “employability skills”), the program continues with (1) a 60-hour course that leads to the National Work Readiness Certificate and (2) a complete computer literacy course (another 60 hours). Several steps in this program are incentivized by small payments designed to give participants the financial means to make progress. Supportive services are also provided where necessary and appropriate.
- Participants Marco Jimenez, Spencer Leivas and Angel Yanez described their respective experiences with the program.

## Youth Performance Data

Richard McNeal commented on the current method for quarterly reporting of provider/participant success in achieving Common Measures. He described recent efforts of youth contractors to agree on a revised spreadsheet that (1) all could use and (2) that would provide more concrete, specific data about the disposition of cases: *i.e.*, internships/work experience, the nature of vocational training and any certificates received, post-secondary education (where and what) and employment (where and what). The goal is to analyze the spreadsheets each quarter to supplement the summary Common Measures report and provide the Council with additional information on which to base decisions.

## Ventura County Regional Strategic Workforce Development Plan

- *Access & Equity in the P-20 Pipeline: A Case for Action*

Therese Eyermann (California State University, Channel Islands), speaking at the invitation of Claudia Harrison, presented data and analytical perspectives regarding the various levels at which segments of the population drop out of school and the impact on the nation's workforce.

- Student Attendance Review Board (SARB)

Brandon Ross (District Attorney's Office), speaking at the invitation of Sandra Carrillo, described the SARB program and how it identifies dropouts and attempts to solve the truancy problem through mediation and legal action.

## Council Member Comments

- Mary Benton distributed three items detailing further aspects of the dropout problem: "Legislation Takes Aim at Truancy Reduction," "Facing the School Dropout Dilemma," "A Focus on Attendance Is Key to Success."
- Linda Fisher-Helton remarked that we would benefit from more youth on the Youth Council and that we are apt to find them where they are—that is, in the programs that we fund.

The next meeting of the Youth Council is scheduled for May 7, 2014, from 3:00 p.m. to 4:30 p.m., at the Human Services Agency (Pepper Tree Room), 855 Partridge Drive, Ventura.

If you have questions or need more information, please call me at (805) 642-2149 or contact Richard McNeal at (805) 477-5344, email [richard.mcneal@ventura.org](mailto:richard.mcneal@ventura.org).



# **SUMMARY OF WORKFORCE INVESTMENT ACT (WIA) BUDGET PLANS**

## **Fiscal Years 2010-2011 through 2014-2015**



**SUMMARY OF WIA BUDGET PLANS**  
**Fiscal Years 2010-2011 through 2014-2015**

<b>FUNDING STREAM</b>	<b>FY 10-11</b>	<b>FY 11-12</b>	<b>FY 12-13</b>	<b>FY 13-14</b>	<b>Preliminary Draft Plan FY 14-15</b>	<b>% Change FY 13-14 to FY 14-15</b>
<b><u>Dislocated Worker</u></b>						
Total Revenue	3,213,299	2,807,420	2,671,936	2,805,774	2,256,048	-19.6%
Direct Program Expense	2,870,283	2,302,473	2,278,759	2,526,834	2,309,902	-8.6%
Overhead/Administration	341,100	328,269	381,186	281,904	295,544	4.8%
Total Expense	3,211,383	2,630,742	2,659,945	2,808,738	2,605,446	-7.2%
<b>Work In Progress: Grant Balance</b>	-	-	-	-	<b>(349,398)</b>	
<b><u>Adult</u></b>						
Total Revenue	2,116,368	2,003,303	2,484,114	2,418,333	1,940,730	-19.7%
Direct Program Expense	1,858,319	1,570,849	2,161,974	2,024,060	1,924,582	-4.9%
Overhead/Administration	250,140	233,949	312,768	225,813	246,244	9.0%
Total Expense	2,108,459	1,804,798	2,474,742	2,249,873	2,170,826	-3.5%
<b>Work In Progress: Grant Balance</b>	-	-	-	-	<b>(230,096)</b>	
<b><u>Youth</u></b>						
Total Revenue	2,351,283	2,370,870	2,400,951	2,285,092	2,077,512	-9.1%
Direct Program Expense	1,921,127	1,973,130	2,191,632	2,057,917	1,734,919	-15.7%
Overhead/Administration	329,730	277,410	200,367	229,590	221,977	-3.3%
Total Expense	2,351,283	2,370,869	2,391,999	2,287,507	1,956,896	-14.5%
<b>Work In Progress: Grant Balance</b>	-	-	-	-	<b>120,616</b>	
<b><u>Rapid Response</u></b>						
Total Revenue	301,647	278,671	588,078	537,884	445,939	-17.1%
Direct Program Expense	267,537	242,074	513,500	409,794	306,844	-25.1%
Overhead/Administration	34,110	32,365	68,418	45,718	39,260	-14.1%
Total Expense	301,647	274,439	581,918	530,128	346,104	-34.7%
<b>Work In Progress: Grant Balance</b>	-	-	-	-	<b>99,835</b>	
<b><u>All Funding Streams</u></b>						
Total Revenue	7,982,597	7,460,264	8,145,079	8,047,083	6,720,229	-16.5%
Direct Program Expense	6,917,266	6,088,526	7,145,865	7,018,605	6,276,247	-10.6%
Overhead/Administration	955,080	871,993	962,739	783,025	803,025	2.6%
Total Expense	7,972,772	7,080,848	8,108,604	7,876,246	7,079,272	-10.1%
<b>Work In Progress: Grant Balance</b>	-	-	-	-	<b>(359,043)</b>	

**SUMMARY OF WIA BUDGET PLANS**  
Fiscal Years 2010-2011 through 2014-2015

<b>DISLOCATED WORKER</b>						
	<b>FY 10-11</b>	<b>FY 11-12</b>	<b>FY 12-13</b>	<b>FY 13-14</b>	<b>Preliminary Draft Plan FY 14-15</b>	<b>% Change FY 13-14 to FY 14-15</b>
<b><u>Revenue Projection</u></b>						
FY Grants (WIA Core)	<b>2,499,002</b>	<b>2,256,006</b>	<b>2,511,395</b>	<b>2,454,783</b>	<b>2,262,662</b>	<b>-7.8%</b>
FY Management Reserve	(249,900)	(225,601)	(251,140)	(94,399)	(181,013)	
Balance rolled over from prior year grants:						
FY Management Reserve Carryover	440,280	249,900	381,681	251,140	94,399	<b>-62.4%</b>
Additional rollover - Salaries Savings/(Overage)	439,196	527,115	30,000	78,000	45,000	<b>-42.3%</b>
Overhead Savings/(Overage)	84,721	-	-	45,000	-	-
FY EDC-VC Business Srvs						
FY Unspent Contracts/Misc				1,250	15,000	
ITA/OJT Committed but spent in next FY				70,000	20,000	
<b>Total Available Grants to to be Spent</b>	<b>3,213,299</b>	<b>2,807,420</b>	<b>2,671,936</b>	<b>2,805,774</b>	<b>2,256,048</b>	<b>-19.6%</b>
<b><u>Expenditure Projection</u></b>						
<b>Salaries and Benefits</b>						
Community Services Dept./WIA	1,532,577	1,482,800	1,459,682	1,300,444	1,207,556	<b>-7.1%</b>
WIB Administration	187,686	248,389	255,500	311,760	311,760	<b>0.0%</b>
<b>Subtotal Salaries and Benefits</b>	<b>1,720,263</b>	<b>1,731,269</b>	<b>1,715,182</b>	<b>1,612,204</b>	<b>1,519,316</b>	<b>-5.8%</b>
<b>Program/Client Expenses</b>						
Grant Specific Contracts	60,000	-	57,400	-	2,350	
Client Expenses	957,641	453,120	395,622	795,372	691,049	<b>-13.1%</b>
Other Allocated Expenses	132,379	118,084	110,555	119,258	97,188	<b>-18.5%</b>
<b>Subtotal Program/Client Expenses</b>	<b>1,150,020</b>	<b>571,204</b>	<b>563,577</b>	<b>914,630</b>	<b>790,587</b>	<b>-13.6%</b>
<b>Total Direct Program Expense</b>	<b>2,870,283</b>	<b>2,302,473</b>	<b>2,278,759</b>	<b>2,526,834</b>	<b>2,309,902</b>	<b>-8.6%</b>
<b><u>Overhead/Administration</u></b>						
<b>Subtotal Overhead</b>	<b>341,100</b>	<b>328,269</b>	<b>381,186</b>	<b>281,904</b>	<b>295,544</b>	<b>4.8%</b>
WIB Special Projects	-	-	-	-	-	
<b>Planned Total Grant Expenses</b>	<b>3,211,383</b>	<b>2,630,742</b>	<b>2,659,945</b>	<b>2,808,738</b>	<b>2,605,446</b>	<b>-7.2%</b>
Admin Rate for State Reporting	8%	9%	9%	7%	8%	
Admin Rate (State Reported + Other)	-	-	14%	10%	13%	

**Work in Progress: Grant Balance (349,398)**

**SUMMARY OF WIA BUDGET PLANS**  
Fiscal Years 2010-2011 through 2014-2015

<b>ADULT</b>						
	<b>FY 10-11</b>	<b>FY 11-12</b>	<b>FY 12-13</b>	<b>FY 13-14</b>	<b>Preliminary Draft Plan FY 14-15</b>	<b>% Change FY 13-14 to FY 14-15</b>
<b><u>Revenue Projection</u></b>						
FY Grants (WIA Core)	1,851,080	1,708,341	1,992,164	1,892,208	1,829,687	-3.3%
FY Management Reserve	(88,133)	(170,834)	(199,216)	85,418	(146,375)	
Balance rolled over from prior year grants:						
FY Management Reserve Carryover	22,956	88,133	245,169	199,216	85,418	-57.1%
Additional rollover - Salaries Savings/(Overage)	262,292	377,663	326,000	72,000	137,000	90.3%
Overhead Savings/(Overage)	68,173	-	15,000	31,000	-	-
FY EDC-VC Business Svcs						
FY Unspent Contracts/Misc			59,997	58,491	15,000	-74.4%
ITA/OJT Committed but spent in next FY			45,000	80,000	20,000	-75.0%
<b>Total Available Grants to to be Spent</b>	<b>2,116,368</b>	<b>2,003,303</b>	<b>2,484,114</b>	<b>2,418,333</b>	<b>1,940,730</b>	<b>-19.7%</b>
<b><u>Expenditure Projection</u></b>						
<b>Salaries and Benefits:</b>						
Community Services Dept./WIA	1,217,173	746,386	885,079	928,889	1,021,778	10.0%
WIB Administration	123,615	177,244	157,500	242,480	242,480	0.0%
<b>Subtotal Salaries and Benefits</b>	<b>1,340,789</b>	<b>923,630</b>	<b>1,042,579</b>	<b>1,171,369</b>	<b>1,264,258</b>	<b>7.9%</b>
<b>Program/Client Expenses</b>						
Ventura Adult and Continuing Education	-	210,000	319,743	58,491	-	
Client Expenses	404,063	336,004	706,104	702,438	574,699	-18.2%
Other Allocated Expenses	113,468	101,215	83,548	91,762	83,604	-8.9%
<b>Subtotal Program/Clients Expenses</b>	<b>517,531</b>	<b>647,219</b>	<b>1,119,395</b>	<b>852,691</b>	<b>660,325</b>	<b>-22.6%</b>
<b>Total Direct Program Expense</b>	<b>1,858,319</b>	<b>1,570,849</b>	<b>2,161,974</b>	<b>2,024,060</b>	<b>1,924,582</b>	<b>-4.9%</b>
<b><u>Overhead/Administration</u></b>	22.0%	25.3%	29%	29%	31%	
<b>Subtotal Overhead</b>	<b>250,140</b>	<b>233,949</b>	<b>312,768</b>	<b>225,813</b>	<b>246,244</b>	<b>9.0%</b>
WIB Special Projects	-	-	-	-	-	
<b>Planned Total Grant Expenses</b>	<b>2,108,459</b>	<b>1,804,798</b>	<b>2,474,742</b>	<b>2,249,873</b>	<b>2,170,826</b>	<b>-3.5%</b>
Admin Rate for State Reporting	9%	9%	9%	7%	8%	
Admin Rate (State Reported + Other)	-	-	14%	10%	13%	
<b>Work in Progress: Grant Balance</b>					<b>(230,096)</b>	

**SUMMARY OF WIA BUDGET PLANS**  
**Fiscal Years 2010-2011 through 2014-2015**

<b>YOUTH</b>						
	<b>FY 10-11</b>	<b>FY 11-12</b>	<b>FY 12-13</b>	<b>FY 13-14</b>	<b>Preliminary Draft Plan FY 14-15</b>	<b>% Change FY 13-14 to FY 14-15</b>
<b><u>Revenue Projection</u></b>						
FY Grants (WIA Core)	<b>1,954,587</b>	<b>1,988,324</b>	<b>2,088,170</b>	<b>2,054,472</b>	<b>1,995,263</b>	<b>-2.9%</b>
FY Management Reserve	(195,459)	(198,832)	(108,217)	(154,870)	(159,621)	
Balance rolled over from prior year grants:						
FY Management Reserve Carryover	327,786	195,459	183,861	108,217	154,870	43.1%
Additional rollover - Salaries Savings/(Overage)	249,369	385,919	49,150	163,000	72,000	-55.8%
Overhead Savings/(Overage)	15,000		125,836	(2,500)	-	-
FY EDC-VC Business Srvs						
FY Unspent Contracts/Misc			52,151	116,773	15,000	-87.2%
ITA/OJT Committed but spent in next FY			10,000	-	-	
<b>Total Available Grants to to be Spent</b>	<b>2,351,283</b>	<b>2,370,870</b>	<b>2,400,951</b>	<b>2,285,092</b>	<b>2,077,512</b>	<b>-9.1%</b>
<b><u>Expenditure Projection</u></b>						
<b>Salaries and Benefits</b>						
Community Services Dept./WIA	162,244	165,266	263,872	185,778	185,778	0.0%
WIB Administration	137,336	209,765	259,000	242,480	242,480	0.0%
<b>Subtotal Salaries and Benefits</b>	<b>299,581</b>	<b>375,031</b>	<b>522,872</b>	<b>428,258</b>	<b>428,258</b>	<b>0.0%</b>
<b>Program/Client Expenses</b>						
Boys and Girls Clubs	271,372	523,100	584,401	575,000	475,000	-17.4%
PathPoint	624,813	463,890	518,243	575,000	475,000	-17.4%
Ventura Adult and Continuing Education	622,805	356,000	356,000	379,000	260,000	-31.4%
Client Expenses	8,000	170,754	128,119	13,254	5,000	-62.3%
Other Allocated Expenses	94,556	84,346	77,997	87,405	89,497	2.4%
<b>Subtotal Program/Clients Expenses</b>	<b>1,621,546</b>	<b>1,598,099</b>	<b>1,664,760</b>	<b>1,629,659</b>	<b>1,306,661</b>	<b>-19.8%</b>
<b>Total Direct Program Expense</b>	<b>1,921,127</b>	<b>1,973,130</b>	<b>2,191,632</b>	<b>2,057,917</b>	<b>1,734,919</b>	<b>-15.7%</b>
<b><u>Overhead/Administration:</u></b>	29.0%	30.0%	30%	29%	28%	
<b>Subtotal Overhead</b>	<b>329,730</b>	<b>277,410</b>	<b>200,367</b>	<b>229,590</b>	<b>221,977</b>	<b>-3.3%</b>
WIB Special Projects (to be determined)	100,426	120,329	-	-	-	
<b>Planned Total Grant Expenses</b>	<b>2,351,283</b>	<b>2,370,869</b>	<b>2,391,999</b>	<b>2,287,507</b>	<b>1,956,896</b>	<b>-14.5%</b>
Admin Rate for State Reporting	10%	9%	5%	7%	8%	
Admin Rate (State Reported + Other)	-	-	8%	10%	11%	

**Work In Progress: Grant Balance**      **120,616**

**SUMMARY OF WIA BUDGET PLANS**  
Fiscal Years 2010-2011 through 2014-2015

<b>RAPID RESPONSE</b>						
	<b>FY 10-11</b>	<b>FY 11-12</b>	<b>FY 12-13</b>	<b>FY 13-14</b>	<b>Preliminary Draft Plan FY 14-15 (Grant Amount TBA)</b>	<b>% Change FY 13-14 to FY 14-15</b>
<b>Revenue Projection</b>						
FY Grants (WIA Core)	301,647	251,415	566,078	445,934	445,934	0.0%
FY Management Reserve	-	-	-	-	-	
Balance rolled over from prior year grants:						
FY Management Reserve Carryover	-	-	-	-	-	
Additional rollover - Salaries Savings/(Overage)	-	27,256	22,000	(8,300)	-	
Overhead Savings/(Overage)	-	-	-	3,000	-	
FY EDC-VC Business Srvs				96,000		
FY Unspent Contracts/Misc				1,250	5	
ITA/OJT Committed but spent in next FY				-	-	
<b>Total Available Grants to to be Spent</b>	<b>301,647</b>	<b>278,671</b>	<b>588,078</b>	<b>537,884</b>	<b>445,939</b>	<b>-17.1%</b>
<b>Expenditure Projection</b>						
<b>Salaries and Benefits:</b>						
Community Services Dept./WIA	81,122	92,680	89,700	92,869	92,889	0.0%
WIB Administration	17,619	24,656	21,000	69,280	69,280	0.0%
<b>Subtotal Salaries and Benefits</b>	<b>98,741</b>	<b>117,336</b>	<b>110,700</b>	<b>162,149</b>	<b>162,169</b>	<b>0.0%</b>
<b>Program/Client Expenses</b>						
EDC-VC	128,973	91,000	211,000	152,184	125,000	-17.9%
Client Expenses	2,000	-	-	-	-	
Other Allocated Expenses	37,823	33,738	191,800	88,461	19,211	-78.3%
<b>Subtotal Program/Clients Expenses</b>	<b>168,796</b>	<b>124,738</b>	<b>402,800</b>	<b>247,645</b>	<b>144,675</b>	<b>-41.6%</b>
<b>Total Direct Program Expense</b>	<b>267,537</b>	<b>242,074</b>	<b>513,500</b>	<b>409,794</b>	<b>306,844</b>	<b>-25.1%</b>
<b>Overhead/Administration:</b>	3.0%	3.5%	7%	6%	5%	
<b>Subtotal Overhead</b>	<b>34,110</b>	<b>32,365</b>	<b>68,418</b>	<b>45,718</b>	<b>39,260</b>	<b>-14.1%</b>
WIB Special Projects (to be determined)	-	-	-	74,616	-	
<b>Planned Total Grant Expenses</b>	<b>301,647</b>	<b>274,439</b>	<b>581,918</b>	<b>530,128</b>	<b>346,104</b>	<b>-34.7%</b>
Admin Rate for State Reporting	8%	9%	7%	6%	8%	
Admin Rate (State Reported + Other)	-	-	12%	8%	9%	
<b>Work in Progress: Grant Balance</b>					<b>99,835</b>	

# CONSIDERATIONS AND QUESTIONS

Ventura County Regional Strategic  
Workforce Development Plan 2013-2017



WIB Annual Planning Meeting  
April 24, 2014

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## TODAY

- WIB Planning Process
- Context for Planning

*Ventura County Regional Strategic  
Workforce Development Plan 2013-2017*

- Considerations for Planning
- Discussion, Reporting, and Next Steps



2



## VENTURA COUNTY REGIONAL PLAN

### Shared Vision

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

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



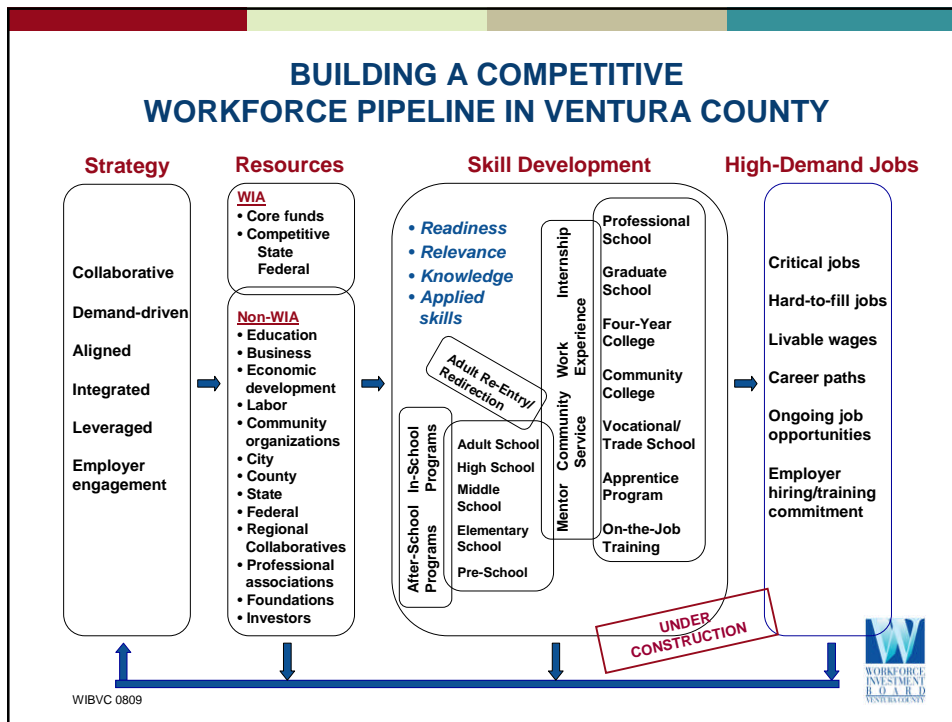
## VENTURA COUNTY REGIONAL PLAN

### Five-Year Goals




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





## VENTURA COUNTY REGIONAL PLAN

### Business Service Strategy Components



- **Business services:** support demand-driven employer needs; leverage/braid resources for on-the-job training
- **Skills gaps:** education/training needed in sectors with potential for job growth if investments were made
- **Layoff aversion:** early warning systems and preventative business services
- **Public/private sector collaboration:** education/training strategies and planning; workforce pipeline development; apprenticeships; innovative programs; multiple-entity and multiple-region partnerships

● *Implemented*
● *In development*


  
 WORKFORCE INVESTMENT BOARD VENTURA COUNTY



## VENTURA COUNTY REGIONAL PLAN

### Adult Strategy Components



- Apprenticeships: coordinated pre-apprenticeship and apprenticeship training; federally registered/state approved
- Sector training: priority funding for sector-focused training; completion of degree/credential of value in region
- Career pathways: regional outreach to raise awareness of career pathways and opportunities in priority sectors
- Transition support: programs for adult basic education students, underprepared job seekers, and displaced workers

● *Implemented*

● *In development*

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## VENTURA COUNTY REGIONAL PLAN

### Youth Strategy Components



- High school dropout rate: public/private partnerships and systems alignment to reduce the regional dropout rate
- Disconnected youth: public/private partnerships to braid, leverage, and/or acquire funding for youth re-engagement in education and/or employment
- Career readiness: public/private partnerships to create career pathways and experiential learning opportunities
- Post-secondary degrees/credentials: public/private partnerships to encourage youth attainment of degrees/credentials important to regional business sectors

● *Implemented*

● *In development*

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## CONSIDERATIONS FOR PLANNING

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- Needs of Ventura County employers, job seekers, and youth
- WIB five-year goals, action plans, and outcomes
- WIA Common Measures performance requirements
- New California WIB performance outcome and process measures
- Congressional reauthorization and funding of WIA
- Regional industry sector business engagement
- Regional career pathways supported by credentials, certificates, apprenticeships, and employer acceptance
- Alignment across diverse stakeholders and systems (business, education, labor, economic development, government agencies, and community organizations)
- Public/private sector collaboration for sustainable, non-WIA funding of regional workforce development



## ISSUES FOR DISCUSSION

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*How can the WIB, working with regional partners,...*

- 1. Engage more businesses in the up-front preparation of our workforce?*
- 2. Facilitate the regional development of career pathways, credentials, certificates, and apprenticeships?*
- 3. Build private/public sector collaboration for the regional alignment, braiding, and sustainability of workforce development programs and systems?*



## QUESTIONS TO ASK

*For each issue discussed...*

- What are our strengths and opportunities?
- What are our challenges or barriers?
- What are our ideas for action?
- Who are the key players? What are their roles?
- What do we recommend for next steps?





**Workforce Investment Board of Ventura County**  
**April 24, 2014**

**REFERENCE DOCUMENTS**

- Ventura County Regional Strategic Workforce Development Plan (Outline)
- New California WIB Performance Measures (Draft)
- Ventura County Occupational Employment Data and Growth Projections
  - Clean/Green Sector
  - Healthcare Sector
  - Manufacturing Sector
- Ventura County Career Education Pathways
- Engaging Regional Champions for Workforce Development
- WIB Workforce Pipeline

## **GENERAL OUTLINE**

### **Shared Strategy for a Shared Prosperity Ventura County Regional Strategic Workforce Development Plan: Program Years 2013-2017**

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## **SECTION 1 VISION**

### **COMMITMENT**

The Workforce Investment Board of Ventura County (WIBVC) is comprised of 36 representatives from business, labor, education, economic development, government, and community-based organizations who are appointed by the Ventura County Board of Supervisors (Chief Local Elected Official). In compliance with federal Workforce Investment Act (WIA) and California legislative and administrative standards and requirements, WIBVC provides oversight for job, skill development, and business services in the Ventura County region.

Working in partnership with other regional leaders, the WIBVC is committed to serving as a convener, workforce analyst, broker, capacity builder, and unifying community voice in driving the achievement of the workforce development vision, goals, strategies, and action plans for the benefit of the Ventura County region and the people of California.

### **VISION**

The Ventura County region will have a high quality, appropriately-skilled workforce that is ready and able to support the changing business needs of local employers in a dynamic, competitive, global economic environment. The regional workforce strategy will include ongoing skills attainment that is supportive of regional growth industry sectors and clusters and enabled by a braided, leveraged workforce system that addresses business-driven demands and worker needs for well-paid, steady employment.

### **GOALS**

1. **Business and Industry Goal:** Meet the workforce needs of high-demand sectors in the Ventura County regional economy.
2. **Adults Goal:** Increase the number of adults in the Ventura County region who obtain a marketable and industry-recognized credential or degree and are placed in a related sector job, with a special emphasis on unemployed, underemployed, low-skilled, low-income, veterans, individuals with disabilities, and other at-risk populations.
3. **Youth Goal:** Increase the number of high school students in the Ventura County region who graduate prepared for post-secondary vocational training, further education, and/or a career, with an emphasis on at-risk youth and those from low-income communities.
4. **System Alignment and Accountability Goal:** Support workforce development system alignment, service integration and continuous improvement in the Ventura County region, using data to support evidence-based policymaking.

### **SUPPORTIVE STRATEGIES**

**Strategy 1:** Bring together key stakeholders in workforce development, on an ongoing basis, to identify regional workforce challenges and to develop innovative workforce strategies and solutions that leverage regional resources.

## **GENERAL OUTLINE**

### **Shared Strategy for a Shared Prosperity Ventura County Regional Strategic Workforce Development Plan: Program Years 2013-2017**

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**Strategy 2:** Identify regional priority industry sectors and occupational clusters within the region that are high-growth, high-demand, and/or vital to the regional economy, projecting skills shortages (because of replacements and/or growth).

**Strategy 3:** Support California's strategic workforce development priorities to:

- Prepare skilled workers for employment in competitive and emergent regional industry sectors and to fill skill gaps created by retirements.
- Support the development of regional workforce and economic development networks that address workforce education and training priorities.

## **SECTION 2 ECONOMIC and WORKFORCE INFORMATION ANALYSIS**

**Requirement:** *Coordinate and develop high-quality, actionable labor market information data that assesses regional industry and occupational trends and needs. Analysis includes:*

- Data Gathered and Method of Analysis and Review
- Assessment of Current Economic Situation and Projected Trends
- Assessment of Required Workforce Skills/Knowledge for Priority Sector Employment
- Characteristics and Employment-Related Needs of Local Area Population and Diverse Sub-Populations
- Analysis of Skill and Education Gaps for Individuals in Priority Sectors
- Evaluation of Underemployment and Jobs Offering Economic Security/Self-Sufficiency
- Challenges for Local Area Population to Attain Education/Skills/Training for Jobs
- Local Area Workforce Program's Ability to Meet Priority Sector Skill Needs and Close Gaps

## **SECTION 3 BUSINESS SERVICE PLAN**

**Objective 1:** Designate a WIBVC standing committee that is responsible for developing recommendations for the Business Service Plan, and include provisions for that committee in the WIBVC Bylaws.

**Objective 2:** Provide business services that support demand-driven employer workforce needs in the region.

1. Provide business services that support local businesses in the region.
2. Determine and update employer needs in the Ventura County region.
3. Integrate business services, including Wagner-Peyser Act services, which are provided to employers through the One-Stop delivery system.
4. Leverage and braid other resources to support on-the-job training (OJT) and other customized training ventures.

## **GENERAL OUTLINE**

### **Shared Strategy for a Shared Prosperity Ventura County Regional Strategic Workforce Development Plan: Program Years 2013-2017**

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**Objective 3:** Determine regional labor market skill gaps and education and training needed in the region to support potential job growth.

1. Identify training and educational barriers that hinder job creation in the regional economy.
2. Identify skill gaps in the available labor force that contribute to the lack of local business competitiveness.
3. Identify priority sectors that would likely contribute to job growth in the local area or regional economy if investments were made for training and educational programs.

**Objective 4:** Foster collaboration across public and private sector entities in the region to develop and leverage training and education opportunities for workforce development.

1. Partner with priority-sector employers to develop potential on-the-job training (OJT) and other customized training strategies.
2. Encourage business partners to help drive the demand-driven strategy through joint planning, competency and curriculum development, and determining appropriate length of training.
3. Work collaboratively with business and industry and the education community to develop strategies to overcome barriers to skill achievement and employment experienced by the populations in high-growth, high demand industries and to ensure they are being identified as a critical pipeline of workers.
4. Foster collaboration between community colleges and the California Department of Industrial Relations Division of Apprenticeship Standards (DIR-DAS) approved/registered apprenticeship programs, through memorandums of understanding or other formal mechanisms.
5. Conduct services funded by WIA, and directed to apprenticeable occupations, in coordination with one or more apprenticeship programs approved by the DIR-DAS for the occupation and geographic area (CUIC Section 14230(3)).
6. Use innovative training strategies to fill skills gaps by leveraging additional resources for training to maximize the use of Individual Training Accounts (ITAs) through partnerships with business, education (in particular, community and technical colleges), economic development agencies, and industry associations and involving business and industry to drive the strategy.

**Objective 5:** Provide Rapid Response services that include early warning systems and business layoff aversion strategies.

1. Promote Rapid Response as a proactive intermediary for priority industry sectors.
2. Implement effective Rapid Response early layoff warning systems and layoff aversion strategies.
3. Provide Rapid Response assistance and appropriate core and intensive services to those covered by the Transitional Adjustment Assistance (TAA) program.

## **GENERAL OUTLINE**

### Shared Strategy for a Shared Prosperity Ventura County Regional Strategic Workforce Development Plan: Program Years 2013-2017

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## **SECTION 4 ADULT STRATEGIES**

**Objective 1:** Ensure that pre-apprenticeship and apprenticeship training is coordinated with one or more apprenticeship programs registered by the U.S. Department of Labor Employment Training Administration (DOLETA) and/or approved by the California Department of Industrial Relations Division of Apprenticeship Standards (DIR/DAS) for the occupation and geographic area.

1. Implement the WIBVC policy to integrate federal registered and state DAS-approved apprenticeship programs into the One-Stop system.
2. Identify and develop opportunities for coordinated pre-apprenticeship and apprenticeship training in the region.

**Objective 2:** Prioritize training for occupations in priority industry sectors in the regional economy—training which results in completion and attainment of a degree and/or other credentials valued by priority-sector employers within the region.

1. Continue to identify and update sector priorities for training in the Manufacturing, Healthcare, and Clean/Green sectors, using current research information and input from business, education, and labor leaders on the WIBVC Business Outreach Committee and sub-committees.
2. Require that WIA Adult and Dislocated Worker program providers expend at least 50% of their allocated WIA Adult and Dislocated Worker training funds for sector-related training in Manufacturing, Healthcare, and Clean/Green.

**Objective 3:** Emphasize career pathways as a framework through which learners can connect their skills and interests with viable career options.

1. Identify, promote, and develop opportunities for career pathways and related training in the Ventura County region.
2. Continue to collaborate on regional outreach to promote and raise awareness of career pathways and priority sector career opportunities.

**Objective 4:** Provide opportunities to help adults make transitions relating to education, training, and/or employment.

1. Increase the number of adult basic education students who successfully transition to post-secondary education, training, or employment and reduce the time students spend in remediation.
2. Increase the number of underprepared job seekers and displaced workers who enter and successfully complete education and training programs in demand industries.
3. Develop and implement a layoff aversion strategy that helps retain workers in their current jobs and provides rapid transitions to new employment, minimizing periods of unemployment.
4. Expand the availability of, and participation in, “Earn and Learn” models such as apprenticeships, on-the-job training (OJT) and other customized training where workers can build skills while working.



## **GENERAL OUTLINE**

### **Shared Strategy for a Shared Prosperity Ventura County Regional Strategic Workforce Development Plan: Program Years 2013-2017**

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**Objective 5:** Collaborate with key stakeholders to establish a regional workforce and economic development partnership to leverage, braid, and/or obtain resources that will sustain the operation of regional workforce and economic development networks over time.

1. Identify opportunities to leverage or braid combinations of WIA and other public and private funding.
2. Demonstrate WIBVC commitment to collaborative regional funding.
3. Facilitate, and participate in the development of, a regional partnership and an integrated, comprehensive strategy to support collaborative workforce and economic development planning, implementation, evaluation, oversight, and funding.

## **SECTION 5 YOUTH STRATEGIES**

**Objective 1:** Partner on strategies to reduce the overall high school dropout rate in the Ventura County region by one percent.

1. Partner with the Ventura County Office of Education and local school districts to establish local district goals in support of the regional dropout rate reduction goal.
2. Partner with the Ventura County Office of Education and local school districts on strategies to engage employers, parents, community colleges, universities, trade associations, and other stakeholders in meeting those goals.
3. Through WIA youth program providers and other youth program partners, provide support to local school districts with students at risk of dropping out and help identify ways to keep those students engaged.

**Objective 2:** Partner to develop and execute strategies to re-engage disconnected youth.

1. Engage key stakeholders (e.g., education, juvenile justice, human services, youth program providers) in discussions to identify opportunities and strategies to re-engage youth who have dropped out of school and are at risk of educational and/or employment attainment.
2. Collaborate with key stakeholders to help facilitate braiding, leveraging, and/or funding the re-engagement of disconnected youth in education and/or employment.
3. Partner with key stakeholders to identify opportunities for WIA and non-WIA funding of special projects to re-engage disconnected youth in education and/or employment.

**Objective 3:** Partner with employers, educators and others to help youth understand career pathway options and workforce pipelines.

1. Use the WIBVC Building a Workforce Development Pipeline model to align and guide business, education, and other workforce development system partners in developing strategies to help youth identify and develop relevant skills.
2. Partner with employers, educators, and others to map and create career pathways (pre-school through college) leading to an increased number of sector-focused postsecondary degrees and/or credentials for high-demand, living wage jobs in the Ventura County region.

## **GENERAL OUTLINE**

### **Shared Strategy for a Shared Prosperity Ventura County Regional Strategic Workforce Development Plan: Program Years 2013-2017**

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3. Partner with local school districts to engage businesses in youth career awareness, hands-on classroom learning, job shadowing, work experience, internships, and pre-apprenticeships.
4. Continue the WIBVC's successful youth outreach strategies (e.g., radio, Facebook, [www.vcjobswithafuture.org](http://www.vcjobswithafuture.org)) to develop and disseminate career pathway information and tools that are appealing to youth.

**Objective 4:** Partner to encourage youth to focus on attainment of post-secondary degrees and other credentials important to sector employers in the regional labor market.

1. Partner with businesses, education, labor, youth program providers, and others to develop pre-apprenticeship and apprenticeship pipelines for priority sector employment in the region.
2. Encourage youth providers to integrate information and experiences into their programs regarding career awareness, hands-on learning, priority industry sector job requirements, and the value of career/technical education, postsecondary degrees, credentials, and on-the-job training.
3. Partner with local school districts, community colleges, universities, trade associations, and other to ensure local youth access to postsecondary education that provides credentials, certificates, and degrees in priority sectors.
4. Continue to provide online access ([www.vcjobswithafuture.org](http://www.vcjobswithafuture.org)) for youth, parents, educators, youth program providers, businesses and others, to youth-friendly information regarding financial assistance for education/training, scholarship programs, and degrees, credentials, and career pathway information on jobs in growing and emerging sectors in the region.

**Objective 5:** Partner to ensure that every youth has the opportunity to develop and achieve career goals through education and/or workforce training.

1. Partner with the Ventura County Office of Education and local school districts to develop an inventory of math gateway coursework and industry-themed pathways that prepare all youth (in-school and re-connected) for college, earn and learn training through apprenticeships, on-the-job training, and/or other postsecondary training.
2. Encourage use of the inventory by local school districts, community colleges, universities, trade associations, and others to identify needs for new or updated educational programs, share best practices, collaborate across school and district boundaries, and/or braid or leverage of resources to help close the gaps.
3. Encourage educators, pre-school through college, to engage in multi-level, regional alignment and articulation of coursework, applied/linked learning experiences, career awareness and preparation for career pathways.
4. Encourage private and public sector representatives to identify options and opportunities in response to funding/investment needs identified by educators to help close the gaps.

## **GENERAL OUTLINE**

### Shared Strategy for a Shared Prosperity Ventura County Regional Strategic Workforce Development Plan: Program Years 2013-2017

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**Objective 6:** Partner to promote youth services system collaboration to better serve youth with barriers and connect them to education and employment.

1. Partner with WIA youth program providers to create dual tracks of WIA youth program service delivery (general and sector specific), increase achievement of industry-recognized certificates, and increase “earn to learn” program elements.
2. Facilitate discussions within and across youth services system organizations (e.g., human services, juvenile justice, workforce investment system, and others) to identify collective strengths, needs, and opportunities for aligning and coordinating youth programs and services in the region.
3. Partner with youth services system organizations to develop strategies to leverage, braid, and/or raise funds to better support youth with barriers to education and/or employment.
4. Engage in management practices to ensure continuous quality improvement in WIA youth programs (e.g., technical assistance; contract monitoring; Lean Six Sigma training; quantitative and qualitative program reviews; customer feedback; WIBVC Youth Community Forum), and encourage other youth services system organizations to do the same.

## **SECTION 6 ADMINISTRATION**

**Objective 1:** Meet all legal requirements for local board membership [WIA Section 117(b), SB 293] and be representative of the community.

1. Legal Requirements
2. Community Leader on Workforce Issues

**Objective 2:** Meet other required elements [WIA sections 117(h) and 121(b), SB 698].

1. Local Planning Process Considers the Regional Training and Education Pipeline
2. Local Board Process to Engage Key Stakeholders in Planning
3. Local Board Process for Public Comment
4. Entity and Competitive Process for Disbursement of Grant Funds
5. Operation of the One-Stop System

**Objective 3:** Continuously review performance of programs and initiatives, using a strategy for encouraging and ensuring continuous improvement.

1. Performance Review Processes
2. Process for Continuous Improvement and Sector Relevance of ETPL Training Providers
3. Process for Local Plan Updates to Include New/Relevant Information
4. Integrated Service Delivery

## **GENERAL OUTLINE**

### **Shared Strategy for a Shared Prosperity Ventura County Regional Strategic Workforce Development Plan: Program Years 2013-2017**

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**Objective 4:** Communicate the results of WIBVC efforts to the community in a transparent manner.

**Objective 5:** Comply with other local plan review and certification requirements.

1. Strategies to Support Small Business Creation, Sustainability, and Growth
2. Strategies to Ensure Sufficient System Resources for Priority Sector Training
3. Recognition of Opportunities to Prepare Workers for Green Jobs
4. Use of WIA Funds to Leverage and Braid Other Public and Private Resources

## **SECTION 7 MEMORANDUMS OF UNDERSTANDING**

**Objective:** Continue to be in compliance with the Workforce Investment Act (WIA) requirement that an MOU between the Local Board and each of the One-Stop partners concerning the operation of the One-Stop delivery system be executed [WIA Section 118(b)(2)(B)].

1. Compliance with WIA Section 121 (c)(1) and (2) and UI Code Section 14230(d)
2. Policy on Immediate Referral to Training
3. Process and Timeline

## **SECTION 8 LOCAL WIA COMMON MEASURE PERFORMANCE GOALS**

1. Proposed Local Performance Goals for Adult, Dislocated Worker, and Youth Common Measures, Aligned with State Requirements
2. Rationale to Support Proposed Goals

## CWIB Performance Measures

Additional Measures Implementation and Assessment Details	
Outcome measures	Process measures
<ul style="list-style-type: none"> <li>Measured at the local, regional and state level (regions tbd)</li> <li>Criteria for high performing board certification in PY 2014-15 and subsequent PY</li> <li>Local areas are required to collect data at follow-up with WIA participants who receive training services.</li> <li>Local areas have control over how this data is collected.</li> <li>Data collection to begin for WIA participants enrolled after January 1<sup>st</sup>, 2014.</li> <li>All case management systems should be updated with new WIASRD layout by February 24<sup>th</sup></li> <li>Likely data collection will not begin until after March 31<sup>st</sup> 2014.</li> <li>Data validity will be assessed prior to state and regional level reporting</li> <li>Measures will be compared to additional indicators as part of state level and regional reporting dashboard <ul style="list-style-type: none"> <li>dashboard to be created in PY 2014-15</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Measured at the local, regional and state level (regions tbd)</li> <li>Criteria for high performing board certification in PY 2014-15 and subsequent PY</li> <li>ROI calculated for annual reporting <ul style="list-style-type: none"> <li>Calculation for PY 2013-14</li> </ul> </li> <li>Employer satisfaction survey included in annual reporting <ul style="list-style-type: none"> <li>Satisfaction survey is a DOL ETA requirement</li> <li>Survey needs to be uniform for all regions (workgroup forthcoming in February 2014)</li> <li>Survey results for PY 2013-14</li> </ul> </li> <li>Industry-sector partnerships will be narrative driven for PY 2013-14 <ul style="list-style-type: none"> <li>Local area common and additional outcome indicators will be applied for PY 2014-15.</li> </ul> </li> <li>Alignment of funding streams for annual reporting <ul style="list-style-type: none"> <li>State level reporting for PY 2013-14</li> <li>Regional level reporting for PY 2014-15</li> </ul> </li> </ul>
Work still to be completed	
<ul style="list-style-type: none"> <li>Draft directive for public comment to be issued in February of 2014</li> <li>Active directive to be issued by March 31<sup>st</sup> 2014</li> <li>Technical assistance needed for data collection procedures</li> <li>CWIB will continue to work with EDD to ensure data access, data reliability, and timely reporting.</li> <li>EDD has requested a user trial period to troubleshoot problems; trial period does not interfere with data collection procedures</li> <li>Workgroup to convene to create a survey instrument for employer satisfaction</li> <li>Assess and benchmark collected data</li> <li>Provide guidance on how additional measures will affect certification, high performing board certification</li> </ul>	

### CWIB Performance Measures: Outcome

Measure (Outcome)	Policy Goal	Definition of Measure		WIASRD Field (if applicable)	Additional Indicators
		Policy	Technical		
<b>Attainment of Industry-Recognized Credentials</b>  <b>NOTE: OJTs that are completed will count as credentials</b>	Increase the number of Californians with the skills necessary to compete in today's labor market.	Certificates and credentials that enable participants to enter middle-skill jobs and career pathways.  <i>Credentials/certificates recognized by employers, trade associations, and licensing entities as meeting occupational requirements and used in hiring decisions</i>	# of WIA participants with training services who receive a credential (by type)  <b>Note: This is only for participants enrolled in training</b>	1700	Entered-Training Related Employment (1505);  Entered Employment
<b>Placement in Quality (living wage) Jobs</b>  <b>This will be a regional measure</b>	Increase the number of Californians who earn enough to make ends meet	Jobs that meet a minimum threshold for wage and/or benefits. Quality jobs are those that meet or exceed the Self-sufficiency Standard for a single adult for the county/local area in which the job seeker is located.  <b>Note: Will obtain self-sufficiency standard from national studies such as the one completed from Univ. of Wash.</b>	# of WIA participants <b>who obtain employment after training completion</b> (by SOC code using O*Net 4.0)	1502	Trained-in occupation ( )  <b>Note: looking for types of jobs</b>
		<b>A living wage is a wage that is high enough to maintain a decent standard of living (adequate food, shelter, and other necessities). Living wage varies based on the area-specific cost of living.</b>	Adult/DW Average Earnings  <b>This will be measured against the self-sufficiency standard</b>	N/A	Regional/Local self-sufficiency standard
<b>Placement in Targeted Industry Sectors</b>	Increase the number of Californians with jobs and careers in high-demand, priority industries in the regional or state economy.	Placements in priority industry sectors as identified by LWIBs or the State Board.  <i>Sectors may be high-demand (new jobs or replacement job openings), high-wage, or represent a critical or emerging role in the local/state economy.</i>	# of WIA participants <b>who obtain employment after training completion</b> (by 6-digit NAICS code)	1514	Regional LMI data

## CWIB Performance Measures: Process

Measure (Process)	Policy Goal	Definition of Measure		WIASRD Field (if applicable)	Additional Indicators
		Policy	Technical		
<b>Return on Investment</b>	Increase the number of Californians who participate in <b>WIA</b> services and/or training.	Expenditures for workforce services as compared against outcomes achieved.  Defined as income increase for workers placed in a new job or advanced to a new occupation as a result of services delivered through the local WIB.  ROI will be measured by the ratio between workforce service cost as compared to income change.	Total WIA allocation funding divided by # of WIA participants placed in employment  <b>Note: It is the ratio between cost per and average earnings</b>	<b>N/A</b>	<b>Average Earnings</b>  <b>Look to develop a baseline year</b>
<b>Employer Engagement/Investment</b>	Increase the value of the workforce system to businesses/employers	Employers are active partners in and customers of workforce services, and provide meaningful contributions – financial and in-kind – programs.  Employer satisfaction as measured by value of WIA services provided.	Customer satisfaction survey administered by state/regions  <b>Concern: Does not measure employer investment in system</b>	<b>N/A</b>	<b>N/A</b>
<b>Industry Sector Partnerships</b>	Increase the responsiveness of the workforce system to local, regional, and statewide economic conditions	Collaboration among workforce system providers, educational and training institutions, labor, and employers that target the supply and demand gaps (hiring, training, productivity, diversity, etc.) in targeted industries.	Reported common and additional measures by region	<b>N/A</b>	<b>N/A</b>
<b>Alignment of Funding Streams</b>	Increase the impact of the workforce system and limit duplication of services	Local and/or regional funding decisions are reflective of workforce system goals	State-level aggregate of reported funding streams	<b>908-911; 923-924; 936; 940-41; 943</b>	<b>N/A</b>














## **Ventura County Occupational Employment Data & Growth Projections**

### **WIB Priority Sectors**













Clean/Green  
Healthcare  
Manufacturing











## Ventura County Occupational Employment Data Growth Projections CLEAN/GREEN

SOC Code*	U.S. D.O.L. Green Jobs in Demand	Occupations	2013 Education and Training Level**	2010 VENTURA COUNTY Median Annual Wages***	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment
53-7064		Packers and Packagers, Hand	Less Than H.S.	\$19,720	15.7	4,140	14.8	82	93,500	1,890
51-9198		Helpers--Production Workers	Less Than H.S.	\$21,855	7.9	970	14.3	22	39,400	700
45-2091		Agricultural Equipment Operators	Less Than H.S.	\$22,250	2.1	470	32.1	53	14,000	840
45-2000		Agricultural Workers	Less Than H.S.	\$24,000	1.7	9,460	21.5	864	297,300	16,740
47-3019		Helpers, Construction Trades, All Other	Less Than H.S.	\$24,130	23.8	110	32.5	23	2,100	400
53-7062		Laborers and Freight, Stock, and Material Movers, Hand	Less Than H.S.	\$24,943	19.7	12,030	19.5	174	232,700	3,380
37-3011		Landscaping and Groundskeeping Workers	Less Than H.S.	\$25,024	21.6	5,440	15.8	146	138,500	4,370
47-3014		Helpers--Painters, Paperhangers, Plasterers, and Stucco Masons	Less Than H.S.	\$25,926	23.1	120	N/A	N/A	2,600	N/A
47-3016		Helpers--Roofers	Less Than H.S.	\$29,219	-7.7	30	N/A	N/A	1,300	N/A
47-3011		Helpers--Brickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters	Less Than H.S.	\$30,164	45.7	260	N/A	N/A	3,500	N/A
47-3012		Helpers--Carpenters	Less Than H.S.	\$30,908	51.6	240	N/A	N/A	3,100	N/A
53-7051		Industrial Truck and Tractor Operators	Less Than H.S.	\$33,995	15.2	2,570	19.6	68	59,100	1,430
47-2061		Construction Laborers	Less Than H.S.	\$38,491	19.5	3,020	24.3	69	109,500	2,140
53-7081		Refuse and Recyclable Material Collectors	Less Than H.S.	\$42,486	21.7	780	N/A	N/A	15,200	N/A
47-2181		Roofers	Less Than H.S.	\$48,253	3.0	400	13.9	12	16,800	360
45-4011		Forest and Conservation Workers	H.S. Diploma + OJT	\$21,072	0.0	90	0.0	3	3,600	130
49-9098		Helpers--Installation, Maintenance, and Repair Workers	H.S. Diploma + OJT	\$24,772	16.9	820	17.4	14	13,000	230
51-2092		Team Assemblers	H.S. Diploma + OJT	\$25,210	8.8	2,180	7.7	58	76,400	2,070
51-2099		Assemblers and Fabricators	H.S. Diploma + OJT	\$27,555	11.2	740	12.4	33	24,200	1,050
51-2023		Electromechanical Equipment Assemblers	H.S. Diploma + OJT	\$28,493	13.3	170	0.0	3	6,000	130
51-9032		Cutting and Slicing Machine Setters, Operators, and Tenders	H.S. Diploma + OJT	\$29,329	-2.0	110	8.3	4	5,100	120











## Ventura County Occupational Employment Data Growth Projections CLEAN/GREEN

SOC Code*	U.S. D.O.L. Green Jobs in Demand	Occupations	2013 Education and Training Level**	2010 VENTURA COUNTY Median Annual Wages***	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment
43-5071		Shipping, Receiving, and Traffic Clerks	H.S. Diploma + OJT	\$29,778	5.6	2,790	4.3	62	89,900	2,070
51-2022		Electrical and Electronic Equipment Assemblers	H.S. Diploma + OJT	\$29,870	12.2	580	-3.6	20	22,200	1,370
47-3015		Helpers--Pipelayers, Plumbers, Pipefitters, and Steamfitters	H.S. Diploma + OJT	\$31,266	36.4	210	N/A	N/A	3,300	N/A
47-3013		Helpers--Electricians	H.S. Diploma + OJT	\$31,452	21.4	190	27.8	10	4,200	180
51-2031		Engine and Other Machine Assemblers	H.S. Diploma + OJT	\$33,638	14.3	50	0.0	2	1,400	60
51-9061		Inspectors, Testers, Sorters, Samplers, and Weighers	H.S. Diploma + OJT	\$36,100	13.4	1,690	7.8	45	47,900	1,540
43-4051		Customer Service Representatives	H.S. Diploma + OJT	\$36,347	18.6	9,260	22.1	217	197,300	4,300
51-4011		Computer-Controlled Machine Tool Operators, Metal and Plastic	H.S. Diploma + OJT	\$36,514	21.1	390	16.7	7	9,500	180
51-4121		Welders, Cutters, Solderers, and Brazers	H.S. Diploma + OJT	\$37,621	11.1	820	20.4	23	21,700	490
49-9071		Maintenance and Repair Workers, General	H.S. Diploma + OJT	\$38,449	12.7	3,510	11.2	58	113,000	1,960
53-6099		Transportation Workers, All Other	H.S. Diploma + OJT	\$40,194	16.0	230	18.2	11	5,000	220
51-4041		Machinists	H.S. Diploma + OJT	\$40,242	13.1	950	10.0	23	30,500	800
47-4041		Hazardous Materials Removal Workers	H.S. Diploma + OJT	\$40,284	18.6	190	0.0	3	4,300	60
49-9043		Maintenance Workers, Machinery	H.S. Diploma + OJT	\$40,578	4.9	140	12.5	5	6,100	160
53-3021		Bus Drivers, Transit and Intercity	H.S. Diploma + OJT	\$41,747	14.3	890	6.3	11	26,600	480
51-9011		Chemical Equipment Operators and Tenders	H.S. Diploma + OJT	\$44,949	8.0	60	N/A	N/A	2,500	N/A
43-5061		Production, Planning, and Expediting Clerks	H.S. Diploma + OJT	\$48,503	9.6	1,390	4.5	21	38,600	660
13-1022		Wholesale and Retail Buyers, Farm Products	H.S. Diploma + OJT	\$51,604	17.0	680	18.5	13	15,900	270
47-2152		Plumbers, Pipefitters, and Steamfitters	H.S. Diploma + OJT	\$53,543	17.2	1,670	26.7	33	36,100	600
47-2111		Electricians	H.S. Diploma + OJT	\$60,216	15.7	2,010	22.1	33	47,200	680
51-8021		Stationary Engineers and Boiler Operators	H.S. Diploma + OJT	\$64,384	5.9	100	0.0	1	3,400	60




## Ventura County Occupational Employment Data Growth Projections CLEAN/GREEN

SOC Code*	U.S. D.O.L. Green Jobs in Demand	Occupations	2013 Education and Training Level**	2010 VENTURA COUNTY Median Annual Wages***	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment
47-2073		Operating Engineers and Other Construction Equipment Operators	H.S. Diploma + OJT	\$65,711	23.1	1,020	28.1	29	22,100	570
13-1199		Business Operations Specialists, All Other	H.S. Diploma + OJT	\$67,213	13.6	4,560	14.6	106	139,100	3,150
47-4011		Construction and Building Inspectors	H.S. Diploma + OJT	\$72,234	18.6	470	13.6	9	9,700	220
47-1011		First-Line Supervisors of Construction Trades and Extraction Workers	H.S. Diploma + OJT	\$73,957	21.7	2,060	26.4	43	46,000	870
11-3071		Transportation, Storage, and Distribution Managers	H.S. Diploma + OJT	\$84,677	14.0	460	14.3	9	12,100	210
51-8013		Power Plant Operators	H.S. Diploma + OJT	\$84,797	12.1	160	0.0	2	3,300	50
11-9199		Managers, All Other	H.S. Diploma + OJT	\$119,786	11.7	2,980	14.0	84	87,900	2,360
49-2092		Electric Motor, Power Tool, and Related Repairers	Vocational / OJT	\$41,903	7.7	20	N/A	N/A	1,300	N/A
49-9021		Heating, Air Conditioning, and Refrigeration Mechanics and Installers	Vocational / OJT	\$51,356	27.1	920	27.5	23	20,700	510
49-2094		Electrical and Electronics Repairers, Commercial and Industrial Equipment	Vocational / OJT	\$59,680	10.6	230	0.0	3	6,600	140
49-2095		Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	Vocational / OJT	\$83,825	25.0	60	N/A	N/A	1,200	N/A
19-4011		Agricultural and Food Science Technicians	Associate's Degree	\$31,656	6.7	130	12.5	4	3,000	80
19-4093		Forest and Conservation Technicians	Associate's Degree	\$36,126	-2.7	310	-7.1	6	7,400	140
19-4031		Chemical Technicians	Associate's Degree	\$44,018	14.5	180	N/A	N/A	6,200	N/A
19-4091		Environmental Science and Protection Technicians, Including Health	Associate's Degree	\$50,108	26.5	230	37.5	6	3,400	80
17-3026		Industrial Engineering Technicians	Associate's Degree	\$51,790	15.6	160	N/A	N/A	4,500	
17-3024		Electro-Mechanical Technicians	Associate's Degree	\$52,618	13.9	120	N/A	N/A	3,600	
17-3011		Architectural and Civil Drafters	Associate's Degree	\$54,227	-0.8	250	0.0	3	12,700	170
17-3013		Mechanical Drafters	Associate's Degree	\$54,580	10.4	140	13.3	5	4,800	150
17-3012		Electrical and Electronics Drafters	Associate's Degree	\$55,771	10.0	120	0.0	3	4,000	120
17-3027		Mechanical Engineering Technicians	Associate's Degree	\$56,163	10.0	110	6.7	4	4,000	150
17-3023		Electrical and Electronics Engineering Technicians	Associate's Degree	\$61,504	8.3	570	-1.2	16	20,400	810

## Ventura County Occupational Employment Data Growth Projections CLEAN/GREEN

SOC Code*	U.S. D.O.L. Green Jobs in Demand	Occupations	2013 Education and Training Level**	2010 VENTURA COUNTY Median Annual Wages***	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment
17-3025		Environmental Engineering Technicians	Associate's Degree	\$61,522	18.5	100	30.8	6	2,700	130
17-3022		Civil Engineering Technicians	Associate's Degree	\$61,693	8.5	200	7.1	5	7,100	140
17-3029		Engineering Technicians, Except Drafters, All Other	Associate's Degree	\$64,283	9.7	270	0.0	7	9,300	350
11-9021		Construction Managers	Associate's Degree	\$102,300	14.1	1,220	15.0	22	59,600	1,000
45-2011		Agricultural Inspectors	Bachelor's Degree	\$45,509	4.3	80	N/A	N/A	2,300	N/A
27-1021		Commercial and Industrial Designers	Bachelor's Degree	\$63,105	22.5	210	26.7	9	4,000	150
13-2099		Financial Specialists, All Other	Bachelor's Degree	\$63,406	13.2	810	30.1	54	23,500	1,030
27-3031		Public Relations Specialists	Bachelor's Degree	\$63,441	21.1	1,130	14.7	14	23,700	340
13-1151		Training and Development Specialists	Bachelor's Degree	\$64,471	31.9	910	32.5	20	18,800	400
19-1013		Soil and Plant Scientists	Bachelor's Degree	\$69,582	26.3	120	N/A	N/A	1,900	N/A
41-3031		Securities, Commodities, and Financial Services Sales Agents	Bachelor's Degree	\$71,314	17.4	1,710	38.0	46	38,000	710
19-2041		Environmental Scientists and Specialists, Including Health	Bachelor's Degree	\$74,978	23.1	680	22.5	21	13,000	400
17-1012		Landscape Architects	Bachelor's Degree	\$76,000	12.5	110	N/A	N/A	3,200	N/A
19-2031		Chemists	Bachelor's Degree	\$76,659	11.0	480	0.0	8	10,900	250
13-1081		Logisticians	Bachelor's Degree	\$78,861	33.8	720	11.5	19	13,600	610
29-9011		Occupational Health and Safety Specialists	Bachelor's Degree	\$80,890	14.3	310	7.7	6	6,300	130
13-1111		Management Analysts	Bachelor's Degree	\$84,448	22.5	3,220	16.0	55	82,800	1,690
17-1022		Surveyors	Bachelor's Degree	\$85,245	15.7	190	20.0	4	5,100	100
17-2081		Environmental Engineers	Bachelor's Degree	\$86,165	25.0	280	20.0	8	6,000	200
19-2042		Geoscientists, Except Hydrologists and Geographers	Bachelor's Degree	\$87,326	25.5	260	25.0	8	4,700	120
13-2051		Financial Analysts	Bachelor's Degree	\$88,146	24.3	1,370	28.3	22	30,000	460
17-2141		Mechanical Engineers	Bachelor's Degree	\$90,973	9.8	940	6.4	30	22,500	780
17-2112		Industrial Engineers	Bachelor's Degree	\$92,771	11.1	630	3.1	8	19,000	320
19-2032		Materials Scientists	Bachelor's Degree	\$92,999	15.4	60	N/A	N/A	1,300	N/A
17-2051		Civil Engineers	Bachelor's Degree	\$93,988	12.6	1,230	20.4	22	37,200	540
11-3051		Industrial Production Managers	Bachelor's Degree	\$94,671	10.1	590	11.8	23	17,800	680

# Ventura County Occupational Employment Data Growth Projections CLEAN/GREEN

SOC Code*	U.S. D.O.L. Green Jobs in Demand	Occupations	2013 Education and Training Level**	2010 VENTURA COUNTY Median Annual Wages***	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment
17-2131		Materials Engineers	Bachelor's Degree	\$98,576	17.2	140	N/A	N/A	2,900	N/A
17-2071		Electrical Engineers	Bachelor's Degree	\$102,201	10.5	740	1.9	15	21,000	530
17-2072		Electronics Engineers, Except Computer	Bachelor's Degree	\$106,211	12.9	1,170	-7.8	37	31,800	1,530
11-3131		Training and Development Managers	Bachelor's Degree	\$107,568	18.5	110	16.7	2	2,700	60
17-2011		Aerospace Engineers	Bachelor's Degree	\$112,911	13.3	720	0.0	2	20,300	100
11-3031		Financial Managers	Bachelor's Degree	\$121,491	13.5	2,210	18.7	51	69,600	1,390
11-2021		Marketing Managers	Bachelor's Degree	\$135,742	18.6	1,540	16.2	17	32,200	370
11-9121		Natural Sciences Managers	Bachelor's Degree	\$143,098	17.0	680	7.0	29	8,800	430
11-9041		Architectural and Engineering Managers	Bachelor's Degree	\$144,681	13.9	1,010	9.6	15	30,200	520
19-3051		Urban and Regional Planners	Master's Degree	\$78,710	23.6	450	13.3	6	8,900	150
25-1032		Engineering Teachers, Postsecondary	Doctoral Degree	\$109,773	12.9	90	N/A	N/A	3,100	N/A

\*2010 Standard Occupational Classifications and Occupational Information Network provided by the Department of Labor

\*\*Occupational training and education classifications were developed by the Bureau of Labor Statistics (BLS).

\*\*\*Median Annual Wages are the estimated 50th percentile of the distribution of wages; 50 percent of workers in an occupation earn wages below, and 50 percent earn wages above the median wage. The wages are from 2010-1st quarter and do not include self-employed or unpaid family workers.

\*\*\*\*Average Annual Job Openings includes new jobs and replacement needs.

Data Source: State of California Employment Development Department - Labor Market Info

Additional Information:

Living Wage in Ventura County as of December 2013 (California Budget Project)

\$34,109.00	Single Adult
\$79,549.00	Single-Parent Family*
\$64,203.00	Two-Parent Family* (one working)
\$85,713.00	Two-Working-Parent Family*

\*All family types are assumed to have two children.

Current Employment Data
2020 Growth Projection Data
Priority Occupations Identified by Living Wages & Employment Growth
WIA Placement and Training Data



## Ventura County Occupational Employment Data Growth Projections

### HEALTHCARE

SOC Code*	Occupations	2013 Education and Training Level***	2010 VENTURA COUNTY Median Annual Wages**	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Replacement Openings	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment
31-1011	Home Health Aides	Less Than H.S.	\$21,712	52.4	3,990	62.8	15	86	61,100	1,130
29-2051	Dietetic Technicians	H.S. Diploma	\$35,032	15.8	60	N/A	N/A	N/A	1,900	N/A
31-9799*	Healthcare Support Workers, All Other	H.S. Diploma	\$36,308	15.6	710	16.7	7	15	23,100	480
31-9093	Medical Equipment Preparers	H.S. Diploma	\$32,449	12.7	200	12.5	1	2	7,100	80
29-2081	Opticians, Dispensing	H.S. Diploma	\$37,615	17.7	240	30.0	4	10	6,200	200
31-9095	Pharmacy Aides	H.S. Diploma	\$24,158	32.1	380	N/A	N/A	N/A	8,100	N/A
29-2052	Pharmacy Technicians	H.S. Diploma	\$38,285	33.1	1,460	27.1	8	21	29,000	480
31-2022	Physical Therapist Aides	H.S. Diploma	\$26,165	29.7	300	50.0	4	15	6,400	240
31-1013	Psychiatric Aides	H.S. Diploma	\$26,444	19.2	70	N/A	N/A	N/A	2,600	N/A
31-9096	Veterinary Assistants and Laboratory Animal Caretakers	H.S. Diploma	\$25,173	1.2	130	N/A	N/A	N/A	8,100	N/A
31-9091	Dental Assistants	Vocational / OJT	\$35,516	12.1	1,450	24.5	20	43	43,700	940
29-2041	Emergency Medical Technicians and Paramedics	Vocational / OJT	\$31,578	42.1	990	30.4	4	12	15,900	230
29-2799	Health Technologists and Technicians, All Other	Vocational / OJT	\$41,211	25.3	680	28.1	6	15	15,000	320
29-2061	Licensed Practical and Licensed Vocational Nurses	Vocational / OJT	\$51,760	22.5	3,170	27.3	29	59	64,500	1,100
31-9011	Massage Therapists	Vocational / OJT	\$34,422	14.1	730	20.0	3	7	24,100	200
31-9092	Medical Assistants	Vocational / OJT	\$31,586	22.4	3,050	23.5	31	78	80,900	2,000
29-2071	Medical Records and Health Information Technicians	Vocational / OJT	\$37,923	19.0	680	13.3	6	10	17,400	300
31-9094	Medical Transcriptionists	Vocational / OJT	\$43,045	1.7	100	-20.0	1	1	6,000	50
31-1012	Nursing Aides, Orderlies, and Attendants	Vocational / OJT	\$27,898	22.5	3,880	17.9	20	49	109,500	1,560
29-2053	Psychiatric Technicians	Vocational / OJT	\$53,623	21.3	340	0.0	2	3	8,900	120
29-2055	Surgical Technologists	Vocational / OJT	\$50,710	14.6	290	8.3	2	3	8,900	120
29-2031	Cardiovascular Technologists and Technicians	Associate's Degree	\$57,631	25.0	150	N/A	N/A	N/A	3,600	N/A
29-2021	Dental Hygienists	Associate's Degree	\$96,317	17.1	750	30.2	13	32	19,900	630
29-2032	Diagnostic Medical Sonographers	Associate's Degree	\$83,540	37.7	280	N/A	N/A	N/A	5,300	N/A

## Ventura County Occupational Employment Data Growth Projections

### HEALTHCARE

SOC Code*	Occupations	2013 Education and Training Level***	2010 VENTURA COUNTY Median Annual Wages**	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Replacement Openings	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment
19-4099	Life, Physical, and Social Science Technicians	Associate's Degree	\$46,349	14.1	440	6.3	2	36	7,800	950
29-2012	Medical and Clinical Laboratory Technicians	Associate's Degree	\$40,799	14.8	580	0.0	2	2	16,900	120
29-2033	Nuclear Medicine Technologists	Associate's Degree	\$93,357	12.5	50	N/A	N/A	N/A	1,600	N/A
31-2011	Occupational Therapy Assistants	Associate's Degree	\$63,459	35.0	100	46.2	6	24	2,000	390
31-2021	Physical Therapist Assistants	Associate's Degree	\$58,643	30.4	210	40.0	2	6	4,600	100
29-1124	Radiation Therapists	Associate's Degree	\$95,808	12.5	50	N/A	N/A	N/A	1,600	N/A
29-2037	Radiologic Technologists and Technicians	Associate's Degree	\$69,409	23.8	680	21.1	6	14	17,200	380
29-1111	Registered Nurses	Associate's Degree	\$89,577	21.6	9,980	21.7	68	150	251,800	3,780
29-1126	Respiratory Therapists	Associate's Degree	\$70,318	26.1	630	19.0	4	8	14,200	210
29-2056	Veterinary Technologists and Technicians	Associate's Degree	\$34,876	31.0	410	N/A	N/A	N/A	8,400	N/A
29-9091	Athletic Trainers	Bachelor's Degree	\$45,972	30.0	60	N/A	N/A	N/A	1,000	N/A
19-4021	Biological Technicians	Bachelor's Degree	\$44,607	16.7	570	9.1	0	3	11,400	110
29-1031	Dietitians and Nutritionists	Bachelor's Degree	\$68,621	20.0	390	9.1	4	6	7,000	110
29-9799	Healthcare Practitioners and Technical Workers	Bachelor's Degree	\$67,897	19.3	450	25.0	4	7	8,300	120
29-2011	Medical and Clinical Laboratory Technologists	Bachelor's Degree	\$81,068	11.9	370	0.0	2	2	11,800	110
11-9111	Medical and Health Services Managers	Bachelor's Degree	\$101,695	18.7	1,210	19.6	12	22	27,800	510
21-1023	Mental Health and Substance Abuse Social Workers	Bachelor's Degree	\$44,668	17.9	440	25.0	5	10	10,600	200
19-1022	Microbiologists	Bachelor's Degree	\$77,332	22.2	160	N/A	N/A	N/A	3,600	N/A
29-9011	Occupational Health and Safety Specialists	Bachelor's Degree	\$80,890	14.3	310	7.7	5	6	6,300	130
29-1125	Recreational Therapists	Bachelor's Degree	\$60,879	10.0	50	N/A	N/A	N/A	1,000	N/A
11-9151	Social and Community Service Managers	Bachelor's Degree	\$64,750	20.5	660	15.7	11	19	15,600	510
19-3099	Social Scientists and Related Workers	Bachelor's Degree	\$78,465	22.5	260	N/A	N/A	N/A	4,000	N/A

## Ventura County Occupational Employment Data Growth Projections

### HEALTHCARE

SOC Code*	Occupations	2013 Education and Training Level***	2010 VENTURA COUNTY Median Annual Wages**	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Replacement Openings	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment
21-1029	Social Workers	Bachelor's Degree	\$63,971	13.1	490	5.9	12	16	13,000	510
29-1199	Health Diagnosing and Treating Practitioners	Master's Degree	\$68,448	20.0	180	N/A	N/A	N/A	4,500	N/A
21-1022	Healthcare Social Workers	Master's Degree	\$60,777	31.0	690	26.5	14	17	12,600	340
29-1122	Occupational Therapists	Master's Degree	\$86,960	24.4	380	37.5	4	14	9,000	240
29-1071	Physician Assistants	Master's Degree	\$95,207	25.3	380	25.0	2	4	8,300	80
19-3039	Psychologists	Master's Degree	\$101,402	11.8	70	N/A	N/A	N/A	1,700	N/A
29-1127	Speech-Language Pathologists	Master's Degree	\$84,861	13.9	380	22.9	7	15	11,500	350
29-1128	Therapists, All Other	Master's Degree	\$42,454	22.5	180	N/A	N/A	N/A	4,000	N/A
29-1061	Anesthesiologists	Doctoral Degree	N/A	17.2	220	N/A	N/A	N/A	5,800	N/A
29-1181	Audiologists	Doctoral Degree	\$74,231	20.0	40	N/A	N/A	N/A	1,500	N/A
19-1021	Biochemists and Biophysicists	Doctoral Degree	\$81,515	37.5	390	22.2	4	4	6,400	90
29-1011	Chiropractors	Doctoral Degree	\$66,731	5.1	100	25.0	2	4	3,900	80
29-1029	Dentists, All Other Specialists	Doctoral Degree	\$138,971	0.0	50	N/A	N/A	N/A	1,300	N/A
29-1021	Dentists, General	Doctoral Degree	\$134,204	4.1	580	15.4	8	12	17,000	260
29-1062	Family and General Practitioners	Doctoral Degree	\$167,470	22.0	510	N/A	N/A	N/A	12,300	N/A
29-1063	Internists, General	Doctoral Degree	\$186,395	20.5	340	N/A	N/A	N/A	8,300	N/A
19-1042	Medical Scientists, Except Epidemiologists	Doctoral Degree	\$83,430	41.4	1,320	N/A	N/A	N/A	27,800	N/A
29-1064	Obstetricians and Gynecologists	Doctoral Degree	N/A	21.9	130	N/A	N/A	N/A	3,200	N/A
29-1041	Optometrists	Doctoral Degree	\$91,913	17.1	220	26.7	5	9	4,100	150
29-1023	Orthodontists	Doctoral Degree	N/A	9.1	30	N/A	N/A	N/A	1,100	N/A
29-1065	Pediatricians, General	Doctoral Degree	\$162,286	19.7	250	N/A	N/A	N/A	6,100	N/A
29-1051	Pharmacists	Doctoral Degree	\$130,563	26.7	1,230	21.4	11	20	23,600	420
29-1123	Physical Therapists	Doctoral Degree	\$87,194	23.6	580	38.1	5	21	16,500	420
29-1069	Physicians and Surgeons, All Other	Doctoral Degree	>\$187,200	15.7	1,060	17.9	5	10	29,900	280
29-1081	Podiatrists	Doctoral Degree	\$112,513	0.0	30	N/A	N/A	N/A	1,100	N/A
29-1066	Psychiatrists	Doctoral Degree	N/A	14.6	170	N/A	N/A	N/A	4,800	N/A
29-1067	Surgeons	Doctoral Degree	N/A	19.3	220	N/A	N/A	N/A	5,700	N/A
29-1131	Veterinarians	Doctoral Degree	\$91,950	17.2	210	33.3	4	11	5,800	210



# Ventura County Occupational Employment Data Growth Projections

## HEALTHCARE

		2013 Education and Training Level***	2010 VENTURA COUNTY Median Annual Wages**	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Replacement Openings	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment
SOC Code*	Occupations									

\*2010 Standard Occupational Classifications and Occupational Information Network provided by the Department of Labor

\*\*Median Annual Wages are the estimated 50th percentile of the distribution of wages; 50 percent of workers in an occupation earn wages below, and 50 percent earn wages above the median wage.  
The wages are from 2010-1st quarter and do not include self-employed or unpaid family workers.

\*\*\*Occupational training and education classifications were developed by the Bureau of Labor Statistics (BLS).

\*\*\*\*Average Annual Job Openings includes new jobs and replacement needs.

Data Source: State of California Employment Development Department - Labor Market Info

Additional Information:

Living Wage in Ventura County as of December 2013 (California Budget Project)
\$34,109.00 Single Adult
\$79,549.00 Single-Parent Family*
\$64,203.00 Two-Parent Family* (one working)
\$85,713.00 Two-Working-Parent Family*

\*All family types are assumed to have two children.

Current Employment Data
2020 Growth Projection Data
Priority Occupations Identified by Living Wages & Employment Growth

## Ventura County Occupational Employment Data Growth Projections

### MANUFACTURING

SOC / ONET Code*	Occupations	2013 Education and Training Level***	2010 VENTURA COUNTY Median Annual Wages**	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment	Notes
51-9198	Helpers--Production Workers	Less Than H.S.	\$21,855	7.9	970	14.3	22	39,400	700	
51-9031	Cutters and Trimmers, Hand	Less Than H.S.	\$22,883	-8.3	50	N/A	N/A	2,400	N/A	
51-9192	Cleaning, Washing, and Metal Pickling Equipment Operators and Tenders	Less Than H.S.	\$23,210	5.9	40	N/A	N/A	1,700	N/A	
51-4072	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	H.S. Diploma + OJT	\$23,984	-3.6	140	0.0	2	8,300	120	
49-9098	Helpers--Installation, Maintenance, and Repair Workers	H.S. Diploma + OJT	\$24,772	16.9	820	17.4	14	13,000	230	
51-2092	Team Assemblers	H.S. Diploma + OJT	\$25,210	8.8	2,180	7.7	58	76,400	2,070	Assembler
51-9022	Grinding and Polishing Workers, Hand	Less Than H.S.	\$26,200	0.0	130	18.2	4	4,200	110	
51-9194	Etchers and Engravers	H.S. Diploma + OJT	\$27,215	9.1	20	N/A	N/A	1,100	N/A	
51-2099	Assemblers and Fabricators	H.S. Diploma + OJT	\$27,555	11.2	740	12.4	33	24,200	1,050	Assembler
51-9195	Molders, Shapers, and Casters, Except Metal and Plastic	H.S. Diploma + OJT	\$28,387	-2.4	150	15.4	7	4,100	130	
51-9399	Production Workers, All Other	H.S. Diploma + OJT	\$28,538	12.3	840	12.1	23	21,900	580	
51-2091	Fiberglass Laminators and Fabricators	H.S. Diploma + OJT	\$28,556	-6.7	30	N/A	N/A	1,500	N/A	
51-9032	Cutting and Slicing Machine Setters, Operators, and Tenders	H.S. Diploma + OJT	\$29,329	-2.0	110	8.3	4	5,100	120	
51-9041	Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	H.S. Diploma + OJT	\$29,769	-2.3	100	11.1	3	4,400	90	
51-2022	Electrical and Electronic Equipment Assemblers	H.S. Diploma + OJT	\$29,870	12.2	580	-3.6	20	22,200	1,370	Assembler
51-4193	Plating and Coating Machine Setters, Operators, and Tenders, Metal and Plastic	H.S. Diploma + OJT	\$30,018	-2.6	80	0.0	3	3,800	90	
51-9021	Crushing, Grinding, and Polishing Machine Setters, Operators, and Tenders	H.S. Diploma + OJT	\$31,455	3.7	90	N/A	N/A	2,700	N/A	

## Ventura County Occupational Employment Data Growth Projections

### MANUFACTURING

SOC / ONET Code*	Occupations	2013 Education and Training Level***	2010 VENTURA COUNTY Median Annual Wages**	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment	Notes
51-4199	Metal Workers and Plastic Workers	H.S. Diploma + OJT	\$31,468	5.6	20	N/A	N/A	1,800	N/A	
51-9196	Paper Goods Machine Setters, Operators, and Tenders	H.S. Diploma + OJT	\$31,472	-12.3	60	3.2	4	6,500	310	
51-4191	Heat Treating Equipment Setters, Operators, and Tenders, Metal and Plastic	H.S. Diploma + OJT	\$31,674	-7.7	100	N/A	N/A	1,300	N/A	
51-4081	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	H.S. Diploma + OJT	\$32,135	4.1	110	0.0	5	4,900	270	
51-9023	Mixing and Blending Machine Setters, Operators, and Tenders	H.S. Diploma + OJT	\$32,637	3.6	380	0.0	6	11,200	190	
51-2031	Engine and Other Machine Assemblers	H.S. Diploma + OJT	\$33,638	14.3	50	0.0	2	1,400	60	Assembler
51-9141	Semiconductor Processors	Associate's Degree	\$34,633	2.3	110	-16.7	4	4,300	180	
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	H.S. Diploma + OJT	\$36,100	13.4	1,690	7.8	45	47,900	1,540	Quality Inspectors
51-4122	Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	H.S. Diploma + OJT	\$36,244	4.2	70	14.3	3	2,400	70	
51-4011	Computer-Controlled Machine Tool Operators, Metal and Plastic	H.S. Diploma + OJT	\$36,514	21.1	390	16.7	7	9,500	180	
51-2041	Structural Metal Fabricators and Fitters	H.S. Diploma + OJT	\$36,971	13.9	240	28.6	3	7,200	70	
51-4121	Welders, Cutters, Solderers, and Brazers	H.S. Diploma + OJT	\$37,621	11.1	820	20.4	23	21,700	490	
51-4041	Machinists	H.S. Diploma + OJT	\$40,242	13.1	950	10.0	23	30,500	800	Machinist
51-9012	Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	H.S. Diploma + OJT	\$41,015	26.5	290	N/A	N/A	6,800	N/A	
51-9011	Chemical Equipment Operators and Tenders	H.S. Diploma + OJT	\$44,949	8.0	60	N/A	N/A	2,500	N/A	

## Ventura County Occupational Employment Data Growth Projections

### MANUFACTURING

SOC / ONET Code*	Occupations	2013 Education and Training Level***	2010 VENTURA COUNTY Median Annual Wages**	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment	Notes
19-4099	Life, Physical, and Social Science Technicians	Associate's Degree	\$46,349	14.1	440	6.3	36	7,800	950	Quality Assurance
51-4111	Tool and Die Makers	H.S. Diploma + OJT	\$49,015	0.0	10	0.0	0	2,800	90	
51-8091	Chemical Plant and System Operators	H.S. Diploma + OJT	\$51,522	8.3	60	N/A	N/A	1,200	N/A	
17-3026	Industrial Engineering Technicians	Associate's Degree	\$51,790	15.6	160	N/A	N/A	4,500		
17-3024	Electro-Mechanical Technicians	Associate's Degree	\$52,618	13.9	120	N/A	N/A	3,600		Robotics/Industrial Controls
51-4012	Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	H.S. Diploma + OJT	\$53,872	17.4	80	16.7	2	2,300	60	CNC Programmer
17-3013	Mechanical Drafters	Associate's Degree	\$54,580	10.4	140	13.3	5	4,800	150	
49-9041	Industrial Machinery Mechanics	H.S. Diploma + OJT	\$55,655	26.9	880	33.3	16	19,300	330	
17-3012	Electrical and Electronics Drafters	Associate's Degree	\$55,771	10.0	120	0.0	3	4,000	120	
17-3027	Mechanical Engineering Technicians	Associate's Degree	\$56,163	10.0	110	6.7	4	4,000	150	
49-2094	Electrical and Electronics Repairers, Commercial and Industrial Equipment	Vocational / OJT	\$59,680	10.6	230	0.0	3	6,600	140	
17-3023	Electrical and Electronics Engineering Technicians	Associate's Degree	\$61,504	8.3	570	-1.2	16	20,400	810	
27-1021	Commercial and Industrial Designers	Bachelor's Degree	\$63,105	22.5	210	26.7	9	4,000	150	Industrial Design
51-8021	Stationary Engineers and Boiler Operators	H.S. Diploma + OJT	\$64,384	5.9	100	0.0	1	3,400	60	
17-2141	Mechanical Engineers	Bachelor's Degree	\$90,973	9.8	940	6.4	30	22,500	780	
17-2112	Industrial Engineers	Bachelor's Degree	\$92,771	11.1	630	3.1	8	19,000	320	
11-3051	Industrial Production Managers	Bachelor's Degree	\$94,671	10.1	590	11.8	23	17,800	680	Quality Inspectors and Quality Assurance
17-2071	Electrical Engineers	Bachelor's Degree	\$102,201	10.5	740	1.9	15	21,000	530	
11-9199	Managers, All Other	H.S. Diploma + OJT	\$119,786	11.7	2,980	14.0	84	87,900	2,360	Supply Chain Specialist

# Ventura County Occupational Employment Data Growth Projections

## MANUFACTURING

SOC / ONET Code*	Occupations	2013 Education and Training Level***	2010 VENTURA COUNTY Median Annual Wages**	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Openings****	2010 CALIFORNIA Average Annual Employment	2010 VENTURA COUNTY Average Annual Employment	Notes
11-9041	Architectural and Engineering Managers	Bachelor's Degree	\$144,681	13.9	1,010	9.6	15	30,200	520	Supply Chain Specialist
51-8000	Plant and System Operators		N/A	6.7	980	8.5	23	26,700	590	

\*2010 Standard Occupational Classifications and Occupational Information Network provided by the Department of Labor

\*\*Median Annual Wages are the estimated 50th percentile of the distribution of wages; 50 percent of workers in an occupation earn wages below, and 50 percent earn wages above the median wage. The wages are from 2010-1st quarter and do not include self-employed or unpaid family workers.

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Data Source: State of California Employment Development Department - Labor Market Info

Additional Information:

Living Wage in Ventura County as of December 2013 (California Budget Project)

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\$64,203.00 Two-Parent Family\* (one working)

\$85,713.00 Two-Working-Parent Family\*

\*All family types are assumed to have two children.

Current Employment Data
2020 Growth Projection Data
Priority Occupations Identified by WIB Manufacturing Committee
WIA Placement and Training Data

# **Ventura County Career Education Pathways 2013-14**

Excel and PDF versions are available on the WIB website homepage:

[www.wib.ventura.org](http://www.wib.ventura.org)

## Ventura County Career Education Pathways 2013-14

Agriculture and Natural Resources								
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award	
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Agriculture Business Management/ Animal Science	Animal and Plant Physiology I	-	-	-	
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Agriculture Business Management/ Animal Science	Animal and Plant Physiology II	-	-	-	
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Agriculture Business Management/ Animal Science	Nursery Operations	-	-	-	
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Agriculture Business Management/ Animal Science	Agriculture Business	-	-	-	
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Agriculture Business Management/ Animal Science	Agriculture Business Academy	-	-	-	
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Agriculture Business Management/ Ornamental Horticulture	Intro to Floral Design	-	-	-	
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Agriculture Business Management/ Ornamental Horticulture	Advanced Floriculture and Floristry	-	-	-	
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Agriculture Business Management/ Ornamental Horticulture	Nursery Operations	-	-	-	
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Agriculture Business Management/ Ornamental Horticulture	Agriculture Business	-	-	-	
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Agriculture Business Management/ Ornamental Horticulture	Agriculture Business Academy	-	-	-	
High School	Oxnard Union High School District	Channel Islands H.S.	Marine Science Academy	Ocean Careers/Technology	-	-	-	
High School	Oxnard Union High School District	Channel Islands H.S.	Marine Science Academy	Marine Biology	-	-	-	
High School	Oxnard Union High School District	Channel Islands H.S.	Marine Science Academy	Environmental Science	-	-	-	
High School	Santa Paula Unified School District	Santa Paula H.S.	Agriscience	Agriculture Science Academy I	-	-	-	
High School	Santa Paula Unified School District	Santa Paula H.S.	Agriscience	Agriculture Science Academy II	-	-	-	
High School	Santa Paula Unified School District	Santa Paula H.S.	Agriscience	Agriculture Science Academy III	-	-	-	
High School	Santa Paula Unified School District	Santa Paula H.S.	Agriscience	Agriculture Science Academy IV	-	-	-	
High School	Santa Paula Unified School District	Santa Paula H.S.	Agriscience	Supervised Agriculture Experience Program	-	-	-	
High School	Ventura Unified School District	Ventura H.S.	Ornamental Horticulture	Agriculture Biology	-	-	-	
High School	Ventura Unified School District	Ventura H.S.	Ornamental Horticulture	Landscape	-	-	-	
High School	Ventura Unified School District	Ventura H.S.	Ornamental Horticulture	Landscape Design	-	-	-	
High School	Ventura Unified School District	Ventura H.S.	Ornamental Horticulture	Floral Design	-	-	-	
High School	Ventura Unified School District	Ventura H.S.	Plant and Soil Science	Agriculture Biology	-	-	-	
High School	Ventura Unified School District	Ventura H.S.	Plant and Soil Science	Landscape	-	-	-	
High School	Ventura Unified School District	Ventura H.S.	Plant and Soil Science	AP Environmental Science	-	-	-	
High School	Ventura County Office of Education	Career Education Center	Capstone	Floral Design	-	-	-	
Community College	Ventura County	Moorpark College	Botany	Environmental Studies	AA/AS	Exotic Animal Training Mgmt	-	
Community College	Ventura County	Moorpark College	Zoology	Exotic Animal Training Management	AA/AS	-	-	
Community College	Ventura County	Oxnard College	Marine Studies	Coastal Environmental Studies	AA/AS	-	-	
Community College	Ventura County	Ventura College	Resource Management	Biological Sciences	AA/AS	Biological Sciences	Biotechnician	
Community College	Ventura County	Ventura College	Resource Management	Water Science	AA/AS	Water Science	Biotech Manuf. Technician	



# Ventura County Career Education Pathways 2013-14

Arts, Media and Entertainment							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Conejo Valley Unified School District	Westlake	Media and Design Arts	Computer Graphics	-	-	-
High School	Conejo Valley Unified School District	Westlake	Media and Design Arts	Advanced Computer Graphics	-	-	-
High School	Ojai Unified School District	Nordhoff	Media Arts Academy	Beginning Graphic Design	-	-	-
High School	Ojai Unified School District	Nordhoff	Media Arts Academy	Advanced Graphic Design	-	-	-
High School	Ojai Unified School District	Nordhoff	Media Arts Academy	Digital Imaging	-	-	-
High School	Ojai Unified School District	Nordhoff	Media Arts Academy	Digital Illustration/Intro to Animation	-	-	-
High School	Ojai Unified School District	Nordhoff	Media Arts Academy	Video Production	-	-	-
High School	Moorpark Unified School District	Moorpark	Media and Design Arts	Advanced Graphic Arts and Website Design	-	-	-
High School	Moorpark Unified School District	Moorpark	Media and Design Arts	AP Studio Art: 2-D Design	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Digital Graphics and Publication	Basic Design	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Digital Graphics and Publication	Digital Photo	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Digital Graphics and Publication	AP Studio Art	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Digital Graphics and Publication	Graphics and Publication	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Digital Graphics and Publication	Graphic Design (ROP)	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Production and Managerial Arts (School of Technical Arts)	Basic Design	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Production and Managerial Arts (School of Technical Arts)	Video Production	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Production and Managerial Arts (School of Technical Arts)	Movie Production	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Production and Managerial Arts (School of Technical Arts)	Video Editing	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Production and Managerial Arts (School of Technical Arts)	Broadcasting	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Production and Managerial Arts (School of Technical Arts)	Video Entrepreneur	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Production and Managerial Arts (School of Technical Arts)	Stagecraft (ROP)	-	-	-
High School	Ventura County Office of Education	Career Education Center	Capstone	Graphic Communications	-	-	-
High School	Ventura County Office of Education	Career Education Center	Capstone	App Development	-	-	-
Adult School	-	Conejo Valley	Digital Graphics and Publication	Adobe Production Graphics (Certificate)	-	Certificate	-
Adult School	-	Conejo Valley	Digital Graphics and Publication	Photoshop Level I	-	-	-
Adult School	-	Conejo Valley	Digital Graphics and Publication	Photoshop Level II	-	-	-
Adult School	-	Conejo Valley	Digital Graphics and Publication	Illustrator Level I	-	-	-
Adult School	-	Conejo Valley	Digital Graphics and Publication	InDesign Level I	-	-	-
Adult School	-	Simi Valley	Digital Graphics and Publication	Graphic Design	-	-	-
Adult School	-	Simi Valley	Production and Managerial Arts	Multimedia Video and Animation Production	-	-	-
Adult School	-	VACE	Digital Graphics and Publication	Graphics Designer for Web	-	-	-
Adult School	-	VACE	Digital Graphics and Publication	Digital Multimedia Technician	-	-	-
Adult School	-	VACE	Production and Managerial Arts	Studio Production Technician	-	-	-
Community College	Ventura County	Moorpark College	Journalism	Journalism	AA/AS	-	-



Ventura County Career Education Pathways 2013-14

Arts, Media and Entertainment							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
Community College	Ventura County	Moorpark College	Commercial Photography	FTVM Production	AA/AS	FTVM Production	-
Community College	Ventura County	Moorpark College	Commercial Photography	Graphic Design	AA/AS	Graphic Design	-
Community College	Ventura County	Moorpark College	Commercial Photography	Multimedia	AA/AS	Multimedia	-
Community College	Ventura County	Moorpark College	Commercial Photography	Technical Theater	AA/AS	Technical Theater	-
Community College	Ventura County	Oxnard College	Digital Media Studies	2-D Studio Art	AA/AS	-	-
Community College	Ventura County	Oxnard College	Digital Media Studies	TV, Filmmaking and Media Arts	AA/AS	TV, Filmmaking and Media Arts	-
Community College	Ventura County	Ventura College	Commercial Photography	Photography	AA/AS	-	-
Community College	Ventura County	Ventura College	Media and Design Arts	Digital Media	AA/AS	Photography	-

### Ventura County Career Education Pathways 2013-14

Building Trades and Construction							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Conejo Valley Unified School District	Conejo Valley	Cabinet Making and Wood	Wood I	-	-	-
High School	Conejo Valley Unified School District	Newbury Park	Cabinet Making and Wood	Wood II	-	-	-
High School	Conejo Valley Unified School District	Newbury Park	Cabinet Making and Wood	Cabinet Making (ROP)	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks	Cabinet Making and Wood	Wood I	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks	Cabinet Making and Wood	Wood II	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks	Cabinet Making and Wood	Construction Basics	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks	Cabinet Making and Wood	Cabinet Making (ROP)	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Cabinet Making and Wood	Wood I	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Cabinet Making and Wood	Wood II	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Cabinet Making and Wood	Cabinetmaking	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Cabinet Making and Wood	Production Technology	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Green Technologies Academy	Wood A	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Green Technologies Academy	Wood B	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Green Technologies Academy	Project Lead the Way Engineering	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Wood Technology	Wood Advanced	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Wood Technology	Wood Design	-	-	-
High School	Ventura Unified School District	Buena H.S.	Cabinet Making and Wood	Wood I	-	-	-
High School	Ventura Unified School District	Buena H.S.	Cabinet Making and Wood	Wood II	-	-	-
High School	Ventura Unified School District	Buena H.S.	Cabinet Making and Wood	Wood III	-	-	-
High School	Ventura Unified School District	Buena H.S.	Cabinet Making and Wood	Cabinet Making	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Residential and Commercial Construction	Wood I	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Residential and Commercial Construction	Wood II	-	-	-
Adult School	-	Conejo Valley	Wood Technology	Woodworking/Refinishing	-	-	-
Community College	Ventura County	Ventura College	Construction Technology	Building Inspection	AA/AS	Building Inspection	Electrician Trainee
Community College	Ventura County	Ventura College	Construction Technology	Construction Management	AA/AS	Construction Management	-
Community College	Ventura County	Ventura College	Construction Technology	Drafting Industrial Design	AA/AS	Drafting Industrial Design	-

# Ventura County Career Education Pathways 2013-14

Finance and Business							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Moorpark Unified School District	Moorpark	Business Education	Virtual Enterprise/Business Seminar	-	-	-
High School	Moorpark Unified School District	Moorpark	Business Education	Intro to Business and Computers	-	-	-
High School	Moorpark Unified School District	Moorpark	Business Education	Small Business Manager	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Accounting Services	Computer Foundations	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Accounting Services	Exploring Business & Technology	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Accounting Services	Basic Accounting	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Accounting Services	Business Law	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Banking and Related Services	Computer Foundations	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Banking and Related Services	Exploring Business & Technology	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Banking and Related Services	Business Accounting	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Banking and Related Services	Business Law	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Accounting Services	Accounting I	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Accounting Services	Accounting II	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Accounting Services	Accounting III	-	-	-
High School	Simi Valley Unified School District	Santa Susana	Accounting Services	Accounting IV	-	-	-
High School	Simi Valley Unified School District	Royal Simi Valley	Business Education	Business Law	-	-	-
High School	Simi Valley Unified School District	Royal Simi Valley	Business Education	Recordkeeping I	-	-	-
High School	Simi Valley Unified School District	Royal Simi Valley	Business Education	Recordkeeping II	-	-	-
High School	Simi Valley Unified School District	Royal Simi Valley	Business Education	Wood Design	-	-	-
High School	Ventura Unified School District	Buena H.S.	Business Financial Management	Computer Applications	-	-	-
High School	Ventura Unified School District	Buena H.S.	Business Financial Management	Money Management	-	-	-
High School	Ventura Unified School District	Buena H.S.	Business Financial Management	Business Simulations	-	-	-
High School	Ventura Unified School District	Buena H.S.	Accounting Services	Accounting	-	-	-
Adult School	-	Conejo Valley	Business Financial Management	QuickBooks Pro, Level I	-	QuickBooks and Computerized Accounting	-
Adult School	-	Conejo Valley	Business Financial Management	QuickBooks Pro, Level II	-	QuickBooks and Computerized Accounting	-
Adult School	-	Conejo Valley	Business Financial Management	Applied QuickBooks	-	QuickBooks and Computerized Accounting	-
Adult School	-	Conejo Valley	Business Financial Management	Bookkeeping Certificate Program	-	Computerized Accounting Technician	-
Adult School	-	Conejo Valley	Business Financial Management	Loan Signing Agent	-	-	-
Adult School	-	Oxnard	Business Financial Management	Computerized Accounting	-	-	-
Adult School	-	Simi Valley	Accounting Services	Account Clerk	-	-	-
Adult School	-	Simi Valley	Business Financial Management	Bookkeeper	-	-	-
Adult School	-	VACE	Accounting Services	Accounting Clerk	-	-	-
Adult School	-	VACE	Accounting Services	Computerized Financial Accounting	-	-	-
Adult School	-	VACE	Business Financial Management	Payroll Clerk	-	-	-
Adult School	-	VACE	Business Education	Business Administration	-	-	-
Adult School	-	VACE	Business Education	Business Administration & Management	-	-	-
Adult School	-	VACE	Business Education	Business Manager/World Wide Web	-	-	-
Community College	Ventura County	Moorpark College	Accounting Services	Accounting	AA/AS	-	-
Community College	Ventura County	Moorpark College	Business Education	Business	AA/AS	-	-
Community College	Ventura County	Oxnard College	Accounting Services	Accounting	AA/AS	Office Technologies	-
Community College	Ventura County	Oxnard College	Business Education	Business	AA/AS	-	-

Ventura County Career Education Pathways 2013-14

Community College	Ventura County	Oxnard College	Business Education	Human Services	AA/AS	-	-
Community College	Ventura County	Ventura College	Accounting Services	Accounting	AA/AS	Bookkeeping	-
Community College	Ventura County	Ventura College	Business Education	Business Management	AA/AS	-	-
Community College	Ventura County	Ventura College	Business Education	Receptionist	AA/AS	-	-
Community College	Ventura County	Ventura College	Business Education	Administrative Assistant	AA/AS	Administrative Assistant	-

## Ventura County Career Education Pathways 2013-14

Education, Child Development, and Family Services							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Conejo Valley Unified School District	Newbury Park	Education	Educational Aide for Young Children	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks	Education	Educational Aide for Young Children	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo H.S.	Child Development	Core A & B Developmental Psychology	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Child Development	Core A & B Developmental Psychology	-	-	-
High School	Oxnard Union High School District	Pacifica H.S.	Child Development	Core A & B Developmental Psychology	-	-	-
High School	Oxnard Union High School District	Pacifica H.S.	Education & Teaching	Intro to Educational Careers	-	-	-
High School	Oxnard Union High School District	Pacifica H.S.	Education & Teaching	Teaching & Education I	-	-	-
High School	Oxnard Union High School District	Pacifica H.S.	Education & Teaching	Teaching & Education II	-	-	-
High School	Oxnard Union High School District	Pacifica H.S.	Education & Teaching	Educational Aide for Young Children	-	-	-
High School	Oxnard Union High School District	Port Hueneme H.S.	Child Development	Core A & B Developmental Psychology	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Child Development	Core A & B Developmental Psychology	-	-	-
High School	Oxnard Union High School District	Rio Mesa H.S.	Child Development	Core A & B Developmental Psychology	-	-	-
High School	Santa Paula Unified School District	Santa Paula H.S.	Human Services	Intro to Human Services	-	-	-
High School	Santa Paula Unified School District	Santa Paula H.S.	Human Services	Child Development & Care	-	-	-
High School	Santa Paula Unified School District	Santa Paula H.S.	Human Services	Elementary Aide Internship	-	-	-
High School	Santa Paula Unified School District	Santa Paula H.S.	Human Services	Human Services Internship	-	-	-
High School	Santa Paula Unified School District	Santa Paula H.S.	Human Services	Preschool Aide Internship	-	-	-
Community College	Ventura County	Moorpark College	Child Development	Child Development/ECE	AA/AS		-
Community College	Ventura County	Moorpark College	Education & Teaching	Associate Teacher	AA/AS		-
Community College	Ventura County	Oxnard College	Child Development	Child Development	AA/AS		-
Community College	Ventura County	Oxnard College	Early Childhood Education	Early Childhood Education	AA/AS		-
Community College	Ventura County	Ventura College	Child Development	Child Development	AA/AS		-

## Ventura County Career Education Pathways 2013-14

Engineering and Design							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Conejo Valley Unified School District	Thousand Oaks	Engineering Design	Computer Aided Drafting	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks	Engineering Design	Architectural Design I	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks	Engineering Design	Architectural Design II	-	-	-
High School	Conejo Valley Unified School District	Westlake	Engineering Design	Architectural Design	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Architectural & Structural Engineering	Beginning Drafting	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Architectural & Structural Engineering	Architectural Design	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Architectural & Structural Engineering	Architecture II	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Architectural & Structural Engineering	Computer Aided Drafting	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Architectural & Structural Engineering	Technical Illusion	-	-	-
High School	Oxnard Union High School District	Hueneme	Engineering Design	Intro to Engineering & Design	-	-	-
High School	Oxnard Union High School District	Hueneme	Engineering Design	Intro to Engineering	-	-	-
High School	Oxnard Union High School District	Hueneme	Engineering Design	Computer Engineering/Multimedia	-	-	-
High School	Oxnard Union High School District	Hueneme	Engineering Design	Architecture and Design	-	-	-
Adult School	-	Simi Valley	Architectural & Structural Engineering	Introduction to CAD/CAM Programming	-	-	-
Adult School	-	Simi Valley	Architectural & Structural Engineering	CAD Drafting and Design	-	-	-
Adult School	-	Simi Valley	Architectural & Structural Engineering	AutoCAD 2D / 3D	-	-	-
Adult School	-	Simi Valley	Architectural & Structural Engineering	Revit Architecture, Solidworks	-	-	-
Adult School	-	VACE	Architectural & Structural Engineering	Computer-Aided Design Technician	-	-	-
Adult School	-	VACE	Architectural & Structural Engineering	Solid Works Technician	-	-	-
Community College	Ventura County	Moorpark College	Engineering Design	Engineering	AA/AS	-	-
Community College	Ventura County	Ventura College	Architectural & Structural Engineering	Architecture	AA/AS	Drafting	-
Community College	Ventura County	Ventura College	Architectural & Structural Engineering	Engineering	AA/AS	-	-
Community College	Ventura County	Ventura College	Architectural & Structural Engineering	Industrial Design / Manufacturing	AA/AS	CAD	-
Community College	Ventura County	Ventura College	Architectural & Structural Engineering	Manufacturing Application	AA/AS	-	-
Community College	Ventura County	Ventura College	Architectural & Structural Engineering	Welding	AA/AS	CNC Machine	-

Ventura County Career Education Pathways 2013-14

Energy and Utilities							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
Community College	Ventura County	Moorpark College	Environmental Technology	Photovoltaic Technology	-	-	Photovoltaic Technology
Community College	Ventura County	Ventura College	Environmental Technology	Energy Auditing	-	-	-
Community College	Ventura County	Ventura College	Architectural & Structural Engineering	Environmental Control Technology	AA/AS	Environmental Control Technology	-

Ventura County Career Education Pathways 2013-14

Fashion and Interior Design							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Oxnard Union High School District	Adolfo Camarillo	Fashion Design, Manufacturing	Fashion Technology I	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Fashion Design, Manufacturing	Fashion Technology II	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Fashion Design, Manufacturing	Fashion Design (ROP)	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Fashion Design, Manufacturing	Entrepreneurship in Fashion	-	-	-
High School	Ventura County Office of Education	Career Education Center	Capstone	Fashion Retail Merchandising	-	-	-
High School	Ventura County Office of Education	Career Education Center	Capstone	Screen Printing	-	-	-
Adult School	-	Oxnard	Fashion Design	Clothing	-	-	-
Adult School	-	Oxnard	Interior Design	Upholstry	-	-	-



**Ventura County Career Education Pathways 2013-14**

Health Science and Technology							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Moorpark Unified School District	Moorpark	Health Science	Health in Depth	-	-	-
High School	Moorpark Unified School District	Moorpark	Health Science	Health Issues	-	-	-
High School	Ojai Unified School District	Nordhoff	Health Science	Health	-	-	-
High School	Ojai Unified School District	Nordhoff	Health Science	Medical Terminology	-	-	-
High School	Ojai Unified School District	Nordhoff	Health Science	Health Careers I & II	-	-	-
High School	Ojai Unified School District	Nordhoff	Health Science	Anatomy and Physiology	-	-	-
High School	Ojai Unified School District	Nordhoff	Health Science	Emergency First Responder	-	-	-
High School	Oxnard Union High School District	Pacifica	Health Science	Health Science Survey	-	-	-
High School	Oxnard Union High School District	Pacifica	Health Science	Medical Technology	-	-	-
High School	Oxnard Union High School District	Pacifica	Health Science	Applied Medical English	-	-	-
High School	Simi Valley Unified School District	Simi Valley	Medical & Health Careers	Health Careers Survey	-	-	-
High School	Simi Valley Unified School District	Simi Valley	Medical & Health Careers	Medical Terminology	-	-	-
High School	Simi Valley Unified School District	Simi Valley	Medical & Health Careers	Pharmacology	-	-	-
High School	Simi Valley Unified School District	Simi Valley	Medical & Health Careers	Anatomy and Physiology	-	-	-
High School	Simi Valley Unified School District	Simi Valley	Medical & Health Careers	Medical and Health Careers Internship	-	-	-
High School	Ventura Unified School District	Foothill	Bio Tech Research & Development	Bio Science Survey	-	-	-
High School	Ventura Unified School District	Foothill	Bio Tech Research & Development	Medical Technology	-	-	-
High School	Ventura Unified School District	Foothill	Bio Tech Research & Development	Bio Technology	-	-	-
High School	Ventura County Office of Education	Career Education Center	Health Science	Health Careers	-	-	-
High School	Ventura County Office of Education	Career Education Center	Health Science	Medical Assistant	-	-	-
High School	Ventura County Office of Education	Career Education Center	Health Science	Nurse Assistant I	-	-	-
High School	Ventura County Office of Education	Career Education Center	Health Science	Nurse Assistant II	-	-	-
High School	Ventura County Office of Education	Career Education Center	Health Science	Dental Assistant	-	-	-
High School	Ventura County Office of Education	Career Education Center	Health Science	Emergency First Responder	-	-	-
Adult School	-	Conejo Valley	Health Science	Administrative Medical Assistant	-	Admin./Clinical Medical Assistant	-
Adult School	-	Conejo Valley	Health Science	Billing and Coding Specialist	-	Medical Insurance Billing & Coding	-
Adult School	-	Conejo Valley	Health Science	Medical Laboratory Assistant	-	Clinical Medical Assistant	-
Adult School	-	Conejo Valley	Health Science	Phlebotomy Skills Workshop	-	Phlebotomy Technician I	-
Adult School	-	Conejo Valley	Health Science	Pharmacy Technician	-	-	-
Adult School	-	Conejo Valley	Health Science	Emergency Medical Technician	-	-	-
Adult School	-	Conejo Valley	Health Science	Physical Therapy Aide	-	-	-
Adult School	-	Conejo Valley	Health Science	Heartsaver CPR	-	-	-
Adult School	-	Conejo Valley	Health Science	Heartsaver First Aid	-	-	-
Adult School	-	Conejo Valley	Health Science	BLS Healthcare Provider CPR	-	-	-
Adult School	-	Conejo Valley	Health Science	Pediatric First Aid/CPR	-	-	-
Adult School	-	Oxnard	Health Science	Pharmacy Technician Externship	-	-	-
Adult School	-	Oxnard	Health Science	Certified Nursing Assistant	-	-	-
Adult School	-	Oxnard	Health Science	Home Health Aide	-	-	-
Adult School	-	Oxnard	Health Science	Medical Terminology	-	-	-
Adult School	-	Oxnard	Health Science	CPR	-	-	-
Adult School	-	Oxnard	Health Science	Medical Assistant Back Office	-	-	-
Adult School	-	Oxnard	Health Science	Medical Assistant Front Office	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	Removable Prosthodontic Appliances	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	Advanced Dental Technology	-	Dental Technologist	-

**Ventura County Career Education Pathways 2013-14**

Health Science and Technology							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
Adult School	-	Simi Valley	Health Science & Technology	Coronal Polishing	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	California Radiation Safety Course	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	Electrocariography Technician	-	Electrocariography Technician	-
Adult School	-	Simi Valley	Health Science & Technology	Emergency Medical Technician	-	EMT Basic	-
Adult School	-	Simi Valley	Health Science & Technology	Pit and Fissure Sealants	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	BLS for Healthcare Providers	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	Medical Assistant	-	Medical Assistant	-
Adult School	-	Simi Valley	Health Science & Technology	Medical Insurance Billing/Insurance Clerk	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	Medical Terminology	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	Nurse Assistant	-	Nurse Assistant	-
Adult School	-	Simi Valley	Health Science & Technology	Home Health Aide	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	Pharmacy Technician	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	Phlebotomy Program	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	Surgical Technologist	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	Physical Therapy Aide	-	-	-
Adult School	-	Simi Valley	Health Science & Technology	Respiratory Care	-	Advanced Practitioner Respiratory Therapist	-
Adult School	-	VACE	Health Science	Back Office Medical Assistant	-	-	-
Adult School	-	VACE	Health Science	Front/Back Office Medical Assistant	-	-	-
Adult School	-	VACE	Health Science	Front Office Medical Assistant	-	-	-
Adult School	-	VACE	Health Science	Medical Receptionist	-	-	-
Adult School	-	VACE	Health Science	Pharmacy Technician	-	-	-
Adult School	-	VACE	Health Science	Phlebotomy, Basic	-	-	-
Adult School	-	VACE	Health Science	Phlebotomy, Advanced	-	-	-
Community College	Ventura County	Moorpark College	Health Science	Biotechnology	AA/AS	Biotechnology	-
Community College	Ventura County	Moorpark College	Health Science	Exercise Science	AA/AS	-	-
Community College	Ventura County	Moorpark College	Health Science	Kinesiology	AA/AS	Fitness Specialist	-
Community College	Ventura County	Moorpark College	Health Science	Nursing Science	AA/AS	-	-
Community College	Ventura County	Moorpark College	Health Science	Radiation Technology	AA/AS	Nuclear Medicine	-
Community College	Ventura County	Moorpark College	Health Science	Therapeutic Massage	-	Therapeutic Massage	-
Community College	Ventura County	Oxnard College	Health Science	Dental Assisting	AA/AS	Dental Assisting	-
Community College	Ventura County	Oxnard College	Health Science	Dental Hygiene	AA/AS	-	-
Community College	Ventura County	Oxnard College	Health Science	Emergency Medical Technician	-	-	Emergency Medical Technician
Community College	Ventura County	Oxnard College	Health Science	Kinesiology	AA/AS	-	-
Community College	Ventura County	Ventura College	Health Science	Emergency Medical Technician	-	-	Emergency Medical Technician
Community College	Ventura County	Ventura College	Health Science	Home Health Aide	AA/AS	-	Home Health Aide
Community College	Ventura County	Ventura College	Health Science	Medical Assistant Administrative	AA/AS	Medical Assistant Administrative	Reception Skills
Community College	Ventura County	Ventura College	Health Science	Medical Assistant Multi-Skilled	AA/AS	Medical Assistant Multi-Skilled	-
Community College	Ventura County	Ventura College	Health Science	Medical Insurance Billing	AA/AS	-	Medical Insurance Billing
Community College	Ventura County	Ventura College	Health Science	Nursing Science	AA/AS	-	-
Community College	Ventura County	Ventura College	Health Science	Paramedic	AA/AS	Paramedic	-

## Ventura County Career Education Pathways 2013-14

Hospitality and Tourism							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Conejo Valley Unified School District	Newbury Park H.S.	Food Services and Hospitality	Food and Nutrition I	-	-	-
High School	Conejo Valley Unified School District	Newbury Park H.S.	Food Services and Hospitality	Food and Nutrition II	-	-	-
High School	Conejo Valley Unified School District	Newbury Park H.S.	Food Services and Hospitality	Culinary Arts	-	-	-
High School	Conejo Valley Unified School District	Westlake H.S.	Food Services and Hospitality	Food and Nutrition I	-	-	-
High School	Conejo Valley Unified School District	Westlake H.S.	Food Services and Hospitality	Food and Nutrition II	-	-	-
High School	Conejo Valley Unified School District	Westlake H.S.	Food Services and Hospitality	Culinary Arts	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Food Services and Hospitality	Regional Cuisine	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Food Services and Hospitality	Food Science	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Food Services and Hospitality	International Cuisine	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Food Services and Hospitality	Hospitality and Tourism	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Food Services and Hospitality	Culinary Arts	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Food Services and Hospitality	Regional Cuisine	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Food Services and Hospitality	Food Science	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Food Services and Hospitality	International Cuisine	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Food Services and Hospitality	Hospitality and Tourism	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Food Services and Hospitality	Culinary Arts	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Food Services and Hospitality	Regional Cuisine	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Food Services and Hospitality	Food Science	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Food Services and Hospitality	International Cuisine	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Food Services and Hospitality	Hospitality and Tourism	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Food Services and Hospitality	Culinary Arts	-	-	-
High School	Oxnard Union High School District	Pacifica	Food Services and Hospitality	Intro to Culinary Arts	-	-	-
High School	Oxnard Union High School District	Pacifica	Food Services and Hospitality	Regional Cuisine	-	-	-
High School	Oxnard Union High School District	Pacifica	Food Services and Hospitality	International Cuisine	-	-	-
High School	Oxnard Union High School District	Pacifica	Food Services and Hospitality	Intro to Baking and Pastry	-	-	-
High School	Oxnard Union High School District	Pacifica	Food Services and Hospitality	Culinary Arts	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Food Services and Hospitality	Regional Cuisine	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Food Services and Hospitality	Food Science	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Food Services and Hospitality	International Cuisine	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Food Services and Hospitality	Hospitality and Tourism	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Food Services and Hospitality	Culinary Arts	-	-	-
High School	Simi Valley Unified School District	Royal H.S.	Family and Consumer Science	Food and Nutrition I	-	-	-
High School	Simi Valley Unified School District	Royal H.S.	Family and Consumer Science	Food and Nutrition II	-	-	-
High School	Simi Valley Unified School District	Royal H.S.	Family and Consumer Science	Food Service Lab Aide	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Family and Consumer Science	Food and Nutrition I	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Family and Consumer Science	Food and Nutrition II	-	-	-

Ventura County Career Education Pathways 2013-14

Hospitality and Tourism							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Simi Valley Unified School District	Simi Valley H.S.	Family and Consumer Science	Food Service Lab Aide	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Food Services and Hospitality	Food and Nutrition	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Food Services and Hospitality	Food and Nutrition Science	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Food Services and Hospitality	Culinary Arts I	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Food Services and Hospitality	Culinary Arts II	-	-	-
Adult School	-	Conejo Valley	Family and Consumer Science	Nutrition 101	-		-
Community College	Ventura County	Oxnard College	Food Services and Hospitality	Culinary Arts	AA/AS	Culinary Arts	-
Community College	Ventura County	Oxnard College	Food Services and Hospitality	Restaurant Management	AA/AS	Restaurant Management	-

### Ventura County Career Education Pathways 2013-14

Information Technology							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Conejo Valley Unified School District	Conejo Valley	Computer Education	Microsoft Computer Applications	-	-	-
High School	Conejo Valley Unified School District	Conejo Valley	Computer Education	Personal Computing I	-	-	-
High School	Conejo Valley Unified School District	Conejo Valley	Computer Education	Personal Computing II	-	-	-
High School	Conejo Valley Unified School District	Newbury Park H.S.	Computer Education	Computer Programming I	-	-	-
High School	Conejo Valley Unified School District	Newbury Park H.S.	Computer Education	Computer Programming II	-	-	-
High School	Conejo Valley Unified School District	Newbury Park H.S.	Computer Education	Personal Computing I	-	-	-
High School	Conejo Valley Unified School District	Newbury Park H.S.	Computer Education	Personal Computing II	-	-	-
High School	Conejo Valley Unified School District	Newbury Park H.S.	Computer Education	Webpage Design	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks H.S.	Computer Education	Microsoft Computer Applications	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks H.S.	Computer Education	Personal Computing I	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks H.S.	Computer Education	Personal Computing II	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Information Support & Services	Computer Foundations	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Information Support & Services	Computer Applications	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Information Support & Services	Internet Applications	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Information Support & Services	Computer Security	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Information Support & Services	Microsoft Office Certification	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Information Support & Services	Web Design I	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Information Support & Services	Web Design II	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Information Support & Services	Webmaster/Internet OC	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Information Support & Services	Computer Foundations	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Information Support & Services	Computer Applications	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Information Support & Services	Internet Applications	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Information Support & Services	Computer Security	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Information Support & Services	Microsoft Office Certification	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Information Support & Services	Web Design I	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Information Support & Services	Web Design II	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Information Support & Services	Webmaster/Internet OC	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Information Support & Services	Computer Foundations	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Information Support & Services	Computer Applications	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Information Support & Services	Internet Applications	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Information Support & Services	Computer Security	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Information Support & Services	Microsoft Office Certification	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Information Support & Services	Web Design I	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Information Support & Services	Web Design II	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Information Support & Services	Webmaster/Internet OC	-	-	-
High School	Oxnard Union High School District	Pacifica	Information Support & Services	Computer Foundations	-	-	-
High School	Oxnard Union High School District	Pacifica	Information Support & Services	Computer Applications	-	-	-
High School	Oxnard Union High School District	Pacifica	Information Support & Services	Internet Applications	-	-	-
High School	Oxnard Union High School District	Pacifica	Information Support & Services	Computer Security	-	-	-
High School	Oxnard Union High School District	Pacifica	Information Support & Services	Microsoft Office Certification	-	-	-
High School	Oxnard Union High School District	Pacifica	Information Support & Services	Web Design I	-	-	-

# Ventura County Career Education Pathways 2013-14

Information Technology							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Oxnard Union High School District	Pacifica	Information Support & Services	Web Design II	-	-	-
High School	Oxnard Union High School District	Pacifica	Information Support & Services	Webmaster/Internet OC	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Information Support & Services	Computer Foundations	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Information Support & Services	Computer Applications	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Information Support & Services	Internet Applications	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Information Support & Services	Computer Security	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Information Support & Services	Microsoft Office Certification	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Information Support & Services	Web Design I	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Information Support & Services	Web Design II	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Information Support & Services	Webmaster/Internet OC	-	-	-
High School	Simi Valley Unified School District	Royal H.S.	Computer Education	AP Computer Science	-	-	-
High School	Simi Valley Unified School District	Royal H.S.	Computer Education	Computer Apps I	-	-	-
High School	Simi Valley Unified School District	Royal H.S.	Computer Education	Computer Apps II	-	-	-
High School	Simi Valley Unified School District	Santa Susana H.S.	Computer Education	AP Computer Science	-	-	-
High School	Simi Valley Unified School District	Santa Susana H.S.	Computer Education	Computer Apps I	-	-	-
High School	Simi Valley Unified School District	Santa Susana H.S.	Computer Education	Computer Apps II	-	-	-
High School	Simi Valley Unified School District	Santa Susana H.S.	Academy of Computer Programming	Computer Programming I	-	-	-
High School	Simi Valley Unified School District	Santa Susana H.S.	Academy of Computer Programming	Computer Programming II	-	-	-
High School	Simi Valley Unified School District	Santa Susana H.S.	Academy of Computer Programming	Computer Programming III	-	-	-
High School	Simi Valley Unified School District	Santa Susana H.S.	Internet Development	Web-site Design	-	-	-
High School	Simi Valley Unified School District	Santa Susana H.S.	Internet Development	Graphics and Publication	-	-	-
High School	Simi Valley Unified School District	Santa Susana H.S.	Internet Development	Webmaster (ROP)	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Computer Education	AP Computer Science	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Computer Education	Computer Apps I	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Computer Education	Computer Apps II	-	-	-
High School	Ventura Unified School District	Buena H.S.	Computer Hardware & Electrical	Computer Applications	-	-	-
High School	Ventura Unified School District	Buena H.S.	Computer Hardware & Electrical	Web Design I	-	-	-
High School	Ventura Unified School District	Buena H.S.	Computer Hardware & Electrical	Web Design II	-	-	-
High School	Ventura Unified School District	Foothill	Media Support & Services	Education in the Digital Age	-	-	-
High School	Ventura Unified School District	Foothill	Media Support & Services	Web Design I	-	-	-
High School	Ventura Unified School District	Foothill	Media Support & Services	Web Design II	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Computer Hardware & Electrical	Computer Repair	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Computer Hardware & Electrical	Network Technology	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Computer Hardware & Electrical	Robotics	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Software & Systems Development	Keyboarding & Computer Apps	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Software & Systems Development	AP Computer Science	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Software & Systems Development	Robotics	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Software & Systems Development	Education in the Digital Age	-	-	-
High School	Ventura County Office of Education	Career Education Center	Capstone	Computer Business Software	-	-	-
High School	Ventura County Office of Education	Career Education Center	Capstone	App Design	-	-	-
High School	Ventura County Office of Education	Career Education Center	Capstone	Graphic Communications	-	-	-



### Ventura County Career Education Pathways 2013-14

Information Technology							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
Adult School	-	Conejo Valley	Computer Education	Computer Basics	-	-	-
Adult School	-	Conejo Valley	Computer Education	Microsoft Level I	-	-	-
Adult School	-	Conejo Valley	Computer Education	Microsoft Level II	-	-	-
Adult School	-	Conejo Valley	Computer Education	Website Creation & Maintenance	-	-	-
Adult School	-	Conejo Valley	Computer Education	Website Creation & Adobe Graphics	-	-	-
Adult School	-	Conejo Valley	Computer Education	Microsoft Word I	-	-	-
Adult School	-	Conejo Valley	Computer Education	Microsoft Word II	-	-	-
Adult School	-	Conejo Valley	Computer Education	Microsoft Word III	-	-	-
Adult School	-	Conejo Valley	Computer Education	Microsoft Office	-	-	-
Adult School	-	Conejo Valley	Computer Education	PowerPoint	-	-	-
Adult School	-	Conejo Valley	Computer Education	Excel I	-	-	-
Adult School	-	Conejo Valley	Computer Education	Excel II	-	-	-
Adult School	-	Conejo Valley	Computer Education	Excel III	-	-	-
Adult School	-	Conejo Valley	Computer Education	Windows 7	-	-	-
Adult School	-	Conejo Valley	Computer Education	Windows 8	-	-	-
Adult School	-	Conejo Valley	Computer Education	Access Database Basics	-	-	-
Adult School	-	Conejo Valley	Computer Education	Access Table Rules & Queries	-	-	-
Adult School	-	Conejo Valley	Computer Education	Access Forms & Reports	-	-	-
Adult School	-	Conejo Valley	Computer Education	Dreamweaver	-	-	-
Adult School	-	Conejo Valley	Computer Education	Website Code, Beginning	-	-	-
Adult School	-	Conejo Valley	Computer Education	Photo Optimization for the Web	-	-	-
Adult School	-	Conejo Valley	Computer Education	WordPress Level I	-	-	-
Adult School	-	Oxnard	Computer Education	Windows 7	-	-	-
Adult School	-	Oxnard	Computer Education	Computer Business Applications	-	-	-
Adult School	-	Simi Valley	Computer Education	Keyboarding	-	-	-
Adult School	-	Simi Valley	Computer Education	Computer Literacy	-	-	-
Adult School	-	Simi Valley	Computer Education	Intro to PC	-	-	-
Adult School	-	Simi Valley	Computer Education	PC Computer Operator Specialist	-	-	-
Adult School	-	Simi Valley	Computer Education	Access I, II	-	-	-
Adult School	-	Simi Valley	Computer Education	Excel I, II	-	-	-
Adult School	-	Simi Valley	Computer Education	Outlook	-	-	-
Adult School	-	Simi Valley	Computer Education	PowerPoint	-	-	-
Adult School	-	Simi Valley	Computer Education	Publisher	-	-	-
Adult School	-	Simi Valley	Computer Education	Windows	-	-	-
Adult School	-	Simi Valley	Computer Education	Word I, II	-	-	-
Adult School	-	Simi Valley	Computer Education	Intro to HTML	-	-	-
Adult School	-	Simi Valley	Computer Education	Cascading Style Sheets	-	-	-
Adult School	-	VACE	Computer Education	Computer Support Technician	-	Microsoft Certified Systems	-
Adult School	-	VACE	Computer Education	Network Support Technician	-	-	-
Adult School	-	VACE	Computer Education	Computerized Office Professional	-	-	-
Adult School	-	VACE	Computer Education	Graphics Designer for Web	-	-	-

Ventura County Career Education Pathways 2013-14

Information Technology							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
Adult School	-	VACE	Computer Education	Microsoft Office Basics	-	-	-
Community College	Ventura County	Moorpark College	Information Support & Services	Computer Network Systems Engineer	AA/AS	Advanced Network Specialist	Basic Network Specialist
Community College	Ventura County	Moorpark College	Information Support & Services	Windows Engineering	AA/AS	Windows Engineering	Windows Administration
Community College	Ventura County	Moorpark College	Information Support & Services	Computer Science	-	-	-
Community College	Ventura County	Oxnard College	Information Support & Services	Computer Networking/IT	AA/AS	Computer Networking/IT	Office Technologies
Community College	Ventura County	Oxnard College	Information Support & Services	Multimedia Studies: Web Design	AA/AS	Multimedia Studies: Web Design	-
Community College	Ventura County	Ventura College	Information Support & Services	Computer Science	-	-	-



# Ventura County Career Education Pathways 2013-14

Manufacturing and Product Development							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Conejo Valley Unified School District	Thousand Oaks H.S.	Machine and Forming Tech	Metals I	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks H.S.	Machine and Forming Tech	Metals II	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks H.S.	Machine and Forming Tech	Metals III	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks H.S.	Machine and Forming Tech	Metals IV	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Machine and Forming Tech	Beginning Manufacturing	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Machine and Forming Tech	Advanced Manufacturing	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Machine and Forming Tech	Manufacturing & Product Development	-	-	-
High School	Simi Valley Unified School District	Royal H.S.	Industrial Technology	Furniture & Cabinet Construction	-	-	-
High School	Simi Valley Unified School District	Royal H.S.	Industrial Technology	Wood Design I	-	-	-
High School	Simi Valley Unified School District	Royal H.S.	Industrial Technology	Wood Design II	-	-	-
High School	Simi Valley Unified School District	Royal H.S.	Industrial Technology	Woodshop Manager	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Industrial Technology	Manufacturing Technology	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Industrial Technology	Wood Design I	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Industrial Technology	Wood Design II	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Industrial Technology	Woodshop Manager	-	-	-
High School	Ventura Unified School District	Buena H.S.	Welding Technology	Metal I	-	-	-
High School	Ventura Unified School District	Buena H.S.	Welding Technology	Metal II	-	-	-
High School	Ventura Unified School District	Buena H.S.	Welding Technology	Metal III	-	-	-
High School	Ventura Unified School District	Buena H.S.	Welding Technology	Industrial Plant Welding	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Machine and Forming Tech	Metal I	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Machine and Forming Tech	Metal II	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Machine and Forming Tech	CAD for Manufacturing	-	-	-
High School	Ventura County Office of Education	Career Education Center	Capstone	Welding	-	-	-
Adult School	-	Conejo Valley	Industrial Technology	Intro to Metalworking	-	-	-
Adult School	-	Oxnard	Industrial Technology	Welding	-	-	-
Adult School	-	Simi Valley	Industrial Technology	Beginning Welder	-	Basic Machine Shop	-
Adult School	-	Simi Valley	Industrial Technology	Advanced Welding	-	Master Welding Course	-
Adult School	-	Simi Valley	Industrial Technology	Welding Fabricator	-	-	-
Adult School	-	Simi Valley	Industrial Technology	CNC Operations & Programming	-	CNC Operations & Programming	-
Adult School	-	Simi Valley	Industrial Technology	Intro to MasterCAM	-	Intro to MasterCAM	-
Adult School	-	Simi Valley	Industrial Technology	Intro to GibbsCAM	-	Intro to GibbsCAM	-
Community College	Ventura County	Moorpark College	Industrial Technology	Biotechnology Manufacturing	-	Biotechnology Manufacturing	-
Community College	Ventura County	Ventura College	Industrial Technology	Architecture	-	-	-
Community College	Ventura County	Ventura College	Industrial Technology	Biotechnology Manufacturing	-	-	Biotechnology Manufacturing
Community College	Ventura County	Ventura College	Industrial Technology	CAD for Manufacturing	-	-	Manufacturing Applications
Community College	Ventura County	Ventura College	Industrial Technology	CNC Machine Operator	-	-	CNC Machine Operator
Community College	Ventura County	Ventura College	Industrial Technology	Drafting	-	-	-
Community College	Ventura County	Ventura College	Industrial Technology	Welding	-	Welding	Welding

# Ventura County Career Education Pathways 2013-14

Marketing, Sales and Service							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Conejo Valley Unified School District	Thousand Oaks H.S.	Entrepreneurship	Entrepreneurship	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks H.S.	Entrepreneurship	Sports and Entertainment Marketing	-	-	-
High School	Conejo Valley Unified School District	Thousand Oaks H.S.	Entrepreneurship	Economics/Virtual Enterprise	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Marketing/Entrepreneurship/Professional Sales	Exploring Business & Technology	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Marketing/Entrepreneurship/Professional Sales	Intro to Accounting	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Marketing/Entrepreneurship/Professional Sales	Marketing	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Marketing/Entrepreneurship/Professional Sales	Business Law	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Marketing/Entrepreneurship/Professional Sales	Economics of Business Ownership	-	-	-
High School	Oxnard Union High School District	Adolfo Camarillo	Marketing/Entrepreneurship/Professional Sales	ROP Fashion Retail Merchandising	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Marketing/Entrepreneurship/Professional Sales	Exploring Business & Technology	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Marketing/Entrepreneurship/Professional Sales	Intro to Accounting	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Marketing/Entrepreneurship/Professional Sales	Marketing	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Marketing/Entrepreneurship/Professional Sales	Business Law	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Marketing/Entrepreneurship/Professional Sales	Economics of Business Ownership	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Marketing/Entrepreneurship/Professional Sales	ROP Fashion Retail Merchandising	-	-	-
High School	Oxnard Union High School District	Hueneme H.S.	Marketing/Entrepreneurship/Professional Sales	Exploring Business & Technology	-	-	-
High School	Oxnard Union High School District	Hueneme H.S.	Marketing/Entrepreneurship/Professional Sales	Intro to Accounting	-	-	-
High School	Oxnard Union High School District	Hueneme H.S.	Marketing/Entrepreneurship/Professional Sales	Marketing	-	-	-
High School	Oxnard Union High School District	Hueneme H.S.	Marketing/Entrepreneurship/Professional Sales	Business Law	-	-	-
High School	Oxnard Union High School District	Hueneme H.S.	Marketing/Entrepreneurship/Professional Sales	Economics of Business Ownership	-	-	-
High School	Oxnard Union High School District	Hueneme H.S.	Marketing/Entrepreneurship/Professional Sales	ROP Fashion Retail Merchandising	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Marketing/Entrepreneurship/Professional Sales	Exploring Business & Technology	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Marketing/Entrepreneurship/Professional Sales	Intro to Accounting	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Marketing/Entrepreneurship/Professional Sales	Marketing	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Marketing/Entrepreneurship/Professional Sales	Business Law	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Marketing/Entrepreneurship/Professional Sales	Economics of Business Ownership	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Marketing/Entrepreneurship/Professional Sales	ROP Fashion Retail Merchandising	-	-	-
High School	Oxnard Union High School District	Pacifica	Marketing/Entrepreneurship/Professional Sales	Exploring Business & Technology	-	-	-
High School	Oxnard Union High School District	Pacifica	Marketing/Entrepreneurship/Professional Sales	Intro to Accounting	-	-	-
High School	Oxnard Union High School District	Pacifica	Marketing/Entrepreneurship/Professional Sales	Marketing	-	-	-
High School	Oxnard Union High School District	Pacifica	Marketing/Entrepreneurship/Professional Sales	Business Law	-	-	-
High School	Oxnard Union High School District	Pacifica	Marketing/Entrepreneurship/Professional Sales	Economics of Business Ownership	-	-	-
High School	Oxnard Union High School District	Pacifica	Marketing/Entrepreneurship/Professional Sales	ROP Fashion Retail Merchandising	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Marketing/Entrepreneurship/Professional Sales	Exploring Business & Technology	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Marketing/Entrepreneurship/Professional Sales	Intro to Accounting	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Marketing/Entrepreneurship/Professional Sales	Marketing	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Marketing/Entrepreneurship/Professional Sales	Business Law	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Marketing/Entrepreneurship/Professional Sales	Economics of Business Ownership	-	-	-
High School	Oxnard Union High School District	Rio Mesa	Marketing/Entrepreneurship/Professional Sales	ROP Fashion Retail Merchandising	-	-	-
Adult School	-	Conejo Valley	Marketing/Entrepreneurship/Professional Sales	Tricks and Tips for SEO	-	-	-
Adult School	-	Conejo Valley	Marketing/Entrepreneurship/Professional Sales	Notary in One Day (Eligible for Test)	-	-	-
Adult School	-	Simi Valley	Marketing/Entrepreneurship/Professional Sales	Internet for Business	-	-	-
Adult School	-	Simi Valley	Marketing/Entrepreneurship/Professional Sales	Telephone Techniques	-	-	-

# Ventura County Career Education Pathways 2013-14

Marketing, Sales and Service							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
Adult School	-	Simi Valley	Marketing/Entrepreneurship/Professional Sales	Customer Service Representative	-	-	-
Adult School	-	Simi Valley	Marketing/Entrepreneurship/Professional Sales	Notary Public (Eligible for Test)	-	-	-
Adult School	-	Simi Valley	Marketing/Entrepreneurship/Professional Sales	Real Estate Agent/Broker (Pre-license course)	-	-	-
Adult School	-	VACE	Marketing/Entrepreneurship/Professional Sales	Computerized Marketing Support Technician	-	-	-
Adult School	-	VACE	Marketing/Entrepreneurship/Professional Sales	Web Business Graphics/Desktop Publishing	-	-	-
Adult School	-	VACE	Marketing/Entrepreneurship/Professional Sales	Customer Service Representative/Collections	-	-	-
Community College	Ventura County	Moorpark College	Marketing/Entrepreneurship/Professional Sales	Business	AA/AS	-	-
Community College	Ventura County	Moorpark College	Marketing/Entrepreneurship/Professional Sales	Marketing	-	-	-
Community College	Ventura County	Moorpark College	Marketing/Entrepreneurship/Professional Sales	Advertising	-	-	-
Community College	Ventura County	Oxnard College	Marketing/Entrepreneurship/Professional Sales	Administrative Assistant	-	Administrative Assistant	-
Community College	Ventura County	Oxnard College	Marketing/Entrepreneurship/Professional Sales	Business	AA/AS	Business	-
Community College	Ventura County	Oxnard College	Marketing/Entrepreneurship/Professional Sales	Business Management	AA/AS	Business Management	-
Community College	Ventura County	Oxnard College	Marketing/Entrepreneurship/Professional Sales	Journalism/Public Relations	AA/AS	-	-
Community College	Ventura County	Oxnard College	Marketing/Entrepreneurship/Professional Sales	Office Technologies	-	-	Office Technologies
Community College	Ventura County	Ventura College	Marketing/Entrepreneurship/Professional Sales	Accounting	AA/AS	-	-
Community College	Ventura County	Ventura College	Marketing/Entrepreneurship/Professional Sales	Administrative Assistant	-	-	Administrative Assistant
Community College	Ventura County	Ventura College	Marketing/Entrepreneurship/Professional Sales	Bookkeeping	-	-	Bookkeeping
Community College	Ventura County	Ventura College	Marketing/Entrepreneurship/Professional Sales	Business Management	AA/AS	-	-
Community College	Ventura County	Ventura College	Marketing/Entrepreneurship/Professional Sales	Reception Skills	-	-	Reception Skills

## Ventura County Career Education Pathways 2013-14

Public Service							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Moorpark Unified School District	Moorpark	Public Service	Fire Cadet	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Law and Public Services	Intro to Legal Systems	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Law and Public Services	Criminal Justice	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Law and Public Services	Forensics	-	-	-
Adult School	-	Simi Valley	Law and Public Services	Legal Office Procedures	-	-	-
Adult School	-	Simi Valley	Law and Public Services	Legal Terminology	-	-	-
Adult School	-	VACE	Law and Public Services	Legal Secretary	-	-	-
Community College	Ventura County	Moorpark College	Law and Public Services	Administration of Justice	AA/AS	Criminal Justice	-
Community College	Ventura County	Oxnard College	Law and Public Services	Administration I	AA/AS	Administration I	-
Community College	Ventura County	Oxnard College	Law and Public Services	Fire Law	AA/AS	Fire Law	-
Community College	Ventura County	Oxnard College	Law and Public Services	Fire Technology	AA/AS	Fire Technology	Fire Technology
Community College	Ventura County	Oxnard College	Law and Public Services	Paralegal Studies	AA/AS	Paralegal Studies	-
Community College	Ventura County	Oxnard College	Law and Public Services	Sociology: Human Services	AA/AS	-	-
Community College	Ventura County	Ventura College	Law and Public Services	Accounting	AA/AS	-	-
Community College	Ventura County	Ventura College	Law and Public Services	Criminal Justice	AA/AS	Criminal Justice	-
Community College	Ventura County	Ventura College	Law and Public Services	Human Services	AA/AS	Human Services	Social Services Affiliate
Community College	Ventura County	Ventura College	Law and Public Services	Mental Health Services	-	-	Mental Health Rehab. Practice

## Ventura County Career Education Pathways 2013-14

Transportation							
Education Type	District	School	Pathway	Courses	Degree	Certificate of Accomplishment	Proficiency Award
High School	Oxnard Union High School District	Channel Islands H.S.	Operations & Structural Repair	Intro to Auto	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Operations & Structural Repair	Intermediate Auto	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Operations & Structural Repair	Advanced Auto ROP	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Operations & Structural Repair	ROP Collision and Repair	-	-	-
High School	Oxnard Union High School District	Channel Islands H.S.	Systems Diagnostics & Service	ROP Auto Service	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Operations & Structural Repair	Intro to Auto	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Operations & Structural Repair	Intermediate Auto	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Operations & Structural Repair	Advanced Auto ROP	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Operations & Structural Repair	ROP Collision and Repair	-	-	-
High School	Oxnard Union High School District	Oxnard H.S.	Systems Diagnostics & Service	ROP Auto Service	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Industrial Technology	Automotive Essentials	-	-	-
High School	Simi Valley Unified School District	Simi Valley H.S.	Industrial Technology	Automotive Advanced	-	-	-
High School	Ventura Unified School District	Buena H.S.	Vehicle Maintenance & Repair	Auto II	-	-	-
High School	Ventura Unified School District	Buena H.S.	Vehicle Maintenance & Repair	Auto Technology	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Systems Diagnostics & Service	Auto Mechanics I	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Systems Diagnostics & Service	Auto Mechanics II	-	-	-
High School	Ventura Unified School District	Ventura H.S.	Systems Diagnostics & Service	Auto Service	-	-	-
Adult School	-	Oxnard	Systems Diagnostics & Service	Auto Service	-	-	-
Adult School	-	Oxnard	Operations & Structural Repair	Auto Body/Auto Paint	-	-	-
Community College	Ventura County	Oxnard College	Operations & Structural Repair	Automotive Body & Fender Repair	-	Automotive Body & Fender Repair	-
Community College	Ventura County	Oxnard College	Automotive Technology	Automotive Technology	AA/AS	Automotive Technology	-
Community College	Ventura County	Ventura College	Automotive Technology	Automotive Technology	AA/AS	Automotive Technology	-
Community College	Ventura County	Ventura College	Systems Diagnostics & Service	State Smog Technician	-	State Smog Technician	-

## ENGAGING CHAMPIONS FOR REGIONAL WORKFORCE DEVELOPMENT

2014 NAWB Forum  
Washington, DC

March 29-April 1, 2014



Workforce Investment Board of Ventura County, California  
[www.wib.ventura.org](http://www.wib.ventura.org)

## WELCOME AND INTRODUCTIONS

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**Jim Faul**

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**Tavi Udrea**

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Haas Automation, Inc.  
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President  
Corwin, a SAGE Company  
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**Sandra Werner**

Director, Human Resources  
Simi Valley Hospital  
Simi Valley, CA



## TODAY

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- ✓ About the Ventura County Region
- ✓ Steps to Engage Champions
- ✓ Perspectives as Volunteers
- ✓ Comments and Questions



## ABOUT THE VENTURA COUNTY REGION

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- Area: 1,845 square miles; 43 miles of coastline
- Metropolitan statistical area: population of 835,980+
- 10 incorporated cities, many unincorporated communities, 21 school districts, 3 community colleges, 2 universities
- Number employed: 408,800+
- Unemployment rate: 6.9% as of December 2013
- Median household income: **\$76,728**
- Self-sufficiency wage for a family of 3: **\$62,837**
- Average salary per worker: **\$58,389**
- Average annual wage of fast growing/low-paying jobs: **\$18,061**



## ABOUT THE VENTURA COUNTY REGION

- **Diversity:** demographic, linguistic, cultural, geographic, business, economic, political
- **Wide range** of industry sectors: mostly small businesses
- **Job growth below** California forecast of 10.8% by 2020: 9.9%
- **Labor shortage:** modest labor force growth projected through 2020; more expected to age out than the number entering
- **Access to work site:** lack of integrated public transportation for commuting to other areas of the region
- **Quality of life:** public mandate to preserve open space vs. the drive for business and job growth



## STEPS TO ENGAGEMENT

1. FRAME
2. ATTRACT
3. EMPOWER
4. SUSTAIN





## 1. FRAME

### Build on a Solid Foundation



- Catalyst and forum for candid private/public dialog
- Neutral platform for exchanging ideas and information
- Clear vision and strategic direction for the region
- Disciplined approach to planning, implementation, evaluation
- Committee role clarity and alignment
- Building and leveraging of partnerships and networks
- Ongoing communication with key stakeholders



## 1. FRAME

### Share and Live the Vision

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

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



## 1. FRAME

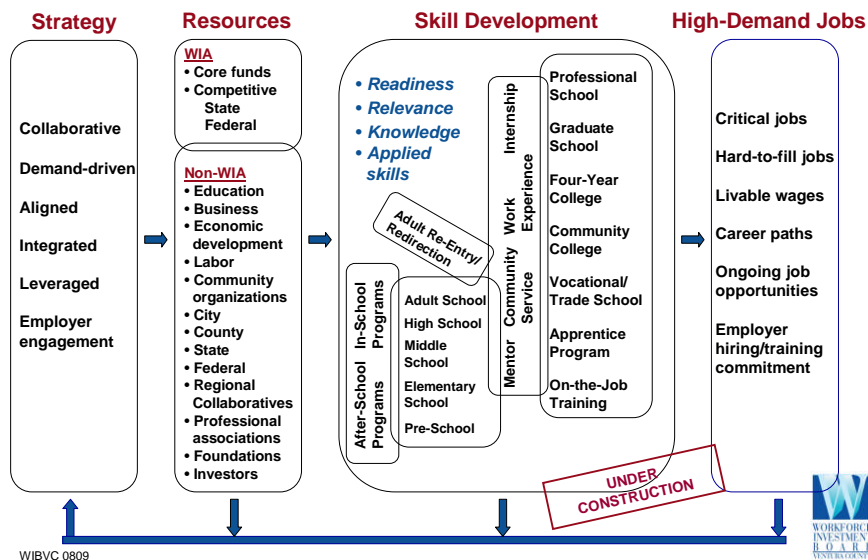
### Align Goals and Action Plans

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



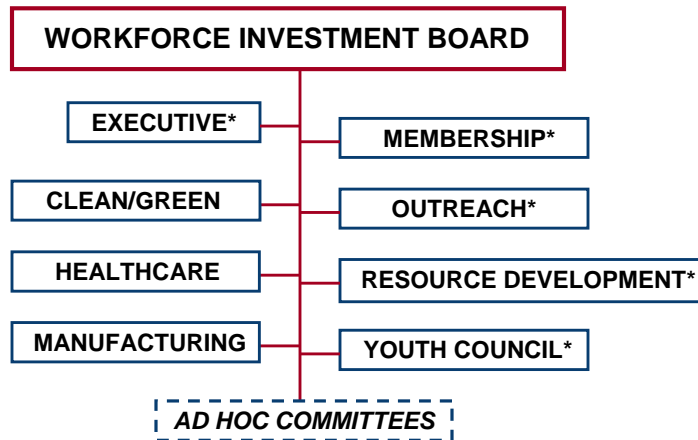
## 1. FRAME: Create a Relevant Context

### BUILDING A COMPETITIVE WORKFORCE PIPELINE IN VENTURA COUNTY



## 1. FRAME

### Develop an Inclusive and Flexible Structure



Executive Committee: WIB Chair, WIB Vice Chair, Immediate Past WIB Chair, Standing Committee (\*) Chairs, and Sector Committee Chairs



## 1. FRAME

### Use a Disciplined Process

- ✓ Annual Planning Meeting
- ✓ Monthly Financial Reports
- ✓ Monthly Committee Reports
- ✓ Quarterly Performance Reports
- ✓ Committee Year-End Reviews
- ✓ Annual Study Session with Fiscal Agent
- ✓ Annual Reports



## 2. ATTRACT

### Remember that Engaging a Champion...

- Is a process, not an event
- Must be appropriate to be successful
- Is a personal experience
- Represents a public statement of commitment
- Happens when it happens
- Requires ongoing stewardship



*My idea of fun isn't rubber stamping or checking boxes.  
Fun is strategic planning, bringing others into the picture,  
and figuring out how to make this a better place.*



## 2. ATTRACT

### Listen for What Motivates People

- *Not having a ready, reliable, local talent pool is costing us money and productivity. It's hard to find qualified applicants.*
- *The challenge is bigger than my company and affects the entire regional economy. We have to work together to solve it.*
- *This is complicated stuff. Hearing from other entities gives me a better understanding of what's happening and why.*
- *I like the freedom to look at options that are not the "normal" way of doing things but that might be worth trying.*

*Working with so many smart people who really care about  
our regional economy is challenging and humbling.*



## 2. ATTRACT

### Recruit for Long-Term Benefits

- Recruit leaders with strong networks.
- Build a small core group with the potential for a big impact.
- Use “warm” connections, rather than cold calls.
- Start with those who are interested and willing.
- Focus on strong businesses (different sizes) that will offer career paths and living-wage jobs over the long term.
- Facilitate networking within the group.

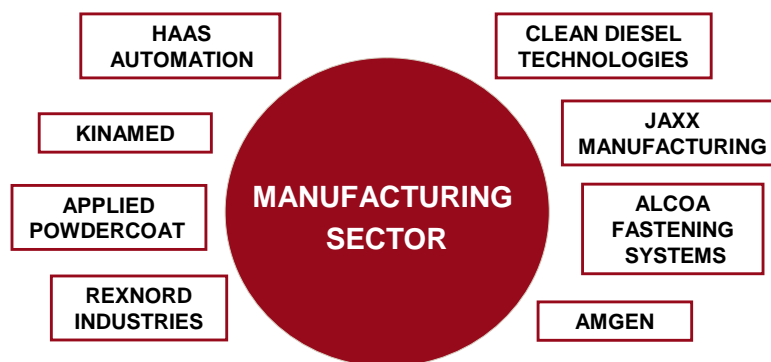


*We have to learn how to walk away from people who prefer to buy talent from the outside instead of growing it locally.*



## 2. ATTRACT

### Example: Small Core Group with Big Potential



Economic Development Collaborative-Ventura County  
Small Business Development Center  
Tri-Counties Building and Construction  
Ventura Adult and Continuing Education  
Ventura County Community College District



### 3. EMPOWER

#### Make Collaboration Feel Good

- Shared vision greater than individual interest
- Clear agenda that makes visible progress
- Reliable information for confident decision making
- Neutral platform for expression of diverse viewpoints
- Facilitation of group processes and networking
- Opportunities for “ah-ha” moments
- Achievement and communication of early wins

*We get enough rope to try a lot of different things—  
and staff are there to clarify how it all fits with reality.*



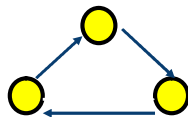
### 3. EMPOWER

#### Communicate Often and Check for Understanding

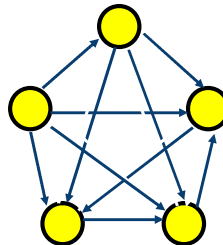
*If  $x$  equals the number of people in the group,  
then  $x^2 - x$  equals the number of possible misinterpretations.*



2 people  
2 possible misinterpretations



3 people  
6 possible misinterpretations



5 people  
20 possible misinterpretations



### 3. EMPOWER

#### Simplify, Clarify, and Repeat

- Easily digestible pieces
- Organized: charts, graphs, bullet points
- Clear statement of bottom line—first and last
- Consistent and clear steps, roles and timelines
- Online access to reference information
- Simple talking points and outreach tools
- Emails: single subject; specific action in the subject line

*I cut-and-pasted a few of our talking points into a quick email to invite one of my suppliers to the next meeting—and he said yes!*



### 3. EMPOWER

#### Set “Do-Able” Expectations

- ✓ Encourage employers, job seekers, and youth to take advantage of free WIA programs and services.
- ✓ Provide opportunities for internships, job shadowing and work experience—and commend others who do.
- ✓ Participate in the implementation of the Ventura County Regional Strategic Workforce Development Plan.
- ✓ Support Congressional reauthorization of the Workforce Investment Act, including local control of federal funds.

*Promoting collaborative action to develop our workforce has become second nature to me. It's something that I believe in.*



## 4. SUSTAIN

### Demonstrate Success



- Smaller wins with **visible impact** to begin to build credibility
- **Employer-perceived value** of collaborative regional strategy
- Alignment and leveraging across **multiple stakeholders**
- Identification and linking of best practices
- Communication of outcomes to stakeholders and public
- Acquisition and leveraging of WIA and non-WIA resources
- Support from elected officials at local, state, federal levels

*We are focused on action and results—not just more talk.  
When I can see progress, I know it's a good use of my time.*



## 4. SUSTAIN

### Provide Platforms to Reinforce Champion Commitment

- **Public venues:** presentations, panels, speeches
- **Press:** interviews, articles, opinion pieces
- **Radio:** interviews, ads, public service announcements
- **Print:** ads, flyers, brochures, information cards
- **Online:** websites, banners, e-newsletters, Facebook, LinkedIn
- **Networks:** inform, recruit, and “connect the dots”

*We must raise awareness of the workforce opportunities and  
challenges that affect the future of our region.*





## 4. SUSTAIN: Examples of Platforms for Champions



## 4. SUSTAIN

### Respect, Value, and Validate

*I think we all joined the WIB because we want to make a difference.*

*In my case, to make a difference is to change something...and use your imagination what "change something" can mean. I learned many years ago that in order to change anything, you have to approach it from many different angles.*

*...I have found the WIB structure to be the best one at having access to the multiple directions (education, politics, private and public sectors, etc.) that need to apply to the change I had in mind.*

*The good and dedicated people did not hurt either.*

*I hope this makes as much sense to you as it makes to me.*



# BUILDING A COMPETITIVE WORKFORCE PIPELINE IN VENTURA COUNTY

