



## WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

Thursday, August 28, 2014  
8:00 a.m. – 10:00 a.m.

Ventura County Office of Education  
5100 Adolfo Road (Salon C), Camarillo, CA

### REVISED 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 COMMENTS</b>	Mike Soules
8:15 a.m.	<b>4.0 CONSENT ITEMS</b>  4.1 Approve Workforce Investment Board Minutes: June 12, 2014 4.2 Approve Addition or Deletion of Providers and/or Programs (Courses) for the Eligible Training Provider List (ETPL) 4.3 Receive and File: WIB Committee Reports 4.4 Receive and File: 2013-2014 Year-End Reviews	Mike Soules
8:20 a.m.	<b>5.0 ACTION ITEM</b>  Recommendation that the Workforce Investment Board of Ventura County (WIB) Approve the Use of Uncommitted Workforce Investment Act (WIA) Dislocated Worker, Adult, Youth, and Rapid Response Funds in Program Year 2014-2015	Mike Soules
8:30 a.m.	<b>6.0 WIB SPOTLIGHT</b>  <i>Survey of Manufacturers on Workforce Training Needs Simi Valley Chamber of Commerce</i>  <i>Jennifer Lobenhofer California Lutheran University Public Policy and Administration Program</i>	Brian Gabler

8:45 a.m.	<b>7.0 2013-2014 YEAR-END REVIEW</b>	Committee Chairs
	<ul style="list-style-type: none"> <li>• Mike Soules, Executive Committee</li> <li>• Zahid Shah, Membership Committee</li> <li>• Tony Skinner, Youth Council</li> <li>• Victor Dollar, Clean/Green Committee</li> <li>• Martel Fraser, Healthcare Committee</li> <li>• Bill Pratt, Manufacturing Committee</li> <li>• Brian Gabler, Outreach Committee</li> <li>• Hugh J. Ralston, Resource Development Committee</li> </ul>	
	<b>8.0 CONSIDERATIONS FOR 2014-2015</b>	
9:30 a.m.	<ul style="list-style-type: none"> <li>• Regional Partnerships <ul style="list-style-type: none"> <li>– Tri-City Career College and Career Pathway Consortium</li> <li>– Ventura County Innovates</li> <li>– Ventura County Adult Education Consortium</li> <li>– Advanced Manufacturing Partnership of Southern California</li> </ul> </li> </ul>	Hugh J. Ralston
9:35 a.m.	<ul style="list-style-type: none"> <li>• California Workforce Investment Board</li> </ul>	Bruce Stenslie
9:40 a.m.	<ul style="list-style-type: none"> <li>• Workforce Innovation and Opportunity Act</li> </ul>	Cheryl Moore
9:45 a.m.	<ul style="list-style-type: none"> <li>• Ventura County Regional Strategic Workforce Development Plan 2013-2017</li> </ul>	Mike Soules
9:50 a.m.	<b>9.0 WIB MEMBER COMMENTS</b>	WIB Members
10:00 a.m.	<b>10.0 ADJOURNMENT</b>	Mike Soules

## ON THE CALENDAR

September 2-4, 2014

California Workforce Association Conference  
Meeting of the Minds in Monterey

September 11, 2014 (8:00 a.m.-12:30 p.m.)

Jobs for Our Future  
Regional Forum at Ventura College

October 3, 2014

National Manufacturing Day  
Manufacturing Roundtable of Ventura County

## NEXT WIB MEETING

October 23, 2014 (8:00 a.m.-10:00 a.m.)

Ventura County Office of Education  
5100 Adolfo Road (Salon C), Camarillo

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



## WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

### MINUTES June 12, 2014

Ventura County Office of Education  
5100 Adolfo Road, Camarillo, CA

#### **WIB Members Present**

Mike Soules, Chair  
Sandy Werner, Vice Chair  
Vic Anselmo  
Gerhard Apfelthaler  
Greg Barnes  
Will Berg  
Victor Dollar  
Jim Faul  
Martel Fraser

Brian Gabler  
Teresa Johnson  
Victoria Jump  
CAPT Scott Loeschke  
Mary Navarro-Aldana  
Kimberly Nilsson  
Bernardo M. Perez  
Bill Pratt  
Roger Rice

Alex Rivera  
Zahid Shah  
Tony Skinner  
Bruce Stenslie  
Ed Summers  
Tavi Udrea  
Celina Zacarias

#### **WIB Members Absent**

Tim Allison  
Sarah Asbury  
Joan Baldarrama  
Rodney Cobos

Mark Fegley  
Iris Ingram  
Gregory Liu  
Paul Matakiewicz

Hugh J. Ralston  
Jesus Torres  
Nancy Williams  
Barry Zimmerman

#### **WIB Administration Staff**

Cheryl Moore, Executive Director  
Talia Barrera

Patricia Duffy  
Tracy Johnson

Richard McNeal  
Theresa Salazar Vital

#### **Guests**

Armando Carpenter (California State University, Channel Islands)

Mary Deines, Gloria Camarillo (Santa Clara Valley Wellness Foundation)

Peter Brown, Jeffrey Lambert, Brian Pendleton, Lilly Rudolph, (City of Ventura)

Michele Bennett, Marybeth Jacobsen (Simi Valley Chamber of Commerce)

Nancy Ambriz, Lauri Flack, Jaime Duncan, Fred Garcia, Patrick Newburn, Christy Norton, Kristi Vandenharn (CSD/WIA)

Lizbeth Figuera, Lorena Silva, Fred Paredes, Alma Rubalcava, Jesse Zapata (Society of Hispanic Professional Engineers – Ventura County Chapter)

Brad Hudson (Congresswoman Brownley)

Karen Bluffer, Heidi Hayes (theAgency)

Sally Harrison (County of Ventura Executive Office)

Ernie Gilbert, H.A. (Hal) Reniger, III (The Rotary Club of Simi Sunrise)

Kay Faulconer Boger

Tiffany Morse (Ventura County Office of Education)

Bill Gallaher (Board of Supervisors, District 5)

Ashish Shah, Michael Poole, Payal Kamdar (VSolvit, LLC)

Erin Leavitt, Gabriell Walker (OmniUpdate, Inc.)

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

At 8:15 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 welcomed two new WIB members: Tim Allison (Executive Secretary-Treasurer, Tri-Counties Central Labor Council) and Greg Barnes (Director, Safety and Regulatory Compliance for Los Robles Hospital and Medical Center).

Mr. Soules thanked the WIB Workforce Wednesday radio program participants and noted that recordings of the live broadcasts are accessible on the WIB website (the About Us/News tab). On May 28, 2014, as part of the WIB's Ventura County Grows Business initiative, WIB member Bruce Stenslie and Shane Prukof from Trupart Manufacturing had talked about the no-cost and low-cost resources for Ventura County businesses provided by the WIB and partners. The broadcast on June 18 would feature WIB member Brian Gabler and Ashish Shah from VSolvit to continue the May discussion regarding business resources and services.

Mr. Soules expressed appreciation to the WIB and WIB committee members who attended the WIB study session with the Ventura County Board of Supervisors on June 3, 2014. The presentation and discussion went well. (A copy of the presentation was in today's WIB packet.)

## **4.0 2014 WIB AWARDS**

WIB Outreach Committee Chair Brian Gabler hosted the presentation of the 2014 WIB Awards. WIB members congratulated the recipients and expressed appreciation for the outstanding contributions to workforce development in Ventura County.

### WIB Youth Opportunity Award

- OmniUpdate, Inc., Camarillo
- Santa Clara Wellness Foundation, Santa Paula

### WIB Collaborative Action Award

- Simi Valley Chamber of Commerce, Simi Valley
- Society of Hispanic Professional Engineers, Ventura County Chapter, Camarillo
- The Rotary Club of Simi Sunrise, Simi Valley

### WIB Champion for Prosperity Award

- Lilly Rudolph, City of Ventura
- VSolvit, LLC, Thousand Oaks

## **5.0 CONSENT ITEMS**

5.1 Approve Workforce Investment Board Minutes: April 24, 2014

5.2 Receive and File: WIB Committee Reports

5.3 Approve WIB and Executive Committee Meeting Dates: 2014-2015

WIB Executive Committee Chair Mike Soules commented on the Executive Committee report, taking note of the Financial Status Report and training expenditures through April 30, 2014, and an update on federal budget allocations for next year. Mr. Soules also referred to summaries of third quarter performance reports for adult, dislocated worker, youth, Rapid Response, and services and program, all of which were on target to meet year-end performance goals. He noted



recommendations to the WIB for next year regarding a preliminary budget plan and comprehensive youth program contracts, both to be discussed in as WIB action items.

Motion to approve the Consent Items: Alex Rivera  
Second: Bill Pratt  
Motion approved unanimously

## **6.0 ACTION ITEMS**

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

Mike Soules presented the recommendation and responded to WIB member questions. Background information and rationale were provided in the WIB meeting packet. Following a thoughtful discussion, WIB members approved the recommendation.

Motion to approve: Brian Gabler  
Second: Gerhard Apfelthaler  
Abstain: Teresa Johnson and Bruce Stenslie  
Motion approved

### **6.2 Recommendation that the Workforce Investment Board of Ventura County (WIB) Approve a Recommendation that the Board of Supervisors Approve Contracts for Workforce Investment Act (WIA) Comprehensive Youth Programs Provided by the Boys and Girls Clubs of Greater Oxnard and Port Hueneme (\$475,000), PathPoint (\$475,000), and Ventura Adult and Continuing Education (\$260,000) from July 1, 2014 through June 30, 2015**

Continuing the discussion from Action Item 6.1 and referring to information in the WIB packet, Mike Soules outlined the youth contracts recommendation and responded to WIB member questions and comments.

Motion to approve: Ed Summers  
Second: Bruce Stenslie  
Abstain: Teresa Johnson  
Motion approved

### **6.3 Recommendation that the Workforce Investment Board of Ventura County (WIB) Approve the Appointment of Tiffany Morse to the Youth Council for a Three-Year Term**

Referring to the background information in the WIB packet, WIB Membership Committee Chair Zahid Shah presented the recommendation for approval.

Motion to approve: Zahid Shah  
Second: Tony Skinner  
Motion approved unanimously

## **7.0 VENTURA COUNTY REGIONAL STRATEGIC WORKFORCE DEVELOPMENT PLAN**

### **7.1 State and Federal Updates**

- High-Performance Board Certification by California WIB

Mike Soules announced that the Ventura County WIB had been designated a High-Performance Board by the California Workforce Investment Board. In the WIB's request for

review, examples were provided to illustrate some of the progress made in the first nine months of plan implementation. No changes were made to the original plan.

Mr. Soules and other members of the WIB congratulated and expressed appreciation to WIB and WIB committee members, WIB program providers, WIB public and private sector partners, and WIB staff for their ongoing collaboration and commitment to a regional strategic workforce development plan.

- EDD Regional Economic Analysis Profiles: WIB members received a Labor Market Information Division (Employment Development Department) map showing economic regions and sub-regions for reporting future Regional Economic Analysis Profiles. The Ventura County WIB data will be reported as part of two sub-regions instead of one: the Coastal Region (Monterey, Santa Cruz, San Benito, Santa Barbara, San Luis Obispo, Ventura) and Southern Region (Los Angeles, Orange, San Bernardino, Riverside, Ventura). If/how those designations will impact future WIB performance expectations, outcomes, and/or funding had not been announced.
- New California WIB Performance Requirements for Local WIBs: Implementation of the additional performance requirements for California WIBs was on hold, pending full functioning and report generation analysis of the new statewide CalJOBS workforce reporting system.
- Workforce Innovation Opportunity Act (WIOA): The bill had gained momentum with bi-partisan, bi-cameral support in Congress. A vote was expected soon. In general, the Ventura County WIB would be well-positioned to adapt to changes in the law (e.g., emphasis on industry sectors and regional collaboration).

## 7.2 WIB Regional Partnerships and Opportunities

Mike Soules commended and thanked WIB members and other public/private sector partners in Ventura County for their collaboration, hard work, advocacy, and commitments of support that had resulted in recent recognition and awards for the region.

- California Career Pathways Trust Grants: Roger Rice announced the award of two grants in the Ventura County region: (1) Tri-City Career College and Career Pathway Consortium-Linked Learning (Oxnard Union High School District) and (2) Ventura County Innovates (a regional consortium of seven school districts, three community colleges, the Ventura County Office of Education, and the Ventura County Community College District. He described key elements of the two initiatives and indicated that there could be opportunities for collaboration. Dr. Rice, Bernardo M. Perez, and Celina Zacarias thanked the WIB members and WIB staff who had provided input for both of the grant proposals and the WIB-affiliated volunteers who had traveled to Sacramento to help support the Ventura County Innovates evaluation panel interview.
- Innovative Manufacturing Communities Partnership Designation: Mike Soules expressed appreciation to the office of Congresswoman Brownley for supporting WIB participation in a new regional consortium, the Advanced Manufacturing Partnership of Southern California (AMP SoCal). AMP SoCal recently submitted and competitive application and received a U.S. Department of Commerce designation of Southern California (Los Angeles, Orange, San Diego, and Ventura counties, working together as AMP SoCal) as a national priority region for investments in advanced manufacturing for aerospace and defense. Cheryl Moore, who is representing Ventura County on the AMP SoCal interim executive committee, thanked the WIB's business, economic development, and education partners who had joined

the WIB in submitting letters of commitment for the application. WIB members in manufacturing who supported the effort were Joan Baldarrama (Lucix Corporation) and Tavi Udrea (Haas Automation, Inc.).

- Los Angeles Region WIB Collaboration: Cheryl Moore reported that the Ventura County WIB had accepted an invitation to join the seven WIBs in Los Angeles County in a regional effort to identify opportunities for collaboration and leveraging.
- Workforce Collaborative of California's Central Coast: WIB staff continue to meet on a regular basis with WIB representatives from the counties of Monterey, San Benito, San Luis Obispo, and Santa Barbara to share information, leverage expertise, and identify opportunities for collaborative projects.

### 7.3 WIB Planning Meeting Follow-up

- Wall Notes and Priorities: WIB members reviewed a summary of the WIB strategic planning session outcomes, noting the recurring theme of the importance of WIB member visibility in the community. Brian Gabler indicated that the WIB Outreach Committee planned to launch a WIB Speakers Bureau and would be seeking WIB member volunteers.
- WIB Committee Year-End Reviews and Next Steps: Mike Soules noted that WIB committee member feedback was important in preparing the 2013-2014 Year-End Review, which would be presented at the WIB meeting on August 28, 2014.

## 8.0 ON THE CALENDAR

- August 28, 2014 (8:00 a.m.-10:00 a.m.)  
WIB Meeting: Ventura County Office of Education, Camarillo
- September 2-4, 2014  
CWA Conference: Meeting of the Minds in Monterey
- September 11, 2014 (8:00 a.m.-12:30 p.m.)  
Jobs for Our Future: Ventura College

## 9.0 WIB MEMBER COMMENTS

- Kimberly Nilsson commented on the importance of offering strong incentives for the film industry to remain in California. She noted the erosion of jobs and loss of business revenue, encouraging WIB members to learn more about the issue.
- Sandra Werner thanked Mike Soules for providing refreshments for the meeting.

## 10.0 ADJOURNMENT

Motion to adjourn at 10:15 a.m.: Brian Gabler  
Second: Bill Pratt  
Motion approved unanimously

### Next WIB Meeting

August 28, 2014 (8:00 a.m.-10:00 a.m.)  
Ventura County Office of Education  
5100 Adolfo Road (Salon C), Camarillo, CA

# BUILDING OUR FUTURE WORKFORCE

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**TO: WORKFORCE INVESTMENT BOARD**

**FROM: CHERYL MOORE  
EXECUTIVE DIRECTOR**

**DATE: AUGUST 28, 2014**

**SUBJECT: RECOMMENDATION TO APPROVE THE ADDITION OR DELETION OF  
PROVIDERS AND/OR PROGRAMS (COURSES) FOR THE ELIGIBLE  
TRAINING PROVIDER LIST (ETPL)**

## **RECOMMENDATION**

Approve the addition/deletion of providers and/or vocational training programs/courses to the Eligible Training Provider List (ETPL), as listed on Attachment 1.

## **DISCUSSION**

Local Workforce Areas are responsible for the approval of (1) local providers of vocational classroom training who wish to be, or to remain, on the Eligible Training Provider List (ETPL) and, (2) of their several programs/courses.

From time to time, it is necessary to delete courses that are no longer being offered or are duplicates, and to approve new providers and the courses that they wish to add to the list. The Board's approval is needed before these courses may be removed from, or added to, the list.

If you have questions, please call me at (805) 477-5306, or contact Richard McNeal at (805) 477-5344, email [richard.mcneal@ventura.org](mailto:richard.mcneal@ventura.org).

**WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY**  
**August 28, 2014**

**RECOMMENDED MODIFICATIONS TO THE ELIGIBLE TRAINING PROVIDER LIST (ETPL)**

<b>Provider Name</b>	<b>Program Name</b>	<b>Recommendation</b>
Ventura County Office of Education	Medical Assistant--Clinical	ADD



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

**August 28, 2014**

### **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

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

**FROM: MIKE SOULES, CHAIR  
EXECUTIVE COMMITTEE**

**DATE: AUGUST 28, 2014**

**SUBJECT: EXECUTIVE COMMITTEE REPORT**

The Executive Committee met on August 14, 2014. In attendance were WIB Executive Committee members Mike Soules (Chair), Sandra Werner (Vice Chair), Alex Rivera (Immediate Past Chair), Brian Gabler, and Hugh J. Ralston; WIB member Ed Summers; WIB staff Talia Barrera, Patricia Duffy, Richard McNeal, Cheryl Moore, and Theresa Salazar Vital; and guests Nancy Ambriz and Jamie Duncan (Community Services Department/WIA), and Teresa Johnson (Ventura Adult and Continuing Education). The following topics were discussed:

## Chair Comments

Mike Soules commented on the WIB opportunities and challenges regarding collaboration with the two California Career Pathways Trust Grant awards: (1) Oxnard Union High School District and (2) a regional consortium of school districts, adult education, and community colleges, with the Ventura County Community College District as the lead applicant and with Adult Education and Community College through Assembly Bill (AB) 86 requirement. Town Hall meetings were held throughout the County to solicit community feedback for AB86 planning.

## 2013-2014 WIA Budget Plan and Expenditures

The Committee reviewed and discussed the year-end Financial Status Report (FSR) for Fiscal Year 2013-2014, dated July 23, 2014, and reflecting year-to-date expenditures from July 1, 2013 to June 30, 2014. (See attached.) The status of expenditures at 100% 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	2,335,439	83%
Adult	2,247,497	2,004,971	89%
Youth	2,285,092	2,229,090	98%
Rapid Response	537,884	498,889	93%

The State usually 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. The State waived these WIA expenditure requirements allowing all unspent/uncommitted 2013-14 WIA grant allocations to be carried over into Fiscal Year 2014-15.

The overall percent of expenditures vs. plan, as reported in the Financial Status Report, is close to plan in the Youth category and the federal requirement for 30% of youth funds to be expended for out-of-school Youth was met. Dislocated Worker and Adult categories were below planned

expenditures because of outreach and County employee salary savings. Rapid Response expenditures are close to plan due to shifting of allowable employee salary expenses from Dislocated Worker to Rapid Response.

Final numbers for 2013-2014 will be available with the completion of the year-end close in August 2014. At the Executive Committee meeting on October 9, 2014, Committee members will consider how the official 2013-2014 post-close grant balances and approved use of uncommitted funds affect the WIB-approved WIA Budget Plan for 2014-2015. If necessary, revisions to the budget plan will be recommended for WIB consideration and approval at the WIB meeting on October 23, 2014.

#### WIA Training Expenditures

The summary of WIA training expenditures, as of June 30, 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:

	<u>2012-2014 Grants</u>		<u>2013-2015 Grants</u>
	<u>Spent in FY 12-13</u>	<u>Spent in FY 13-14</u>	<u>Spent in 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	231,102	831,038
Leveraged Resources			
• Total Leveraged Resources Used Toward Training Expenditures	562,187		420,156
• Maximum Allowed Leveraged Resources (10%)	450,356		434,699
Total Leveraged Resources Used Towards Training Expenditures	450,356		420,156
• Total Amount Spent on Training	1,338,271		1,251,194
• % of Training Requirement Met (Final goal = 100%)	119%		115%

#### PY 2014-15 Preliminary Budget Update

Funding for 2014-2015 Dislocated Worker, Adult, Youth and Rapid Response allocations had been confirmed and included in the updated WIA Preliminary Budget Plan. Allocations for 2013-2014 and 2014-2015 are:

	<u>2013-2014 WIA Allocation</u>	<u>2014-2015 WIA Allocation</u>	<u>% Change</u>
Dislocated Worker	\$ 2,454,783	\$ 2,262,662	-7.8%
Adult	1,892,208	1,829,687	-3.3%
Youth	2,054,472	1,995,263	-2.9%
Rapid Response	445,934	396,711	-11.04%
<b>Total</b>	<b>\$ 6,847,397</b>	<b>\$ 6,484,323</b>	<b>-5.3%</b>



Committee members reviewed and discussed updated information to the approved FY 2014-15 WIA Preliminary Budget Plan approved by the WIB on June 12, 2014. Revisions included:

- Final 2014-15 Rapid Response allocation of \$336,711
- Carry-over PY 2013-14 funding balance from unspent salary savings, contracts and other costs
- Individual Training Accounts/On-the-Job Training (ITA/OJT) committed FY 2013-14 funds to be spent in FY 2014-15
- Workforce Accelerator Grant Project funds of \$150,000

### Performance Update

Committee members reviewed, discussed, and asked questions regarding final Common Measures performance outcomes for Program Year (PY) 2013 – 2014. Performance outcomes for all Adult, Dislocated Worker (DW), and Youth measures exceeded goal levels and 100% success rates. These outcomes will be reported by the State to Department of Labor-Employment and Training Administration listed below:

	ENTERED EMPLOYMENT				EMPLOYMENT RETENTION				AVERAGE EARNINGS			
ADULT	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Earnings & Clients
<b>VC WIB</b>	72.00	79.13	<b>109.9%</b>	182/230	81.00	85.86	<b>106.0%</b>	170/198	13,251	14,252.56	<b>107.5%</b>	\$2,209,146.79 /155

DW	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Earnings & Clients
<b>VC WIB</b>	75.00	80.12	<b>106.8%</b>	133/166	84.00	93.38	<b>111.1%</b>	141/151	16,000	18,813.65	<b>117.5%</b>	\$2,426,960.44 /129

	EMPLOYMENT OR EDUCATION PLACEMENT				DEGREE OR CERTIFICATE ATTAINMENT				LITERACY AND NUMERACY GAIN			
YOUTH	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Earnings & Clients
<b>VC WIB</b>	70.00	71.34	<b>101.9%</b>	234/328	60.00	80.23	<b>133.7%</b>	207/258	60.50	81.73	<b>135.0%</b>	85/104

Executive Committee members were informed that the State is working on configuring the new CalJOBS system to generate Common Measures and other reports by Program Operator.

### Action Item

The Executive Committee considered background information, asked questions, and discussed the following item before taking action. The meeting packet included background information on the action items and is available on the WIB website: [www.wib.ventura.org](http://www.wib.ventura.org).

- **Approved a Recommendation that the Workforce Investment Board of Ventura County (WIB) Approve the Use of Uncommitted Workforce Investment Act (WIA) Funds in Program Year 2014-2015**

### Grant Report

Executive Committee members reviewed the Program Year 2014-2015 Grants and Proposals Report, noting the recently approved Workforce Accelerator Grant of \$150,000 for innovative

strategies for ex-offenders and letters of support for the two approved grants: 1) submitted by the Ventura County Office of Education (VCOE) for a STEM (Science, Technology, Engineering, and Math) grant proposal and 2) submitted by Oxnard College for the US2020 City Competition. Also discussed were the reasons for non-submittal of a Trade Adjustment Assistance Community College & Career Training Grant (TAACCCT) grant by Allan Hancock College (Lompoc) which included funds for the Ventura County Employment Development Department and the Community Services Department for energy industry training for local WIA eligible enrollees.

### Ventura County Regional Strategic Workforce Development Plan

The Executive Committee received and discussed updates related to the following:

- Workforce Innovation and Opportunity Act (WIOA): President Barack Obama signed the Workforce Innovation and Opportunity Act (WIOA) into law on July 22, 2014. WIOA is designed to help job seekers access employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. Congress passed WIOA by a wide bipartisan majority, making it the first legislative of the public workforce system in 15 years. Highlights of WIOA reforms to the public workforce system were shared and discussed with Executive Committee members.
- Resource Development Committee Update: Information was shared with Executive Committee members illustrating the organizational framework and WIB roles for the two regional Career Pathways Trust grants awarded by the Office of Education to the Ventura County Community College and the Oxnard Union High School Districts and for the Advanced Manufacturing Partnership of Southern California covering four counties (Los Angeles, Orange, San Diego, and Ventura)
- Issues and Opportunities: Committee members shared their thoughts and insights as we proceed in Program Year (PY) 2014-15 and in planning for WIOA implementation in PY 2015-2016.

### Jobs for Our Future

Executive Committee members were encouraged to attend the Jobs for Our Future regional event from 8:00 a.m. to 12:30 p.m., on September 11, 2014, at the Ventura College Performing Arts Center. Featured speakers include Kish Rajan (GoBiz), John Ratzenberger (*Made in America* television program), Harold Edwards (Limoneira), and WIB Chair Mike Soules (Corwin).

The next meeting of the Executive Committee is scheduled for October 9, 2014, from 7:30 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) 410-7753, 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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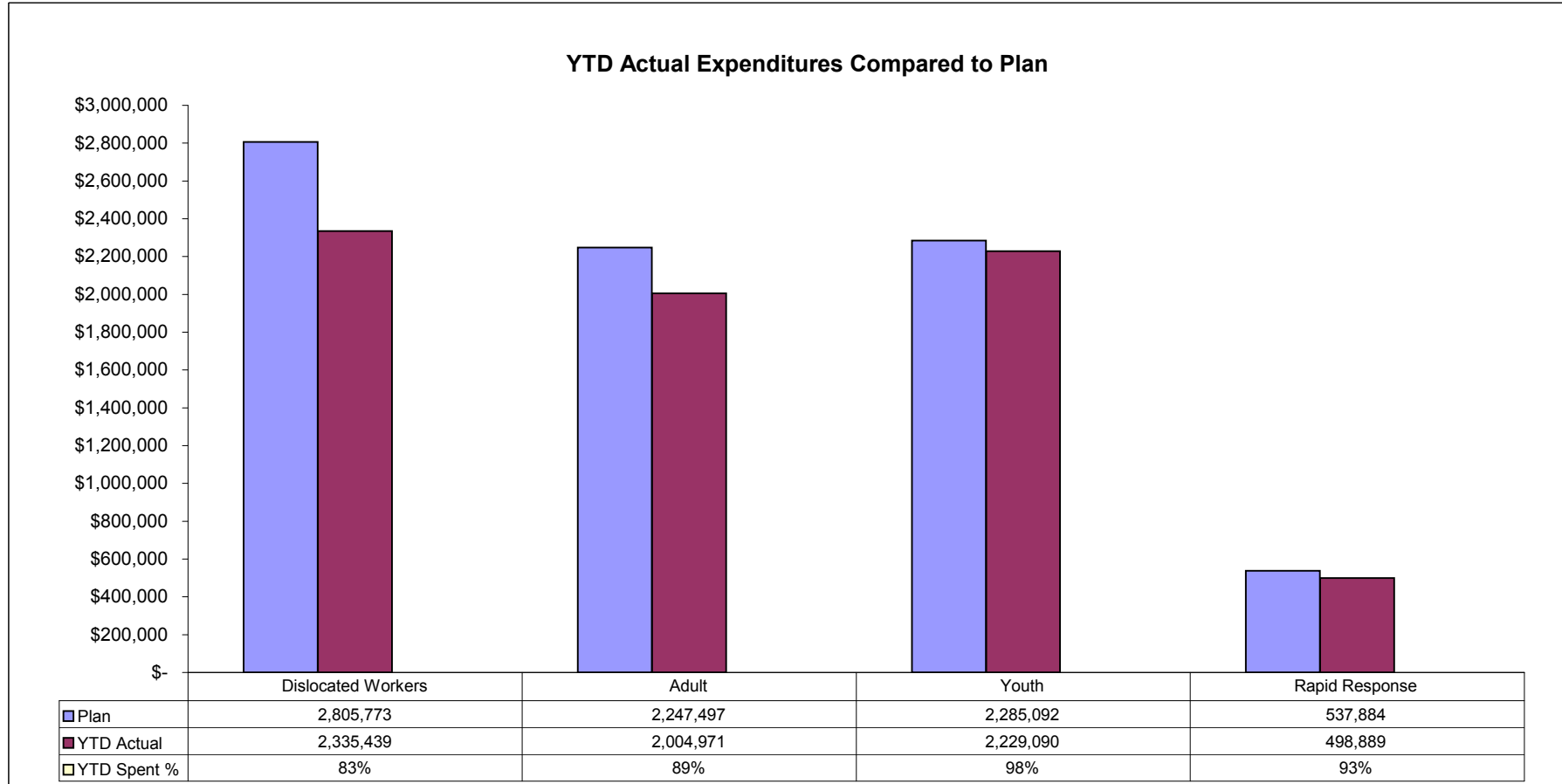
## **FINANCIAL STATUS REPORT for FISCAL YEAR 2013-2014**

**Year to Date Expenditures from 07/01/13 to 06/30/2014 (100% into the Fiscal Year)**

***Submitted on: July 23, 2014***

## WIA Financial Status Report for Fiscal Year 2013 - 2014

**Year to Date Expenditures from 07/01/13 to 06/30/2014 (100% into the Fiscal Year)**



WIA Financial Status Report for Fiscal Year 2013 - 2014												
Year to Date Expenditures from 07/01/13 to 06/30/2014 (100% 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	1,334,700	83%	914,630	721,810	79%	278,939	278,930	100%	2,805,773	2,335,439	470,334
Adult	1,171,369	1,166,039	100%	852,691	631,462	74%	223,437	207,470	93%	2,247,497	2,004,971	242,527
Youth	428,258	417,955	98%	1,629,659	1,584,155	97%	227,175	226,979	100%	2,285,092	2,229,090	56,002
Rapid Response	162,149	161,716	100%	322,261	288,326	89%	53,474	48,847	91%	537,884	498,889	38,995
<b>Others:</b>												
				-			-					
<b>Total WIA Grants</b>	<b>\$ 3,373,980</b>	<b>\$ 3,080,410</b>	<b>91%</b>	<b>\$ 3,719,242</b>	<b>\$ 3,225,753</b>	<b>87%</b>	<b>\$ 783,025</b>	<b>\$ 762,226</b>	<b>97%</b>	<b>\$ 7,876,247</b>	<b>\$ 7,068,389</b>	<b>\$ 807,858</b>

Submitted on: July 23, 2014

<b>VCFMS Plus Estimated Accrued Expense for Fiscal Year 2013- 2014</b> <b>Year to Date Expenditures from 07/01/13 to 06/30/2014 (100% 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	1,334,700	-	1,334,700	603,340	118,470	721,810	275,447	3,483	278,930	2,213,487	121,953	2,335,439
Adult	1,166,039	-	1,166,039	573,423	58,039	631,462	204,344	3,126	207,470	1,943,806	61,165	2,004,971
Youth	417,955	-	417,955	1,336,408	247,748	1,584,155	223,827	3,153	226,979	1,978,189	250,900	2,229,090
Rapid Response	161,716	-	161,716	207,620	80,707	288,326	48,183	664	48,847	417,519	81,370	498,889
<b>OTHERS:</b>												
-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total WIA Grants</b>	<b>\$ 3,080,410</b>	<b>\$ -</b>	<b>\$ 3,080,410</b>	<b>\$ 2,720,789</b>	<b>\$ 504,964</b>	<b>\$ 3,225,753</b>	<b>\$ 751,801</b>	<b>\$ 10,425</b>	<b>\$ 762,226</b>	<b>\$ 6,553,001</b>	<b>\$ 515,389</b>	<b>\$ 7,068,389</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 06/30/2014 (100% 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 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	2,269,974	91%
19	WIB Administration 866,000	311,760	242,480	242,480	69,280	866,000	810,435	94%
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>3,080,410</b>	91%
21	<b>Direct Expenses:</b>	0.4778	0.3472	0.1269	0.0481			
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	131,385	100%
25	Boys and Girls Club: Core Program			575,000		575,000	565,417	98%
26	Pathpoint: Core Program			575,000		575,000	589,287	102%
27	VACE Adult 12-13 Extension: Youth 13-14		58,491	379,000		437,491	391,548	89%
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>1,699,021</b>	97%
31	<u>Client Expenses:</u>					-		
32	ITA/Education ** 25% (25%\$ / 0%Lev)	608,983	516,907			1,125,890	909,109	81%
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	83,604	40%
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>1,150,291</b>	76%
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	97,385	100%
44	Outrch/Mktg: theAgency 224,616	40,955	26,146	28,799	128,716	224,616	224,279	100%
45	Outreach -WIB 50,000	17,812	14,268	14,506	3,415	50,000	25,346	51%
46	WIB Expense - Non Staff 20,000	7,125	5,707	5,802	1,366	20,000	20,366	102%
47	Program Outreach-CSD 50,000	17,500	15,000	12,500	5,000	50,000	7,168	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	376,441	82%
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>3,225,753</b>	87%
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>6,306,163</b>	89%
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	61,657	82%
55	A Insurance 19,725	7,027	5,629	5,723	1,347	19,725	19,724	100%
56	Facilities Maint. 89,000	31,705	25,396	25,821	6,078	89,000	99,536	112%
57	Membership and dues 12,000	4,275	3,424	3,481	820	12,000	11,912	99%
58	Education allowance 5,000	1,781	1,427	1,451	341	5,000	-	
59	A Indirect cost recovery(County A87) -	-	-	-	-	-	-	
60	A Books and Publication 3,000	1,069	856	870	205	3,000	7,647	255%
61	Office Equipment/Supplies & Furnitu 16,000	5,700	4,566	4,642	1,093	16,000	18,866	118%
62	A Mail Center - ISF 5,000	1,781	1,427	1,451	341	5,000	3,746	75%
63	A Purchase Charges - ISF 4,000	1,425	1,141	1,160	273	4,000	3,167	79%
64	A Copy Machine - ISF 15,000	5,343	4,280	4,352	1,024	15,000	18,422	123%
65	A Stores - ISF 300	107	86	87	20	300	257	86%
66	A Information Tech - ISF 5,000	1,781	1,427	1,451	341	5,000	1,380	28%
67	A Computer Services Non ISF 25,000	8,906	7,134	7,253	1,707	25,000	2,608	10%
68	Building Lease/Rental 85,000	30,280	24,255	24,661	5,805	85,000	67,260	79%
69	A Storage Charges - ISF 5,000	1,781	1,427	1,451	341	5,000	5,296	106%
70	Mileage Reimb. - Staffs only 15,000	5,343	4,280	4,352	1,024	15,000	27,198	181%
71	Conference and Seminars - Staffs 15,000	5,343	4,280	4,352	1,024	15,000	4,533	30%
72	Conference and Seminars - WIB Stc 20,000	7,125	5,707	5,802	1,366	20,000	12,235	61%
73	Misc. Travel - Staffs only 15,000	5,343	4,280	4,352	1,024	15,000	13,485	90%
74	A Fiscal/HR/BTD/ET (HSA) 350,000	124,681	99,873	101,544	23,902	350,000	387,345	111%
75	Other Admin Services 4,000	1,425	1,141	1,160	273	4,000	(4,047)	-101%
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>762,226</b>	97%
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>7,068,389</b>	90%
79	A 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 06/30/2014 (100% 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	231,102	831,038
	Leveraged Resources			
	- Total Leveraged Resources	562,187		420,156
	- Maximum Allowed Leveraged Resources (10%)	450,356		434,699
7)	- Total Leveraged Resources Used Towards Training Expenditures	450,356		420,156
8)	Total Amount Spent On Training (should equal/exceed Line 5 by end of grant)	1,338,271		1,251,194
	% of Training Requirement Met (final goal is 100%)	119%		115%

9)	<b>Leveraged Resources Detail (notes)</b>			
	(a) Pell Grant	116,771		233,994
	(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		166,031
	<b>Total</b>	<b>562,187</b>		420,156
	<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			



# BUILDING OUR FUTURE WORKFORCE

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**TO: WORKFORCE INVESTMENT BOARD**

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

**DATE: AUGUST 28, 2014**

**SUBJECT: CLEAN/GREEN COMMITTEE REPORT**

The Clean/Green Committee met on July 25, 2014. In attendance were Victor Dollar (Chair), John Brooks, Dave Fleisch, Paul Grossgold, Teresa Johnson, Margaret Lau, and Wayne Pendrey; WIB staff Patricia Duffy, Cheryl Moore, and Theresa Salazar Vital; and guests Brad Hudson (Office of Congresswoman Julia Brownley), Eric Humel (Oxnard City Corps), and Marybeth Jacobsen (Chamber of Commerce Workforce Coalition). Topics of discussion included:

## Ventura County Regional Strategic Workforce Development Plan

- Infrastructure Work Group

Dave Fleisch reported that the Clean/Green Work Readiness: Infrastructure Skills Categories and the Clean/Green Work Readiness: Essential Skills Categories charts were ready for distribution and reference. (See attached.) To ensure alignment and avoid duplication of efforts, the work group emphasized the importance of integrating information from the work readiness charts and the WIB Clean/Green Occupational Employment Data chart into curriculum development for the two California Career Pathways Trust grant initiatives, adult education, community college and other education/training programs.

The group also planned to invite representatives from a contractor association, a water agency, electrician and pipefitter unions, and utility companies to a Clean/Green Committee meeting to discuss internship opportunities, training programs and apprenticeships.

- Services Work Group

- Hospitality Skills List: Teresa Johnson provided an update on the status of the Hospitality Work Readiness/Essential Skills Categories chart. A final document will be ready at the next meeting.

- Internships: Margaret Lau introduced a successful internship model underway in Alabama. A collaboration between the community college and regional manufacturing companies, the internship program brings together 14 companies, four economic development agencies and three college programs and is an industry led initiative. The partnership is based on a need to address workforce shortages in specific areas and to establish a workforce pipeline.

- Industry Certifications Inventory: To help identify industry certifications available in the region through multiple sources, committee members were asked to add information to a new industry

certifications inventory document. Eric Humel noted that City Corps is launching a 200-hour wastewater internship program for 20 youth.

### Southwest Regional Water Conversation

Margaret Lau presented an overview of the recent Southwest Regional Water Conversation meeting, held on May 9, 2014, in San Diego. The meeting was presented by Cuyamaca College, National Science Foundation, ATEEC, (Advanced Technology Environmental and Energy Center) and the California Community Colleges. The meeting included a panel of 20-25 water managers from California, Nevada and Arizona. The purpose was to determine the skills necessary to meet the emerging needs of water employees. Throughout the country, conversations are taking place to assist schools and colleges in developing education and training programs based on industry needs. The 2013 ATEEC, Defining Water Management Forum report, from the January 2013 meeting in San Diego, was distributed to Clean/Green Committee members.

The next meeting of the Clean/Green Committee is scheduled for Friday, September 26, 2014, from 8:00 a.m. to 9:30 a.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo, CA.

If you have questions or need more information, please call me at (805) 856-9500, or contact Patricia Duffy at (805) 477-5350, e-mail [Patricia.Duffy@ventura.org](mailto:Patricia.Duffy@ventura.org).



## **CLEAN/GREEN WORK READINESS: INFRASTRUCTURE SKILLS 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>• Multiplication, division, 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	EMPLOYABILITY 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>



## **CLEAN/GREEN WORK READINESS: ESSENTIAL SKILLS CATEGORIES**

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

<b>BASICS OF QUALITY CONTROL</b>	<b>EMPLOYABILTY SKILLS</b>	<b>COMPUTER SKILLS</b>
<ul style="list-style-type: none"><li>• Know processes, as applicable, per business</li><li>• Basic quality methodology and inspection techniques</li><li>• Importance of individual responsibility – to do it right the first time</li><li>• Manufacturing theory and quality control</li><li>• Lean manufacturing and quality control</li><li>• Knowledge of regulations and systems processes</li><li>• Knowledge of waste management – waste reduction advantages</li><li>• Certification and best practices</li></ul>	<ul style="list-style-type: none"><li>• Initiative</li><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><li>• Opportunities for work experience – applications of skills in work settings</li><li>• Apprenticeships- knowledge sustainable career pathways and paid training opportunities</li></ul>	<ul style="list-style-type: none"><li>• Microsoft Excel</li><li>• Microsoft Word</li><li>• Microsoft Access</li><li>• Operating System basics</li><li>• Computer navigation</li><li>• Computer security</li><li>• Computer etiquette</li><li>• ERP basics</li><li>• Viewer basics like PDF, CAD, jpg, png, bmp, TIFF, Solid Works, etc.</li><li>• File extension basics</li><li>• Basic programming</li></ul>

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**TO: WORKFORCE INVESTMENT BOARD**

**FROM: TERESA JOHNSON, ACTING CHAIR  
HEALTHCARE COMMITTEE**

**DATE: AUGUST 28, 2014**

**SUBJECT: HEALTHCARE COMMITTEE REPORT**

The WIB Healthcare Committee met on July 11, 2014. Attending the meeting were Committee members Teresa Johnson (Acting Chair), Greg Barnes, John Cordova, Ed Gonzales, Cindy Jordan, Paul Matakewicz, Tiffany Morse, and Dawn Neuman; WIB staff Richard McNeal and Theresa Salazar Vital; and guests Kimberly Hoffmans (Moorpark College), Debbie Newcomb (Ventura College) and Vivian Pettit (Community Services Department/WIA). The following is a summary of topics discussed:

## Year-End Review

A discussion of the Committee's 2013-2014 accomplishments and insights elicited a number of comments on the changing business, economic, and community conditions in the healthcare field and the need to keep the jobs/education matrix current to meet those conditions. The full report will be provided to the WIB on August 28, 2014.

## Ventura County Regional Strategic Workforce Development Plan

- Clinical Lab Science Field Experience Program: Dawn Newman reported that the project is temporarily delayed because several hospitals have not submitted some or all of the necessary state paperwork for hospital laboratory certification. She hopes that this issue will be resolved in the near future.
- Certification of Medical Assistants: John Cordova updated the Committee on the new challenge of medical expense reimbursements to healthcare providers for the services of new and current Medical Assistants. Because of changes in reimbursement policies, there is increasing pressure for employers to require that their Medical Assistants be certified. Such certification is possible through the community colleges and might be accommodated through the WIB's incumbent worker training program.
- Eligible Training Provider List (ETPL): Richard McNeal described the purpose of the California ETPL and the benefits for prospective job seekers. As soon as possible, relevant healthcare courses in the community colleges, especially the nursing courses, need to be added to the ETPL to allow access for WIA-funded clients. Kimberly Hoffmans and Debbie Newcomb agreed to follow-up with their respective colleges regarding ETPL entries.

The date for next meeting of the Healthcare Committee is September 12, 2014. The meeting will be held at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo, CA

If you have questions or need more information, please call me at (805) 289-7925, 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: AUGUST 28, 2014**

**SUBJECT: MANUFACTURING COMMITTEE REPORT**

The Manufacturing Committee met on Wednesday, August 13, 2014. In attendance were Committee members Tavi Udrea (Vice Chair), Vic Anselmo, Teresa Johnson, Joe Klocko, Gregory Liu, Tiffany Morse, Alex Rivera, Scot Rabe, Marybeth Jacobsen, and Sharon Woolley; WIB staff Talia Barrera, Patricia Duffy, Cheryl Moore and Theresa Salazar Vital; and guests Brad Hudson (Congresswoman Julia Brownley), Ken Goss (MWS Wire Industries) and Celine Park (Ventura College). The following is a summary of topics discussed:

## Ventura County Regional Strategic Workforce Development Plan

- Workforce Innovation and Opportunity Act (WIOA): Cheryl Moore provided a brief overview of WIOA recently approved by Congress to replace the Workforce Investment Act (WIA) on July 1, 2015. WIOA will align federal Investments to support job seekers and employers, align goals and increase accountability and information for job seekers, increase access to workforce services for individuals with disabilities, and establish unified strategic planning across different programs. More information to follow.
- California's Manufacturing Industries: IAE LAEDC Research: Committee members received copies of the new "California's Manufacturing Industries: Employment and Competitiveness in the 21<sup>st</sup> Century" report. This report quantifies the manufacturing sector in California and at the county levels in Southern California, including Ventura County.
- Advanced Manufacturing Partnership of Southern California (AMP SoCal): Dion Jackson, Associate, USC Center for Economic Development, made a presentation on the recently-formed regional consortium. Ms Jackson described the development of a new structure for the partnership, which brought together aerospace and defense manufacturing businesses, community colleges, universities and government in four counties (Los Angeles, Orange, San Diego, and Ventura) to retain and grow a robust manufacturing sector in Southern California. The WIB Manufacturing Committee will be an important component of Ventura County participation in AMP SoCal.
- Biomedical Device Certificate: Scot Rabe reported that he and Subhash Kakare are waiting for notification of final approval of the two-campus certificate program from the state community college system. Students already have expressed interest in the program.
- AB 86 Planning Grant: Teresa Johnson gave a brief summary of the grant and the Town Hall Meetings that were held throughout the county. In attendance were businesses, members of the community, and others. The purpose of the project is to create a plan to align, streamline,

articulate, and ensure relevance and responsiveness of educational programs, certificates, credentials, apprenticeships, and other support for Ventura County students and businesses. Successful development of the plan could lead to future funding from the State.

- Manufacturing Career Pathways (Education) Workgroup: Tiffany Morse announced that there is work underway to link apprenticeships and career pathways. The Ventura County Office of Education had met with the Department of Apprenticeship Standards to discuss career pathways.
- SCRC Deputy Sector Navigator Update: Joe Klocko provided an update on the release of the RFA which allowed for possible funding of \$1,000-\$5,000 for high school robotics programs in the region. Mr. Klocko also announced that he would be moving to a different role at College of the Canyons and would invite another Deputy Sector Navigator to join the WIB Manufacturing Committee. Committee members congratulated Mr. Klocko on his promotion and expressed appreciation for his commitment to regional collaboration.
- Simi Valley Chamber Manufacturing Training Survey: Marybeth Jacobsen reported that the Simi Valley Chamber of Commerce and California Lutheran University, in collaboration with the City of Simi Valley, had completed a survey of Ventura County manufacturing businesses regarding their workforce needs. Results of the survey would be presented to the WIB on August 28, 2014, and made available to the WIB Manufacturing Committee.
- Manufacturing Roundtable of Ventura County (MRVC): Tavi Udrea announced that National Manufacturing Day would be held on October 3, 2014, with businesses providing opportunities for students, teachers, and counselors to learn about career opportunities and visit manufacturing sites.

The next meeting of the WIB Manufacturing Committee is scheduled for October 8, 2014, from 8:00 a.m. to 9:30 a.m., at Haas Automation, Inc., 2800 Sturgis Road, Oxnard.

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).



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**TO: WORKFORCE INVESTMENT BOARD**

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

**DATE: AUGUST 28, 2014**

**SUBJECT: MEMBERSHIP COMMITTEE REPORT**

The Committee met on August 12, 2014. In attendance were Committee members Zahid Shah (Chair), Ed Summers (Vice Chair), Tim Allison and Sarah Asbury (phone); WIB staff Talia Barrera and Cheryl Moore. The following includes topics discussed at the meeting and updated information:

## Appointments and Reappointments

- Reappointments: Four current WIB members whose terms would end between September and October 2014 were determined to be in good standing and eligible for reappointment. 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.
- 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 WIB prior to consideration of a possible recommendation for WIB appointment.  
Update: On June 3, 2014, the Board of Supervisors approved the appointment of Tim Allison (Tri-Counties Central Labor Council) and Greg Barnes (Los Robles Regional Medical Center) to three-year terms on the WIB.

## Action Item

At the request of the Executive Director, the Committee discussed and approved a recommendation that the Workforce Investment Board of Ventura County (WIB) approve a petition from current WIB member Alex Rivera to continue service on the WIB until the end of his term.

## Ventura County Regional Strategic Workforce Development Plan: Update on Status

Cheryl Moore provided an update on the status of the reauthorization of the Workforce Innovation and Opportunity Act (WIOA). Reauthorization will focus more on aligning workforce development programs with sector, regional, economic development and education initiatives and providing youth programs focusing more on out-of-school youth and youth with disabilities. WIOA will take effect on July 1, 2015, with draft guidelines and requirements expected to be issued in January 2015.

The next Membership Committee meeting is scheduled for September 10, 2014, from 9:00 a.m. to 10:30 a.m., at the Human Services Agency, 855 Partridge Drive, Ventura.

If you have questions or need more information, please 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: BRIAN GABLER, CHAIR  
OUTREACH COMMITTEE**

**DATE: AUGUST 28, 2014**

**SUBJECT: OUTREACH COMMITTEE REPORT**

The WIB Outreach Committee met on July 16, 2014. Attending the meeting were Committee members Jim Faul (Vice Chair), Bruce Stenslie, Will Berg and Victoria Jump; WIB staff Talia Barrera and Cheryl Moore; and guests Karen Bluffer and Heidi Hayes (theAgency), and Christy Norton and Patrick Newburn (Community Services Department/WIA). The following is a summary of major topics discussed at the meeting.

## CSD/WIA Monthly Event Report

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

## Outreach Summary Report

The Committee discussed May-June 2014 WIB outreach projects and activities as reported by theAgency and summarized below:

- Employer Outreach
  - Workforce Wednesday radio interview program (KVTA-1590 AM)
    - May 28 – Getting the word out about no-cost and low cost business resources through Ventura County Grows Business (Participants: Bruce Stenslie, EDC-VC and Shane Prokup, Trupart Manufacturing)
    - June 18 – Learning more about business resources in Ventura County (Participants: Brian Gabler, Economic Development and Assistant City Manager for the City of Simi Valley, and Ashish Shah, VSolvit)
  - *Workforce Update* e-newsletter:
    - June 17 – Sent to 600 education/government/WIB contacts with 31.4% open rate
    - June 19 – Sent to 12,808 businesses with 10% open rate
  - Simi Valley/CLU Ventura County Manufacturing Survey Eblast - #2
    - Manufacturing List – sent to 1,594 businesses with an open rate of 11%

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

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

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

### Other Activities

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

The next meeting of the Outreach Committee is scheduled for September 17, 2014, from 8:30 a.m. to 10:00 a.m., at the Economic Development Collaborative-Ventura County, 1601 Carmen Drive, #215, Camarillo, CA.

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 RALSTON, CHAIR**  
**RESOURCE DEVELOPMENT COMMITTEE**

**DATE: AUGUST 28, 2014**

**SUBJECT: RESOURCE DEVELOPMENT COMMITTEE REPORT**

The Resource Development Committee met on August 7, 2014. Attending the meeting were Committee members Hugh Ralston (Chair), Victor Dollar, Iris Ingram and Barry Zimmerman; WIB members Mike Soules and Bruce Stenslie; WIB staff Patricia Duffy, Richard McNeal, Cheryl Moore and Theresa Salazar Vital; and guests Nancy Ambriz (CSD), Gerhard Apfelthaler, Richard Duran (Oxnard College), Greg Gillespie (Ventura College), Jamillah Moore (Ventura County Community College District-VCCCD), Tiffany Morse (Ventura County Office of Education), Bill Simmons (Economic Development Collaborative-Ventura County), Julius Sokenu (Moorpark College), and Sharon Woolley (VCCCD). The following topics were discussed:

## Action Item: Uncommitted Funds

**Recommended that the WIB Executive Committee Recommend that the Workforce Investment Board of Ventura County (WIB) Approve the Use of Uncommitted Workforce Investment Act (WIA) Funds in Program Year 2014-2015**

The Committee reviewed the WIB budget process, an updated draft of the 2013-2014 WIA Preliminary Budget Plan that included post-close carryover amounts, and WIB guidelines relating to the use of uncommitted funds. Estimated grant balances available were in the Dislocated Worker, Adult, Youth, and Rapid Response fund categories.

Members engaged in a lengthy discussion regarding potential uses of the estimated uncommitted funds. The Committee agreed on three options with no changes: (1) restoration of the Management Reserve levels to 8% for Dislocated Worker and Youth allocations; (2) augmentation of the current \$95,000 contract with EDC-VC to the original RFP funding level of \$125,000; and (3) augmentation of the current \$125,000 contract with the Agency to the original RFP funding level of \$150,000. For options (4) augmentation of the current contracts with one or more of three youth providers and (5) augmentation of the Dislocated Worker allocation to the Community Services Department/WIA, the Committee requested that the staff provide additional detail regarding how the additional funds would/should be used.

Although accepted by the Committee in principle, option (6) to fund an employer expectations survey would need detailed consideration of exactly what would be required and who would do such a survey (e.g., population-focused, industry-specific, aligned/leveraged with funded sector activities in the career pathways grant). The Committee agreed to recommend allocating funds to the Special Project line of the budget plan, with the intent to revisit the survey discussion.

## Ventura County Regional Strategic Workforce Development Plan

- Workforce Innovation and Opportunity Act: of July 22, 2014, noting some of the prospective changes of direction. Given the timetable for the new requirements taking effect (July 1, 2015), there will need to be ongoing dialog as to the changes brought about by the new legislations, and whatever regulatory adjustments (by the Department of Labor and/or the state of California) or changes imposed by the California WIB
- Regional Partnerships: California Career Pathways Trust Grants

Ventura County recently received two California Career Pathways Trust grants to benefit schools in the region:

- On behalf of Oxnard Union High School District Superintendent Gabe Soumakian, Cheryl Moore provided a brief overview of the Linked Learning Career Pathways Community Partnership. Included was a description of the organization and governance, 19 career academies, and an introduction to the responsibilities of the business partners. The project is based on a high school cohort/career academy model and plans to build linkages with the middle schools.
- Ventura County Community College District Chancellor Jamillah Moore, assisted by Sharon Woolley and Tiffany Morse, summarized the Ventura County Innovates goals, structure, and career pathways. The project will provide sequences of courses for 62 career pathways from high school through community college (and potentially beyond), built on a foundation of collaboration among the three community colleges, the Ventura County Office of Education, and seven school districts.

The ensuing discussion among Committee members and guests clearly indicated the need for close cooperation between the two consortia to avoid overlapping and duplicative infrastructure and activities, to leverage the use of project funds, and to appreciate the substantial investment in career training and skills building that both grants bring to the region. The Committee emphasized the importance of a coordinated plan to connect with the business community and avoid employer confusion and burnout.

The Chair thanked the participants for sharing information regarding their initiatives. He noted that the WIB had supported both grants enthusiastically and looked forward to finding ways to assist each to achieve their deliverables and goals successfully.

- Regional Partnerships: AMP SoCal

Cheryl Moore commented on the WIB's participation in the new Advanced Manufacturing Partnership of Southern California (AMP SoCal) and its recent designation as a national priority aerospace and defense manufacturing investment region (counties of Los Angeles, Orange, San Diego, and Ventura). The Committee received information regarding the purpose, governance, committee structure, and initial projects. Members noted that the partnership has huge potential to benefit the Ventura County employers and job seekers, as well as advance the WIB's strategic priorities.

The next meeting of the Resource Development Committee will be in September 2014, with date, time and location to be announced. 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).

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**TO: WORKFORCE INVESTMENT BOARD**

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

**DATE: AUGUST 28, 2014**

**SUBJECT: YOUTH COUNCIL REPORT**

The Youth Council met on August 6, 2014. Attending the meeting were Council members Tony Skinner (Chair), Jesus Torres (Vice Chair), Mary Benton, Sean Bhardwaj, Sandra Carrillo, Linda Fisher-Helton, Claudia Harrison, Marnie Melendez, Cristina Miranda, Tiffany Morse, Roger Rice and Ed Summers; WIB staff Richard McNeal and Cheryl Moore; and guests Karen Blufer (theAgency), Steve Thompson (Ventura Adult and Continuing Education) and Kim Whitaker (PathPoint). The following topics were discussed:

## Youth Council Members

- On behalf of the Council, Mr. Skinner expressed sincere thanks to Courtney Taylor for his dedicated service to the Youth Council from 2004 to 2014. Mr. Taylor had accepted a new job in Oregon, and a thank-you letter and plaque would be forwarded to him. .
- The Council discussed the importance of having youth representation and noted that the standard three-year term is probably a difficult commitment for any youth, particularly one in school. Therefore, the Council agreed to ask only for a one-year commitment for youth participation. Members also suggested that it would be valuable to pair any new youth member with a mentor from the Council. Council members were encouraged to bring interested youth to the meeting as guests.

## Ventura County Regional Strategic Workforce Development Plan: Youth Plan Update

Using a brief matrix as a working document, Council members discussed progress made toward achieving the four youth goals outlined in the Plan. Several suggestions were made to update or correct new information that was supplied. Significant additions related to the California Career Pathways Trust grants awarded to the Ventura County Innovates consortium and to the Tri-City College and Career Pathway group (Oxnard Union High School District).

## Youth Program Performance Data: Additional Options

In continuing the discussion of identifying possible youth program performance elements beyond the scope required for Workforce Investment Act (WIA) Common Measures, Council members reviewed a draft outline. The idea is to provide a "Snapshot in Time" once a year, giving the Council additional information on which to base decisions about the appropriate mix of program activities and the appropriate expenditure of WIA youth funds. Current providers of youth services had contributed to the document.

At present, because we do not know the capacity of the new statewide CalJOBS system (still in development and transition) to provide the information we require, the snapshot project is on hold. Though the Council approved the idea in general, their discussion centered on three fundamental, but interrelated questions that should probably undergird the enterprise: (1) What would we like to be able to say? (2) What constitutes success—the end point, or goal? (3) What could success stories contribute? Answering these questions might well influence the required data points.

The next meeting of the Youth Council is scheduled for September 10, 2014, from 3:00 p.m. to 4:30 p.m., tentatively at Casa Pacifica in Camarillo, CA.

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).



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

**August 28, 2014**

### **2013-2014 YEAR-END REVIEW**

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



## **2013-2014 YEAR-END REVIEW**

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

#### **WIB EXECUTIVE COMMITTEE**

##### **2013-2014 Members**

**WIB Members:** Mike Soules (WIB Chair), Sandra Werner (WIB Vice Chair), Alex Rivera (Immediate Past WIB Chair), Victor Dollar (Clean/Green Committee Chair), Tony Kourounis (Evaluation Committee Chair), Martel Fraser (Healthcare Committee Chair), Bill Pratt (Manufacturing Committee Chair), Zahid Shah/Marilyn Valenzuela (Membership Committee Chair), Brian Gabler (Outreach Committee Chair), Hugh J. Ralston (Resource Development Committee Chair), Tony Skinner (Youth Council Chair)

##### **Executive Committee Accomplishments**

In support of the *Ventura County Regional Strategic Workforce Development Plan 2013-2017*, in alignment with responsibilities under the WIB Bylaws, and to ensure WIB compliance with requirements specified by the California Workforce Investment Board and the Workforce Investment Act, the WIB Executive Committee:

##### **Committee One-Stop System Oversight**

- Regularly received reports and reviewed activities of seven WIB Committees: Clean/Green, Healthcare, Manufacturing, Membership, Outreach, Resource Development, and Youth Council.
- Reviewed, discussed and took action on annual budget planning and expenditures, including the WIB Preliminary Budget Plan, WIA Final Budget Plan, budget plan revisions, and use of unallocated funds.
- Approved the evaluation and reporting process for determining program and contract success and/or reporting for Adult and Dislocated Worker program performance, required Rapid Response activities, allowable Rapid Response activities (business retention/lay-off aversion), and the Youth Council's evaluation/reporting process for WIA Youth programs.
- Reviewed, discussed and assessed quarterly program and fiscal performance reports/information and program operator presentations on Adult, Dislocated Worker, and Youth program performance; required Rapid Response activities; allowable Rapid Response activities (business services/retention/lay-off aversion); WIB budget plan and expenditures; training expenditures; WIA program service delivery model of the Community Services Department, County of Ventura Human Services Agency; and the WIA incumbent worker pilot project under contract with the Economic Development Collaborative-Ventura County.
- Evaluated WIA programs and contracts and recommended action for Adult and Dislocated Worker programs (Community Services Department/WIA); business services contract (Economic Development Collaborative-Ventura County); adult and youth contracts (Ventura Adult and Continuing Education); and youth contracts (PathPoint and Boys and Girls Club of Greater Oxnard and Port Hueneme).
- Reviewed and discussed various federal, state and local legislation and requirements impacting the Ventura County WIB including: Workforce Innovation and Opportunity Act (WIOA) approval status; California WIB's new performance measures implementation status; California Regional Economic Analysis Profiles and WIB Regional Workforce/Economic Data Map; and the California WIB re-branding of One-Stops.



## **2013-2014 YEAR-END REVIEW**

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

#### **WIB EXECUTIVE COMMITTEE**

#### **Executive Committee Accomplishments (Continued)**

##### Actions Taken by the Executive Committee

Considered background information, asked questions, and discussed each of the following items at length before taking action to approve recommendations to the WIB and/or the Board of Supervisors and/or other actions relating to the following topics:

- Updated Workforce Investment Act (WIA) Budget Plan for Program Year 2013-2014
- Use of Uncommitted Workforce Investment Act (WIA) Rapid Response Funds in 2013-2014
- Use of Uncommitted Workforce Investment Act (WIA) Youth Funds in Program Year 2013-2014 for Distribution among the Three Current Comprehensive Youth Program Providers
- Contract for the Economic Development Collaborative-Ventura County, in an amount not to exceed \$128,000 with a Separate Set of Deliverables for the Incumbent Worker Training Program in Program Year 2013-2014
- Program Year 2013-2014 Workforce Investment Act (WIA) Youth Evaluation/Reporting Process
- Program Year 2013-2014 Workforce Investment Act (WIA) Adult, Dislocated Worker and Rapid Response Evaluation/Reporting Process
- Development and Release of a Request for Proposal (RFP) for Workforce Investment Act (WIA) Outreach Services for \$150,000 in WIA Funds
- Development and Release of a Request for Proposal (RFP) for Workforce Investment Act (WIA) Business Retention and Layoff Aversion Services for \$125,000 in WIA Funds
- Workforce Investment Act (WIA) Preliminary Budget Plan for Program Year 2014-2015
  - Contract with the Agency to Provide Workforce Investment Act (WIA) Outreach Services from July 1, 2014 through June 30, 2015, in an Amount Not to Exceed \$150,000 (RFP# WO1415)
- Contracts for Workforce Investment Act (WIA) Comprehensive Youth Programs Provided by the Boys and Girls Clubs of Greater Oxnard and Port Hueneme (\$475,000), PathPoint (\$475,000), and Ventura Adult and Continuing Education (\$260,000) from July 1, 2014 through June 30, 2015
- WIB and WIB Executive Committee Meeting Calendar for Program Year 2014-2015

#### **WIB Accomplishments: Collaboration and Visibility**

- The California Workforce Investment Board approved the *Ventura County Regional Strategic Workforce Development Plan 2013-2017* and also designated the Ventura County WIB as a High-Performance Board.

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB EXECUTIVE COMMITTEE**

#### **WIB Accomplishments: Collaboration and Visibility (Continued)**

- The WIB provided support for four California Career Pathways Trust Grant applications, two of which were funded: Tri-City Career College and Career Pathway Consortium and Ventura County Innovates. WIB members and staff contributed to proposal development by facilitating access to WIB regional and sector strategies; planning documents; data and analyses; WIB sector committee action plans, projects, meetings, and discussions; and letters of support/commitment. WIB members also took time to travel to Sacramento for the *Ventura County Innovates* proposal presentation to the State evaluation panel.
- The U.S. Department of Commerce designated Southern California (Los Angeles, Orange, San Diego, and Ventura counties, working as AMP SoCal) as a national priority region for investments in advanced manufacturing for aerospace and defense. Working in collaboration with Congresswoman Julie Brownley, WIB staff facilitated Ventura County participation in the application process and on the initial AMP SoCal launch committee. WIB members provided letters of commitment from Lucix Corporation and Haas Automation, Inc. which, with commitments from other local leaders, enabled Ventura County to pledge significant support for the initiative.
- The three WIB sector committees included representation from the Deputy Sector Navigators in the South Central Coast Regional Consortium of Community Colleges (eight community colleges in San Luis Obispo, Santa Barbara, northern Los Angeles, and Ventura counties).
- The WIB continued to be an active member of the Workforce Collaborative of California's Central Coast (counties of Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura).
- The WIB accepted an invitation to work with the seven WIBs in Los Angeles County to identify potential opportunities for collaboration and partnerships.
- In addition to participating in Workforce Wednesday, press interviews and articles, panel discussions, and other WIB outreach activities, WIB members attended and/or presented at a wide range of local and regional committees and activities (*e.g.*, California Economic Summit, Ventura County Community Foundation Donor Luncheon, SoCal Bioscience Alliance, EDC-VC Annual Meeting, Chamber of Commerce events, and advisory committees for local school districts, community colleges, and universities).
- The WIB was invited to present at the California Workforce Association Meeting of the Minds in Monterey Conference. Four WIB members conducted a well-received workshop on "Engaging Champions in Regional Workforce Development."
- At the National Association of Workforce Boards Forum in Washington, DC, four WIB members presented a workshop on "Engaging Champions in Regional Workforce Development" for WIBs from other states. The WIB representatives also engaged in Capitol Hill meetings with staff from the offices of U.S. Senator Barbara Boxer, Congresswoman Julia Brownley, Congresswoman Lois Capps, and Congressman Buck McKeon.

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB EXECUTIVE COMMITTEE**

#### **Insights**

- We have moved to a new level as a WIB and regional leader and need to build on that success. Taking care not to “unravel,” we need to influence, lead, and network effectively to connect the dots; educate the community on regional successes and how to build on them.
- The WIB has helped to define and reinforce the environment, conditions and strong coalitions to support collaborative efforts in Ventura County
- Committee members have made it a point to engage business sector representatives in dialog to determine how to work with multiple grants/structures.
- New sustainability requirements for grants and community projects will challenge partnerships with competing interests. There is a critical need for unified, regional plans to prevent employer confusion, frustration, and flight and finding ways to segment for a collective win through collaboration.
- We need to identify WIB leads or contacts to help projects and grants with mutual deliverables to work together to develop role clarity and to create shared infrastructures (e.g., single education/business connection point).
- It is critical that the WIB continue to build strong collaborations and lead joint efforts to connect with businesses, business associations, Chambers of Commerce, economic development professionals, educational institutions, labor, and community organizations.
- We need to continue to engage, network, and participate in regional events—and provide people with information and how-to’s (toolkit) on how to collaborate and support the business/education connection.
- As a quick reference and talking tool, we need to give the WIB a list of our commitments (strategic plan and other).
- New WIOA requirements, effective on July 1, 2015, will result in new opportunities and challenges that will require consideration of the *Ventura County Regional Strategic Workforce Development Plan 2013-2017* alignment and timely strategic focus on the plan for 2015.

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB CLEAN/GREEN COMMITTEE**

##### **2013-2014 Members**

WIB Members: Victor Dollar, Chair (Brighton Management), Nancy Williams, Vice Chair (Southern California Edison), Rodney Cobos (United Association of Plumbers and Pipefitters, Local Union 484), Teresa Johnson (Ventura Adult and Continuing Education), Kimberly Nilsson (Solid Waste Solutions, Inc.), Bernardo M. Perez (Cabrillo Economic Development Corp.)

Other Members: John Brooks (City of Thousand Oaks), F. Paul Chounet (Santa Paula Unified School District), Diane de Mailly (DDM Metering Systems, Inc.), Rebekah Evans (Ventura County Lodging Association), David Fleisch (County of Ventura Public Works Agency), Paul Grossgold (County of Ventura General Services Agency), George Kopf (BPI/NREL Home Energy Professional Energy Auditor), Margaret Lau (Deputy Sector Navigator, South Central Region of California Community Colleges), Valeria Makarova (California Lutheran University), Tiffany Morse (Ventura County Office of Education), Wayne Pendrey (Ventura County Contractors Association), Teresa Telles (Center for Employment Training), Sharon Woolley (Ventura County Community College District)

##### **Committee Accomplishments**

In support of the WIB's *Ventura County Regional Strategic Workforce Development Plan 2013-2017*, and in alignment with the California WIB Green Collar Jobs Council and the current California definition of clean/green, the WIB Clean/Green Committee:

- Determined key components of the clean/green sector strategy and developed a two-year action plan for the committee in three categories: partners, skills and education, and regional engagement.
- Discussed a review of academic literature regarding how to define green jobs.
- Developed, discussed, and refined the WIB's Ventura County Occupational Employment Data and Growth Projections: Clean Green. Used the chart as a working tool to identify jobs, wages, employment growth projections, growth/replacement job potential, and priorities for workforce education and training. Posted the information on the WIB website for easy public access.
- Discussed and contributed to the development of the clean/green components of the K-14 Industry Sector Pathways (Ventura County Office of Education) inventory of career readiness programs, certificates, credentials, and apprenticeships. Converted the document to Excel to facilitate data sorting, and posted both versions on the WIB website for public access.
- Identified major clean/green career categories for Ventura County (Infrastructure, Services, Manufacturing, Business, and Agriculture) and formed two initial workgroups: Infrastructure and Services. Project status as of June 30, 2014:
  - Clean/Green Infrastructure Readiness Skill Categories: completed and ready for distribution to education for integration into the curriculum
  - Clean/Green Readiness: Essential Skills Categories: almost ready for distribution and integration (will serve as an overview of important basic skills/attributes that apply across different types and levels of clean/green jobs)
  - Hotel and Hospitality Skills Categories: in development

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB CLEAN/GREEN COMMITTEE**

#### **Committee Accomplishments (Continued)**

- Provided research, planning, collaboration, and facilitation of work which helped to create a foundation in support of economic plans, community workforce development initiatives, and grant applications (including two Career Pathways Trust education grants awarded in Ventura County).
- Discussed the importance of engaging more local employers in sustainability practices—a significant culture change which would, in turn, increase the demand for clean/green-related skills, jobs, and services.
- Developed outreach content (elevator speech) for Committee members to use/adapt in communicating the purpose and direction of the WIB and Clean/Green Committee.
- Invited leaders of clean/green-related businesses, agencies, and educational programs to make presentations to the Committee and/or join the group.

#### **Insights**

- To help grow the availability of internships and other work experiences, businesses need to see a value/return for investing time and resources.
  - We need to identify local employer certification requirements for clean/green jobs.
  - Re-skilling and up-skilling are big issues for succession planning and back-filling.
  - Mature workers need access to training in the “new basics,” and employers need incentives to hire mature workers.
  - We are seeing labor unions becoming more integrated with green industries.
- We need to convene a “cross-sector” meeting to help align and leverage the work of the WIB sector committees (Clean/Green, Healthcare, and Manufacturing).
  - We need to add labor union programs, internships, apprenticeships, higher education programs, and employer training information to the K-14 Industry Sector Pathways inventory.
  - We need to find ways to develop region-wide understanding of sustainability as part of “foundational education” (e.g., build into finance, IT, and marketing programs) for all to be competitive, innovative, adaptable, and flexible.
  - Although programs exist to support veterans returning from active duty, there is also a need to increase transition programs that support Reserves and National Guard veterans.
- Clean/green is much broader than originally realized. For example, green in the hospitality industry has wide reach, including energy, buildings, landscaping, tourism, parks and recreation.

**2013-2014 YEAR-END REVIEW**  
**Workforce Investment Board of Ventura County**

**WIB CLEAN/GREEN COMMITTEE**

**Insights (Continued)**

- There is more awareness of the importance of integrating clean/green across disciplines—and recognition of the need for essential skills (K-12) across all sectors and industries.
- Recognition of watersheds as an important component to water management and the upcoming needs for increased drought tolerant landscaping and irrigation technology.
- There is growth in the building performance industry—more emphasis on measuring energy savings and efficiency, green building materials, water conservation and drought-tolerant landscapes.
- A major transformation is taking place in the transportation industries (automotive, trucking, rail, maritime, etc.), in terms of the integration of alternative fuel technologies and the expansion of public transportation. This transformation is creating a demand for new skills and knowledge development, and therefore represents an opportunity for business and job growth.
- The growing awareness in Ventura County of the importance and impact of green technologies, systems, and practices could transform Ventura County into a clean/green innovation hub.

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB HEALTHCARE COMMITTEE**

##### **2013-2014 Members**

**WIB Members:** Martel Fraser, Chair (United Food and Commercial Workers, Local 770), Celina Zacarias, Vice Chair (California State University, Channel Islands), Greg Barnes (Los Robles Hospital and Medical Center), Teresa Johnson (Ventura Adult and Continuing Education), Paul Matakiewicz (Service Employees International Union, United Healthcare Workers), Sandra Werner (Simi Valley Hospital)

**Other Members:** John Cordova (College of the Canyons, Deputy Sector Navigator), Ed Gonzales (St. John's Regional Medical Center), Carol Higashida (Moorpark College), Cindy Jordan (Vista Cove Care Center), John Braden-Kaneski (Ventura County Health Care Agency), Diany Klein (Community Memorial Health System), Sandra Melton (Ventura College), Tiffany Morse (Ventura County Office of Education), Dawn Neuman (California State University, Channel Islands), John Tannaci (California Lutheran University), Brett Watson (Camarillo Healthcare Center)

##### **Committee Accomplishments**

In support of the WIB's *Ventura County Regional Strategic Workforce Development Plan 2013-2017*, and in alignment with the California WIB Health Workforce Development Council, the WIB Healthcare Committee:

- Identified potential business and patient care impacts of the Affordable Care Act (ACA), including areas that could result in the most significant long-term changes in healthcare workforce needs: home healthcare, mental health and substance abuse. Discussed the ACA shift in focus from acute care to wellness and prevention, resulting in significant changes to business strategies and delivery models.
- Developed a two-year action plan to create a diverse pipeline of workers to fill healthcare positions in Ventura County and to engage business, economic development, education, labor, government and community-based organizations to work together to address shortages in healthcare.
- Continued to refine and analyze the WIB's Ventura County Occupational Employment Data and Growth Projections: Healthcare. Identified jobs, wages, employment growth projections, growth/replacement job potential, hard-to-fill occupations, and priorities for workforce education and training. Updated the healthcare spreadsheet on the WIB website, posted for easy public access and data sorting.
- Made substantial progress, with the assistance of Dawn Neuman and CSUCI, in preparing a joint application for a self-sustaining Clinical Laboratory Scientist (CLS) field experience program for a consortium of four local hospitals. This work included research and coordination to facilitate hospital preparations for the CLS lab certification process and the revision of a handbook originally prepared by the Ventura County Medical Center. The plan is to submit a combined application for certification for what will be the first consortium approach to CLS certification in the state.
- Identified high-demand healthcare workforce development priorities which focus on jobs requiring a lower level of education. Although many lower-skilled jobs do not necessarily pay a living wage, the Committee noted that such jobs are valuable as entry points for a wide range of career paths. Job requirements include fundamentals of employability, basic IT skills, problem solving, and teamwork.



## **2013-2014 YEAR-END REVIEW**

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

#### **WIB HEALTHCARE COMMITTEE**

##### **Committee Accomplishments (Continued)**

- Reviewed new healthcare reform certification requirements for Medical Assistants (MA) and discussed the rising demand to train both new job seekers and incumbent workers to ensure timely MediCare compliance by healthcare providers. In partnership with the Deputy Sector Navigator, considered cross-regional collaboration for community college workshops to prepare workers and job seekers for MA certification.
- Provided input for the development of the healthcare components of the K-14 Industry Sector Pathways (Ventura County Office of Education) inventory of career readiness programs, certificates, credentials, and apprenticeships. Posted Word and Excel versions on the WIB website for public access and to facilitate information sorting.
- In working with local and regional partners, provided research, planning, collaboration, and facilitation of discussions which helped to create a foundation in support of economic plans, community workforce development initiatives, and grant applications (including two Career Pathways Trust education grants awarded in Ventura County).
- Provided messaging and bullet points for Committee members to use/adapt in communicating the purpose and direction of the WIB and the Healthcare Committee.
- Broadened the Committee with the addition of new representatives and new agencies.

##### **Insights**

- As the new healthcare law takes effect, the Committee may need to shift focus periodically to take account of new challenges and new job categories: e.g., a new emphasis on mental health and home care rather than hospital admissions.
- Because of advances in technology and the increasing need to control costs, there is continuing downward pressure on salaries at all job levels, from top to bottom, and the continuing elimination of jobs that can be automated.
- Since the most in-demand jobs in this County tend to be entry-level and do not offer a wage commensurate with the local cost of living, there is an ongoing challenge to create and sustain career ladders that will encourage continued education and upward mobility.
- The Committee needs to add representatives from mental health, home health and assisted living.



## **2013-2014 YEAR-END REVIEW**

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

#### **WIB MANUFACTURING COMMITTEE**

##### **2013-2014 Members**

WIB Members: Bill Pratt, Chair (Kinamed, Inc.), Tavi Udrea, Vice Chair (Haas Automation, Inc.), Vic Anselmo (Applied Powdercoat, Inc.), Mark Fegley (Deckers Outdoor Corporation), Teresa Johnson (Ventura Adult and Continuing Education), Gregory Liu (Jaxx Manufacturing, Inc.), Alex Rivera (CDTI, Inc.), Tony Skinner (Tri-Counties Building & Construction Trades Council), Bruce Stenslie (Economic Development Collaborative-Ventura County)

Other Members: Marybeth Jacobsen (Simi Valley Chamber of Commerce), Subhash Kakare (Moorpark College), Joe Klocko (SCRC Deputy Sector Navigator), Tiffany Morse (Ventura County Office of Education), Ali Motamedi (Alcoa Fastening Systems), Scot Rabe (Ventura College), Sharon Woolley (Ventura County Community College District)

##### **Committee Accomplishments**

In support of the WIB's *Ventura County Regional Strategic Workforce Development Plan 2013-2017*, and in alignment with the California WIB Advanced Manufacturing Workforce Development Council, the WIB Manufacturing Committee:

- Identified key elements for a two-year manufacturing sector workforce development strategy: engagement of multiple businesses, recognition/value of sector certifications, stackable credentials for career pathways, pre-apprenticeship and apprenticeship programs, positioning the region for grant readiness, and business participation (curriculum development, job shadowing, internships, on-the-job training, outreach).
- Refined the WIB's Ventura County Occupational Employment Data and Growth Projections: Manufacturing chart, using it as a working tool to identify jobs, wages, employment growth projections, growth/replacement job potential, and priorities for workforce education and training. Provided ongoing updates and public access to the information on the WIB website.
- Continued workgroups to develop, recommend, and/or implement plans to address Ventura County manufacturing workforce needs:
  - Manufacturing Readiness Skill Categories: confirmed skills list alignment with industry standards; completed and provided to education for integration into the curriculum (e.g., Career Pathways programs, adult education curriculum, Ventura College certificate); posted on WIB website for public access
  - Biomedical Device Certificate: created a business demand-driven biotechnical/industrial mechanics certificate program using existing courses; initiated the approval process for the first two-campus certificate program in the state community college system; final approval expected in 2014
  - Manufacturing Career Pathways (Education): launched a new group to work with educators on alignment, articulation, and resources for curriculum, certificates, credentials, pre-apprenticeships and apprenticeships, and career readiness related to manufacturing
  - Manufacturing Roundtable of Ventura County (MRVC): continued to provide support to the new organization; recruited manufacturers to open their doors to students for the first National Manufacturing Day event in Ventura County; engaged members in providing letters of support for state and federal grant proposals

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB MANUFACTURING COMMITTEE**

##### **Committee Accomplishments (Continued)**

- Provided research, planning, collaboration, and facilitation of work which helped to create a Ventura County regional platform to help support economic planning, community workforce development initiatives, and grant applications (including two California Career Pathways Trust education grants awarded in Ventura County).
- Discussed and contributed to the development of the manufacturing components of the K-14 Industry Sector Pathways (Ventura County Office of Education) inventory of career readiness programs, certificates, credentials, and apprenticeships. Converted the document to Excel to facilitate data sorting, and posted both versions on the WIB website for public access.
- Participated in the launch of the Advanced Manufacturing Partnership of Southern California (AMP SoCal), a new a four-county consortium (Los Angeles, Orange, San Diego, and Ventura) to retain and grow a robust manufacturing sector in Southern California; provided letters of support from manufacturing, education, economic development, and the WIB for an application to the U.S. Department of Commerce for designation as a priority aerospace and defense region; received one of 12 designations for regional support from 11 federal agencies, with a competitive \$1.3 billion available in federal economic development assistance.
- Partnered with manufacturers, educators, and the Simi Valley Chamber of Commerce to provide input for the development of business/education initiatives, including a youth career manufacturing career awareness program, STEM-related teacher site visits, and formation of a local manufacturing group and a workforce education fund.
- Initiated efforts to develop a structure for pre-apprenticeships by partnering with education, labor, business, the Department of Apprenticeship Standards, and through connections with other regions and entities. Work will continue in 2014-2015.
- Received updates and discussed alignment and opportunities relating to:
  - South Central Coast Regional Consortium of Community Colleges: partnering with the Deputy Sector Navigator for Advanced Manufacturing; research and program alignment/collaboration
  - California Economic Summit-Advanced Manufacturing Committee: represented in ongoing discussions regarding development of state and regional priorities
  - California Association for Local Economic Workforce Development (CALED): represented in ongoing discussions related to the economic impact of, and strategies to address, career readiness in manufacturing

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB MANUFACTURING COMMITTEE**

#### **Insights**

- The strategies and actions that we have been working on for several years are really beginning to pay off. The network of nodes is starting to connect and momentum is building. The more we can streamline and focus our energy, the more we can make things happen.
- We need to work with the WIB Outreach Committee to:
  - Develop ways to raise awareness of, and appreciation for, career opportunities in manufacturing.
  - Engage more Ventura County employers in manufacturing workforce development.
  - Develop a strategy for employer advocacy (local and regional).
  - Get employer perspectives in front of local school boards.
  - Target parents, school counselors, and school officials for manufacturing career awareness.
- In working on manufacturing readiness, education, and training, we need to:
  - Get a better understanding of what certificates/credentials/apprenticeships are valued by our local manufacturers—and what they use (and/or will use) for screening job candidates.
  - Find ways to help overcome the “build it and they will come” culture in education. Having teachers spend quality time in private sector work settings would help.
  - Get local education programs/training to market more effectively to employers and parents.
  - Add labor union apprenticeships, higher education programs, and employer training information to the K-14 Industry Sector Pathways inventory.
  - Include engineering pathways in our work. Engage community colleges and universities to get more involved with mechanical, electronics, and software components of manufacturing.
  - Consider opportunities for incumbent worker training and career development in the workplace.
- The Career Pathways initiatives will go a long way toward strengthening relationships between business and education. For example, our education partners are working toward university A-G course approval for robotics classes, which will help to legitimize robotics as a manufacturing career pathway. Ventura County’s first regional robotics competition will be held at Ventura College—which is a really big deal.
- Our committee needs representatives Naval Base Ventura County and maybe a staffing service. (Many employers use staffing services. We need to connect with them and find out how they can contribute.)
- We need to try to get groups to collaborate more consistently to avoid unnecessary duplication of systems, costs, and programs. Many organizations and projects in the county are working towards the same goals and could be saving time and resources through coordination and cooperation.

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB MEMBERSHIP COMMITTEE**

##### **2013-2014 Members**

WIB Members: Zahid Shah, Chair/Vice Chair (United Shah Corporation), Marilyn Valenzuela, Chair (Tri-Counties Central Labor Council), Sarah Asbury (Department of Rehabilitation), Ed Summers (Ventura Chamber of Commerce)

##### **Committee Accomplishments**

In support of the WIB's *Ventura County Regional Strategic Workforce Development Plan 2013-2017*, and in compliance with federal and California requirements for Workforce Investment Boards under the Workforce Investment Act:

- Continued to maintain a well-balanced WIB comprised of leaders with high-levels of personal and professional commitment to regional workforce and economic development.
- Recruited, screened, and recommended five new WIB members who were appointed by the Board of Supervisors for three-year terms: three representing Business, one representing Education, and one representing Labor. Conducted new WIB member orientation sessions.
- Recommended reappointments for fifteen WIB members who were approved by the Board of Supervisors for additional three-year terms: nine representing Business, two representing Economic Development, two representing One-Stop Partners, one representing Labor, and one representing Community Based Organizations.
- Responded quickly to unexpected changes in WIB member status and achieved full WIB membership as of February 27, 2014.
- Considered nominations and recommended the appointments of four new members to the WIB Youth Council for three-year terms: two representing Youth, one from Probation, and one from Education.
- Encouraged business and community leaders to attend WIB committee meetings as an introduction to the work of the WIB. Considered committee participation in developing the queue of potential WIB candidates.
- Identified opportunities for board development and stewardship including; WIB member participation in regional forums/meetings on workforce, education, and/or economic development; Workforce Wednesday radio interviews; *Workforce Update* feature stories; local press releases, articles, and opinion pieces; support for local education initiatives, state and federal grant applications, and workforce development legislation, meeting with other members of the six-county Workforce Collaborative of California's Central Coast; making presentations at conferences of the California Workforce Association and the National Association of Workforce Boards, and representing the WIB at meetings with elected officials and agency staff in Ventura County, Sacramento, and Washington, DC..
- Revised the WIB handbook to make it more user-friendly and to reduce the amount of paper required. Uploaded the content to the WIB website.

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB MEMBERSHIP COMMITTEE**

#### **Committee Accomplishments (Continued)**

- Recommended other ways to help WIB members become more familiar with WIA and the work of the WIB: hearing success stories from job seekers, employers, and youth at WIB and WIB committee meetings; providing simple tools for reference (e.g., elevator speech; postcard); and encouraging visits to different WIB committees.

#### **Insights**

- The work of the Membership Committee is ongoing. It is important to have qualified candidates in the queue for WIB continuity and WIA compliance.
- Working strategically with different organizations throughout the county provides the WIB with more visibility and opportunities for collaboration.
- The WIB's growing visibility and respect as a collaborative regional partner have made recruitment for WIB membership easier.
- The sector committees provide good opportunities for members of the Ventura County community to become involved in the work of the WIB and potential to increase the roles of the committees in the community
- Stewardship of current WIB and WIB committee members is essential for an active, collaborative effort to support workforce and economic development in Ventura County.
- The WIB Membership Committee sincerely appreciates Marilyn Valenzuela's many years of exceptional commitment and service to the WIB and wishes the best in her retirement.

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB OUTREACH COMMITTEE**

##### **2013-2014 Members**

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

##### **Committee Accomplishments**

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

##### **Employer Outreach**

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

##### **Youth Outreach**

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

##### **Job Seeker Outreach**

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



## **2013-2014 YEAR-END REVIEW**

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

#### **WIB OUTREACH COMMITTEE**

##### **Committee Accomplishments (Continued)**

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

##### **Community Outreach**

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

##### **Insights**

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

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB RESOURCE DEVELOPMENT COMMITTEE**

##### **2013-2014 Members**

WIB Members: Hugh J. Ralston, Chair (Ventura County Community Foundation), Victor Dollar (Brighton Management), Iris Ingram (Ventura County Community College District), Chris Kimball (California Lutheran University), Barry Zimmerman (Human Services Agency, County of Ventura)

##### **Committee Accomplishments**

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

- Recommended the use of uncommitted Workforce Investment Act (WIA) funds and WIB management reserves in 2013-2014, changes to the 2013-2014 WIA Preliminary Budget Plan, and components of the 2014-2015 WIA Preliminary Budget Plan. Took into consideration the WIB goals and priorities, alignment with new and evolving state and federal requirements, and the complexities of related issues and challenges.
- Monitored progress toward WIB achievement of the SB 734 requirement for 25% training expenditures from total Adult and Dislocated Worker funds (increasing to 30% in 2016) within each two-year WIA grant period.
- Submitted one direct grant application and collaborated on strategies and letters of support or commitment as a regional partner for 14 other grant and special designation applications. Applications resulting in awards:
  - Workforce Accelerator Grant: innovative re-entry job transition strategies for ex-offenders; \$150,000 in direct funding to the WIB from the California Workforce Investment Board; leveraging of AB 109 funds; partnership with Community Services Department, County Probation Office, and others
  - Advanced Manufacturing Partnership of Southern California (AMP SoCal): four-county designation (Los Angeles, Orange, San Diego, and Ventura) by the U.S. Department of Commerce as a priority aerospace and defense manufacturing investment region (only 12 regions receiving sector support from 11 federal agencies with \$1.3 billion available in federal economic development assistance)
  - California Career Pathways Trust Grant: Tri-City Career College and Career Pathway Consortium (Oxnard Union High School District – Linked Learning); five-year grant from the California Department Education for development of career pathways in partnership with employers
  - California Career Pathways Trust Grant: Ventura County Innovates (Ventura County Community College District, Ventura County Office of Education, seven local school districts); five-year grant from the California Department Education for development of K-14 career pathways in partnership with employers



## **2013-2014 YEAR-END REVIEW**

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

#### **WIB RESOURCE DEVELOPMENT COMMITTEE**

##### **Committee Accomplishments (Continued)**

- In support of regional strategic alignment, considered different models of collaborative community workforce partnerships. Considered and put a proposed model for a Ventura County Regional Workforce Partnership on hold, pending the gathering and analysis of information on the multiple, separate workforce initiatives already underway in the region.
- Began to compile a Ventura County Regional Strategy Alignment Matrix of public and private sector organizations and resources for an inventory of workforce development strategies, programs, and potential resources that are in alignment with the WIB Regional Plan. Work on the matrix will continue in 2014-2015.

##### **Insights**

- The growing visibility of the WIB at local, state, and national levels has helped to draw positive attention to Ventura County as a region with an engaged, collaborative community.
- The reality of changing standards and requirements related to funding and grants for education and other entities, including the need for employer engagement, makes the WIB uniquely positioned to help facilitate regional collaboration for aligned and resource-efficient activities.
- The WIB has played a number of roles in supporting regional initiatives and grant proposals, from behind-the-scenes planning and facilitation to public testimony and letters of support/commitment from WIB and WIB committee members.
- As we learn more about the new Workforce Innovation and Opportunity Act (WIOA), we will get a better idea as to how what we are doing already is in alignment and what we might need to do differently. The changes will continue, even after the administrative guidelines are issued.
- Extraordinary private/public sector collaborative activity and resulting funding, designations, and other recognition have taken Ventura County to a new level In 2014. We have a unique and important opportunity to build and leverage structures, systems, and resources to benefit the region for the long term. We need to give careful thought to the good news and facilitate serious collaboration to make the most of it.

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB YOUTH COUNCIL**

##### **2013-2014 Members**

**WIB Members:** Tony Skinner, Chair (Tri-Counties Building and Construction Trades Council), Jesus Torres, Vice Chair (Verizon California, Inc.), CAPT Scott Loeschke (Naval Base Ventura County), Mary Navarro-Aldana (Employment Development Department), Bernardo M. Perez (Cabrillo Economic Development Corporation), Roger Rice (Ventura County Office of Education), Ed Summers (Ventura Chamber of Commerce)

**Other Members:** Jerry Beckerman (Segue Career Mentors), Mary Benton (Rainbow Connection FRC Tri-Counties Regional Center), Delores Barnett (Ventura County Probation Agency), Sean Bhardwaj (Aspire: Entrepreneur Education Initiative), Sandra Carrillo (Ventura County Probation Agency), Matt Cassaro (Department of Rehabilitation), Linda Fisher-Helton (Area Housing Authority), Claudia Harrison (First 5 Ventura County), Jim Kastner (California Conservation Corps), Marnie Melendez (Ventura County Community College District), Christina Miranda (Casa Pacifica), Archina Scott (Ventura Unified School District), Courtney Taylor (Youth)

##### **Committee Accomplishments**

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

- Assumed full responsibility for evaluation of the WIA Youth programs. Discussed components and processes of the WIB system of performance measurement and quarterly reports. Decided to apply a 100% success rate (as opposed to the 80% standard applied in some years) for 2013-2014 WIA Youth performance goals.
- Discussed ways to see more specific youth program data to augment the standard performance data for each quarter and to provide more information to determine whether current programs and practices represent the best use of WIA funds. (Work is in progress.)
- Recommended the use of approximately \$319,000 in uncommitted 2013-2014 WIA Youth funds, resulting in the decision to augment the current contracts of providers of youth services, with the proviso that a special emphasis be placed on subsidized work experience and support services.
- Identified key components and collaborated on regional planning to support achievement of the four major Youth goals outlined in the WIB strategic plan: reduction of the dropout rate; disconnected youth; career pathways; post-secondary degrees/credentials.
- Engaged in discussion and/or action:
  - Dropout Prevention Survey 2014: Ventura County Office of Education (ongoing)
  - Presentations and discussions on the dropout problem: (1) "Access and Equity in the P-20 Pipeline: A Case for Action" by Therese Eyermaun (California State University, Channel Islands) and (2) "The Student Attendance Review Board (SARB)" by Brandon Ross (District Attorney's Office)
  - AB 86 planning grant for the Ventura County Adult Education Consortium: participation in information gathering and feedback (ongoing)
  - Inventory of K-14 Industry Sector Career Pathways: Ventura County Office of Education (ongoing)

## **2013-2014 YEAR-END REVIEW**

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

#### **WIB YOUTH COUNCIL**

#### **Committee Accomplishments (Continued)**

- California Career Pathways Trust Grant awards to *Ventura County Innovates* and to the Tri-City Career College and Career Pathway Consortium: participation in data gathering, discussions regarding planning and program development (ongoing)
- Youth Council tool: matrix for an overview of youth goals and related activities (ongoing)
- Invited presentations from youth program providers on participants, programs and outcomes. Staff and youth provided insights and responded to Youth Council questions: Youth Empowerment Program (WIA), Boys and Girls Clubs of Greater Oxnard and Port Hueneme; older youth program (WIA), Ventura Adult and Continuing Education; Youth Networked Services Program (WIA), PathPoint; and Aspire: Entrepreneur Education Initiative.
- Continued to provide input regarding messaging, methods, and challenges for WIB career awareness outreach to youth. Helped to disseminate information to schools, after school programs, community organizations, and other youth-related groups regarding the WIB youth website: [www.vcjobswithafuture](http://www.vcjobswithafuture).
- Sent WIB Youth Council representatives to the California Workforce Association Youth Conference in January 2014.

#### **Insights**

- With the growing emphasis on youth work readiness and applied learning, fostering partnerships and alliances across programs, projects, and organizations is critical to align and leverage action plans and resources.
- We need a better understanding of the definition of “dropout” and what activities are underway to raise the high school graduation rates across the county.
- The value and significance of certificates needs clarification, especially in relation to their acceptance by employers.
- As part of the conversation on the workforce pipeline and the place of youth within it, we need to acknowledge the importance of investing in preschool—as a matter of prevention vs., ultimately, a focus on the cure.
- The Youth Council continues to need input from youth and will work on recruitment.
- We would benefit from meeting in different venues where there are youth 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](http://www.wib.ventura.org)



**TO: WORKFORCE INVESTMENT BOARD**

**FROM: MIKE SOULES, CHAIR  
EXECUTIVE COMMITTEE**

**DATE: AUGUST 28, 2014**

**SUBJECT: RECOMMENDATION THAT THE WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY (WIB) APPROVE THE USE OF UNCOMMITTED WORKFORCE INVESTMENT ACT (WIA) DISLOCATED WORKER, ADULT, YOUTH, AND RAPID RESPONSE FUNDS IN PROGRAM YEAR 2014-2015**

## RECOMMENDATION

Recommend that the Workforce Investment Board of Ventura County (WIB) approve the use of uncommitted Workforce Investment Act (WIA) Dislocated Worker, Adult, Youth, and Rapid Response Funds in Program Year 2014-2015.

## BACKGROUND

On August 7, 2014, the Resource Development Committee members engaged in a lengthy discussion regarding potential uses in Program Year (PY) 2014-2015 for the estimated \$494,538 in uncommitted funds in the Dislocated Worker (\$273,400), Adult (\$7,203), Youth (\$145,405), and Rapid Response (\$68,530) categories resulting from post-close carryover amounts from the PY 2013-2014 WIA budget.

Referring to the WIB Policy on Use of Uncommitted Funds during the discussion, the Committee reviewed multiple options and decided to make six (6) recommendations to the WIB Executive Committee for consideration: (1) restoration of the Management Reserve levels to 8% for Dislocated Worker and Youth allocations; (2) augmentation of the current \$95,000 contract with EDC-VC to the original RFP funding level of \$125,000; and (3) augmentation of the current \$125,000 contract with the Agency to the original RFP funding level of \$150,000. In supporting (4) augmentation of the current contracts with one or more of three youth providers and (5) augmentation of the Dislocated Worker allocation to the Community Services Department/WIA, the Committee also requested that WIB staff provide additional detail regarding how the additional funds would/should be used.

Although accepted by the Committee in principle, an option to fund an employer expectations survey would need detailed consideration of exactly what would be required and who would do such a survey. Therefore, the Committee agreed to recommend (6) allocating funds to the Special Project line of the WIA budget plan, with the intent to revisit the survey discussion.

## DISCUSSION

On August 14, 2014, the Executive Committee received, discussed and approved potential uses of the approximately \$494,538 of uncommitted WIA funds for Program Year 2014-2015, as recommended by the Resource Development Committee as listed below:

Recommended Action	Dislocated Worker \$ 273,400*	Adult \$ 7,203*	Youth \$ 145,405*	Rapid Response \$ 68,530*
1. Restore Management Reserve levels to 8% of Dislocated Worker and Youth allocations.	\$33,940		\$29,928	
2. Augment the current \$95,000 contract with the Economic Development Collaborative-Ventura County to the original RFP funding level (\$125,000) to continue the incumbent worker training pilot project and/or increase the number of jobs saved for layoff aversion reporting and related funding (122 Report).				\$ 30,000
3. Augment the current \$125,000 contract with the Agency to the original RFP funding level (\$150,000) to support previously developed plans for targeted employer, job seeker, and youth outreach/marketing.	\$17,000		\$2,000	\$6,000
4. Augment the current contract funding for one or more of the comprehensive youth providers (Boys and Girls Clubs of Greater Oxnard and Port Hueneme, PathPoint, and/or Ventura Adult and Continuing Education) to provide additional WIA youth enrollments, training, and/or support services.			\$113,477	
5. Augment funding for the Community Services Department/WIA to increase training opportunities and related supportive services for Dislocated Worker/Adult participants.	\$ 157,789	\$ 7,203		
6. Move remaining carryover to "WIB Special Projects," pending future WIB decision on use of funds.	\$ 64,671			\$ 32,530

*\*Grant balances are not final yet. Estimates shown are from WIA FY 2014-2015 Budget Plan Working Draft dated 08/14.14.*

With WIB approval of the recommendations at today's meeting, WIB staff will work with program providers to develop terms and conditions for augmentation of their 2014-2015 contracts and/or program plans. The Executive Committee will review updated 2014-2015 WIA Budget and Program Performance Plans at their meeting on October 9, 2014.

If you have questions, please call me at (805) 410-7753, or contact Cheryl Moore at (805) 477-5306, email [cheryl.moore@ventura.org](mailto:cheryl.moore@ventura.org).

## **CONSIDERATIONS FOR USE OF WIA FUNDS**

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

#### **WIB Policy on Uncommitted Funds**

The use of uncommitted funds in any WIA budget category must be consistent with Workforce Investment Act (WIA) regulations and with the WIB's established priorities. These funds may be used in one or more of the following ways:

- Maintaining Management Reserve levels
- Modifying existing contracts or in-house budgets
- Funding special projects identified as WIB priorities
- Funding new Requests for Proposals (RFPs)
- Funding unsolicited proposals that comply with the WIB's policy on unsolicited proposals

#### **WIB Policy on Unsolicited Proposals**

- Unsolicited proposals must meet the following minimum standards for initial consideration by the WIB Executive Director:
  - Provide needed services that are consistent with WIA regulations and with the WIB's established priorities.
  - Provide documentation that supports one or more of the following WIA requirements for noncompetitive proposal/sole source:
    - Service(s) in the proposal is only available from that organization.
    - Public exigency or emergency for the proposal service(s) will not permit a delay resulting from competitive solicitation.
    - Employment Development Department (EDD) gave written authorization for the proposal.
    - After solicitation of a number of sources for the proposal service(s), competition is determined inadequate.
- The WIB Executive Director may accept unsolicited proposals for subsequent consideration by the WIB, or may reject them.
- Unsolicited proposals may be used as a basis for establishing a Request for Proposal (RFP).
- The Executive Director will refer previously-screened unsolicited proposals to the appropriate WIB committee for consideration and subsequent action by the WIB Executive Committee and/or the full WIB.

#### **Guidelines for Use of Funds**

- Target training opportunities (WIB approved priority sectors including Clean/Green, Healthcare and Manufacturing; pre-apprenticeship/apprenticeship training; on-the-job training; customized training for businesses; incumbent worker training)
- Target special needs (veterans, persons with disabilities, foster youth, incarcerated/probationary youth, parolees)
- Increase enrollments and/or activities/services for enrolled clients
- Increase employer services (recruitment; business attraction/layoff aversion; business management consulting; business workshops; employer outreach)
- Offer WIA-related training for potential providers
- Build program capacity to align participant services and activities with priorities under the Workforce Innovation and Opportunity Act (WIOA)

# Survey of Ventura County Manufacturers on Workforce Training Needs

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*City of Simi Valley  
Simi Valley Chamber of Commerce*

*Conducted by  
Jennifer S. Lobenhofer, MA, MRP  
Adjunct Faculty  
Public Policy & Administration*

California Lutheran  
UNIVERSITY

# Background & Purpose

*Seek to ensure that Ventura County manufacturing firms have adequately trained workforce in order to grow*

- City of Simi and its Chamber exploring the establishment of a new technical institute and/or certification programs
- Partnered with CLU to survey county's manufacturers regarding their workforce needs
- Research objective: provide City of Simi/Simi Chamber with ability to design workforce training programs that best respond to local manufacturing sector needs.



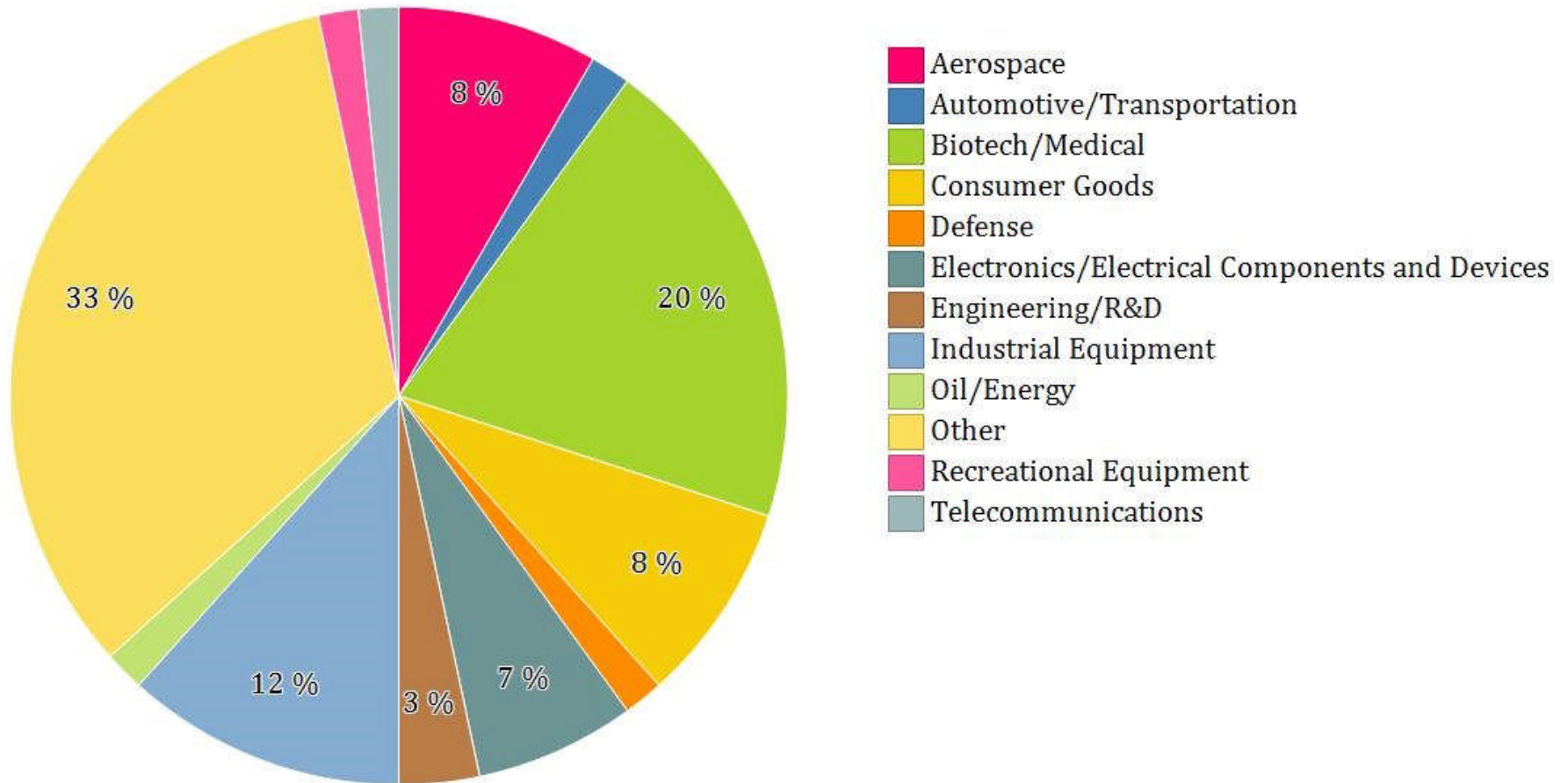
# Study Methodology

*Online survey broadly disseminated to County's manufacturing firms to explore preferences regarding employee qualifications and training.*

- Online survey asked questions about manufacturers' priorities for:
  - Qualifications for new hires
  - Desired new training content for existing and new employees
  - Preferred training format (in-person vs. online), location, timing, and cost
- Survey was disseminated via WIB-subscribed database of manufacturing firm contacts, and posted on website of EDC-VC
- Received 58 survey responses; represents approx. 6.4% of manufacturing firms countywide but as many as 24.2% of Simi Valley manufacturers
- Many possible explanations for low response rate; however, given distribution of respondents across firm size and industry sector, we believe this is a useful snapshot and foundation on which to build.

# Respondent Characteristics

# Industry Representation



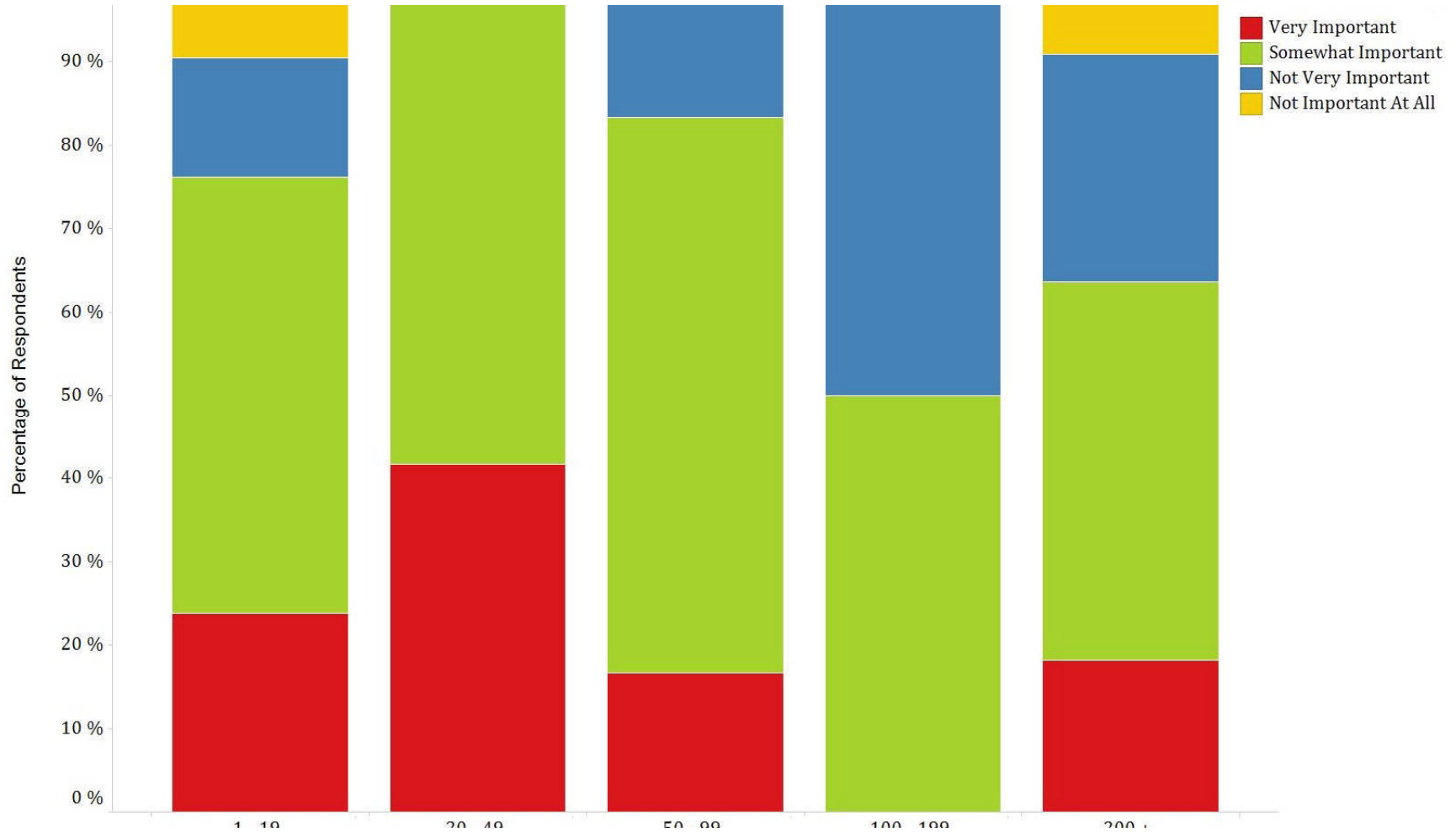
# Firm Size

*Most respondents represent small firms – nearly 2/3 come from firms of <50 employees.*

- 40% from firms <20 employees
- 24% from firms 20-49 employees
- 20% from firms >200 employees

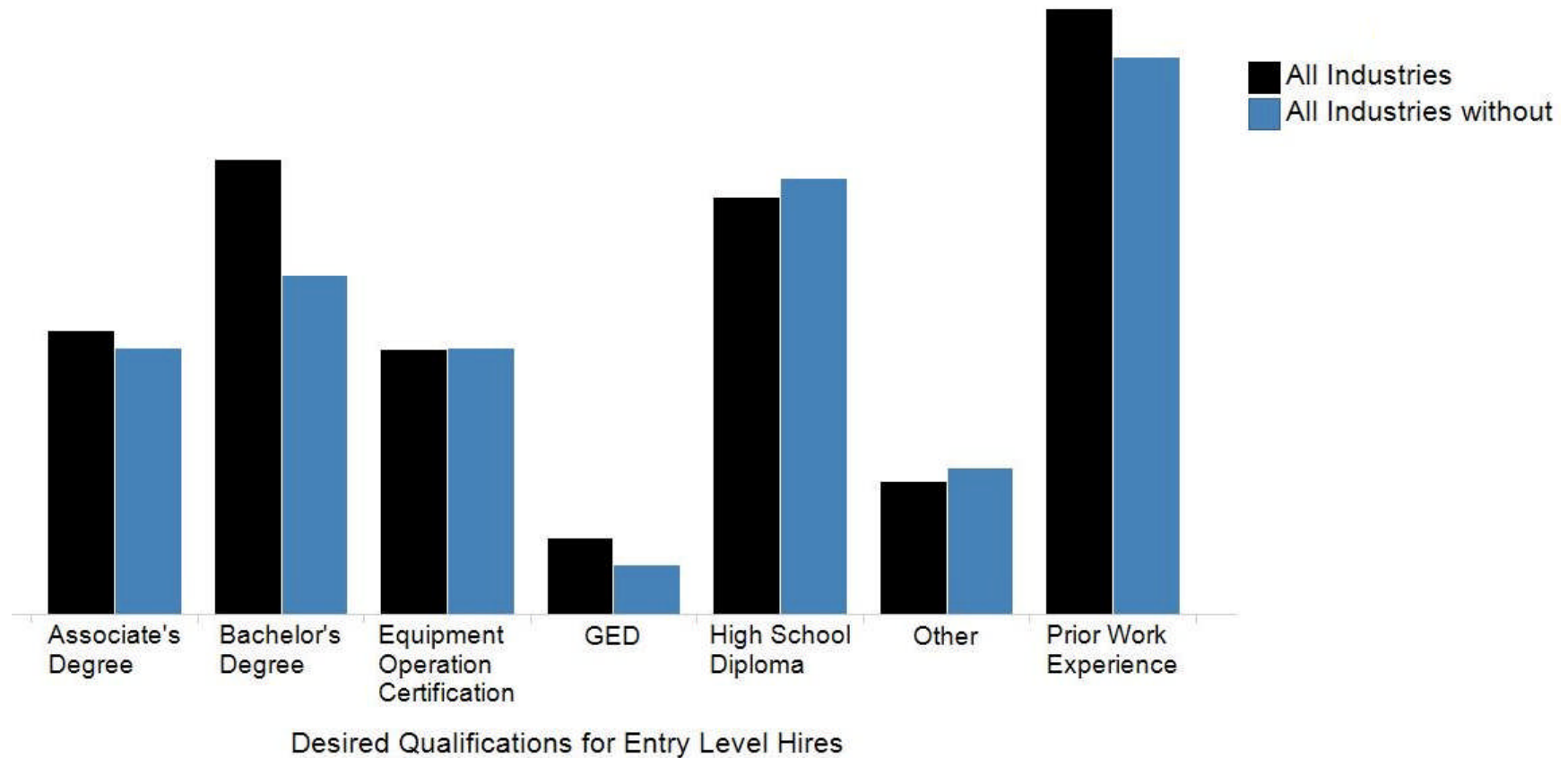
# Key Findings

# Qualified Workforce Critical for Growth



California Lutheran  
UNIVERSITY

# Experience & HS Diploma Highly Valued in New Hires



# Soft Skills Most Valued Training Topics

*Critical thinking, teamwork skills, and workplace ethics were most highly valued as topics for new workforce training.*

- All proposed training were rated highly (4 or 5 on scale of 1-5) by majority of respondents, but soft skills rose to the top.
- In addition to top 3, technical skills, written/oral communications, interpersonal skills, and math skills rated highly by at least 80% of respondents.
- Environmental health and safety training was highly valued by small firms.



# Training Most Valued if Offered with Minimal Time and Cost Commitment

*Respondents favor workforce training that is offered on-site, requires less than 40 hours of work time, and costs less than \$500 per employee annually.*

- This will likely require significant prioritization of topics offered in order to minimize time and cost.
- New workforce institute will need to be flexible and creative in terms of training delivery methods – perhaps combination of in-person and online, during work hours and on employees' own time, etc.



**Simi Valley Chamber of Commerce  
City of Simi Valley  
Survey of Manufacturers on Workforce Training Needs**  
*Report of Findings  
August 8, 2014*

*Jennifer S. Lobenhofer  
California Lutheran University  
Public Policy and Administration Program*

## **Introduction and Purpose**

### *Background*

The City of Simi Valley and Simi Valley Chamber of Commerce seek to ensure that manufacturing firms doing business in Ventura County have an adequately trained workforce in order to foster their continued growth. The City of Simi Valley and the Chamber are currently exploring the possibility of offering workforce training through a new technical institute and/or certification programs for sector relevant math, reading and soft skills. In order to help identify the needs and preferences of Ventura County manufacturing firms for workforce training, The City and Chamber contracted with California Lutheran University to conduct a survey of manufacturers operating in Ventura County.

### *Research Objectives*

The study seeks to give the City of Simi Valley and the Simi Valley Chamber of Commerce the ability to design workforce training programs that best respond to the needs of the local manufacturing sector.

### *Methods*

The study consisted of an online survey co-developed by CLU MPPA adjunct faculty member Jennifer Lobenhofer and Chamber of Commerce staff. Participants were recruited through an email sent to contacts from a database of manufacturing firms in Ventura County maintained by the Ventura County Workforce Investment Board (WIB), and was also posted on the website of the Economic Development Collaborative of Ventura County (EDC-VC) and promoted via press release from the City of Simi Valley. The survey was compiled and analyzed by Lobenhofer and an MPPA graduate research assistant. The survey asked about firms' priorities for qualifications for hiring, desired new training content, and preferred new training structure (in-person vs. online), location, timing, and cost.

### *Response Rate*

There were 58 responses to the survey. There are an estimated 909 manufacturing firms operating in Ventura County, with an estimated 239 located in Simi Valley. 58 respondents represent, at most, 6.4% of all Ventura County manufacturers. It is unclear why our survey response rate is so low, given the breadth of distribution and multiple follow-up requests. It is possible that the confidential database used (to which the researcher did not have access) is not as complete as desired. Some respondents indicated they worked in the education, public, or nonprofit sector, indicating that the database was not limited to representatives of manufacturing businesses. In addition, businesses operating outside Simi Valley may have declined to participate, assuming that the information gathered would not be sufficiently relevant to their business interests. If we assume that all respondents were Simi Valley-based manufacturing businesses, our response rate jumps to 24.2%. Finally, it may be the case that very small firms with no or only a handful of employees felt that a survey



inquiring about workforce needs was not applicable to their situation and chose not to participate.

However, given the breadth of survey distribution, the broad variety in industries represented by the respondents, as well as the variation in the size of companies, we believe we have a valid sample that consists of those manufacturers who are most interested in the creation of a new workforce training institute, and who would be most likely to avail themselves of it. Thus, the data reported here provide at least a useful snapshot, and a foundation on which the City of Simi Valley and its Chamber of Commerce can begin to develop a workforce training institute. It is recommended that they continue to engage with the regional manufacturing sector throughout their planning process in order to ensure the appropriateness and desirability of the structure and content they are providing.



## Findings

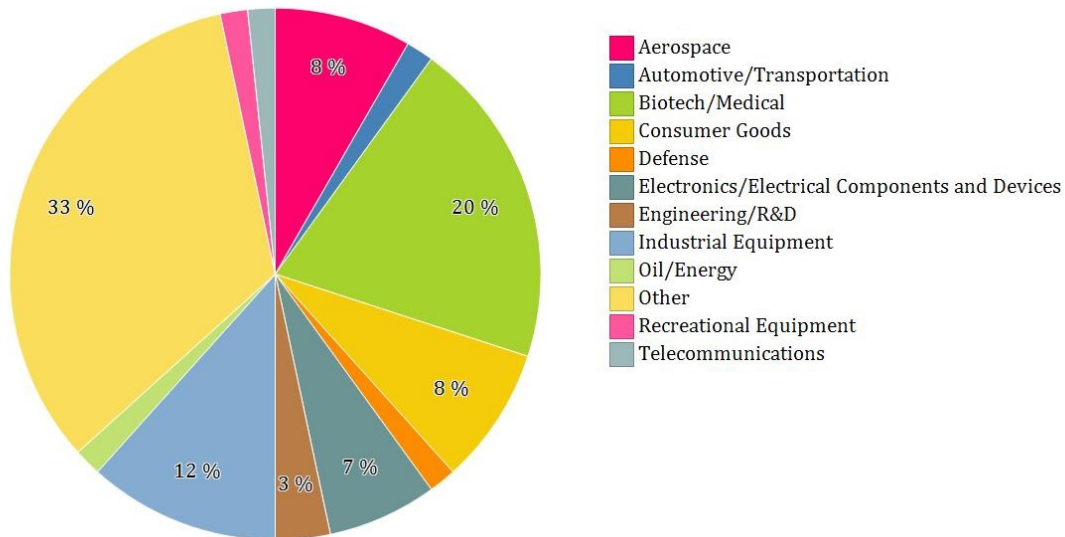
### *Respondent Characteristics*

#### *Industry Sectors Represented*

58 individuals representing manufacturing firms operating in Ventura County completed the survey. Respondents were widely distributed across industry sectors, with 20% from the biotech/medical sector and 12% from industrial equipment firms being the largest categories represented. A third of respondents classified their business as “Other” or falling outside the sector options provided. These respondents came from varied sectors including contract manufacturing (serving multiple sectors), construction, and education.

**Chart 1: Survey Respondents by Industry**

(Percentages labeled if greater than 2%)



#### *Firm Size (# of Employees)*

A majority of respondents represented small firms – 40% were from firms with fewer than 20 employees, while another 24% were from firms with 20-49 employees, meaning that nearly two-thirds of respondents represented firms of fewer than 50 employees. Another 20% of respondents represented large (200+) firms, meaning that most respondents fell at the ends of the spectrum of company size, with very few in the 50-200 employee range.

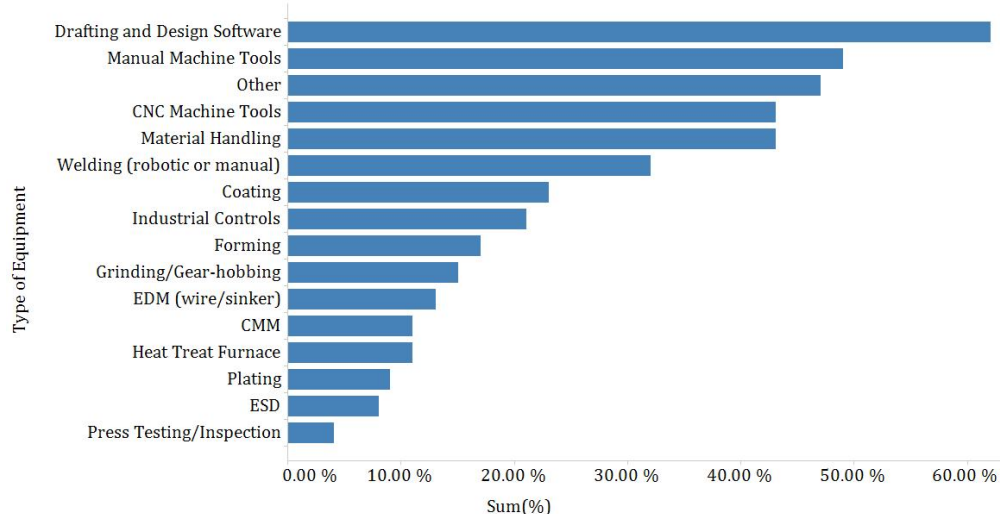
#### *Types of Equipment Used in Businesses*

In order to gain a further sense of the kinds of workforce training that might be useful to Ventura County manufacturers, the survey asked respondents to identify the types of



equipment utilized within their operations. 62% identified drafting and design software, the only type of equipment to be used by a majority of respondents. Manual machine tools, CNC machine tools, and material handling equipment were also noted by many respondents (49%, 43%, and 43%, respectively).

**Chart 2: Types of Equipment Used in Respondents' Businesses**



### *Current Training Resources and Costs*

Two-thirds of respondents say their employees are currently trained primarily in house. Annual training costs per employee vary, with the highest concentration (31%) falling in the \$100-499 range. Another fifth (19%) fall in the \$500-999 category.

### *Desired Qualifications for Entry-Level Hires*

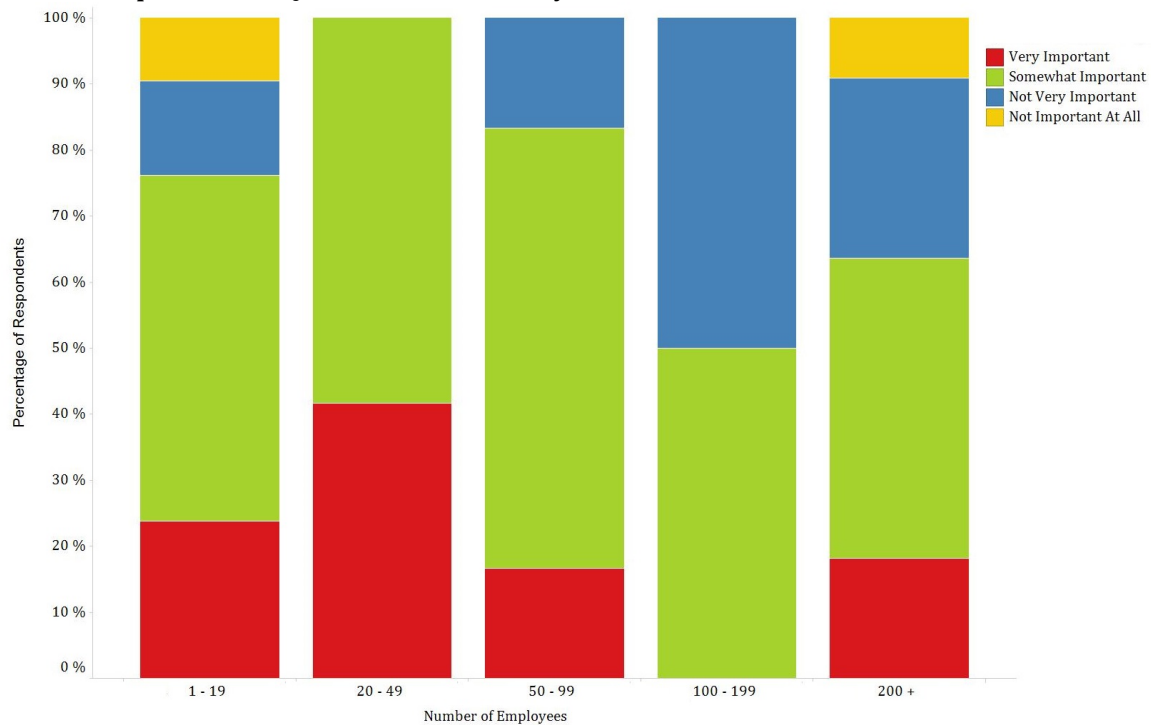
#### *Impact of Availability of Qualified Workforce on Business Expansion*

In order to verify the underlying value of the task the City of Simi Valley and the Simi Valley Chamber are seeking to perform - ensuring that regional manufacturing businesses have a qualified workforce from which to draw employees, the survey asked respondents to rate the impact of the availability of a qualified employee pool on their likely expansion plans over the next year or two. In a significant finding, the vast majority (79%) of respondents indicated that the availability of a qualified entry-level employee pool is *at least somewhat important* to their business expansion considerations within the next 12-24 months. This finding was consistent across industry sector.

Smaller firms were more likely than the overall respondent sample to express sensitivity to the availability of a qualified workforce in shaping their expansion plans; 85% of firms with fewer than 50 employees cited that factor as at least somewhat important. Larger firms were relatively less sensitive, but 64% still cited workforce as at least somewhat important.



**Chart 3: Importance of Qualified Workforce by Business Size**

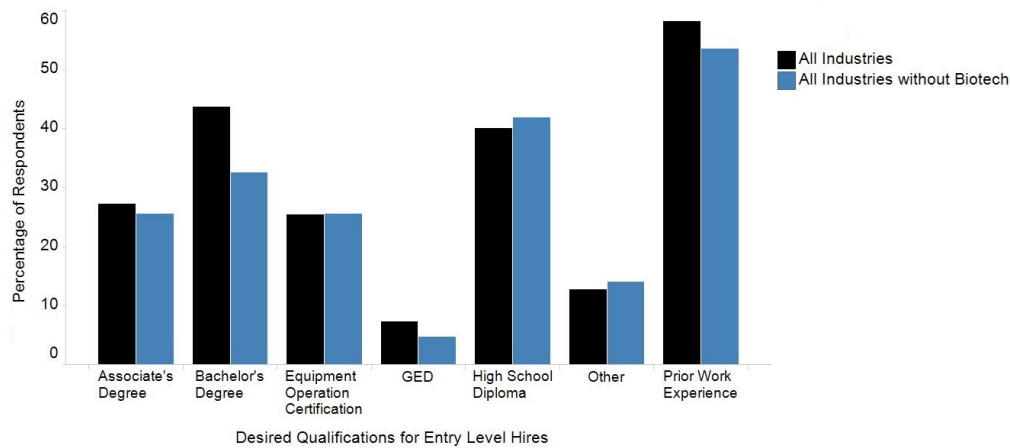


#### *Preferred Qualifications for New Employees*

When asked about preferred qualifications for new hires, the most commonly selected qualification was prior work experience, chosen by the majority (58%) of respondents. (This was a “check all that apply” question.) The second most popular response was a bachelor’s degree with 44%, followed by high school diploma at 40%. Associate’s degrees were not strongly preferred (27%). Respondents displayed a clear preference for high school diplomas over GEDs, with received only 7%.

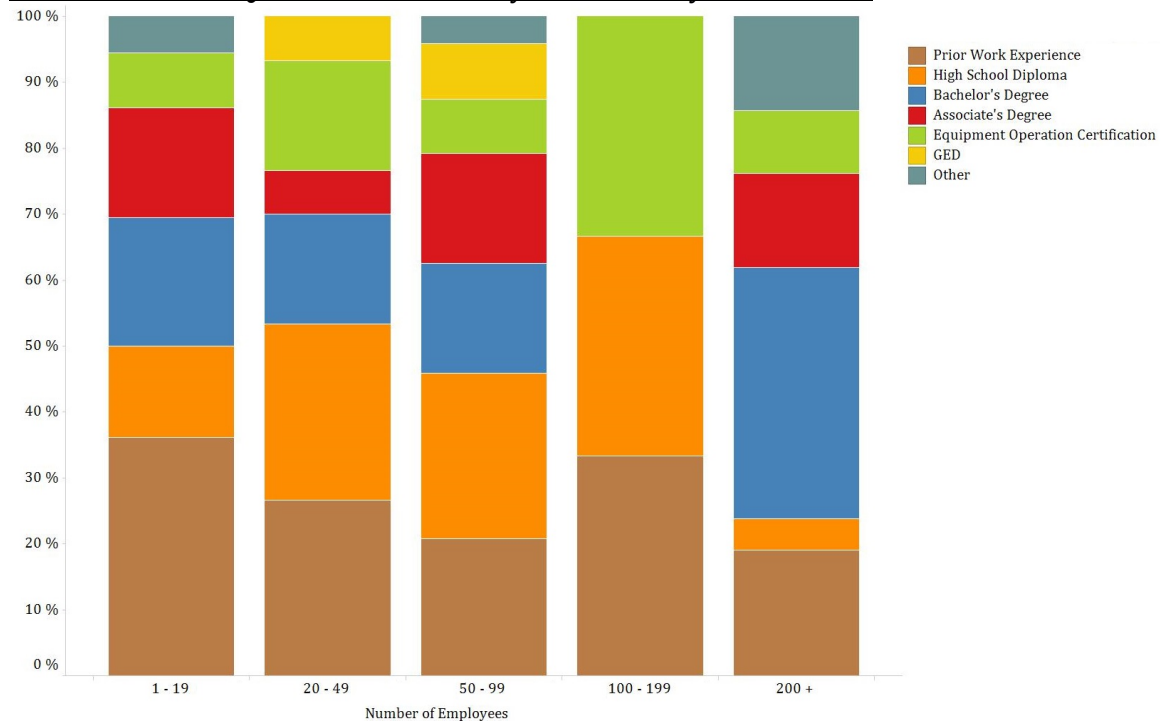
The preference for a bachelor’s degree is driven to some extent by respondents from the biotech/medical sector, 83% of whom specified that criterion, compared to just 33% of non-biotech respondents. Similarly, biotech respondents were much more likely to desire new hires to have prior work experience – 75%, compared to 53% for all other respondents. Prior work experience remained the most frequently selected qualification among non-biotech respondents, followed by high school diploma (42%).

**Chart 4: Preferred Qualifications for Entry Level Hires**



Similar findings emerge from an examination of desired entry-level qualifications by firm size. Respondents representing large (200+ employees) firms are most likely (73%) to seek a bachelor's degree, while small firms (fewer than 50 employees) are most likely to prefer prior work experience (62%).

**Chart 5: Preferred Qualifications for Entry Level Hires by Business Size**



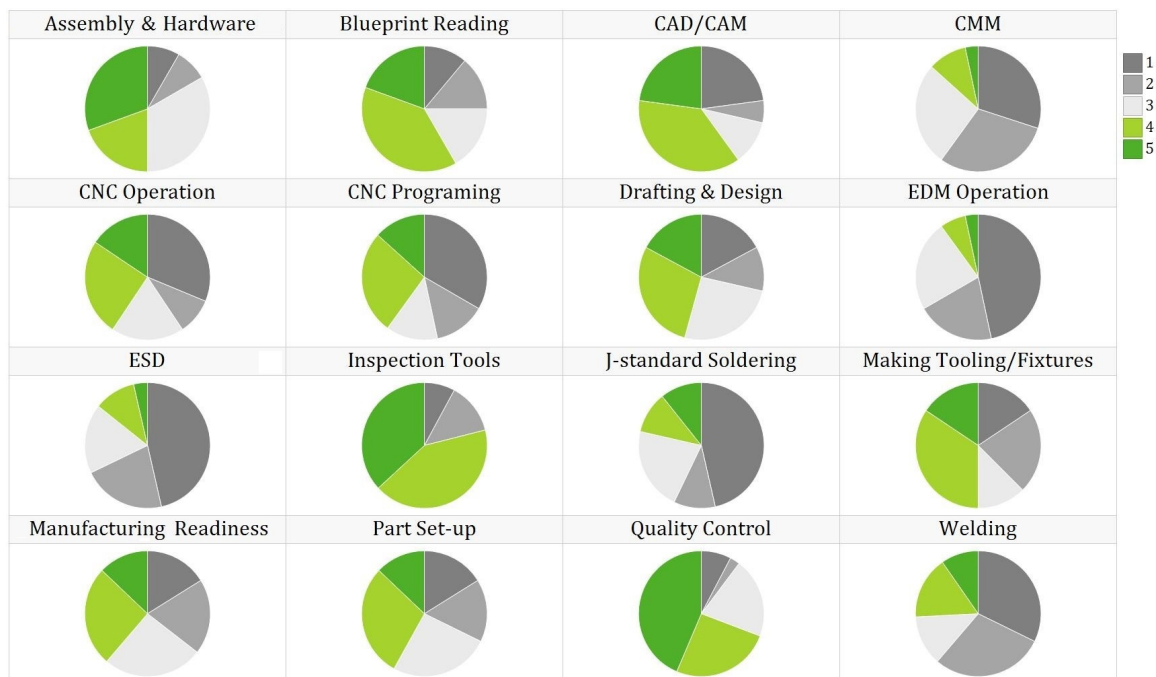


It is noteworthy that non-biotech and smaller firms emphasize possession of a high school diploma over either a GED or any kind of college degree. Rather, high school education and prior work experience are valued more highly than postsecondary education.

### *Value of Skill Certifications for Entry Level Hires*

Respondents were also asked to rate a set of skill certifications in terms of their desirability for an entry-level position in their business. The clear winner for most valued skill was a working knowledge of the use of inspection tools, with 79% rating that skill at least a 4 on a scale of 1-5 (5 being most desired). Quality control also ranked highly, with 69% of respondents rating it a 4 or 5. Other certifications receiving a rating of at least 4 by a majority of respondents include working knowledge of CAD/CAM (60%), blueprint reading (58%), and assembly and hardware installation (50%). Detail on the ratings for all suggested certification options can be seen in Chart 6 below.

**Chart 6: Value of Skill Certifications for Entry Level Hires**



Small firms (fewer than 50 employees) were more likely than the overall respondent pool to find value in a greater number of skills certifications. Following is the percentage of small firms' rating of the desirability of skill certifications for new hires at either 4 or 5, on a 5-point scale, with 5 being most desired.

Use of Inspection Tools: 78%  
 Quality Control: 75%  
 CAD/CAM: 73%  
 Blueprint Reading: 64%  
 Assembly & Hardware Installation: 56%



CNC Operation: 53%  
CNC Programming: 56%  
Drafting & Design: 52%

***Value of the Availability of Additional Training in Soft Skills, General Education and Technical Skills for Existing Workforce and New Hires***

*Existing Workforce*

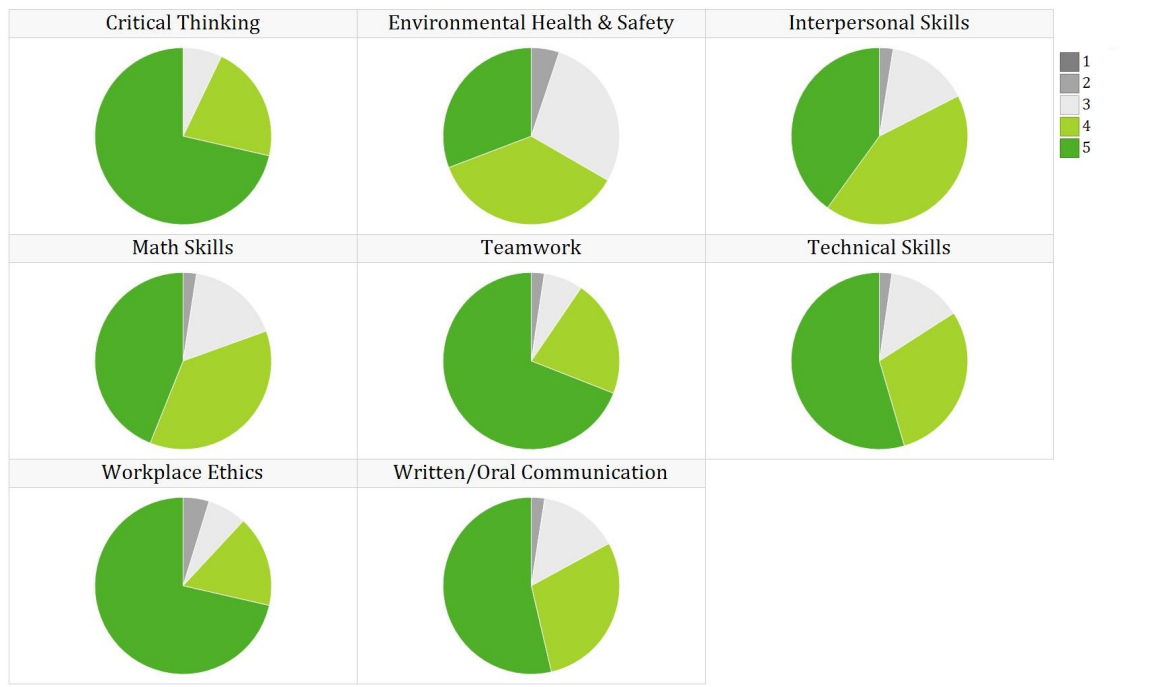
We next asked respondents to rate the value of additional soft skills, general education (e.g., math, critical thinking) and technical training being made available for their existing workforces, again on a scale of 1-5, with 5 representing the most value. This question received consistently high ratings, with *every* proposed training topic being rated highly by a solid majority of respondents.

The highest-rated training, however, was critical thinking, with a 93% rating of at least 4 (71% rated it a 5 or most valuable). Teamwork skills were also highly valued, with 69% rating it a 5 and an overall 90% rating of at least 4. Next was workplace ethics (such as honesty, timeliness, customer service), which received ratings of 4 or 5 from 88% of respondents, 71% gave it a 5.

Technical skills were rated at least 4 by 84% of all respondents, while interpersonal skills, written/oral communication skills, and math skills received high scores from 83%, 83% and 80% of participants, respectively.



**Chart 7: Value of Additional Skill Training for Current Workforce**



Additionally, environmental health and safety knowledge was valued highly by small firms, receiving a 4 rating from 100% of firms with fewer than 20 employees and 80% of those with 20-49 employees. It also received a high rating from 2/3 of large firm respondents, and 2/3 of respondents overall.

### *New Hires*

The same kinds of training rose to the top when respondents were asked about the value of the availability of additional skill training for newly hired employees. Here, workplace ethics (84% rated it at least 4; 66% rated it a 5) topped the list. Teamwork skills was right behind in terms of the top rating and actually received a higher proportion of overall desirability, with 61% rating it a 5 and 89% of all respondents giving it at least a 4. Critical thinking followed closely, again with 61% at 5 and 86% rating its value at least 4. Interpersonal skills were rated as valuable by 89% of respondents, though only 49% rated it a 5 (the highest possible value).

Other training options rated 4 or higher for new hires included:

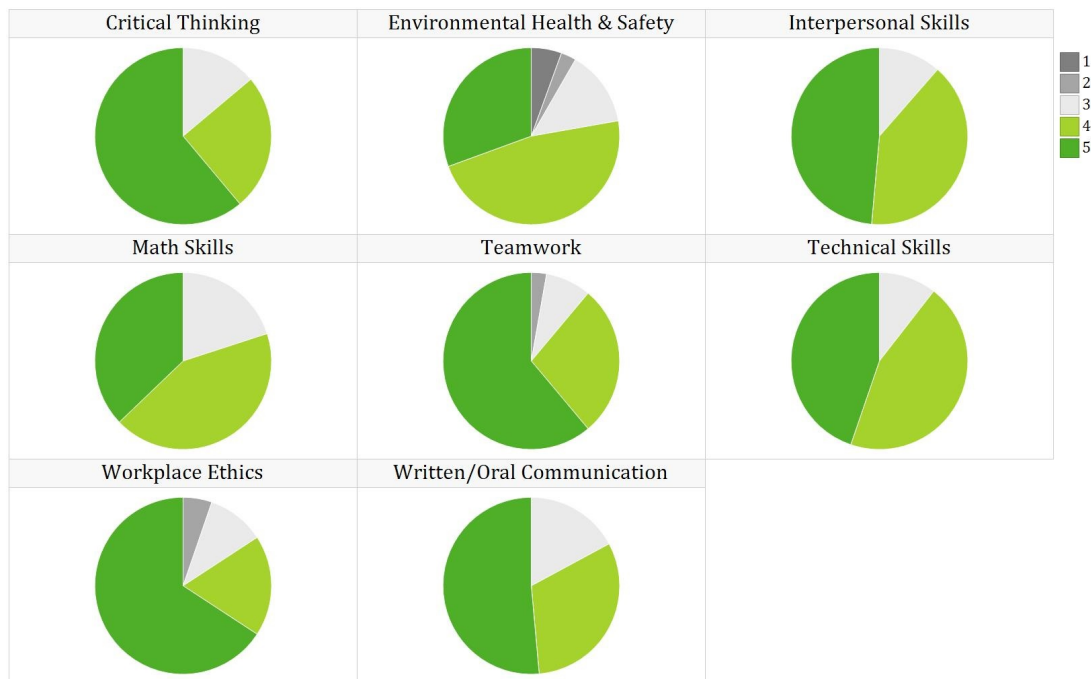
Technical skills: 89% (45% a 5)

Written/Oral Communication: 83% (51% a 5)

Math skills: 80% (37% a 5)

Environmental health & safety: 78% (31% a 5)

**Chart 8: Value of Additional Skill Training for New Employees**



It is significant to note that, while all categories of proposed training were overwhelmingly valued by respondents, technical skills did not rise to the top of the priority list for either existing or new employees. Rather, survey respondents focused most value on “soft skills” such as critical thinking, workplace ethics, and teamwork skills.

### *Training Structure and Cost Preferences*

#### *Location*

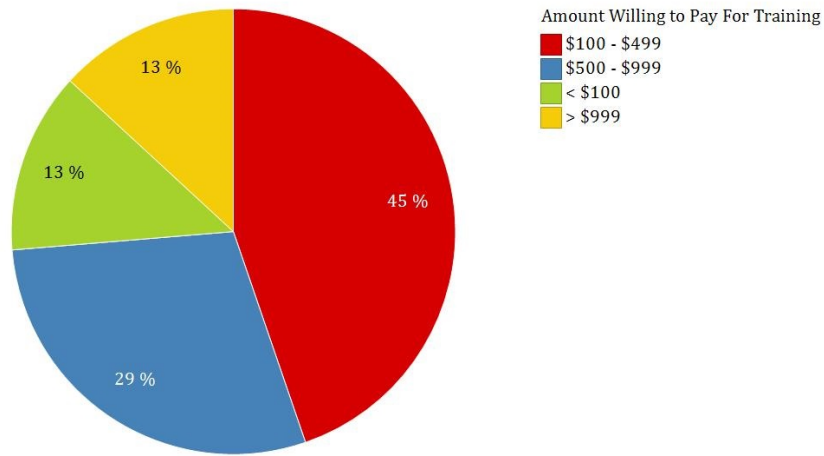
When asked about the location where employers would prefer their employees to receive these kinds of additional training, most wanted it to be offered at their company’s sites (52%). The remainder were somewhat evenly split between a third party location (26%) and online (21%).

#### *Cost*

Respondents expressed somewhat limited willingness to pay for employee skill training. Most respondents (45%) fell in the \$100-\$499 range, with an additional 29% in the \$500-\$999 range (per employee, per year).



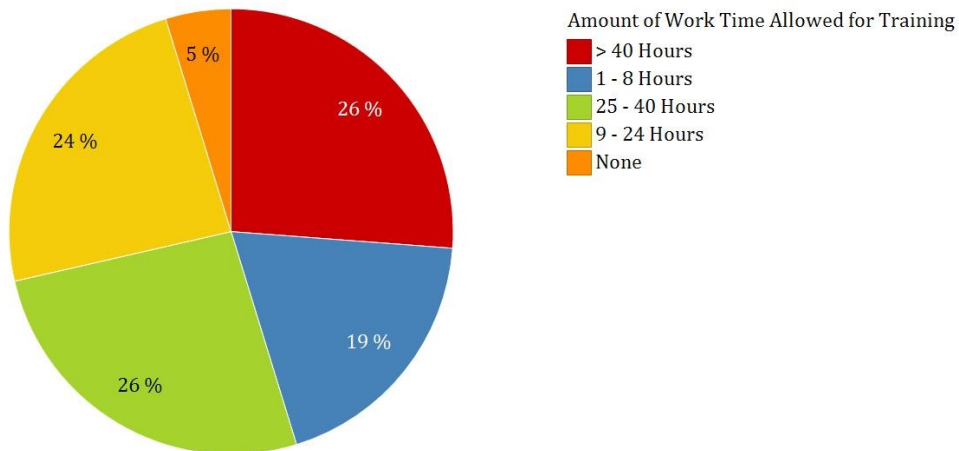
**Chart 9: Respondent Willingness to Pay for Additional Skill Training**



*Training Time Allowed During Work Hours*

Employers were not consistent and did not necessarily embrace their employees spending a significant amount of time in a year in third party training programs. A majority (52%) were open to more than 24 hours of training, with half of those willing to allow more than 40 hours. However, nearly another quarter felt 8 hours or fewer was all the work time they could/would allow for training.

**Chart 10: Work Time Allowed for Training**



## Key Findings and Analysis

Based on these survey findings, it is clear that having a qualified workforce to draw from is a critical factor in Ventura County manufacturers' growth, and that there is a desire for additional workforce skills training – though not necessarily higher postsecondary education – among manufacturing firms. Key findings from the survey include:

- *79% of respondents rate availability of a qualified employee pool as at least “somewhat important” in their likelihood of their business’s expansion in the next 1-2 years.*

This finding validates the critical nature of the role of the regional workforce development system, including the City of Simi Valley and the Simi Valley Chamber of Commerce, in providing resources to support the ongoing development of a pool of appropriately qualified workers for manufacturing jobs.

- *Prior work experience is the most sought hiring qualification among respondents; for non-biotech firms, a high school diploma is the second most desirable criterion.*

Most manufacturers prefer a high school diploma over any other educational credential and do not require entry-level hires to have higher educational attainment. This implies that the combination of a high school education and competency in workforce skills are the ingredients of a qualified employee pool that is so important to many local manufacturing companies.

- *Critical thinking, teamwork skills, and workplace ethics (such as honesty, timeliness, and customer service) were valued most highly by employers as topics of newly offered workforce training for both current and new employees.*

While respondents were strongly supportive of the full range of possible training topics listed in the survey, it was general and “soft” skills as opposed to specific technical skills that were chosen as the highest priority needs. Thus, while manufacturers do not seek highly educated employees, they place a high value on people who are able to learn, think, and work well with others.

- *Manufacturing companies are most supportive of workforce training that is offered on-site at their places of business, occupies less than 40 hours of work time per year, and costs less than \$500 per employee.*

While respondents expressed significant desire for additional skills training being offered for their employees, they were more mixed in their support for training that takes employees off-site, takes significant work time, or is costly. Based on these findings, it is clear that a new workforce training institute will need to prioritize the most valued training topics in order to minimize both time and cost, and will need to be flexible and creative in the way the training is provided.



## **6.0 2013-2014 YEAR-END REVIEW**

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**WIB Meeting: August 28, 2014**

### **WIB COMMITTEE ACCOMPLISHMENTS AND INSIGHTS**

# 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.



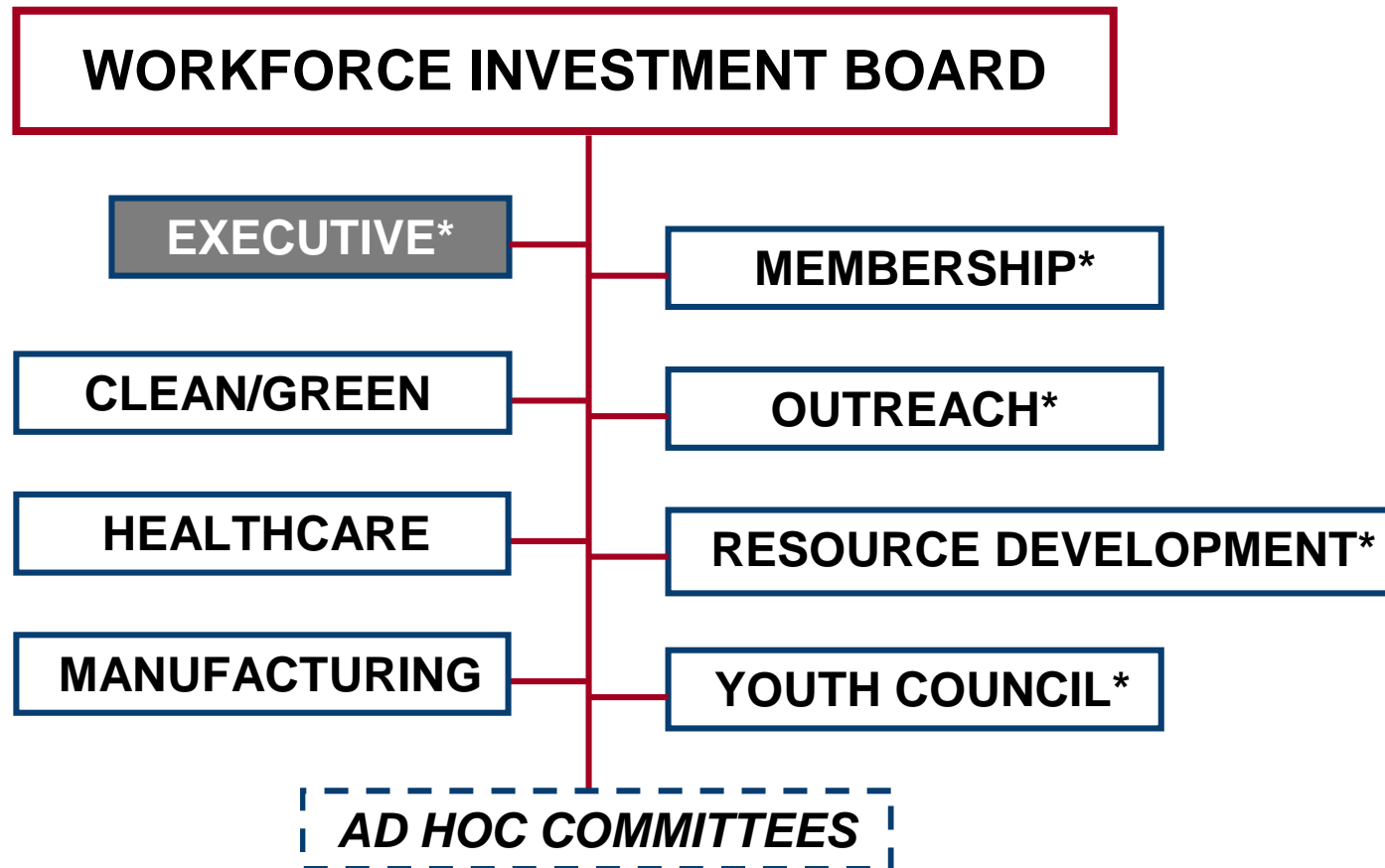
# VENTURA COUNTY REGIONAL PLAN

## Aligned 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 a career.
4. **System Alignment and Accountability:** Support workforce development system alignment, service integration, and continuous improvement.



# WIB EXECUTIVE COMMITTEE



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

# WIB MEMBERSHIP COMMITTEE



# WIB YOUTH COUNCIL



WE  
WANT  
JOBS  
WITH A  
**FUTURE**

start here >> [vcjobswithafuture.org](http://vcjobswithafuture.org)





# WIB CLEAN/GREEN COMMITTEE



## CLEAN/GREEN WORK READINESS: ESSENTIAL SKILLS CATEGORIES Workforce Investment Board of Ventura County

BASICS OF QUALITY CONTROL	EMPLOYABILITY SKILLS	COMPUTER SKILLS
<ul style="list-style-type: none"> <li>• Know processes, as applicable, per business</li> <li>• Basic quality methodology and inspection techniques</li> <li>• Importance of individual responsibility – to do it right the first time</li> <li>• Manufacturing theory and quality control</li> <li>• Lean manufacturing and quality control</li> <li>• Knowledge of regulations and systems processes</li> <li>• Knowledge of waste management – waste reduction advantages</li> <li>• Certification and best practices</li> </ul>	<ul style="list-style-type: none"> <li>• Initiative</li> <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> <li>• Opportunities for work experience – applications of skills in work settings</li> <li>• Apprenticeships- knowledge sustainable career pathways and paid training opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft Word</li> <li>• Microsoft Access</li> <li>• Operating System basics</li> <li>• Computer navigation</li> <li>• Computer security</li> <li>• Computer etiquette</li> <li>• ERP basics</li> <li>• Viewer basics like PDF, CAD, jpg, png, bmp, TIFF, Solid Works, etc.</li> <li>• File extension basics</li> <li>• Basic programming</li> </ul>

# WIB HEALTHCARE COMMITTEE



## Ventura County Occupational Employment Data Growth Projections HEALTHCARE

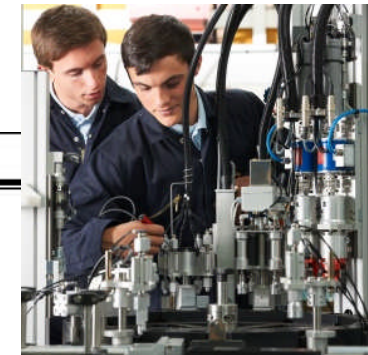
SOC Code*	Occupations	2013 Education and Training Level***	2010 VENTURA COUNTY Median Annual Wages**	2020 CALIFORNIA Employment Growth Projection	CALIFORNIA Average Annual Job Openings****	2020 VENTURA COUNTY Employment Growth Projection	VENTURA COUNTY Average Annual Job Replacement Openings	VENTURA 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
19-4099	Life, Physical, and Social Science Technicians	Associate's Degree	\$46,349	14.1	440	6.3	2	36	7,800	950



# WIB MANUFACTURING COMMITTEE



## MANUFACTURING READINESS SKILL CATEGORIES Workforce Investment Board of Ventura County



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	EMPLOYABILITY 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>

# WIB OUTREACH COMMITTEE

**Workforce Update**  
Issue: January 2014

**You Hire, You Train... We Pay**

Here's a way to save money on training costs for new hires. Work with a job seeker enrolled in **On-the-Job Training (OJT)** that is funded by the Workforce Investment Board (WIB) under the Workforce Investment Act. OJT support is designed to offset the cost of training for employers who take the time to train WIA job seekers in skills necessary to perform work in their companies. The no-fee service assists you with your training and recruitment needs and reimburses up to 50% of the trainee's gross wages for a negotiated period of time (contingent by the skill level and required training). The OJT program is available through Ventura County's Job & Career Centers, a proud partner of the America's Job Center of California network. For further information, contact Raul Ornelas: [Raul.Ornelas@ventura.org](mailto:Raul.Ornelas@ventura.org) or 805.204.5168.

**In This Issue**

- On the Job Training
- Regional Occupation Program Sets Goals
- Workforce Development in Action
- New 3-Year Terms for Reappointed WIB Members
- Caught in a Revolving Door of Unemployment

**Resources**  
Connect with free and low-cost Ventura County Employer Services

**Job & Career Centers**  
America's Job Center of California

**MANUFACTURING ROUNDTABLE**  
Ventura County

**Meeting Update**

**Next Meeting: November 19, 2013**

Stay up-to-date with the latest news and happenings from the MRVC, as well as manufacturing topics important to Ventura County.

**Guest Speakers**  
Brian Galtier, Director of Economic Development - City of Simi Valley  
Ricardo Chavez, ASIS Engineer - Alcoa Fastening Systems

**When and Where**  
Date: Tues, Nov 19th  
Time: 2:30 - 5:00 p.m.  
3:30 Refreshments  
4:00 Meeting  
4:45 Networking

**Location:**  
Haas Automation, Inc.  
2800 Stevens Road  
Oxnard, CA 93030

**Join the Conversation Online with LinkedIn**  
Stay up-to-date with the latest news and happenings from the MRVC, as well as manufacturing topics important to Ventura County.

**Join the MRVC LinkedIn group here.**

**Spread the Word**  
Help ensure the continued strength and growth of manufacturing in Ventura County - involve other members of the manufacturing community! Tell someone about the MRVC and bring others with you to the next meeting, every effort counts.

**The Manufacturing Roundtable of Ventura County (MRVC)** is a professional forum for collaboration on regional strategies to retain and grow local manufacturing businesses in a competitive global market. Areas of focus include workforce skills development, market identification, resources, and regulatory environment.

**Workforce Wednesday**  
**NEWS TALK**  
**1590 KVTA**

**America's Job Center**  
of California<sup>SM</sup>

**ABOUT VENTURA COUNTY**

- COMMUNITIES
- BUSINESS DEVELOPMENT
- TESTIMONIALS
- KEY CONTACTS
- GALLERY

**VENTURA COUNTY**  
GROW YOUR BUSINESS. LIVE YOUR LIFE.

*We're here for a reason.*

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

**UPCOMING BUSINESS EXPOS**

**Join Our Email List**

*For Great Marketing you can't beat*

**How can we help you?**

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

- Startup
- Manufacturing Consulting
- Loans/Funding/Capital
- International Trade
- Business Transition
- Business Consulting
- Recruitment
- Training

Click here for Business Location Guide.pdf

**Workforce Investment Board of Ventura County**

Welcome to the Workforce Investment Board of Ventura County!

With an ever-changing world economy and its significant impact on local economies, workforce development and employer support are essential for the economic vitality of a community. The Workforce Investment Board (WIB) of Ventura County offers a valuable resource for employers and job seekers to get help when they need it.

What a unique idea: one program and services that are as diverse as the needs of employers and job seekers. Through the collective use of federal funds and state/local funds, the WIB is a workforce development effort that not only sets the table, but also sets the work as well. We are committed to making a meaningful difference in our community.

You are an adult in job transition, a teen or young adult exploring career options, or an entrepreneur seeking support for your dream, venture, or startup, please contact one of our Job and Career Centers. For more information, visit [www.vcjobswithafuture.org](http://www.vcjobswithafuture.org) or call 805.204.5168.

Thank you for visiting the WIB website. We invite you to join in supporting workforce development for economic vitality in Ventura County.

**NEW BUSINESS LINE:**  
What time your business is available only to connect.

**2014 Ventura Calendar**

Committee	July	August	September
Board	July 30	August 13	August 27
Executive	Aug 12	Aug 26	Aug 30
Chairman	Feb 11	March 11	March 11
President	Feb 11	March 11	March 11
Secretary	Feb 11	March 11	March 11
Finance	Feb 11	March 11	March 11
Human Resources	Feb 11	March 11	March 11
Marketing	Feb 11	March 11	March 11
Public Relations	Feb 11	March 11	March 11
Training	Feb 11	March 11	March 11

**VENTURA COUNTY REGIONAL STRATEGIC WORKFORCE DEVELOPMENT PLAN 2010-2014**

It is through the efforts of our work available to employers, thereby helping to create a healthy, vibrant, and growing economy in Ventura County.

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

**VENTURA COUNTY**  
**Jobs With A Future**

Home About the WIB Site Map

AT SCHOOL  
AFTER SCHOOL  
CAREER PLANNING  
EDUCATIONAL PATHS

**WANT A GREAT FUTURE?**  
START HERE

**WHAT'S HAPPENING AT SCHOOL?**

**WHAT ABOUT AFTER SCHOOL?**

**CHOOSE YOUR CAREER**

**PLAN YOUR EDUCATION**

*My Career Plan Started Today*

You want more... a job with a future. Getting ready now is a smart move to make it happen. The first step is to stay in school. The second is to check out career ideas and make a plan.

Here are some career ideas in three of the industries that are strong and growing in Ventura County. Click on each career option to see how your personality and natural abilities match the type of work. Be sure to check out the videos!

Workforce Investment Board of Ventura County - Bringing People and Opportunities Together

[www.vcjobswithafuture.org](http://www.vcjobswithafuture.org)

[www.venturacountygrowsbusiness.com](http://www.venturacountygrowsbusiness.com)



**DIAGRAM 4**  
**Oxnard Union High School District**  
**Tri-Cities Consortium • Regional High School Engagement**

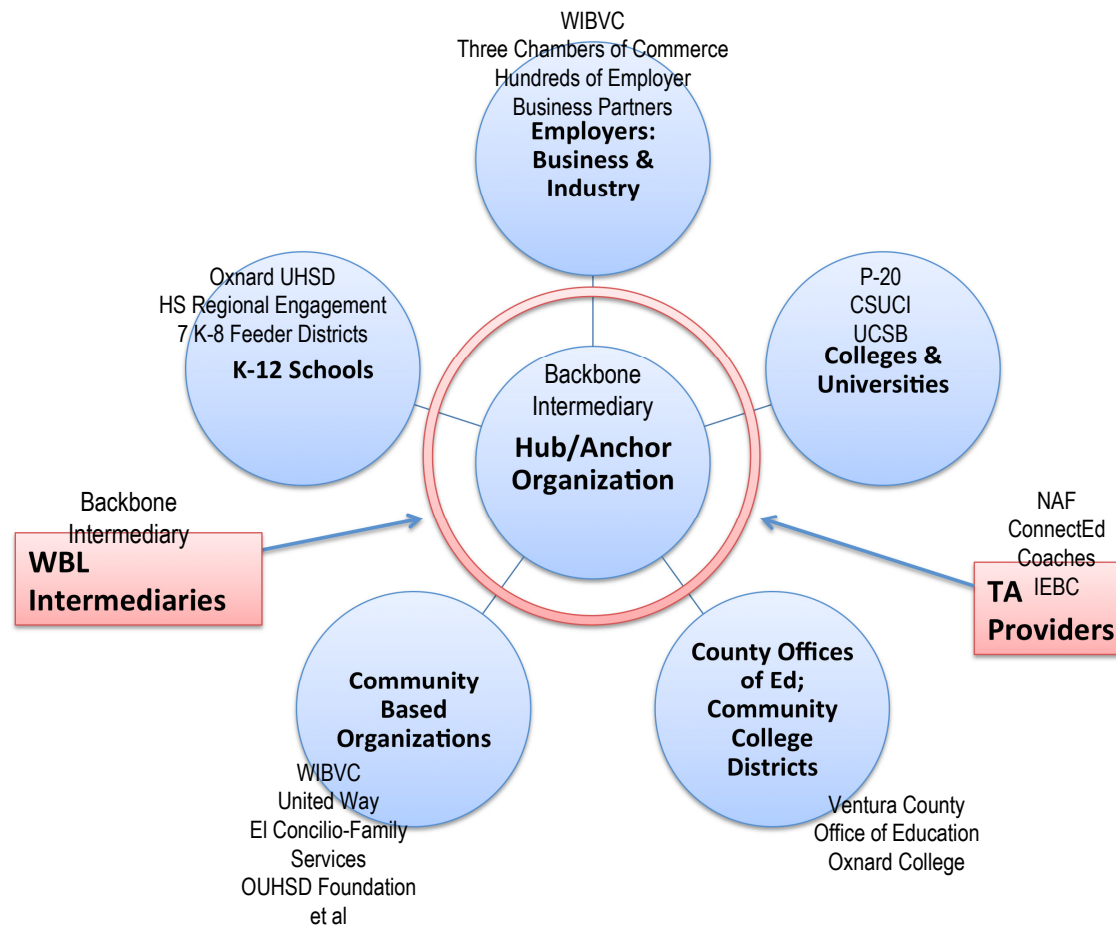
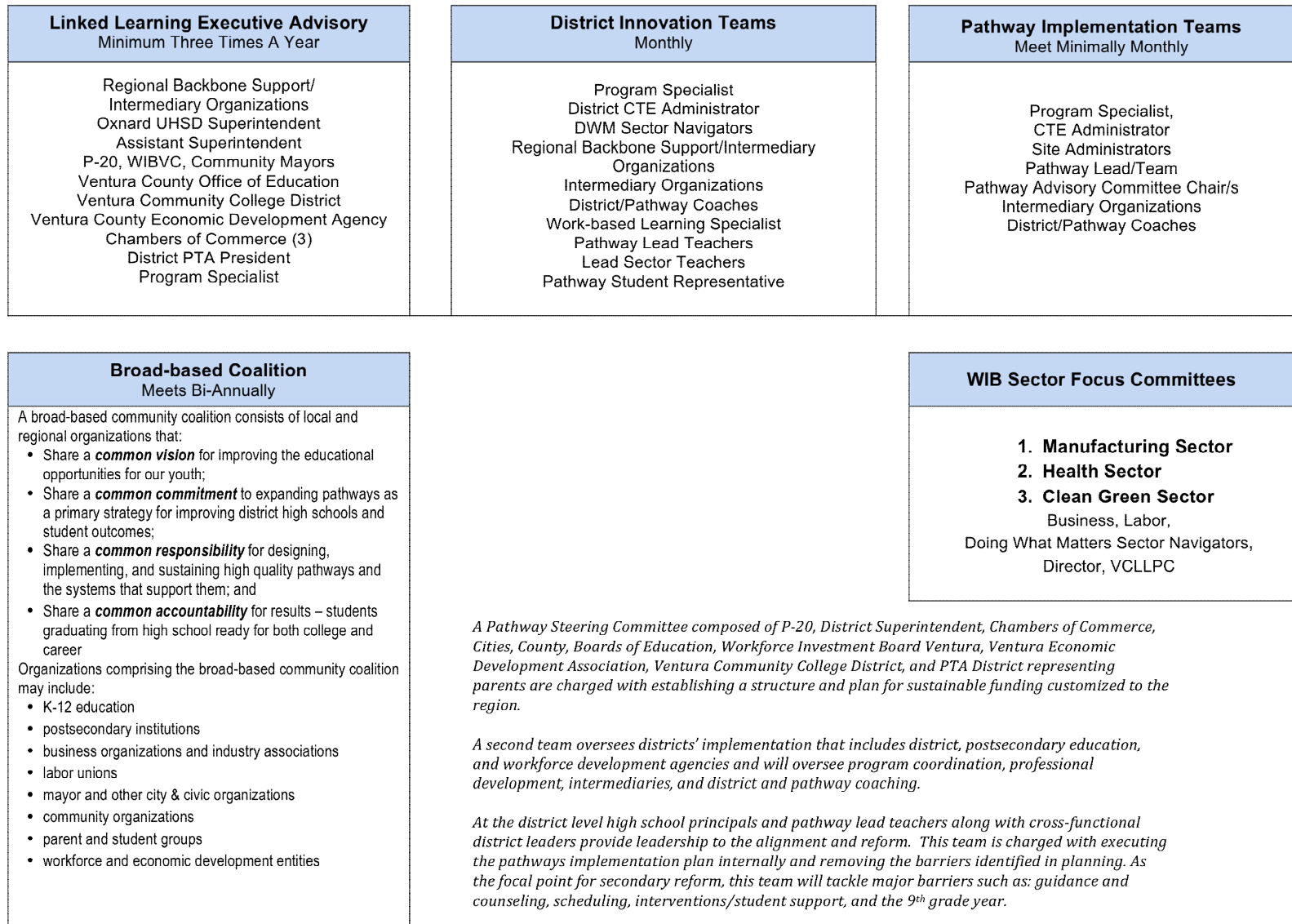


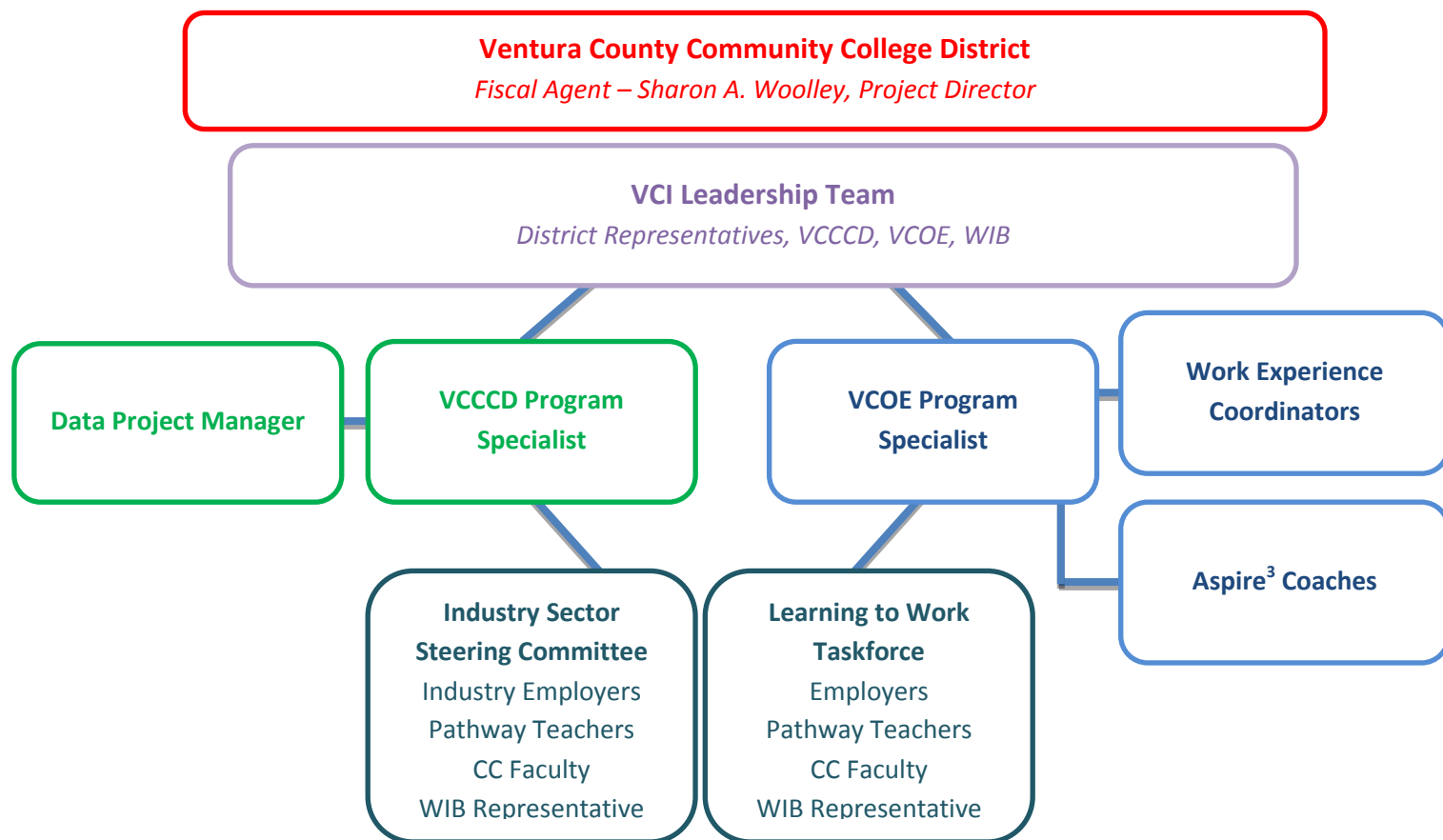
Diagram Source: Jobs for the Future

**DIAGRAM 6**

**Oxnard Union High School District Linked Learning Pathway Consortium  
Organization and Governance**



## Section VI - Attachment 8: Organizational Chart



VCCCD	Responsible for receipt and administration of grant funds and submittal of the required reports to account for the use of grant funds. Will act as the fiscal agent and provide the Project Director to provide overall leadership, compliance monitoring, and direction to VCI.
VCI Leadership Team	Responsible for the performance of any services provided through funds awarded under this grant by the partners, consultants, or other organizations.
VCCCD Program Specialist	Responsible for leading all postsecondary activities. Shared responsibility for the implementation and daily operations with VCOE Program Specialist; providing grant-related support and technical assistance to participating LEAs; supervising the data specialist and the required data collection and analysis processes and procedures; communicating with local business and community partners; co- leading curriculum and professional development activities.
VCOE Program Specialist	Responsible for leading all secondary activities. Shared responsibility for implementation and daily operations with VCCD Program Specialist; providing grant-related support and technical assistance to participating LEAs; supervising the Work Experience Coordinators; communicating with local business and community partners; co- leading curriculum and professional development activities.
Work Experience Coordinators	Individuals grouped by industry sectors that act as intermediaries between schools and businesses to arrange, coordinate and oversee all high school work-based experiences, and provide training to employers prior to all work-based experiences.
Industry Sector Steering Committee	Regional Industry sector groups that meet quarterly to review and vet curriculum, inform pacing guides, review student competencies and develop Learn, Design, Develop (LDD) projects for each course. Replaces current advisory groups currently held by each individual institution.
Learning to Work Taskforce	Taskforce comprised of representatives from each Industry Steering Committee that meet to develop, refine, and expand the Learning to Work Fundamentals of Employability curriculum.

# AMP SoCal Structure

4/1/14-12/31/2014

Lead co-applicant: *Leonard Mitchell*, USC CED  
 Co-applicant: *Glyn Milburn*, Los Angeles Mayor's Office  
 Industry: *Ivan Rosenberg*, Aerospace & Defense Forum

Executive Board

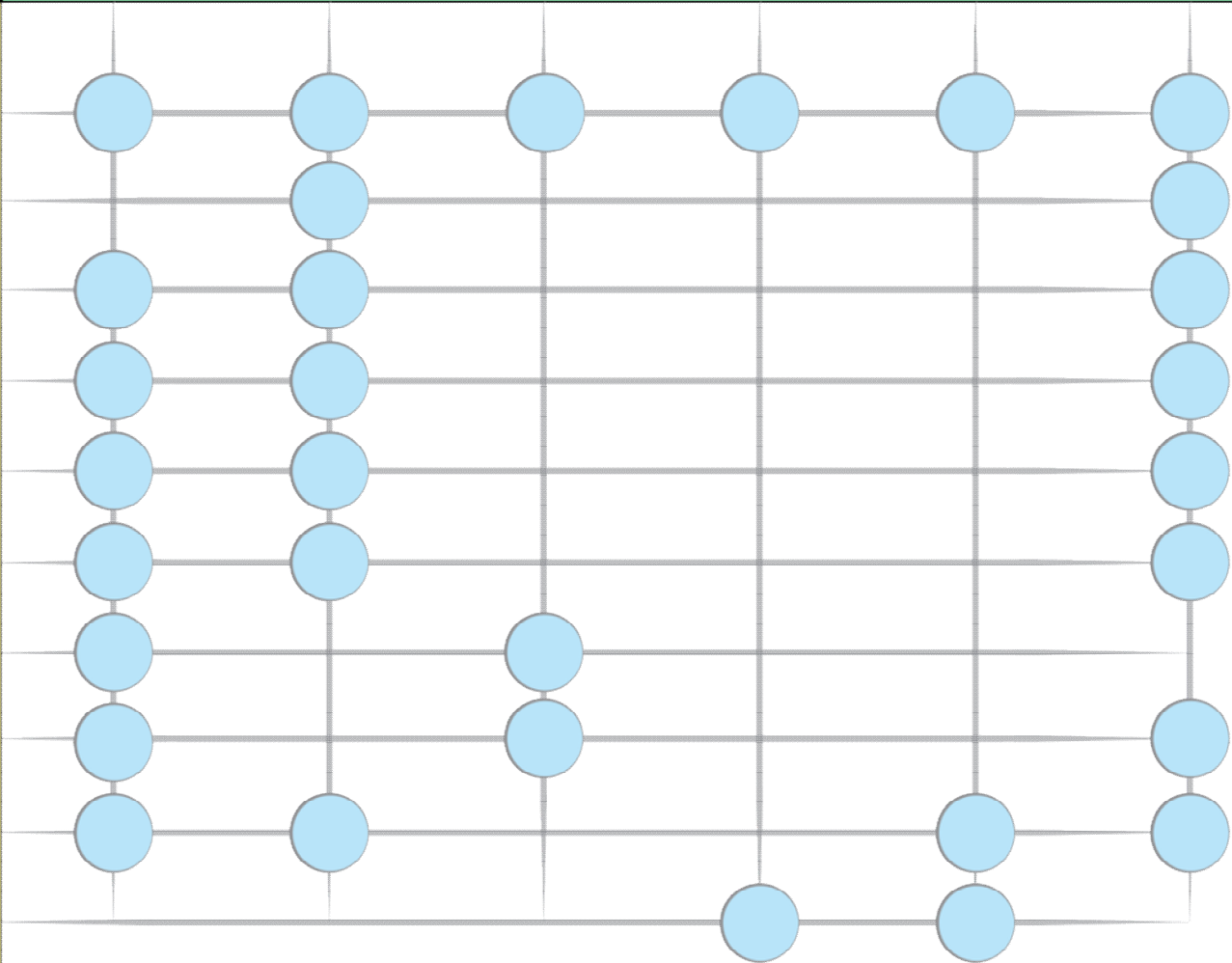
6 pillar committee reps | 4 county reps  
2 co-applicant reps | 1 industry rep

Los Angeles: *JoAnne Stewart*, LA County EDC  
 Orange: *Matthew Jenusaitis*, OCTANE  
 San Diego: *Theresa Andrews*, CONNECT  
 Ventura: *Cheryl Moore*, Ventura County WIB



Pillar Committees					
<b>Workforce &amp; Training</b> <i>Kathy Godfrey</i> City of Los Angeles Economic & Workforce Development Department	<b>Supplier Networks</b> <i>James Watson</i> California Manufacturing Technology Consulting	<b>Research &amp; Innovation</b> <i>Harry Hellenbrand</i> Cal State University, Northridge	<b>Infrastructure &amp; Site Development</b> <i>G. Marie Talnack</i> Cal Poly Pomona	<b>Trade &amp; International Development</b> <i>Bronwen Madden</i> Los Angeles Regional Export Council	<b>Ops Improvement &amp; Capital Access</b> <i>Jose Anaya</i> California Community Colleges

Implementation Strategy Working Groups
<b>AMP SoCal Red Carpet</b> Lead: Los Angeles County Economic Development Corporation
<b>Accessible Smart Digital One-Stop</b> Lead: UCLA
<b>SMM Growth Acceleration</b> Lead: California Manufacturing Technology Consulting
<b>Model-Based Engineering &amp; Design</b> Lead: Mira Costa Community College
<b>Additive Manufacturing Certificate Program</b> Lead: RapidTech, UC-Irvine
<b>Managed Career Pipeline for Advanced Manufacturing</b> Lead: LA EWDD
<b>Higher Education Guides</b> Lead: Cal State, Northridge
<b>Systematic Innovation, Incubation &amp; Business Development</b> Lead: Cal State, Northridge
<b>Export Acceleration</b> Lead: LARExC
<b>57/60 Confluence: Freight Corridor Bottleneck Relief</b> Lead: City of Industry



## The Workforce Innovation and Opportunity Act – July 22, 2014

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

### HIGHLIGHTS OF WIOA REFORMS TO THE PUBLIC WORKFORCE SYSTEM

#### ***Aligns Federal Investments to Support Job Seekers and Employers:***

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

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

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

#### ***Helps Employers Find Workers with the Necessary Skills:***

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

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

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

#### ***Fosters Regional Collaboration to Meet the Needs of Regional Economies:***

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

#### ***Targets Workforce Services to Better Serve Job Seekers:***

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

#### ***Improves Services to Individuals with Disabilities:***

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

# The Workforce Innovation and Opportunity Act

## HIGHLIGHTS CONTINUED

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

## STAKEHOLDER ENGAGEMENT AND TECHNICAL ASSISTANCE

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

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

## WIOA PROGRAMS

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

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

## EFFECTIVE DATES FOR IMPLEMENTATION

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

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

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

## WIOA RESOURCE PAGE

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



PLEASE JOIN OUR SPONSORS

## Limoneira's Limco del Mar

Community Memorial Hospital of  
San Buenaventura

California United Bank

Montecito Bank and Trust

Ventura College Foundation

Conveners:

CITY OF  
**VENTURA**  
ECONOMIC DEVELOPMENT

**VENTURA**  
COLLEGE



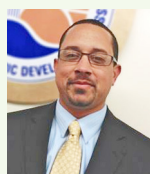
# JOBS FOR OUR FUTURE

- Learn about new ways for your business to participate in the resurgence of manufacturing in the United States and Ventura County.
- Discover innovative programs and funding available throughout California to assist businesses and increase jobs.
- Interact with leaders in business, government and education and give them your ideas for initiatives that would help improve and expand your business.

## September 11, 2014 • 8 am - 12:30 pm

Ventura College, Performing Arts Center  
4700 Loma Vista Road, Ventura

### Speakers scheduled to appear include:



**Kish Rajan**

Director of GO-BIZ  
California Governor's Office of  
Business & Economic Development



**Harold Edwards**  
CEO, Limoneira



**Lucy Dunn**  
President and CEO  
Orange County  
Business Council



**John Ratzenberger**

Host of "Made in America,"  
formerly Cliff Clavin on "Cheers"



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