



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

EXECUTIVE COMMITTEE MEETING

Thursday, August 13, 2015

8:00 a.m. - 9:30 a.m.

VCCF Nonprofit Center (Board Room)
4001 Mission Oaks Blvd., Camarillo, CA

AGENDA

8:00 a.m.	1.0 Call to Order and Agenda Review	Victor Dollar
8:02 a.m.	2.0 Public Comments Procedure: The public is welcome to comment. All comments not related to items on the agenda may be made at the beginning of the meeting only.	Victor Dollar
8:05 a.m.	3.0 WDB Chair Comments	Victor Dollar
8:10 a.m.	4.0 Consent Items 4.1 Approve Executive Committee Minutes: May 21, 2015 4.2 Receive and File: WDB Committee Reports	Victor Dollar
8:15 a.m.	5.0 Finance Report <ul style="list-style-type: none">• PY 2014-15 Financial Status Report: June 2015• 25% Training Expenditures	Theresa Salazar Vital
8:20 a.m.	6.0 Performance Update <ul style="list-style-type: none">• PY 2014-15 Performance Status• Quarterly Report: Rapid Response	Theresa Salazar Vital
8:25 a.m.	7.0 Action Items 7.1 Recommendation that the Executive Committee Approve a Workforce Development Board of Ventura County (WDB) Policy on the Use of the WDB Logo 7.2 Recommendation that the Executive Committee Approve a Workforce Development Board of Ventura County Policy on the Submission of Grant Proposals	Brian Gabler Alex Rivera

8:35 a.m.	8.0 Ventura County Regional Strategic Workforce Development Plan <ul style="list-style-type: none"> • 2014-2015 Year-End Review: Executive Committee • Workforce Innovation and Opportunity Act (WIOA) Update 	Cheryl Moore
9:10 a.m.	9.0 WDB Administration <ul style="list-style-type: none"> • WDB Meeting Plan: August 27, 2015 • On the Calendar <ul style="list-style-type: none"> <u>August 21, 2015</u> Congresswoman Julia Brownley Visiting America's Job Center of California (West Oxnard) <u>September 8-10, 2015</u> California Workforce Association: 2015 Meeting of the Minds in Monterey Conference <u>September 24-25, 2015</u> California Workforce Association: Board of Directors Meeting (Sacramento) <u>October 2, 2015</u> National Manufacturing Day: Manufacturing Roundtable of Ventura County/WDB Manufacturing Committee <u>October 22, 2015</u> WDB Planning Meeting (8:00 a.m.-11:30 a.m.) 	Cheryl Moore
9:20 a.m.	10.0 Committee Member Comments	Committee Members
9:30 a.m.	11.0 Adjournment <p><u>Next Meeting</u> September 17, 2015 (8:00 a.m.-9:30 a.m.) VCCF Nonprofit Center (Board Room) 4001 Mission Oaks Blvd., Camarillo, CA</p>	Victor Dollar

Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the Workforce Development Board of Ventura County staff at (805) 477-5306 at least five days prior to the meeting. TTY line: 1-800-735-2922.



WIB Executive Committee
May 21, 2015

MINUTES

Meeting Attendees

Executive Committee

Mike Soules (Chair)
Alex Rivera, Immediate Past Chair
Victor Dollar
Martel Fraser
Brian Gabler
Iris Ingram
Bill Pratt
Zahid Shah

WIB Administration

Talia Barrera
Patricia Duffy
Richard McNeal
Cheryl Moore
Theresa Salazar Vital

Guests

Nancy Ambriz (HSA Community
Services Department/WIA)
Bruce Stenslie (Economic
Development Collaborative-
Ventura County)

1.0 Call to Order and Agenda Review

Mike Soules called the meeting to order at 7:38 a.m. No changes were made to the agenda.

2.0 Public Comments

No public comments

3.0 WIB Chair Comments

Mike Soules expressed appreciation for participating in the group presentation to the State panel for the Ventura County Office of Education (VCOE) proposal (VC Innovates: Expand, Enhance, Extend) submitted under the second California Career Pathways Trust grant procurement process.

4.0 Consent Items

4.1 Approve Executive Committee Minutes: April 9, 2015

4.2 Receive and File: WIB Committee Reports

Motion to approve the Consent Items: Brian Gabler

Second: Bill Pratt

Abstentions: Alex Rivera

Motion carried

5.0 Finance Report

The Committee reviewed and discussed the Financial Status Report (FSR) for Fiscal Year 2014-2015, reflecting year-to-date expenditures from July 1, 2014 through March 31, 2015. The status of expenditures at 75% into the fiscal year was:

<u>WIA Core Funds</u>	<u>2014-2015 Plan</u>	<u>YTD Expended</u>	<u>% Expended vs. Plan</u>
Dislocated Worker	2,666,921	1,744,972	65%
Adult	2,064,482	1,510,480	73%
Youth	2,173,779	1,593,823	73%
Rapid Response	467,280	287,806	62%
<u>WIA Non-Core Funds</u>			
Workforce Accelerator Grant	150,003	58,740	39%

The State requires WIBs to spend a minimum of 80% of the 2014-2015 Adult, Dislocated Worker, and Youth WIA core grant allocations and 100% of the 2014-2015 Rapid Response core allocation by June 30, 2015. Another federal requirement is that at least 30% of the Youth allocation must be expended for out-of-school youth.

The WIBVC has met the out-of-school expenditure rate and is on track to meet minimum spending requirements for all 2014-2015 core grant allocations.

The Workforce Accelerator Grant, originally ending April 30, 2015, received State approval for a grant extension through September 30, 2015.

WIA Training Expenditures

As shown in the table below, the summary of WIA training expenditures, as of March 31, 2015, indicated appropriate spending against the required Adult/Dislocated Worker training expenditure targets (25% in 2012-2013 through 2015-2016; 30% in 2016-2017 and each performance year thereafter) and against WIA grants across the overlapping federal two-year grant cycles.

	<u>Grant FY 12-14</u>	<u>Grant FY 13-15</u>	<u>Grant FY 14-16</u>
Total Adult and Dislocated Worker Formula Fund Allocations	4,503,559	4,346,991	4,092,349
Training Expenditure Requirement	1,125,890 25%	1,086,748 25%	1,023,087 25%
Formula Fund Training Expenditures	921,243	786,198	258,362
Leveraged Resources			
• Total Leveraged Resources Used Toward Training Expenditures	562,187	420,156	249,016
• Maximum Allowed Leveraged Resources (10%)	450,356	434,699	409,235
Total Leveraged Resources Used Towards Training Expenditures	450,356	420,156	249,016
• Total Amount Spent on Training	1,371,599	1,206,354	507,378
• % of Training Requirement Met (Final goal = 100%)	122%	111%	50%

6.0 Performance Report

Committee members reviewed, discussed, and asked questions about quarterly WIA performance.

- WIA Performance Report (attached): Adult and Dislocated Worker performance during Program Year 2014–2015 Third Quarter (Q3) cumulative period of July 1, 2014 through March 31, 2015:
 - Community Services Department/WIA (CSD/WIA) exceeded minimum evaluation goal of 75% of total new enrollment plan. CSD/WIA cumulative Q3 new enrollments are at 134 Adults or 161% of plan to actual and 148 Dislocated Workers (DW) or 123% of plan to actual. CSD/WIA lists 224 cumulative Adult enrollments and 266 cumulative DW enrollments.
 - No monitoring/audit findings for CSD/WIA programs were identified.
 - The cumulative number of Universal clients, through Q3 for the Ventura County American Job Centers, is at 14,470.
- Common Measures: All nine of the WIB Q3 Adult, Dislocated Worker, and Youth performance measure outcomes exceeded 100% success rate.
 - CSD/WIA exceeded minimum evaluation goal of 80% success rate for all six performance outcomes. CSD/WIA performance measures outcomes for the three Adult performance measures and for the three Dislocated Worker performance measures exceeded 100% of State approved goals.
 - The WIA Youth Providers met/exceeded all three of the Youth performance measures outcomes.
 - The WIB is on track to exceed 100% of performance outcomes for all nine WIB Adult, Dislocated Worker, and Youth performance goals through the end of Program Year (PY) 2014-2015.
- Business Services: Required Rapid Response Activities – Fourth Quarter (Q4): Community Services Department/WIA (CSD/WIA) conducted cumulative (April 1, 2014 through March 31, 2015) on-site layoff/closure planning meetings and/or employee orientations. The WIB end of PY 2014-2015 report to the State (Rapid Response 121 Report) lists:
 - 15 unique at-risk Ventura County businesses reported layoffs for 1,358 workers.
 - 789 of these impacted employees attended WIA Rapid Response orientations.
 - Program Year 2015-2016 Workforce Innovation and Opportunity Act (WIOA) Rapid Response local workforce area allocations will be based, in part, on PY 2014-2015 quantitative layoff data.
- Business Services: Allowable Rapid Response Activities – Third Quarter (Q3): Economic Development Collaborative -Ventura County (EDC-VC) reported cumulative (July 1, 2014

through March 31, 2015) business retention/layoff aversion activities, including activity through May 11, 2015.

- EDC-VC exceeded minimum evaluation criteria for 5 out of 6 evaluation goals and achieved 68.73% of contract expenditures (75% goal). No monitoring/audit findings were identified.
- Twenty-one (21) different at-risk businesses received services to prevent the loss of 287 at-risk jobs.
- One hundred and eight (108) jobs at risk, after completion of all employer services and at 6 weeks retention, were reported to the State as jobs saved by layoff aversion activity (Layoff Aversion 122 Report).
- Program Year 2015-2016 Workforce Innovation and Opportunity Act (WIOA) Rapid Response local workforce area allocations may be based, in part, on PY 2014-2015 quantitative layoff aversion data.

Nancy Ambriz and Bruce Stenslie provided program updates/handouts and answered questions for quarterly evaluations/reporting for the WIA Adult, Dislocated Worker and Rapid Response programs.

Executive Committee members commended CSD/WIA and EDC-VC for the success of their PY 2014-2015 WIA programs.

7.0 Action Items

7.1 Recommendation that the Executive Committee of the Workforce Investment Board of Ventura County (WIB) Approve the Renewal of Contracts to Provide Comprehensive Youth Services in Amounts Not to Exceed \$475,000 for the Boys and Girls Clubs of Greater Oxnard and Port Hueneme, \$475,000 for PathPoint, and \$260,000 for Ventura Adult and Continuing Education from July 1, 2015, through June 30, 2016

Tony Skinner presented the recommendation to approve Program Year 2015-2016 WIOA Youth contracts for the third and final year under the current procurement. The Youth Council had evaluated and recommended approval of all three contracts at its May 6, 2015 meeting. With Executive Committee approval, third year contracts will be submitted for Board of Supervisors (BOS) approval. The actions of the BOS and of the Executive Committee will be reported to the WIB at the June 18, 2015 meeting.

Motion to approve: Iris Ingram

Second: Brian Gabler

Motion carried unanimously

7.2 Recommendation that the Executive Committee of the Workforce Investment Board of Ventura County (WIB) Approve the Renewal of a Contract with the Economic Development Collaborative-Ventura County to Provide Business Services to the WIB from July 1, 2015, through June 30, 2016 in an Amount Not to Exceed \$95,000

Theresa Salazar Vital presented evaluation results and the recommendation to approve a Program Year 2015-2016 contract for the EDC-VC. This is the second year contract for the EDC-VC under the current procurement. With Executive Committee approval, this contract will be submitted for Board of Supervisors (BOS) approval. The actions of the BOS and of the Executive Committee will be reported to the WIB at the June 18, 2015 meeting.

Motion to approve: Martel Fraser
Second: Brian Gabler
Motion carried unanimously

7.3 Recommendation that the Executive Committee of the Workforce Investment Board of Ventura County (WIB) Approve the Renewal of a Contract with the Agency to Provide Marketing and Public Relations Services to the WIB from July 1, 2015, through June 30, 2016 in an Amount Not to Exceed \$150,000

Brian Gabler presented the recommendation to approve a Program Year 2015-2016 contract for the Agency. The Outreach Committee evaluated and recommended approval of the Agency contract at its May 20, 2015 meeting. This is the second year contract for the Agency under the current procurement. With Executive Committee approval, this contract will be submitted for Board of Supervisors (BOS) approval. The actions of the BOS and of the Executive Committee will be reported to the WIB at the June 18, 2015 meeting.

Motion to approve: Zahid Shah
Second: Bill Pratt
Motion carried unanimously

7.4 Recommendation that the Workforce Investment Board of Ventura County (WIB) Approve a Workforce Innovation and Opportunity (WIOA) Draft Tentative Balanced Budget for Program Year 2015-2016

Iris Ingram presented the Program Year (PY) 2015-2016 WIOA Draft Tentative Balanced Budget Plan. At the May 13, 2015 meeting, the Resource Development Committee reviewed a working draft of a preliminary WIOA budget plan. For PY 2015-2016, the annual WIB budget process is unique in that July 1, 2015, is the implementation date for the Workforce Innovation and Opportunity Act (WIOA) and requires continuing transition activities from WIA to WIOA. Committee members approved a revision to the proposed action to recommend a preliminary budget with the stipulation that the budget be balanced and titled "draft tentative balanced budget" for Executive Committee action and for WIB approval at the June 18, 2015 meeting.

Motion to approve: Brian Gabler
Second: Alex Rivera
Motion carried unanimously

8.0 Ventura County Regional Strategic Workforce Development Plan

Cheryl Moore reported on Workforce Innovation and Opportunity Act (WIOA) transition activities. The California Workforce Investment Board (CWIB) is recommending approval of local workforce development areas for the period of July 1, 2015 through June 30, 2017 at their June 23, 2015 meeting. Ventura County is recommended for full designation. The CWIB

published proposed regional planning areas as required under Section 106 of the Workforce Innovation and Opportunity Act. Ventura County is being considered for a separate region designation.

9.0 WIB Administration

The Executive Committee discussed events related to WIA and to the transition to WIOA:

June 9, 2015 (Time Certain: 3:00-3:30 p.m.)
WIB Study Session with the Board of Supervisors
County of Ventura (Hall of Administration), Ventura, CA

June 18, 2015 (8:00 a.m.-11:30 a.m.)
WIB Annual Meeting: WIB Awards, Election of Officers, Planning
Ventura County Office of Education, (Salon C), Camarillo, CA

10.0 Committee Member Comments

Bill Pratt commented on the decreasing unemployment rate and asked about the impact on the WIB. Cheryl Moore noted the ongoing commitment from Congress to fund workforce development, especially for individuals who face barriers to employment and for employers who need help to avoid layoffs.

11.0 Adjournment

Motion to adjourn at 8:50 a.m.: Martel Fraser
Second: Zahid Shah
Motion carried unanimously

Next Meeting
August 13, 2015 (8:00 a.m.-9:30 a.m.)
VCCF Nonprofit Center (Board Room)
4001 Mission Oaks Blvd., Camarillo, CA

Workforce Investment Board (WIB) of Ventura County - WIA Performance Report Program
Year 2014 – 2015: Third Quarter (Q3) July 1, 2014 to March 31, 2015

TOTALS FOR VENTURA COUNTY

ALL PROVIDERS	Adult Enrollments	Dislocated Worker Enrollments	Youth Enrollments	Total Enrollments	Core Self Service (Universal Customers)
	224	266	329	819	14,470

Community Services Department (CSD)

Enrollments	Plan New Unique	Actual New Unique	Plan to Actual	Total Q3 Enrollments (with Training)	Total Enrollments (with Training) through 5/18/15
Adult	83	134	161%	224 (108)	230 (121)
Dislocated (DW) Workers	120	148	123%	266 (180)	283 (199)

COMMON MEASURES OUTCOMES

	ENTERED EMPLOYMENT				EMPLOYMENT RETENTION				AVERAGE EARNINGS			
	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Earnings & Clients
ADULT												
VC WIB	73.5	89.84	122.2%	115/128	83.5	89.60	107.3%	112/125	\$14,000	\$16,561	118.2%	\$1,589,924/96
CSD	73.5	89.84	122.2%	115/128	83.5	89.43	107.1%	110/123	\$14,000	\$16,735	119.5%	\$1,589,836/95

	ENTERED EMPLOYMENT				EMPLOYMENT RETENTION				AVERAGE EARNINGS			
	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Earnings & Clients
DW												
VC WIB	76.5	89.47	116.9%	68/76	84.00	87.05	103.6%	74/85	\$15,750	\$23,599	149.8%	\$1,675,591/71
CSD	76.5	89.47	116.9%	68/76	84.00	87.05	103.6%	74/85	\$15,750	\$23,599	149.8%	\$1,675,591/71

	EMPLOYMENT OR EDUCATION PLACEMENT				DEGREE OR CERTIFICATE ATTAINMENT				LITERACY AND NUMERACY GAIN			
	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Clients	Goal	Actual	Success Rate	Earnings & Clients
YOUTH												
VC WIB	68.0%	79.74	117.2%	189/237	58.0%	68.32	117.7%	151/221	58.0%	78.57	135.4%	88/112
BGC	68.0%	81.06	119.2%	107/132	58.0%	75.20	129.6%	91/121	58.0%	91.66	158.0%	44/48
PPT	68.0%	74.32	109.2%	55/74	58.0%	63.37	109.2%	44/69	58.0%	76.92	132.6%	20/26
VACE	68.0%	87.09	128.0%	27/31	58.0%	51.61	88.9%	16/31	58.0%	63.15	108.8%	24/38

VC WIB: Ventura County Workforce Investment Board

Goal: LWIA Final Performance Goals for PY 2014-2015 (WSD 14-6, December 23, 2014)

Success Rate: Actual performance divided by goal. Less than 80% at end of program year = failed performance

Clients: Numerator = Only clients with a positive outcome. Denominator = All clients included in the outcome

- Entered Employment, Employment/Education Placement & Degree/Certificate Attainment: Clients leaving the program between October 1, 2013 and September 30, 2014

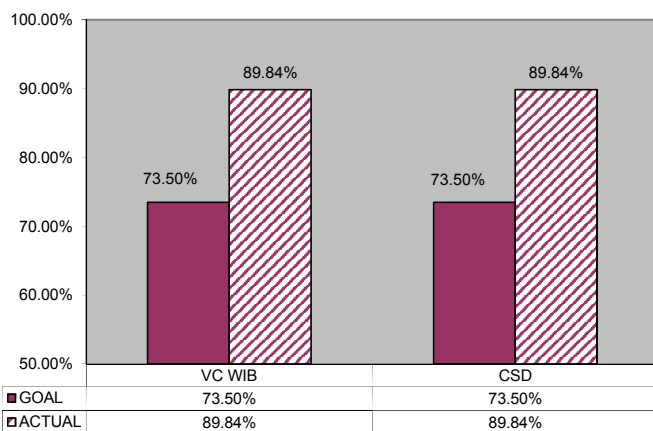
- Average Earnings & Retention: Clients leaving the program between April 1, 2013 and March 31, 2014

- Literacy and Numeracy: Clients in the program between July 1, 2014 and June 30, 2015

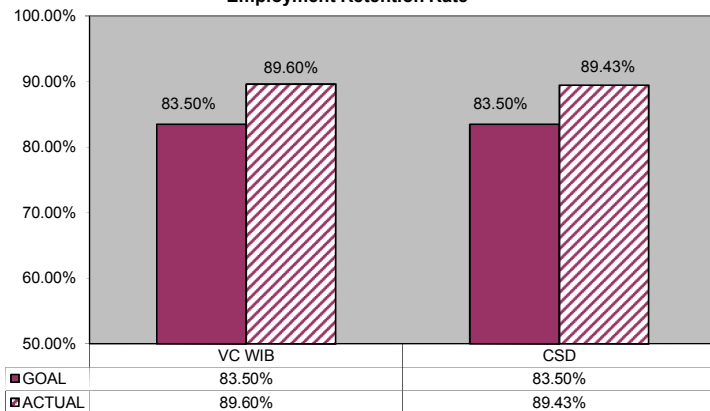
WIA Performance Report - Common Measures Outcomes
PY 2014-2015: Third Quarter (Q3) July 1, 2014 to March 31, 2015

Adult

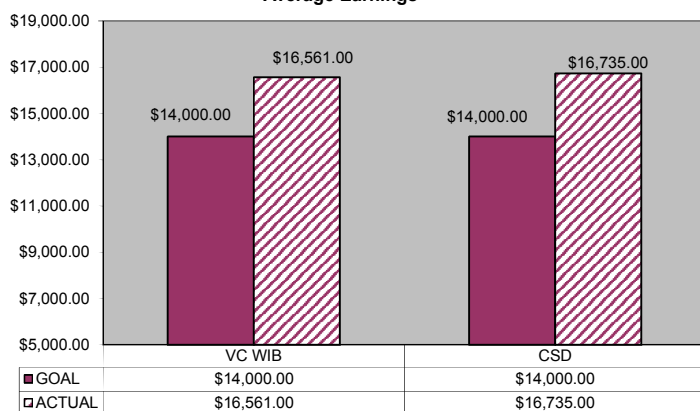
Entered Employment Rate



Employment Retention Rate

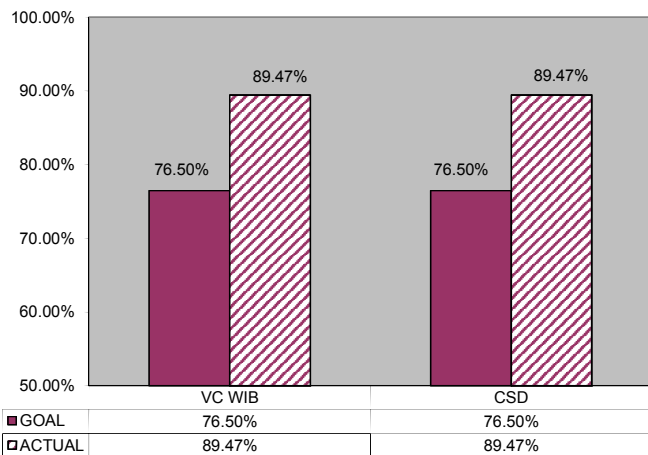


Average Earnings

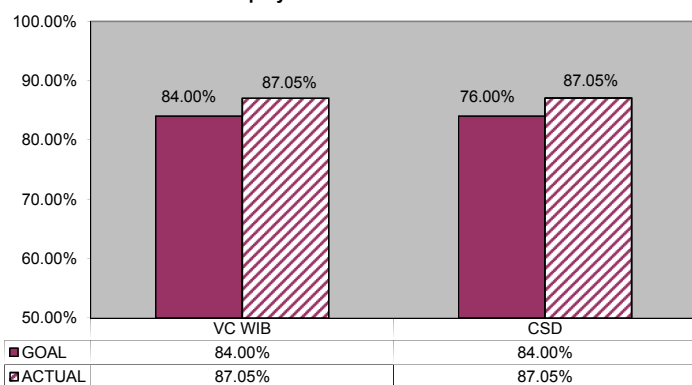


Dislocated Worker

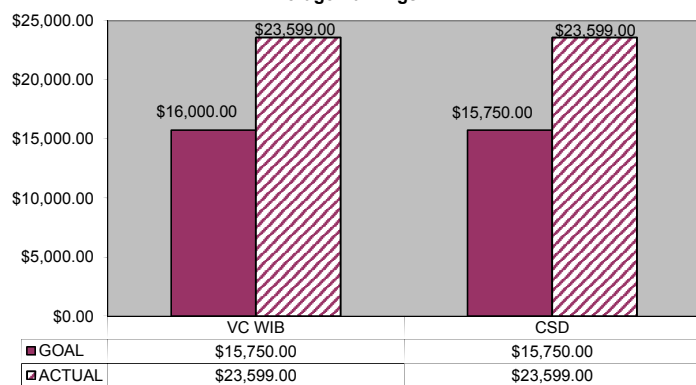
Entered Employment Rate



Employment Retention Rate



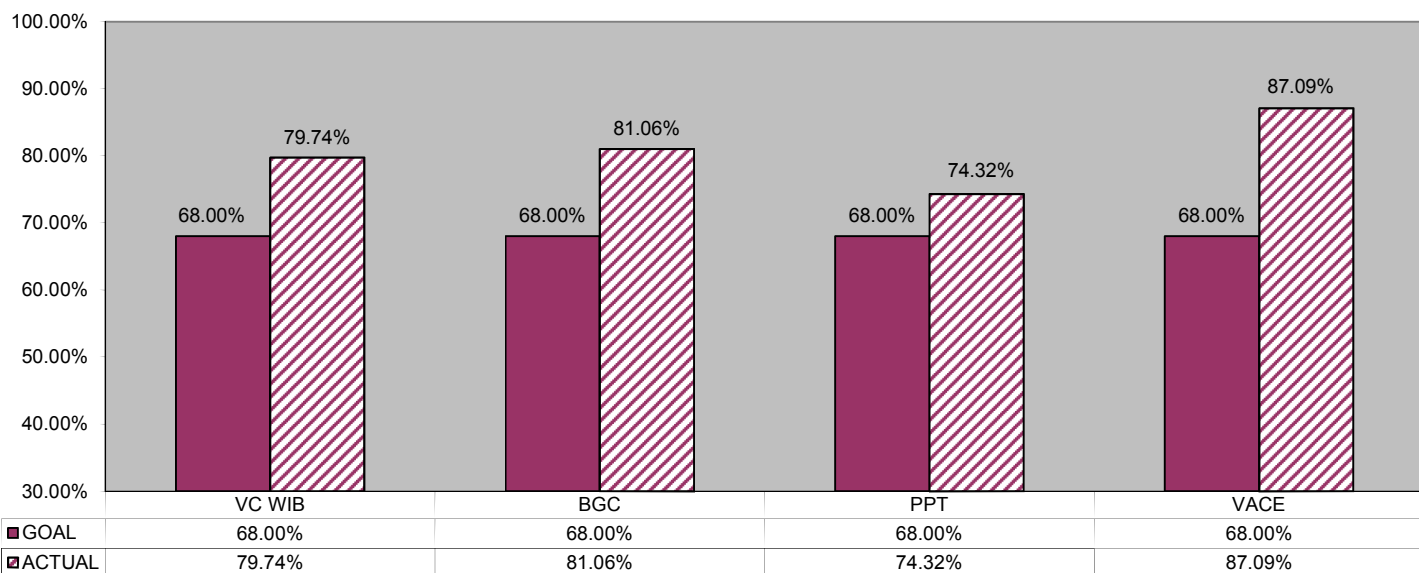
Average Earnings



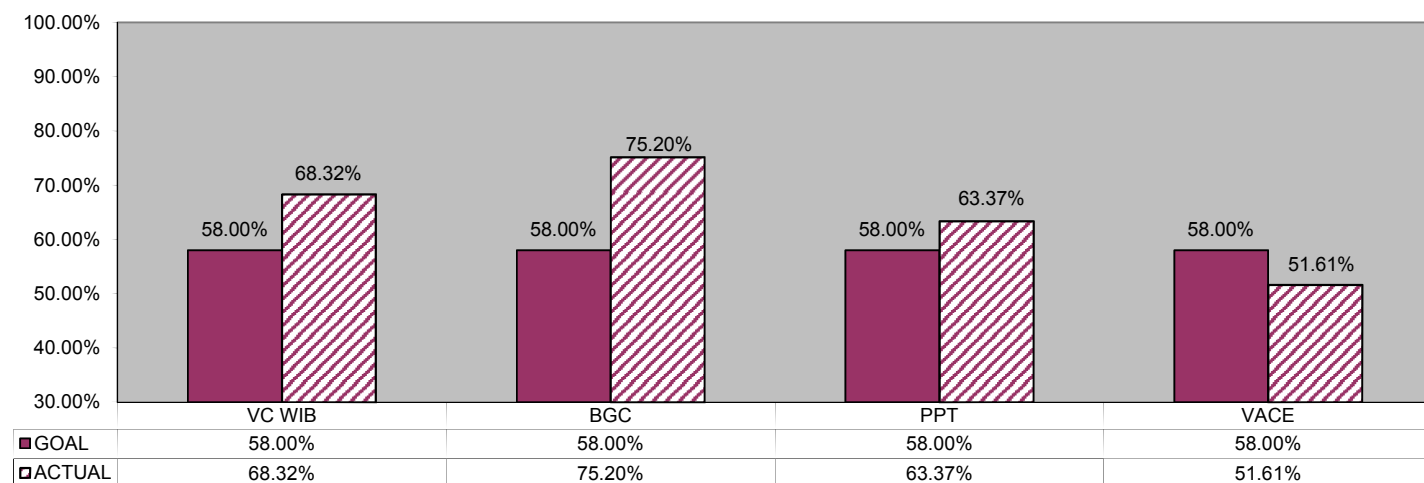
WIA Performance Report - Common Measures Outcomes
PY 2014-2015: Third Quarter (Q3) July 1, 2014 to March 31, 2015

Youth

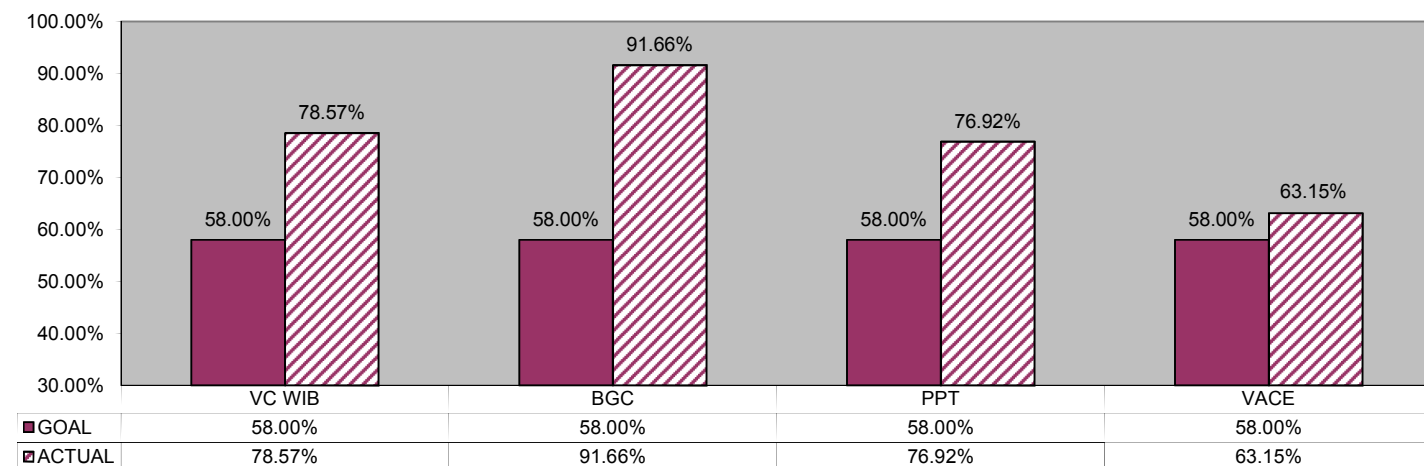
Employment or Education Placement



Degree or Certificate Attainment



Literacy and Numeracy Gain





Executive Committee
Workforce Development Board of Ventura County
August 13, 2015

WDB COMMITTEE REPORTS

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



TO: EXECUTIVE COMMITTEE

**FROM: NANCY WILLIAMS, CHAIR
CLEAN/GREEN COMMITTEE**

DATE: AUGUST 13, 2015

SUBJECT: CLEAN/GREEN COMMITTEE REPORT

The Clean/Green Committee met on July 31, 2015. In attendance were Committee members: Nancy Williams (Chair), John Brooks, Dave Fleisch, Paul Grossgold, Margaret Lau, Valeria Makarova, Anthony Mireles and Wayne Pendrey; WDB staff Patricia Duffy and Cheryl Moore; and guest Mary Anne Rooney (Ventura County Civic Alliance). Topics of discussion included:

Special Recognition

Nancy Williams, the new Chair for the Clean/Green Committee, expressed appreciation on behalf of the Committee for the leadership and contributions made by outgoing Committee Chair Victor Dollar, including the formation of the group as an *ad hoc* committee several years ago. Committee members congratulated Mr. Dollar on his election as Chair of the Workforce Development Board for 2015-2016, saying that they looked forward to having him stay connected with the work of the Committee.

Ventura County Regional Strategic Workforce Development Plan

- Introduction to Laborers International Union of North America

Anthony Mireles, President/Field Representative of the Laborers International Union of North America, was welcomed to the meeting as a newly appointed WDB member and new Clean/Green Committee member. Mr. Mireles provided an overview of the broad range of projects with which his group is involved—from building hospitals to water/wastewater infrastructure, working on green projects such as solar and geothermal, and participating on numerous other initiatives that align with the work of the Clean/Green Committee. Mr. Mireles described the successful accredited apprenticeship program that has an 80% retention rate and a satellite training center in Oxnard.

- Deputy Sector Navigator Update

Margaret Lau updated the Committee on the progress and timeline of the Center of Excellence regional survey on the Water/Wastewater Industry. She indicated her program support for the VC Innovates Entrée to Employment dinner, which will be held in September 2015 for agriculture, at California Lutheran University. Ms. Lau also mentioned connecting the Lompoc Wastewater Treatment Plant staff with Dr. Forde's Water Science Program at Ventura College, in response to a request for students to do research on wastewater treatment.

- Career Pathways Update:

Mary Anne Rooney provided an update on the Alliance for Linked Learning (ALL). Ms. Rooney described the academy model and reported that Oxnard Union High School District (OUHSD) works with the National Academy Foundation. The ALL staff recently attended a National Academy Conference, where they discovered that OUHSD, with the recent addition of new academies, now has 10% of the academies in the country. Ms. Rooney announced that they are looking for advisory board members for green technology for the new academy-based high school, Rancho Campana, in Camarillo.

- 2014-2015 Year End Review

The Committee members discussed the 2014-2015 Year-End Review and brainstormed insights. The final report will be presented to the WDB on August 27, 2015, and available for review at the next Clean/Green Committee meeting in September 2015.

- Local Area WIOA Recertification

Cheryl Moore gave an update on the Local Area WIOA Recertification process, noting that the new Workforce Innovation and Opportunity Act (WIOA) became effective on July 1, 2015. Workforce Investment Boards (WIB) under the previous Workforce Investment Act (WIA) had been renamed Workforce Development Boards (WDB) under WIOA. Ms. Moore indicated that the WDB would be required to submit an application in March 2016 for recertification as a local board as of July 1, 2016. Plans would need to be in alignment with the draft California state plan (to be submitted to the U.S. Department of Labor (DOL) in October 2015) and the final federal WIOA rules (to be issued in January 2016). The DOL had issued draft guidelines for WIOA; California guidelines were to be released in the near future. The WDB industry sector committees, such as the Clean/Green Committee, would participate in the planning process.

- 2015-2016 Planning

The Committee discussed preparation for the next meeting which will focus, in part, on planning for the coming year.

The next meeting of the Clean/Green Committee is scheduled for September 18, 2015, from 8:00 a.m. to 9:30 p.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) 654-7257, or contact Patricia Duffy at (805) 477-5350, e-mail Patricia.Duffy@ventura.org.



WORKFORCE DEVELOPMENT BOARD

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(805) 477-5306

workforceventuracounty.org

TO: EXECUTIVE COMMITTEE

**FROM: GREG BARNES, CHAIR
HEALTHCARE COMMITTEE**

DATE: AUGUST 13, 2015

SUBJECT: HEALTHCARE COMMITTEE REPORT

The WDB Healthcare Committee met on July 24, 2015. Attending the meeting were Committee members: Greg Barnes (Chair), Teresa Johnson, Paul Matakiewicz, Tiffany Morse, Dawn Neuman, and; WDB staff: Patricia Duffy, Richard McNeal, Cheryl Moore, Ma Odezza Robite, Theresa Salazar Vital; and guests: Carol Fujita (Amgen Biotech Experience), Sally Harrison (County of Ventura CEO Office), Erin Huizinga (Rancho Campana High School), Marybeth Jacobson (Workforce Education Coalition), Vivian Pettit (Community Services Department/WIOA), Mary Anne Rooney (Alliance for Linked Learning), Sherry Tsai (Amgen Biotech Experience). The following is a summary of topics discussed:

Special Recognition

Incoming Chair Greg Barnes and members of the Healthcare Committee expressed their sincere appreciation to Martel Fraser (outgoing Chair) for her leadership and strong advocacy for actions to support development of the healthcare workforce in Ventura County. The group also thanked Celina Zacarias (outgoing Vice Chair) for her service and key role in helping to connect California State University, Channel Islands, and healthcare providers in support of the Clinical Laboratory Scientist Field Experience program. Members said that they looked forward to the continuing participation of Ms. Fraser and Ms. Zacarias on the Committee.

Ventura County Regional Strategic Workforce Development Plan

- Local Area WIOA Recertification

The new Workforce Innovation and Opportunity Act (WIOA) became effective on July 1, 2015, and Workforce Investment Boards (WIB) under the previous Workforce Investment Act (WIA) were renamed Workforce Development Boards (WDB). Cheryl Moore described the Local Area WIOA Recertification process, indicating that the Workforce Development Board (WDB) would be required to submit an application in March 2016 for recertification as a local board as of July 1, 2016. Plans would need to be in alignment with the draft California state plan (to be submitted to the U.S. Department of Labor (DOL) in October 2015) and the final federal WIOA rules (to be issued in January 2016). The DOL had issued draft guidelines for WIOA; California guidelines were to be released in the near future. The WDB industry sector committees, such as the Healthcare Committee, would participate in the planning process.

- Clinical Lab Science Field Experience Update

Dawn Neuman provided an update on the status of the application to the State for four local hospital laboratory certifications, as a Ventura County regional consortium, to support the Clinical

Laboratory Science (CLS) Field Experience Program through California State University, Channel Islands (CSUCI). Dr. Neuman reported that all of the paperwork for the applications for the four participating hospitals had been submitted.

What is unique about this initiative is that the four hospitals have collaborated to create a local post-graduate program to grow a future workforce, while giving students the opportunity to move to different hospitals to complete their training so that expertise in certain areas can be shared. Three hospitals will be participating in sending students to other hospitals. Dr. Neuman reported there are students currently in the pipeline to complete their field experience program. The program at CSUCI will start admitting students again for the 2016 academic term.

The Committee commended Dr. Neuman for her exceptional dedication and volunteer efforts in coordinating the lab certification application process, ensuring that people were committed to the critical components required for certification, all paperwork was completed, and the submission documents and timing were coordinated.

- Healthcare Work Readiness Skills Chart

The Committee finalized the most recent draft of the Healthcare Work Readiness Chart. The chart will be posted on the WDB website and provides an employer-generated healthcare work readiness reference for educators, employers, job seekers, and youth.

- 2014-2015 Year End Review

The Committee members discussed 2014-2015 accomplishments and insights. The report will be presented to the WDB on August 27, 2015, and the final document will be reviewed by the Committee at their meeting on September 4, 2015.

- Career Pathways: Update

Tiffany Morse reported on VC Innovates. Thanking the Committee members for their input at a recent meeting, Dr. Morse indicated that the career ladders were being reworked and would be shared with the teachers. The new, second-round California Career Pathways Trust grant will include foster youth and students with special needs. A communication program for employability skills will be offered countywide for students in the pathway programs.

Mary Anne Rooney provided an update on the Alliance for Linked Learning initiative. Rancho Campana High School will open in October 2015 totally dedicated to the academy program model. Ms. Rooney also mentioned that HIPPA regulations have presented a problem for employers to offer healthcare internships, and she asked for feedback from anyone on the Committee who might know how to address the issue.

- Committee Spotlight: Amgen Biotech Experience

Sherry Tsai, Site Director ABE-Greater Los Angeles Area and Carol Fujita, Coordinator ABE-LA CSUCI, presented on the Amgen Biotech Experience program. The program provides free teacher training, and loans up to \$24,000 in equipment during the training, for teachers to learn how to teach students the techniques that biotechnology researchers use. This experience enables teachers to introduce students to scientific discovery through molecular biology and links science concepts to real world experiences. The ABE program has trained teachers around the world, including 37 teachers in 20 schools in Ventura County. They would like to expand the program to more teachers in our area.

There was a very favorable response to the presentation from the Healthcare Committee members. Connections were made at the meeting that will assist in expanding the program in Ventura County.

The next meeting of the Healthcare Committee is scheduled for September 4, 2015, from 8:00 a.m. to 9:30 p.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) 370.4321, or contact Patricia Duffy at (805) 477-5350, e-mail Patricia.Duffy@ventura.org.



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TO: EXECUTIVE COMMITTEE
FROM: VIC ANSELMO, CHAIR
MANUFACTURING COMMITTEE
DATE: AUGUST 13, 2015
SUBJECT: MANUFACTURING COMMITTEE REPORT

The Manufacturing Committee met on Wednesday, August 12, 2015, from 8:00 a.m. to 9:30 a.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo. Agenda items included a discussion of the 2014-2015 Year-End Review, Committee workgroup progress reports, project updates, and collaborative activities in support of the Ventura County Regional Strategic Workforce Development Plan.

The Manufacturing Committee report for that meeting will be provided at the Workforce Development Board meeting on August 27, 2015.

If you have questions or need more information, please call me at (805) 981-1991, or contact Talia Barrera at (805) 477-5341, email Talia.Barrera@ventura.org



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TO: EXECUTIVE COMMITTEE

**FROM: PATTY SCHULZ, CHAIR
MEMBERSHIP COMMITTEE**

DATE: AUGUST 13, 2015

SUBJECT: MEMBERSHIP COMMITTEE REPORT

The Committee met on August 4, 2015. In attendance were Committee member Patty Schulz (Chair) and WDB staff Talia Barrera, Patricia Duffy, Richard McNeal, and Cheryl Moore. The following includes topics discussed at the meeting and updated information:

Appointments and Reappointments

- Reappointments: The Committee reviewed attendance records and discussed engagement in WDB committees for current WDB members whose terms would end in September 2015. Those determined to be in good standing and eligible for reappointment will receive letters to ascertain their interest in reappointment. Interested 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 WDB appointment.

Ventura County Regional Strategic Workforce Development Plan

The Committee received an update on the status of the Workforce Innovation and Opportunity Act (WIOA). Regarding the requirements for the size and composition of the new, local Workforce Development Boards, the Committee began a discussion on how the federal requirements could affect the composition of the Ventura County WDB. (See the attached WIA to WIOA Board Composition Transition Worksheet.)

The next Membership Committee meeting is scheduled for October 6, 2015, from 8:30 a.m. to 10:00 a.m., location TBD.

If you have questions or need more information, please call me at (805) 650-8611, or contact Talia Barrera at (805) 477-5341, email talia.barrera@ventura.org.

WIA TO WIOA WORKFORCE BOARD TRANSITION WORKSHEET

WIA CATEGORY	MIN. NO.	WIB MEMBERS	WIOA CATEGORY	BUSINESS	EDU & TRAIN		GOV ECON COMMTY DEV			20% WORKFORCE		OTHER
			MINIMUM NO.	10 (CHAIR-2 SML)	1 AD ED	1 HGR ED	1 EC DEV	1 EMPL SRV	1 REHAB ACT	15% UN+CBO	1 APPREN	AS APPROP
ECON DEV	2	CITY OF SIMI VALLEY						X				
		PORT OF HUENEME						X				
EDUC AGENCY	2	CSU CHANNEL ISLANDS					X					
		VENT CO CMTY COLL DIST					X					
LABOR	5	LABORERS UNION NO. AMER.									X	
		SEIU-UNITED HEALTHCR								X		
		TRI-CO BLDG CONST TRADES									X	
		TRI-CO CENTR LABOR COUN								X		
		UNITD FOOD COMM WKRS								X		
CMTY BSD ORG	2	THE ARC OF VENTURA CO								X		
		CABRILLO ECON DEV CORP								X		
ONE-STOP PARTN	6	AREA AGENCY ON AGING										X
		DEPT OF REHABILITATION							X			
		EMPLMT DEV DEPT						X				
		HUMAN SERV AGENCY										X
		VENTURA ADULT CONT ED			X							
		VENTURA CO OFFICE EDUC										X
BUSINESS	16 (18)	APPLIED POWDERCOAT		*MANUF (Small)								
		BRIGHTON MGMT		*CLEAN/GR (Chair)								
		CALIF LUTHERAN UNIV		EDUCATION								
		CORWIN		PUBLISHING								
		DECKERS OUTDOOR		*MANUF								
		ECON DEV COLLAB-VENT CO					X					
		HAAS AUTOMATION		*MANUF								
		HI-TEMP MANUFACTURING		*MANUF								
		JAXX MANUFACTURING		*MANUF (Small)								
		KINAMED		*MANUF/HEALTHCR								
		LC ENGINEERING GROUP		*CLEAN/GR								
		LOS ROBLES HOSP MED CTR		*HEALTHCR								
		MILGARD MANUFACTURING		*MANUF								
		SIMI VALLEY HOSPITAL		*HEALTHCR								
		SOLID WASTE SOLUTIONS		*CLEAN/GR (Small)								
		SOUTHERN CALIF EDISON		*CLEAN/GR								
		VERIZON CALIFORNIA		COMMUNICATION								
				OPEN (2)		OPEN (3)						
33 (35)			35 = WIOA GOAL	18	1	2	3	1	1	3 Un+2 CBO	2 Un	3



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TO: EXECUTIVE COMMITTEE

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

DATE: AUGUST 13, 2015

SUBJECT: OUTREACH COMMITTEE REPORT

The WDB Outreach Committee met on July 30, 2015. Attending the meeting were Committee members Brian Gabler, (Chair), Jim Faul, and Victoria Jump; WDB staff Talia Barrera and Cheryl Moore; and guests Heidi Hayes (theAgency), Karen Blufer (theAgency) and Christy Norton (Community Services Department/WIOA). The following is a summary of major topics discussed at the meeting.

Special Recognition

Chair Brian Gabler and members of the Outreach Committee expressed their appreciation to Jim Faul, outgoing Committee Vice Chair, for his dedication and enthusiasm in spreading the word about workforce development and business services in Ventura County. Mr. Faul, recently elected WDB Vice Chair, indicated that he would continue to participate in WDB outreach efforts. Mr. Gabler also congratulated Victoria Jump on her new role as Vice Chair for the Committee.

CSD/WIA Monthly Event Report

Christy Norton provided an oral summary of activities that the Community Services Department/WIA accomplished in the first quarter of 2015. Ms. Norton also shared with the committee that local employers are inquiring more about the OJT (on-the-job training) program.

Outreach Summary Report

The Committee discussed May-July 2015 WIB outreach projects and activities as reported by theAgency and summarized below:

- Employer Outreach
 - Workforce Wednesday radio interview program (KVTA-1590 AM)
 - August – Focus on WDB Award Winners: TBD
 - *Workforce Update* e-newsletter
 - June 17 – WIB Cohorts: 378 Sent/28.3% Open Rate
 - June 17 – Biz List: 11,186 Sent/5.1% Open Rate
 - Ventura County Grows Business (VCGB) Website and Facebook
 - Website – 4,812 sessions/4,260 unique visits with 1:21 minute average session duration
 - Facebook – 1,304 fans

– Ventura County Grows Business Outreach:

- WIB Speakers Bureau

<u>Date</u>	<u>Group</u>	<u>Speaker</u>
1/6/15	Rotary Ojai West	Bernardo M. Perez
1/8/15	Conejo Valley Chamber of Commerce	Jim Faul
1/9/15	Rotary Club of Moorpark	Alex Rivera
1/15/15	Moorpark Morning Rotary Club	Bernardo M. Perez
1/27/15	Rotary Club of Simi Valley	Sandy Werner
2/12/15	Oxnard Chamber of Commerce	Will Berg
3/5/15	Simi Valley Chamber of Commerce	Brian Gabler
9/11/15	Camarillo Chamber	TBD

- Job Seeker Outreach

Career Shops: Posted February and March workshops. Clips included:

- VC Star
- Moorpark and Agoura Hills Patches
- KDAR
- VC Reporter
- Santa Paula Times
- Simi Acorn

- Youth Outreach

Career Counselor Eblast & Posters

- Sent June 27 to 33 Career Counselors: 54% Open Rate
- Created and produced posters for distribution to career counselors or youth entities as needed

VC Jobs With a Future Website

- 11.2% increase over 13/14 program year
- 6,350 Sessions/5,736 visits
- 1.99 pages per visit/1.28 minutes average visit duration
- 64.57% bounce rate

VCJWF Twitter

- 286 followers/ 73% increase from May 2015
- 8,557 Impressions
- 934 Page visits

- General Outreach: Media Relations

- New Board Member Release:
VC Star – ran Patricia Schulz announcement on May 16
- WIB Awards Announcement news release – interviewed winners, prepared news release and sent to media and elected officials on June 23

Clips:

- Tri County Sentry – ran release and photo June 25

- Sespe Sun – ran release and photo on June 24
 - Fillmore Gazette – ran release and photo on June 24
 - Posted WIB Award winners news release on Moorpark Patch
 - Posted release on prlog.org
 - Posted on the VCStar website
- Posted WIB congratulatory ad – placed in the Ventura County Star and Pacific Coast Business Times
 - Op-Ed: Why Helping Develop a Strong Workforce is Good for Your Business (to run in August)
 - WIB Website Redesign/Rebranding: working with County of Ventura IT for development and implementation of new WDB website
 - Home Page and Landing Page Design Approved
 - Slider Graphics Developed/Finalized
 - Revised all WDB, WIOA, & America's Job Center references/links
 - Development site under review <http://dev.ventura.org/WDB/>
 - Compile WDB Board Members Photos – In process
 - Develop photo resources for website and outreach material
 - KCLU Annual Contract Coordination – obtained competitive bids for annual public radio general services outreach project
 - Job Outlook Eblast:
 - May 22 – WIB Cohorts: 377 Sent/24.5% Open Rate
 - May 22 – Biz List: 11,254 Sent/6.2% Open Rate
 - June 22 - WIB Cohorts: 377 Sent/22.3% Open Rate
 - June 22 – Biz List: 11,122 Sent/5.4% Open Rate
 - July 17 – WIB Cohorts: 381 Sent/23.1% Open Rate
 - July 17 – Biz List: 11,098 Sent/5.8% Open Rate

Action Taken

The Committee approved a recommendation that the Executive Committee approve a Workforce Development Board of Ventura County (WDB) policy on the use of the new WDB logo.

Year-End Review 2014-2015

Committee members discussed accomplishments for the past year and insights for inclusion in the Year-End Review. There also was discussion regarding outreach priorities for 2015-2016.

The next meeting of the WDB Outreach Committee is scheduled for September 16, 2015, 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 Talia.Barrera@ventura.org.



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TO: EXECUTIVE COMMITTEE

**FROM: ALEX RIVERA, CHAIR
RESOURCE DEVELOPMENT COMMITTEE**

DATE: AUGUST 13, 2015

SUBJECT: RESOURCE DEVELOPMENT COMMITTEE REPORT

The WDB Resource Development Committee met on July 23, 2015. Attending the meeting were Committee members Alex Rivera (Chair), Mike Soules and Barry Zimmerman; WDB members Victor Dollar and Jim Faul; and WDB staff Talia Barrera, Richard McNeal, Cheryl Moore and Theresa Salazar Vital; and guests Nancy Ambriz and Jaime Duncan (Community Services Department-CSD/WIOA), and Sally Harrison (Office of the Ventura County CEO). The following is a summary of topics discussed:

Special Recognition

On behalf of the Resource Development Committee, incoming Chair Alex Rivera thanked outgoing Chair Iris Ingram for her strong leadership and commitment to workforce development in Ventura County. Mr. Rivera also expressed his appreciation to Gerhard Apfelthaler for continuing to serve as Vice Chair of the Committee.

Grant Report

Richard McNeal provided an update on grants in progress, briefly summarizing the 10 grants to which the WDB is a party. (See attached report on Grants in Progress.) As a preface to the upcoming discussion of a WDB policy on the submission of proposals, Dr. McNeal noted some of the issues raised by our participation in a number of grants that are clearly aligned both with the WDB's current *Ventura County Strategic Regional Workforce Development Plan* and with the pursuit by agencies within and outside of the Human Services Agency of projects that are totally compatible with their respective roles.

Committee members expressed concern that, although WDB participation in these grants extends the reach of the WDB influence in engaging forward-thinking elements of the community, it also puts the WDB and its staff at risk of unknown consequences if the responsibilities, fiscal and otherwise, of all grant participants are not clearly known in advance. Though a distinction needs to be drawn between grants that assist core or program efforts and those that are chiefly of benefit to outside agencies, the WDB is increasingly becoming a required partner and even a fiscal agent in diverse proposals. And clearly our presence, for example in Sacramento to defend the Career Pathways proposals, helped in no small measure to ensure the success of those proposals. WDB endorsement of grant proposals is consistent with its role as a convener of regional stakeholders and a reflection of the WDB's performance in furthering its strategic plan. Committee members, however, urged caution in undertaking more than the WDB's resources, whether of money or staff, can effectively deliver: the issue of capacity is vital in deciding whether or not to participate in any given project.

Action Approved

Recommendation that the Resource Development Committee Recommend that the Executive Committee Approve a Workforce Development Board of Ventura County Policy on the Submission of Grant Proposals

Richard McNeal explained that the new policy was developed in response to a request made by the Committee in May 2015, when members raised questions regarding the process by which grant applications were being approved/vetted and whether they included funding for WDB deliverables. The WDB staff reviewed several existing policies and produced a version that seems to meet local requirements. The policy describes an approval process which includes the Executive Committee and grants interim authority to the Executive Director, if time requires, to sign and approve a proposal, once all parties are thoroughly apprised of their respective responsibilities. The policy is accompanied by a Grant Proposal Review Form that is to be submitted to the Executive Director and Executive Committee. It was suggested that an additional line be added to this form to quantify the kind and amount of resources to be required of the WDB.

Local Area WIOA Recertification

Cheryl Moore noted that the new Workforce Innovation and Opportunity Act (WIOA) became effective on July 1, 2015, and Workforce Investment Boards (WIB) under the previous Workforce Investment Act (WIA) were renamed Workforce Development Boards (WDB). Describing the Local Area WIOA Recertification process, Ms. Moore indicated that the Workforce Development Board would be required to submit an application in March 2016 for recertification as a local board as of July 1, 2016. Plans would need to be in alignment with the draft California state plan (to be submitted to the U.S. Department of Labor (DOL) in October 2015) and the final federal WIOA rules (to be issued in January 2016). The DOL had issued draft guidelines for WIOA; California guidelines were to be released in the near future. The WDB industry sector committees, such as the Clean/Green Committee, would participate in the planning process. Among the major components for recertification would be composition of the WDB, program performance levels, fiscal integrity, and implementation of key WIOA provisions.

2014-2015 Year-End Review

Richard McNeal presented a draft version of the Committee accomplishments for program year 2014-2015 and requested any additions that Committee members might care to make, especially in the "Insights" section. Committee reports will be presented at the WDB meeting on August 27, 2015.

The next meeting of the Resource Development Committee will be announced following a scheduling survey of the Committee members.

If you have questions or need more information, please call me at (805) 579-5188, or contact Richard McNeal at (805) 477-5344, e-mail richard.mcneal@ventura.org.

GRANT REPORT
Workforce Development Board of Ventura County

Grants in Progress: July 1, 2015

Grantor	Amount	Grantee	Project Title	Term	Purpose	Partners	Role of the WDB/Staff
Amgen Foundation	\$75,000	CSU Channel Islands	VC-STEM	Jan.–Dec. 2015	Creation of CSLNet-recognized STEM regional network in Ventura County; promotion of STEM education P-12	CSUCI (Philip Hampton); P-20 Council as Steering Committee (includes WIB-VC)	Participation in VC STEM Network monthly meetings and meetings of P-20 Council
California Career Pathways Trust: California Dept. of Education	\$6 million	Oxnard Union High School District	Alliance for Linked Learning	14/15; 15/16; 16/17; 17/18; 18/19 Funded from 14/15 thru 16/17	Expansion of Linked Learning career pathways in high schools and development of connections with feeder middle schools; definition of learning outcomes & measurement of college/career readiness.	OUHSD, Ventura County Civic Alliance, WIB-VC (34 listed partners in all; see Form D)	Serve on Linked Learning Executive Advisory Committee, Pathway Steering Committee and Broad-Based Coalition; participate in CPT Networking; provide business and sector connections; continue support of LL activities
California Career Pathways Trust: California Dept. of Education	\$13.2 million	Ventura County Community College District	VC Innovates:	14/15; 15/16; 16/17; 17/18; 18/19 Funded from 14/15 thru 16/17	Development of 62 career pathways in 11 industry sectors in high schools, adult education, community colleges (all high school/unified districts except Oxnard Union HSD)	VCOE; VCCCD; adult education; all VC high school districts except Oxnard; WIB-VC sector and youth committees	Access to WIB-VC industry sector data, strategic plan, and reports; WIB-VC industry sector steering committee input for identification of business/education gaps, curriculum alignment and identification of valued certificates/credentials; access to skills charts; participation on leadership committee
California Career Pathways Trust: California Dept. of Education	\$10.2 million	Ventura County Office of Education	VCI-E3 (VC Innovates: Expand, Enhance, Extend):	15/16; 16/17; 17/18; 18/19 Funded from 14/15 thru 15/16	Program expansion to develop approximately 120 total career pathways; expansion into middle schools and alternative schools; county-wide initiative (all districts)	WIB and WIB committees; VCOE; all VC school districts; Naval Base Ventura County; Chambers of Commerce; employers	Dedicated WIB-VC staff to coordinate and run industry sector steering committees; employment forecasting information quarterly; determining strengths and gaps in regional education and training pipeline in support of sector regional needs
California Career Pathways Trust: California Dept. of Education	\$590,799	River Oaks Academy	Gold Coast Consortium	15/16; 16/17; 17/18; 18/19 Funded from 15/16 thru 16/17	Expansion of VC Innovates CCPT project to two charter schools (River Oaks Academy, ACE Charter High School)	ROA, ACE, VCCCD, Pierce College, VCOE (VC Innovates), WIB-VC	Access to WIB-VC industry sector data, strategic plan, and reports; WIB-VC industry sector steering committee input for identification of business/education gaps, curriculum alignment and identification of valued certificates/credentials; access to skills charts; participation on leadership committee

GRANT REPORT
Workforce Development Board of Ventura County

California WIB: Workforce Accelerator Fund	\$150,000	WIB-VC (applicant) & CSD	STEPS: Specialized Training & Employment Project for Success	7/14/14- 9/30/15	Planning grant to develop strategies for job seekers who are ex-offenders	County Probation Department; HSA/CSD; WIB-VC	Budget and report management; periodic committee meetings; liaison with CWIB/EDD
California WIB: Workforce Accelerator Fund	\$165,000	WIB-VC (applicant) & CSD	STEPS 2 Work	7/1/15- 12/30/16	Provision of workforce services to ex-offenders to prevent recidivism	County Probation Department, HSA/CSD, VCCCD, WIB-VC	Budget, reporting and performance management; sector committees; liaison with CWIB/EDD
California WIB: Sling Shot Fund	\$20,000	SELACO WIB	Regional Healthcare Case Manager Pathway	June 2015- January 2016 (1/2016: Submit Accelerator Grant for additional funding.)	Planning grant to develop business sector-responsive career pathways for healthcare case managers in the region; potential for additional funding if approved for next step	6 WIBs in Los Angeles County; WIB-VC	Participation in planning meetings (Los Angeles, Sacramento); research; local business engagement
U.S. Dept. of Commerce	Priority designation (no funding)	Advanced Manufacturing Partnership of Southern California (AMP SoCal)	Investing in Manufacturing Communities Partnership for Aerospace and Defense	4/2014- 3/2016	Position the Southern California region for success in competitive federal grant applications relating to aerospace and defense; identification as priority for national and international investments	Four-county partnership (LA, Orange, San Diego and Ventura); commitments of support from business, education, economic development, WIBs and others	Representation of Ventura County on Executive Board; coordination of Ventura County representation on six Pillar Committees; complements work of WIB Manufacturing Committee and Manufacturing Roundtable of Ventura County
U.S. Dept. of Labor (Employment and Training Administration)	\$500,000	WIB-VC (applicant) & HSA (CSD)	Bridges 2 Work	6/1/15- 5/30/17	Replicate the current STEPS program (delivery of employment services) for 45 adults transitioning from pre- release status (180 days prior) to post-release status; establish AJC services in the Todd Road Jail	HSA/CSD, County Sheriff's Department, Employment Development Department, WIB-VC	Program operations: oversight of budget & performance outcomes (option of co-enrollment in WIOA); access to WIB industry sector committees for addressing training/vocational issues; liaison with HSA Contracts; monthly project staff meetings



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TO: EXECUTIVE COMMITTEE

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

DATE: AUGUST 13, 2015

SUBJECT: YOUTH COUNCIL REPORT

The WDB Youth Council met on August 5, 2015. Attending the meeting were Committee members: Tony Skinner (Chair), Sean Bhardwaj, Linda Fisher-Helton, Juan Mercado and Leslie Webster; WDB staff Richard McNeal and Cheryl Moore; and guests Jeffrey Albaugh (Ventura Adult and Continuing Education), Heidi Hayes (theAgency), Teresa Johnson (Ventura Adult and Continuing Education), Tanya Kellam (Interface/2-1-1), Sheri Long (Vista Real Charter High School), Erika Perez (Calif. Conservation Corps), Srishti Rathore (theAgency), Deana Schubert (Vista Real Charter High School), Ed Summers (Civic Alliance) and Kim Whitaker (PathPoint). The following is a summary of topics discussed:

Presentation: 2-1-1 Call Center

Tanya Kellam, 2-1-1 Director, Interface Children and Family Services, described the Call Center's history and services.

- The first such center in California, it has been in existence for 10 years, supports Ventura County and, occasionally, serves other nearby areas as well.
- Its purpose is to connect people to any service they may need; and it performs this service through triage of often multi-layered requests. Recommendations are based on individual needs.
- It is the only comprehensive database of services in the County. With web-based and phone-based access, its referrals can be updated easily and regularly.
- It provides free multi-lingual referrals 24/7, but does not do counseling as such or case management, both of which are reserved for the relevant agencies. It is not a crisis line.
- The Youth Council's own Referral Workgroup, together with theAgency, will leverage the 2-1-1 Call Center's efforts, particularly in regard to outreach to disconnected youth.

2014-2015 Year-End Review

The Council reviewed a draft of 2014-2015 accomplishments and brainstormed insights for the year-end review. Richard McNeal encouraged the Council members to add, within the next week, any relevant points they may wish to contribute. The report will be presented at the WDB meeting on August 27, 2015.

Discussion: Youth Advisory Body Organization

With the aid of several handouts, the Council discussed a possible new structure for a “Youth Advisory Body” (name to be determined) under the Workforce Innovation and Opportunity Act (WIOA). After reviewing the relevant requirements, members seemed to prefer a smaller “core” group (with the ability to engage subject matter experts, as needed) rather than a larger one. However, the recommendations of a particular size and the precise nature of group composition were left for discussion at the September 2015 meeting, by which time more members of the Council would have a chance to consider the issues. WDB staff were asked to email the handouts and to recommend a process for making a final decision. Group priorities, goals, size and composition will depend on the goals set by the members, in alignment with the WDB strategic plan under WIOA, and approved by the WDB.

Ventura County Regional Strategic Workforce Development Plan: 2015-2016 Action Plan

The new Workforce Innovation and Opportunity Act (WIOA) became effective on July 1, 2015, and Workforce Investment Boards (WIB) under the previous Workforce Investment Act (WIA) were renamed Workforce Development Boards (WDB). Under the Local Area WIOA Recertification process, the Workforce Development Board (WDB) would be required to submit an application in March 2016 for recertification as a local board as of July 1, 2016. Plans would need to be in alignment with the draft California state plan (to be submitted to the U.S. Department of Labor (DOL) in October 2015) and the final federal WIOA rules (to be issued in January 2016). The DOL had issued draft guidelines for WIOA; California guidelines were to be released in the near future. For youth, the main considerations will be the implementation of the new WIOA requirements (including mandated minimum expenditures on out-of-school youth), the identification and oversight of providers of youth services, the formation of collaborative partnerships, the coordination of resources and necessary outreach activities.

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

The next meeting of the Youth Council is scheduled for September 2, 2015 (3:00-4:30 p.m.), at the Human Services Agency (Pepper Tree Room), 855 Partridge Drive, Ventura, CA.

BUILDING OUR FUTURE WORKFORCE

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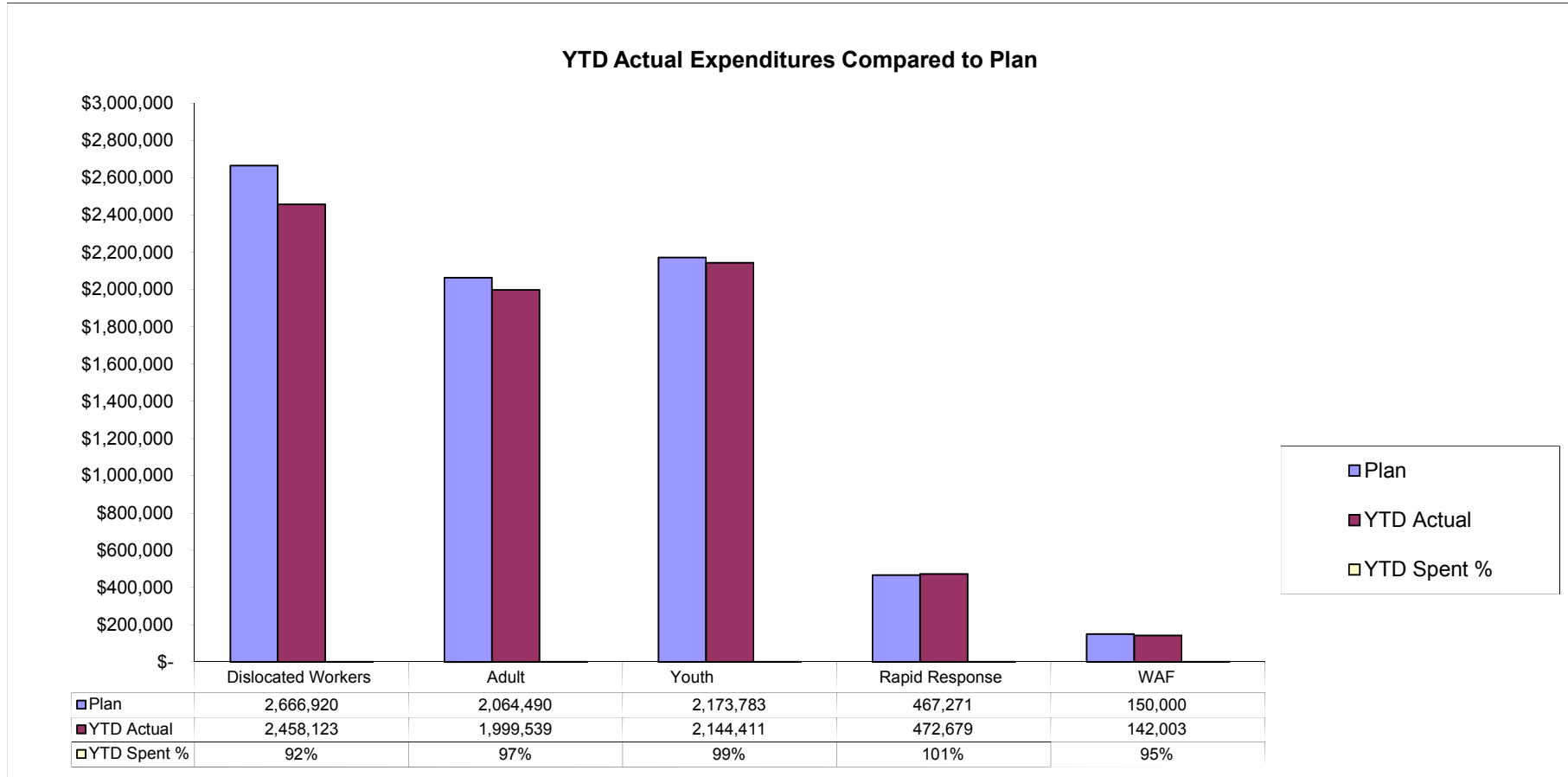


FINANCIAL STATUS REPORT for FISCAL YEAR 2014-2015

Year to Date Expenditures from 07/01/14 to 06/30/2015 (100% into the Fiscal Year)

Submitted on: July 16, 2015

WIA Financial Status Report for Fiscal Year 2014 - 2015
Year to Date Expenditures from 07/01/14 to 06/30/2015 (100% into the Fiscal Year)



WIA Financial Status Report for Fiscal Year 2014 - 2015												
Year to Date Expenditures from 07/01/14 to 06/30/2015 (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
Core Grants:												
Dislocated Worker	1,445,708	1,388,433	96%	932,919	772,650	83%	288,293	297,039	103%	2,666,920	2,458,123	92% 208,797
Adult	1,169,367	1,137,353	97%	671,841	631,666	94%	223,282	230,519	103%	2,064,490	1,999,539	97% 64,952
Youth	482,209	478,690	99%	1,456,463	1,429,809	98%	235,111	235,912	100%	2,173,783	2,144,411	99% 29,372
Rapid Response	245,610	264,178	108%	174,743	158,828	91%	46,918	49,673	106%	467,271	472,679	101% (5,408)
Others:												
WAF	31,256	30,563	98%	81,616	81,614	100%	37,127	29,826	80%	150,000	142,003	95% 7,997
Total WIA Grants	\$ 3,374,150	\$ 3,299,216	98%	\$ 3,317,582	\$ 3,074,568	93%	\$ 830,732	\$ 842,970	101%	\$ 7,522,464	\$ 7,216,754	96% \$ 305,710

Submitted on: July 16, 2015

VCFMS Plus Estimated Accrued Expense for Fiscal Year 2014- 2015 Year to Date Expenditures from 07/01/14 to 06/30/2015 (100% into the Fiscal Year)												
	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
CORE GRANTS:												
Dislocated Worker	1,388,433	-	1,388,433	729,769	42,882	772,650	263,068	33,971	297,039	2,381,270	76,853	2,458,123
Adult	1,137,353	-	1,137,353	599,510	32,157	631,666	204,216	26,303	230,519	1,941,078	58,460	1,999,539
Youth	478,690	-	478,690	1,304,361	125,448	1,429,809	208,978	26,934	235,912	1,992,029	152,382	2,144,411
Rapid Response	264,178	-	264,178	126,597	32,231	158,828	43,946	5,727	49,673	434,721	37,957	472,679
OTHERS:												
WAF	30,563	-	30,563	57,499	24,115	81,614	25,701	4,125	29,826	113,763	28,240	142,003
Total WIA Grants	\$ 3,299,216	\$ -	\$ 3,299,216	\$ 2,817,736	\$ 256,832	\$ 3,074,568	\$ 745,909	\$ 97,061	\$ 842,970	\$ 6,862,861	\$ 353,893	\$ 7,216,754

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 07/01/14 to 06/30/2015 (100% into the Fiscal Year)

Rpt Line #	Program Year Funding and Traing Expenditures	FY 12-14 Grant Due 10/01/14	FY 13-15 Grants Due 10/01/15	14-16 Grants (Due 10/1/16)
4)	Adult and Dislocated Worker Formula Fund Allocations	4,503,559	4,346,991	4,092,349
5)	Training Expenditures Required	1,125,890	1,086,748	1,023,087
	<i>Training Expenditures % Required</i>	25%	25%	25%
6)	Formula Fund Training Expenditures	921,243	786,198	1,263,321
	Leveraged Resources			
	- Total Leveraged Resources	562,187	420,156	425,933
	- Maximum Allowed Leveraged Resources (10%)	450,356	434,699	409,235
7)	- Total Leveraged Resources Used Towards Training Expenditures	450,356	420,156	409,235
8)	Total Amount Spent On Training (should equal/exceed Line 5)	1,371,599	1,206,354	1,672,556
	% of Training Requirement Met (final goal is 100%)	122%	111%	163%

9)	Leveraged Resources Detail (notes)			
	(a) Pell Grant	116,771	233,994	135,654
	(b) Programs Authorized by the Workforce Investment Act (VETP)	200,457	0	0
	(c) Trade Adjustment Assistance (EDD)	129,548	20,130	0
	(e) Match Fund from Employers, and Industry Associations (OJT 50%)	115,411	166,031	290,279
	Total	562,187	420,156	425,933
	Legends/Coding for Source/Type of Leveraged Resources: 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			

NOTES:

Early in the year, the "% of Training Requirement Met..." shown above may appear to "understate" the degree to which the organization is actually accomplishing its planned training goals (i.e. the organization is likely doing better than it looks here). This is because the training expenditures shown in this report do NOT include costs related to two areas of current year training activities that are in the current year Plan:

- 1) Current year training activities (in current year Plan) that have been paid with prior year grant funds
- 2) Current year training activities (in current year Plan) that have been committed to but not yet paid

Name of Reporting LWIA (may use 3-alpha code):

VTA

ATTACHMENT 1

LWIA Lead RR Contact Person:

Fred Garcia

Email address:

fred.garcia@ventura.org

Telephone Number:

(805) 204-5165

Date submitted:

4/1/2015

Fax Number:

(805) 382-6554

Quarter Ending:

6/30/2015

INSTRUCTIONS: Activities reported on the RR 121 Report are those relating to on-site visits in response to layoffs or closures, as defined by the CWIB. Reportable on-site visits include WARN and non-WARN events. The RR 121 Report form must be completed to report visits by LWIA staff when conducting on-site layoff/closure planning meetings and/or orientations with 10 or more affected workers ONLY. Planning meetings are for information only and will not be used in the calculation of the dislocation-based formula funding factor. Complete a separate line item entry for each on-site visit occurring on different days, locations, or employers. Complete a single line item entry if multiple sessions are conducted on the same day, at a single location, and for a single employer with the note of how many multiple orientations were made that day. The RR 121 Report must be completed quarterly and submitted via e-mail by the 20th of the monthly following the quarter end to the assigned Regional Advisor, with a "cc" to the LWIA Administrator. For example, submit the 03/31 report by 04/20.

Date of Visit	Reason for On-Site Visit: Planning (Plan) or Orientation (OR)	Was more than one orientation conducted per day? Y/N	If multiple orientations per day, how many?	Company Name	Street Address	City	Zip Code	Date of Layoff that Caused Visit	Total number of affected employees	Number of affected employees who actually attended orientation	Comments
4/6/2015	Ort	No		Fresh&Easy	1710 E. Gonzales Rd	Oxnard	93030	3/31/2015	23	2	
4/7/2015	Ort	No		Fresh&Easy	727 N. Wendy Drive	Newbury Park	91320	3/31/2015	20	0	
4/8/2015	Ort	No		Fresh&Easy	2249 Las Posas	Camarillo	93010	3/31/2015	20	4	
4/8/2015	Ort	No		Fresh&Easy	5101 Telegraph Rd	Ventura	93003	3/31/2015	23	3	
4/15/2015	Ort	Yes	2	Bank of America	1757 Tapo Canyon Rd	Simi Valley	93062	4/26/2015	114	63	
6/2/2015	Plan	No		Rio Mesa Farms	167 Lambert Ste 110	Oxnard	93036	7/31/2015	135	0	
6/10/2015	Ort	Yes	2	Rio Mesa Farms	167 Lambert Ste 110	Oxnard	93036	7/31/2015	135	100	
7/22/2015	Plan	No		Haggen Market	816 Camarillo Springs Rd	Camarillo	93010	7/31/2015	70	0	
7/29/2015	Ort	No		Haggen Market	816 Camarillo Springs Rd	Camarillo	93010	7/31/2015	70	6	

Name of Reporting Local Area: VTA
Local Area Contact Person: Theresa Salazar Vital
Email address: theresa.vital@ventura.org
Telephone Number: 805-477-5343
Fax Number: 805-477-5380

Date Submitted: 7/21/2015Quarter Ending: 6/30/2015

INSTRUCTIONS: Activities reported on the Layoff Aversion 122 Report are those relating to business visits by Local Workforce Investment Area (local area) staff to conduct business outreach activities and/or layoff aversion activities during any stage of the business cycle. Activities reported on this form are those relating to business visits when an activity or resource is introduced, planned, or involves follow-up or wrap-up of a prior activity. It is important that local area staff consider and document how layoff aversion activities will result in a positive outcome before allocating resources. For completion of the layoff aversion activity, documentation from the business receiving service is required to be submitted for validation of outcomes (retained at the local area).

Date of Employer Contact	Reason (drop-down menu)	Type of Contact (drop-down)	Industry Sector Code/Title (drop down)	Local Area Priority Sector? Yes/No (drop down)	Company Name	Street Address	City	Zip Code	What business area of need was addressed? (drop down) - explain "other" in Comments	Did layoff aversion activity result in successful outcome? Yes/No (drop down)	Number of jobs saved by layoff aversion activity	Testimonial letter/ documentation of jobs saved provided by employer? Yes/No (drop down)	Comments
7/9/2014	Investigative issues and discuss layoff aversion options	On-site	72=Accommodation and Food Services	Yes	Sossy's BBQ	3140 D Newbury Road	Newbury Park	91320	Market Analysis	Yes	15	Yes	
7/15/2014	Investigative issues and discuss layoff aversion options	On-site	31-33=Manufacturing	Yes	Copy Court	2540 E. Vineyard Ave.	Oxnard, CA	93036	Financial Issues	Yes	5	Yes	
10/15/2014	Investigative issues and discuss layoff aversion options	On-site	31-33=Manufacturing	Yes	Transonic Combustion	461 Calle San Pablo	Camarillo, CA	93012	Financing (Loan)	Yes	40	Yes	
12/20/2014	Resource introduction meeting/assessment/ development plan	On-site	31-33=Manufacturing	Yes	Alba's Garment Works	3172 Bunsen Avenue #A	Ventura, CA	93001	Sales/marketing	Yes	11	Yes	
1/7/2015	Resource introduction meeting/assessment/ development plan	On-site	31-33=Manufacturing	Yes	Solarsilicon Recycling Services, LLC	322 N. Aviator Street	Camarillo, CA	93010	Process improvement	Yes	37	Yes	
7/7/2014	Resource introduction meeting/assessment/ development plan	On-site	31-33=Manufacturing	Yes	Zesto Audio	3138 Calle Estepa	Thousand Oaks, CA	91360	Financing (Loan)	Yes	2	Yes	
8/5/2014	Resource introduction meeting/assessment/ development plan	On-site	81=Other Services (except Public Administration)	Yes	Daily Landscaping	1001 Grandview Avenue	Ojai, CA	93023	Project Mgmt	Yes	8	Yes	

Layoff Aversion 122 Report

ATTACHMENT 4

Name of Reporting Local Area: VTA
Local Area Contact Person: Theresa Salazar Vital
Email address: theresa.vital@ventura.org
Telephone Number: 805-477-5343
Fax Number: 805-477-5380

Date Submitted: 7/21/2015Quarter Ending: 6/30/2015

INSTRUCTIONS: Activities reported on the Layoff Aversion 122 Report are those relating to business visits by Local Workforce Investment Area (local area) staff to conduct business outreach activities and/or layoff aversion activities during any stage of the business cycle. Activities reported on this form are those relating to business visits when an activity or resource is introduced, planned, or involves follow-up or wrap-up of a prior activity. It is important that local area staff consider and document how layoff aversion activities will result in a positive outcome before allocating resources. For completion of the layoff aversion activity, documentation from the business receiving service is required to be submitted for validation of outcomes (retained at the local area).

Date of Employer Contact	Reason (drop-down menu)	Type of Contact (drop-down)	Industry Sector Code/Title (drop down)	Local Area Priority Sector? Yes/No (drop down)	Company Name	Street Address	City	Zip Code	What business area of need was addressed? (drop down) - explain "other" in Comments	Did layoff aversion activity result in successful outcome? Yes/No (drop down)	Number of jobs saved by layoff aversion activity	Testimonial letter/ documentation of jobs saved provided by employer? Yes/No (drop down)	Comments
9/8/2014	Resource introduction meeting/assessment/ development plan	On-site	31-33=Manufacturing	Yes	Aerovironment	900 Enchanted Way	Simi Valley, CA	93065	Process improvement	Yes	81	Yes	
9/22/2014	Resource introduction meeting/assessment/ development plan	On-site	72=Accommodation and Food Services	Yes	Tresierras Brothers Corp.	280 E. Harvard	Santa Paula, CA	93060	Financing (Loan)	Yes	20	Yes	
11/12/2014	Resource introduction meeting/assessment/ development plan	On-site	31-33=Manufacturing	Yes	Multisensory Fitness Inc.	1601 Pacific Avenue, Suite 204	Oxnard, CA	93033	Financing (Loan)	Yes	18	Yes	
4/27/2015	Resource introduction meeting/assessment/ development plan	On-site	72=Accommodation and Food Services	Yes	All Things Tea	300 Lantana Street, #37	Camarillo, CA	93010	Product/service development	Yes	2	Yes	
5/8/2015	Resource introduction meeting/assessment/ development plan	On-site	54=Professional, Scientific, and Technical Services	Yes	Crutchley Photography	181 Eugenia Drive	Ventura, CA	93003	Market Analysis	Yes	2	Yes	



Business Retention/Layoff Aversion Services Program Year 2014 – 2015 Quarterly Review

Quarter 1 (Q1) Cumulative July, 2014 - September, 2014	Quarter 2 (Q2) Cumulative July, 2014- December, 2014	Quarter 3 (Q3) Cumulative July, 2014 - March 31, 2015 and through May 11, 2015 WIB EVALUATION May 21, 2015	Quarter 4 (Q4) Cumulative July, 2014 - June, 2015
			X

Plan vs. Actual Outcomes for the Contract Period of July 1, 2014 – June 30, 2015

Plan to Actual	# At-Risk Employers Served (with 1 or more At-Risk Workers) Provided Layoff Aversion Services	# Jobs At-Risk and Retained after Completion of all Employer Services and at 6 Weeks Retention for Employers Served *	# At-Risk Workers provided Incumbent Worker Training (IWT) for Job Retention by all Providers (A) WIA (B) non-WIA	(A) Contract Expenditures (B) In- Kind Expenditures	Average Customer Satisfaction Score for Employers Served
Program Year (PY) Plan (July 1, 2014 through June 30, 2015)	12	80 *	B = 60	A = \$95,000 B = \$94,750	4 on 5 point scale
Minimum Number For WIB Evaluation	9	60 *	B = 45	A = \$71,250 B = \$52,500	4 on 5 point scale
Cumulative Actual	21	241 *	B = 81	A = \$93,984.56 ** B = \$79,028 **	4.77
Plan to Actual and Average Score	175%	301% *	135%	A = 98.93% B = 83.40%	95%

* Number of Jobs Saved by Layoff Aversion Activity for 122 State Report

ECONOMIC DEVELOPMENT COLLABORATIVE-VENTURA COUNTY
RAPID RESPONSE BUSINESS RETENTION/LAYOFF AVERSION

**2014-2015 Fourth Quarter
July, 2014 through June, 2015**

	Employer	City	Date(s) of Employer Visit(s)	# of Employees	# Jobs At-Risk	# At-Risk Employers Served (with 1 or more At-Risk Workers) Provided Layoff Aversion Services	# Jobs At-Risk and Retained after Completion of All Employer Service and at 6 Weeks Retention for Employers Served	At-Risk Workers provided Incumbent Worker Training (IWT) for Job Retention by all Providers (A) WIA (B) non-WIA	Average Customer Satisfaction Score for Employers Served (4 on 5 point scale)	IWT Provided in (A) Healthcare (B) Manufacturing (C) Clean Green "multi sector" (D) Other Sector	# At-Risk Employers Served (with 1 or more At-Risk Workers) Referred to BESD for Required Rapid Response Activity	Industry	Classifications Affected (list 3 major)
1	Royal Riding	Ventura	07/01/14	2	2	1						Manufacturing	Owner, Sales, Accounting
2	Zesto Audio	Thousand Oaks	07/07/14	2	2	1	2					Manufacturing	Owner, Sales, Accounting
3	Sossy's BBQ	Newbury Park	07/09/14	15	15	1	15		5			Accommodation and Food Service	Accounting, Waiters, Hostess
4	German Deli	Ventura	07/14/14	2	2	1			4.8			Accommodation and Food Service	Accounting, Sales, Customer Service
5	Copy Court	Oxnard	07/15/14	5	5	1	5		5			Manufacturing	Accounting, Sales, Customer Service
6	Transonic Combustion	Camarillo	07/30/14	40	40	1	40					Manufacturing	Technical, Accounting, Service
7	Cheatham Consultants, Inc.	Ventura	07/30/14	2	2	1						Sales	Accounting, Owner, Service
8	Daley Landscaping	Ojai	08/05/14	8	8	1	8		5			Sales	Accounting, Owner, Sales
9	Aerovironment	Simi Valley	09/08/14	594	81	1	81	B=81		B=81		Manufacturing	Technical, Accounting, Service
10	Treserras Brothers Corp.	Moorpark	09/22/14	330	20	1	20					Accommodation and Food Service	Customer Service, Accounting, Owner
11	Agnew Translation Services	Westlake Village	11/04/14	6	6	1						Service	Technical, Accounting, Service
12	Multisensory Fitness Inc.	Oxnard	11/12/14	18	18	1	18					Manufacturing	Technical, Accounting, Service
13	Alba's Garment Works	Oxnard	12/20/14	15	15	1	11		5			Sales	Accounting, Owner, Sales
14	AutoLocators, Inc.	Ventura	12/20/14	15	15	1						Manufacturing	Customer Service, Technical, Accounting
15	OVA Arts Gallery	Ojai	09/24/14	14	14	1			5			Sales	Customer Service, Accounting, Owner
16	Solarsilicon Recycling Services	Camarillo	01/07/15	70	37	1	37		3.6			Manufacturing	Technical, Accounting, Service
17	Lopez Family Chiropractic	Camarillo	04/16/15	1	1	1						Professional	Technical, Accounting, Service
18	Megabit Networks	Oxnard	04/22/15	10	10	1						Professional	Technical, Accounting, Service
19	CMF Creative Services	Oak View	04/22/15	3	3	1						Service	Technical, Accounting, Service
20	All Things Tea	Camarillo	04/27/15	2	2	1	2					Accommodation and Food Service	Customer Service, Technical, Accounting
21	Crutchley Photography	Ventura	05/08/15	2	2	1	2					Professional	Accounting, Technical, Service
	Totals/Average			1156	300	21	241	B=81	4.77	B=81			



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: EXECUTIVE COMMITTEE

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

DATE: AUGUST 13, 2015

**SUBJECT: RECOMMENDATION THAT THE EXECUTIVE COMMITTEE APPROVE A
WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) POLICY
ON THE USE OF THE NEW WDB LOGO**

RECOMMENDATION

Recommend that the Executive Committee approve a Workforce Development Board of Ventura County (WDB) Policy on the use of the new WDB logo.

DISCUSSION

As part of its ongoing outreach efforts, the WDB needs to create standards and consistency for the use of the new WDB logo. This policy provides guidance on the use of the WDB logo and for brand alignment in the content of various communications and outreach materials within and outside of our region. (A copy of the policy and logo guide are attached.)

On June 16, 2015, in accordance with the 2014 Workforce Innovation and Opportunity Act (WIOA) which became effective on July 1, 2015, the Ventura County Board of Supervisors approved a change of name from Workforce Investment Board of Ventura County (WIB) to Workforce Development Board of Ventura County (WDB).

Following review and discussion of the proposed WDB logo policy on July 30, 2015, the WDB Outreach Committee took action to recommend that the WDB Executive Committee approve the proposed policy.

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

WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY
LOCAL POLICY BULLETIN #2015-02: Policy on Use of the WDB Logo

Effective Date: July 1, 2015

SUBJECT: Policy on Use of the WDB Logo

PURPOSE:

This policy provides guidance on the use of the Workforce Development Board of Ventura County (WDB) logo. It is designed to achieve brand consistency in the content of various communications and outreach materials within and outside of our region.

REFERENCE:

On June 16, 2015, in accordance with the 2014 Workforce Innovation and Opportunity Act (WIOA) which became effective on July 1, 2015, the Ventura County Board of Supervisors approved a change of name from Workforce Investment Board of Ventura County (WIB) to Workforce Development Board of Ventura County (WDB).

POLICY:

The Workforce Development Board and all of its WIOA partners must transition to the new brand name and logo no later than July 1, 2015. Each entity should take the necessary steps to present the new identity to the public in print, digital communications, visual communications, and internal and external signage.

Major marketing and outreach communications by WIOA-funded partners are subject to review by the WDB Outreach Committee to ensure that such materials are created in accordance with standards.

The approved WDB logos are available in multiple formats, as shown in the Appendix. WDB staff will provide templates for use by WIOA-funded partners. Below are examples of where the WDB logo should be used:

STATIONERY AND ADMINISTRATION

- Letterhead
- Business Cards
- Voicemail
- Email Signatures

NOTIFICATIONS

- Employers
- Job Seekers
- Youth
- Partners/Stakeholders

LEGAL

- Bylaws
- Official Reports

COLLATERAL

- Presentation Slides
- Brochures
- Flyers

WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY
LOCAL POLICY BULLETIN #2015-02: Policy on Use of the WDB Logo

PUBLIC AND MEDIA RELATIONS

- News Releases
- Videos
- E-Newsletters
- Annual Reports
- Pop-Up Banners/Displays
- Outreach Supplies/Information Items

WEBSITES

- Intranet
- Internet

SOCIAL MEDIA

- Twitter
- Facebook
- Partner Listings

INQUIRIES:

Information and templates are available on request from WDB staff. Call: 805-477-5306.

VC Workforce Development Board Logo Style Guide

Color Usage Guidelines:

Logo color:

The logo and official
WDB blue color is:
100 c, 80 m, 0 y, 0 k
#034EA2 (web)



WORKFORCE
DEVELOPMENT BOARD

Background color:

When not using white as a
background, WDB identity uses
a light blue background
14 c, 3 m, 2 y, 0 k
#d6e8f1 (web)

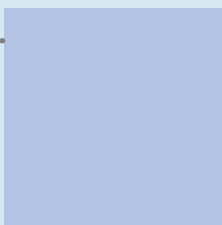
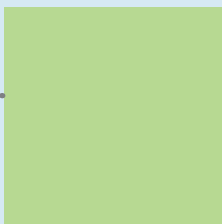
Accent colors:

Dark blue:
100 c, 87 m, 0 y, 0 k
#063ba8 (web)

Medium green
30 c, 0 m, 55 y, 0 k
#b8da92 (web)

Medium blue
28 c, 17 m, 0 y, 0 k
#b3c3e5 (web)

EMPLOYER SERVICES



VC Workforce Development Board Logo Style Guide

Logo Variation Guidelines:

The WDB logo is designed with variations in order to accommodate a range of layout scenarios.

The **"square"** version positions the type below the W badge.

The **"horizontal"** version positions the type to the right of the W badge.

The **"tag"** version positions the WDB or VC tagline to the right of the W badge.

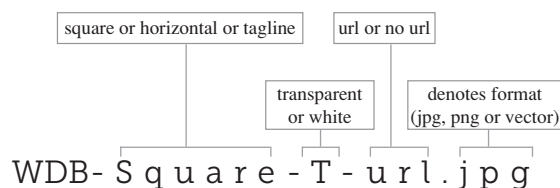
W treatment:

The WDB logo can be knocked out of the W badge to reveal the background color, or filled with white.

Website address:

For each logo variation there is a version that includes the WDB web address, and one that does not.

Naming convention:



Transparent Knockout

White "W"

With URL:



With URL:



Transparent Knockout



Workforce Development Board
Bringing People & Opportunities Together

Transparent Knockout
With URL:



Workforce Development Board
Bringing People & Opportunities Together
www.workforceventuracounty.org

White "W"



Workforce Development Board
Bringing People & Opportunities Together

White "W"
With URL:



Workforce Development Board
Bringing People & Opportunities Together
www.workforceventuracounty.org

VC Workforce Development Board Logo Style Guide

Workforce Blue: 100 c, 80 m, 0 y, 0 k
#034EA2 (web)

Workforce Yellow: 0, 20 m, 74 y, 0 k
#ffcd5d (web)

Workforce Grey: 100 k
#000000 (web)

(Knockout)



VC Workforce Development Board Logo Style Guide

In combination with body text



Workforce Development Board
Bringing People & Opportunities Together



Workforce Development Board
Bringing People & Opportunities Together
www.workforceventuracounty.org



Workforce Development Board
Bringing People & Opportunities Together



Workforce Development Board
Bringing People & Opportunities Together
www.workforceventuracounty.org



Workforce Development Board
Bringing People & Opportunities Together



Workforce Development Board
Bringing People & Opportunities Together
www.workforceventuracounty.org

(Knockout)



Workforce Development Board
Bringing People & Opportunities Together



Workforce Development Board
Bringing People & Opportunities Together
www.workforceventuracounty.org



Workforce Development Board
Bringing People & Opportunities Together



Workforce Development Board
Bringing People & Opportunities Together
www.workforceventuracounty.org

VC Workforce Development Board Logo Style Guide

Dark Background

