



WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday, January 21, 2015
8:30 a.m. - 10:00 a.m.

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

AGENDA

8:30 a.m.	1.0 Call to Order and Agenda Review	Jim Faul
8:32 a.m.	2.0 Public Comments Procedure: The public is welcome to comment. All comments not related to items on the agenda may be made at the beginning of the meeting only.	Jim Faul
8:34 a.m.	3.0 Approval of Minutes: November 19, 2014	Jim Faul
8:36 a.m.	4.0 CSD/WIA Event Report	Christy Norton
8:45 a.m.	5.0 Marketing and Outreach Update <ul style="list-style-type: none">• General Outreach• Employers• Youth• WIB Website	Heidi Hayes
9:30 a.m.	6.0 2015 WIB Awards	Talia Barrera
9:45 a.m.	7.0 Ventura County Regional Strategic Workforce Development Plan <ul style="list-style-type: none">• Transition from WIA to WIOA	Cheryl Moore
9:55 a.m.	8.0 Committee Member Comments	Committee Members
10:00 a.m.	9.0 Adjournment	Jim Faul

Next Meeting

March 18, 2015 (8:30 a.m.–10:00 a.m.)
Economic Development Collaborative-Ventura County
1601 Carmen Drive, #215, 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.

WIB Outreach Committee Meeting
November 19, 2014

MINUTES

Meeting Attendees

Marketing Committee

Jim Faul, Vice Chair
Victoria Jump
Will Berg
Bruce Stenslie

WIB Staff

Talia Barrera
Cheryl Moore

Guests

Karen Bluffer, theAgency
Heidi Hayes, theAgency
Christy Norton, CSD/WIA

1.0 Call to Order

Jim Faul called the meeting to order at 8:37 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: September 17, 2014

Motion to approve: Will Berg
Second: Bruce Stenslie
Motion carried

4.0 CSD/WIA Event Report

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

5.0 Marketing and Business Outreach Summary Report

Below is a summary of the project updates for May-June 2014, as presented by theAgency.

- Employer Outreach
 - Workforce Wednesday
 - September 24 – Making the most of a child's first five years, the role of pre-school and workforce development.. Participants: Claudia Harrison, Executive Director of First 5, Ventura County and WIB Board Member, Iris Ingram, Vice President Business Services at Moorpark College and Youth Council Member
 - October 22 – Biomedical Device Manufacturing Certificate Program. Participants: Bill Pratt, Director of Creative Design and VP of Operations at Kinamed and WIB member, Scot Rabe, Instructor at Ventura College and WIB Manufacturing Committee member
 - *Workforce Update* e-newsletter:
 - October 22 – sent to 416 WIB cohorts with an open rate of 36.6%
 - Ventura County Grows Business Website and Facebook: September-October 2014
 - Facebook – 1,238 Fans

- VCGB Website – 1,258 unique visits with 1:39 minute average session duration
- Ventura County Grows Business Outreach:
 - Camarillo “Business Scene” – John Fraser featured VCGB in the November issue
 - VCGB pull-up sign
- Job Seeker Outreach
 Career Shops: Posted October and November workshops on Facebook.
 Clips: Posted workshops info on the following:
 - Sespe Sun
 - KDAR
 - Happenings
 - Santa Paula Times
 - Simi Acorn
 - VC Reporter
 - Camarillo Acorn
 - Ventura County Star
- Youth Outreach
 - Youth success story posters: three new posters featuring: Juliana Gomez, Miguel Macias, and Phillip Olive
- General Outreach
 Media relations:
 - Ventura County Star – National Manufacturing Day feature, published on 10/03/2014
 - Ventura County Star – op-ed piece on “Working Together”
 - Agency on Aging – Interviewed Victoria Jump and Christy Norton for their input on op-ed featuring older workers
 - Job Outlook E-blast – developed and distributed a new e-blast highlighting local, state and national employment information (will continue monthly)

6.0 Ventura County Regional Strategic Workforce Development Plan

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

7.0 Committee Member Comments

No comments

8.0 Adjournment

The meeting adjourned at 10:08 a.m.

Next Meeting

January 21, 2015 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative – Ventura County (EDC-VC)

1601 Carmen Drive, #215, Camarillo, CA



WIB Outreach Update: September 14 – November 14, 2014

Employer Outreach

- **Workforce Wednesday - *WIB***
 - **November 19** – Why hiring a vet is good business. Participant: David Sasek, Director of Water & Sanitation COV, former Chief Staff Officer, NBVC and WIB committee member.
 - **January 21** – Bridging the Workforce General Gap. Participants: Dr. Roger Rice: Deputy Superintendent of the Ventura County Office of Education and a member of the WIB and Sean Bhardwaj CEO of Aspire Entrepreneur Education Experiences
 - **February TBD** – Ventura County Grows Business?
- **December 2014 – Workforce Update Eblast *WIB***
 - **December 15 – WIB Cohorts: 419 Sent/27.7% Open Rate**
 - **December 15 – Biz List: 12,138 Sent/7% Open Rate**
- **Ventura County Grows Business** – ½ page 4/c EDC-VC Annual Meeting Program, 1/15/15
- **Ventura County Grows Business** – Spring Media Plan proposed. DRAFT
 - **VCGB Tri-Fold Direct Mail** - Use existing inventory to mail 5 to 6,000 businesses
- **Ventura County Grows Business Website & Facebook – July 1, 2014 to January 16, 2015**
 - **Website: 69% increase over July 1 to November 14, 2014**
 - 2,414 Sessions/2,143 Unique Visitors
 - 1:19 minute average session duration & 1.95 pages/session
 - 70.55% Bounce Rate
 - **Facebook** – 1,241 Fans
- **VCGB Pull-Up Sign** – Completed week of 1/19/15.
- **Speakers Bureau** – VCGB Speakers Bureau presentations in process:

<u>Date/Time</u>	<u>Group</u>	<u>Place</u>	<u>Speaker</u>
9/11/14	Jobs for Our Future	Ventura College	Mike Soules
10/24/14	Hong Kong Trade Council Event	Oxnard Marriott	Cheryl Moore
TH 11/6 8AM	Ventura Chamber Ec Dev	Ventura Chamber	Bernardo Perez
TU 1/6/15 7AM	Rotary Ojai West	Soule Park Golf Course	Bernardo Perez
TH 1/8/15 3PM	Conejo Valley Chamber of Commerce	600 Hampshire, Ste 202	Jim Faul
F 1/9 Noon	Rotary Club of Moorpark (noon)	Moorpark Country Club	Alex Rivera
TH 1/15 /15 7AM	Moorpark Morning Rotary Club	Grinder Restaurant	Bernardo Perez
TU 1/27/15 Noon	Rotary Club of Simi Valley	SV Cultural Arts Center	Sandy Werner
TH 2/12/15 AM	Oxnard Chamber of Commerce		Will Berg
TH 3/5/15 8:45AM	Simi Valley Chamber of Commerce		Brian Gabler



WIB Outreach Update: September 14 – November 14, 2014

Speakers Bureau - continued

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

- Rotary Club of Camarillo
- Rotary Club of TO
- Rotary Club of TO Sunrise
- Rotary Club of Oxnard
- Rotary Club of Santa Paula
- Rotary Club of Simi Sunset
- Rotary Club of Ventura
- Rotary Club of Ventura East
- Rotary Club of Westlake Village
- Rotary Club of Westlake Village Sunrise
- Camarillo Chamber - sent reminder 1/16
- Santa Paula Chamber - sent reminder 1/16
- Moorpark Chamber - sent reminder 1/16

- **WIB Staff to coordinate:**

- PIHRA
- National Human Resources Assoc
- Employer Advisory Council
- Eastern VC Employer Advisory Council

Employer Outreach – In Development/Consideration

- **February 2015 Issue “Workforce Update”**
- **Workforce Update** – Eblast redesign to coincide with WIB Website redesign. See general outreach

Youth Outreach

- **VC Jobs With a Future Website – July 1, 2014 to January 16, 2015**
 - 45% increase over July 1 – November 14, 2014 time period
 - 2,700 Sessions/2,431 Visits
 - 2.05 pages per visit/1.21 minutes average visit duration
 - 63.78% bounce rate
- **14/15 Youth Outreach Planning** – Implementation to begin March 2015 (TBD)
 - Boys & Girls Club After School Program Presentations
 - DRAFT PPT outline for review to WIB staff 1/16/15

Youth Outreach in Development

- **Career Center Eblast** – Time distribution of eblast with after school presentations.
- **Youth Case Studies** – Continue to coordinate with VACE, Pathpoint and BGC to develop WIB-program-related case histories
- **Website New Content** – DRAFT additional resources provided for client review 11/22/13.
- **WIB Website – Internship/Apprenticeship Program Resource Page**
 - Revised draft to client 10/7. Under construction as of 3/14/14.



WIB Outreach Update: September 14 – November 14, 2014

Job Seeker Outreach

- **Career Shops**
- Sent December career workshops on November 10.
- Sent January career workshops on December 16.
- Clips:
 - --KDAR – running December workshop listing
 - --Santa Rosa Community News – running December workshop listing
 - --Simi Acorn – ran Simi’s December 10 workshop info on November 21
 - --Happenings – ran workshop listing in November issue (noticed some typos)
 - --Santa Paula times – running December workshops listing
 - --VC Reporter – ran November workshop listing
 - --805 Coffee News – running Jan. 28 CalJOBS listing
 - --KDAR – running January workshop notice
- **KCLU PSA** – Developed Job Seeker :30 PSA for late-January/February Placements - DRAFT

Job Seeker Outreach in Development

- **On-The-Job Training** - Review current materials for update requirements. Awaiting client feedback.
- **Transition JCC collateral to AJCC where needed.** Awaiting client feedback.

General Outreach

Media Relations & Various *WIB*

- **Acorn Melissa Simon Interview with Cheryl Moore** – CEDS Report Implications
- Clips:
 - Simi Acorn ran the interview January 2.
 - Camarillo Acorn ran the interview January 16.
- **Op-Eds *WIB***
 - **Brighter Days** – Mike Soules. Sent to Mick Craft, op-ed page editor. Ran December 14.
 - **The Older Workforce Challenge** – prepared piece. Approved by WIB staff. Sent revised version to Victoria Jump for her review. Awaiting final release 1/16/15.
- **WIB Website Redesign/Rebranding – Start up meeting 12/23/14 with H.S.A. IT**
 - Preliminary design – To client 12/18/14
 - Redesign site map and develop creative design options – To client 12/30/14
 - Develop ‘content’ document from current information on website – In process
 - Compile WIB Board Members Photos & Corresponding Logos – In process
 - Include key info for Apprenticeships, Internships and Job Shadowing programs. – In process
- **Job Outlook Eblast:**
 - **November 21 - WIB Cohorts:** 415 Sent/37.4% Open Rate
 - **November 21 – Biz List:** 12,208 Sent/9% Open Rate
 - **December 19 – WIB Cohorts:** 418 Sent/27.7% Open Rate
 - **December 19 – Biz List:** 12,011 Sent/7% Open Rate



WIB Outreach Update: September 14 – November 14, 2014

General Outreach: Continued

- **Job Outlook: Reports were developed for October 2014 and November 2014. The following highlights local, state and national data in terms of NOT seasonally adjusted rates for November 2014:**
 - **Ventura County increased .2%** from 6.3% in October 2014 to 6.5% in November 2014 (November 2013 = 7.3%)
 - **California increased .1%** from 7.0% in October 2014 to 7.1% in November 2014 (November 2013 = 8.2%)
 - **U.S. remained unchanged** 5.5% in October 2014 to 5.5% in November 2014 (November 2013 = 6.6%)
- **State of The Region Report** – Developed WIB sponsor ad.

General Outreach – In Development

- **14/15 General Outreach Planning**
- **Social Media** – Agency to investigate other high performing WIBs for best practices regarding usage of various social media platforms and develop a recommendation for WIBVC
- **WIB “Business” Cards** – On Hold for WIB website redesign

The WIB Projects in Process summary is also attached, updated through 1/16/15.

Items in Gray = Completed

Items in Green = On Hold



Workforce Investment Board

Projects in Process: 14/15 Program Year

1/16/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Employers	Growth & Retention Spring Outreach	Direct Mail	1-Dec	n/a	1-Mar	Use existing inventory of VCGB tri-folds for 5 to 6,000 piece mailing to support Speakers Bureau and proposed media plan. Timing TBD.	
Employers	Growth & Retention Spring Outreach	Agency Services	14-Nov	n/a	TBD	Media Plan submitted for review/approval 1/16/15	Waiting on Client Input
Job Seeker	Winter Outreach	Agency Services	14-Nov	n/a	TBD	Agency proposed updated KCLU PSA draft for Job Seeker outreach 1/16/15	Waiting on Client Input
Youth Outreach	VCFWF - Winter/Spring After School Program Presentations	Agency Services	14-Nov	n/a	TBD	PPT outline draft to client for review 1/16/15	Waiting on Client Input
Job Seekers	Aging Workforce Op-Ed	Media Relations	1-Oct	n/a	n/a	Draft to Victoria Jump for final review/approval 12/31/14	Waiting for Approval
General	KCLU PSA Sponsorships	Agency Services	1-Aug	n/a	30-Jun	Agency to coordinate content development and placement of PSA's and Banners on KCLU through 6/30/15	
Employer	Speakers Bureau VCGB Presentation: Pitch	Agency Services	1-Jul	30-Jun	n/a	Speakers Bureau and Speaker Training Ongoing; 8 confirmed as of 1/16/15	
Youth	Career Center Coordinator Eblast - Fall 2014	Agency Services	1-Jul	n/a	30-Jun	Ventura County Career counselor list and email draft provided to client 3/11/14. Approved for distribution on 11/13/14. Agency to review/audit list.	
General	New WIB Website Design	Creative Services	29-Oct		5/31/2015	Agency presented preliminary design 12/18/14 and site map on 12/31/14	
All	Update OJT materials	Creative Services	15-Sep		n/a	Current materials sent to client for review/input 12/1/14	Waiting on Client Input

Items in Gray = Completed

Items in Green = On Hold

1/16/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
All	JCC Material Updates to AJCC	Creative Services	1-Jul		TBD	Agency to review Employer, Job seeker, WIB brochures, window decal and job seeker pull-up to reflect new AJCC branding.	
General	Employer/Job Seeker Success Stories	Creative Services	1-Jul	n/a	30-Jun	Develop/solicit case histories. Contact BESD for information. Email to BESD 11/6.	Waiting on Client Input
General	WIB Pull-Up Signs: WIB/Collage (2) Versions	Creative Services	1-Jul	n/a	TBD	WIB Version to Client in August.	Waiting on Client Input
General	Job Outlook: January	Creative Services/Eblast	1-Jan		TBD	Year end reports delayed by EDD.	
General	Job Outlook: February	Creative Services/Eblast	1-Feb		20-Feb		
Employer	Workforce Update: Redesign	Creative Services/Eblast	1-Mar		TBD	New look to be developed concurrently with new WIB website design.	
Employer	Workforce Update: February Issue	Creative Services/Eblast	16-Jan		19-Feb	Develop content outline for WIB staff review.	
Employer	Workforce Wednesday, 2/25/15, TBD:	Agency Services	15-Dec		23-Jan		
Employer	Workforce Wednesday, 1/21/15, Bridging the Generation Gap	Agency Services	15-Dec		21-Jan	Participants: Roger Rice, Sean Bhardwaj	
Job Seeker	June 2015 Career Shops	Press Release	17-Nov		n/a	In Development	
Job Seeker	May 2015 Career Shops	Press Release	17-Nov		n/a	In Development	

Items in Gray = Completed

Items in Green = On Hold



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

1/16/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Job Seeker	April 2015 Career Shops	Press Release	17-Nov		n/a	In Development	
Job Seeker	March 2015 Career Shops	Press Release	17-Nov		n/a	In Development	
Job Seeker	February 2015 Career Shops	Press Release	17-Nov		n/a	In Development	
Employer	Manufacturing Curriculum Flyer/WIB Template	Creative Services	1-Jul	TBD	TBD	Design "Manufacturing-Themed" template for newly approved Curriculum Chart. V1 to client 1/3. V2 to client. Change of direction 3 version of V3 to client week of 1/27	Waiting for Client Feedback
General	New WIB Logo Design	Creative Services	1-Jul	TBD	n/a	Version 3 set of designs to client 2/7/14	
General	WIB Business Cards	Creative Services	1-Jul	TBD	n/a	Redesign WIB Marketing Cards	
General	WIB Website: Internship Development Resources	Agency Services	1-Jul	TBD	31-Dec	Develop online content for employers to use when developing internship and apprenticeship programs. Draft submitted 8/28/13. Revised draft to client 10/7	Now to be part of new website design project.
General	WIB Photo Library	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Employer	Business Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
General	WIB Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Job Seeker	Job Seeker Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	

Items in Gray = Completed

Items in Green = On Hold

1/16/15



Workforce Investment Board

Projects in Process: 14/15 Program Year

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Youth	Youth Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
General	Monthly Job Outlook	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Youth	VC Jobs With A Future Website	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
General	WIB Facebook	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Website	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Facebook	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Employer & Job Seeker	JCC Job Fair/Business Expo Support	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	Client to provide info on Job Fairs/Business Expos
General	Professional Services	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
General	Media Relations	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Job Seeker	August Career Shops	Press Release	25-Jun		n/a	Completed 7/3/14	
Job Seeker	July Career Shops	Press Release	25-Jun		n/a	Completed 7/3/14	
Employer	Camarillo "Yellow Pages" ad	Creative Services	1-Aug		8/11/2014	Adapted 1/2 page 4/c VCGB ad for Business Services director for City of Camarillo Completed 8/11/14	
Employer	Workforce Update: August Issue	Creative Services	15-Jul		18-Aug	Completed 8/18/14	

Items in Gray = Completed

Items in Green = On Hold

1/16/15



Workforce Investment Board

Projects in Process: 14/15 Program Year

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Job Seeker	September Career Shops	Press Release	25-Jun		n/a	Completed 8/13/14	
Employer	Camarillo City Scene Interview (2)	Agency Services	1-Aug		8/28/2014	Coordinated second VCGB interview for longer for discussion with Brian Gabler Completed 8/28/14	
Employer	Workforce Wednesday, 8/20, 2014 WIB Award Winner SHPE	Agency Services	1-Aug		20-Aug	Participants: Alex Rivera, Lizbeth Figueroa Completed 8/20/14	
Job Seeker	October Career Shops	Press Release	25-Jun		n/a	Completed 9/3/14	
General	Labor Day Interview	Media Relations	15-Aug	n/a	n/a	Published in VCStar 9/20/14, Completed 9/20/14	
Employer	Workforce Wednesday, 9/24, Importance of First Five Education	Agency Services	1-Sep		24-Sep	Participants: Iris Ingram, Claudia Harrison Completed 9/24/14	
Job Seeker & Youth	Manufacturing Day Poster	Creative Services	15-Sep	n/a	1-Oct	Completed 10/1	
Employer	2014 Manufacturing Day Outreach	Agency Services	15-Sep		3-Oct	Updated MFG Day National site. Developed/distributed media pitch and participation. Completed 10/3/14	
Job Seeker	November Career Shops	Press Release	13-Sep		n/a	Completed 10/3	
Employer	Workforce Update: October Issue	Creative Services	15-Sep		21-Oct	Completed 10/20/14	
Employer	Workforce Wednesday, 10/22, Biomedical Device Certificate	Agency Services	13-Sep		22-Oct	Participants: Scott Rabe, Bill Pratt Completed 10/22/14	

Items in Gray = Completed

Items in Green = On Hold

1/16/15



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

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Job Seeker	December Career Shops	Press Release	13-Sep		n/a	Completed 11/10/14	
General	Job Seeker Success Stories	Creative Services	1-Jul	n/a	30-Jun	Three new posters developed and produced. Completed 11/16/14	
General	State of the Region: WIB Ad	Creative Services	18-Nov		18-Nov	Completed 11/18/14	
Employer	Workforce Wednesday, 11/19, Employing Veterans	Agency Services	1-Oct		19-Nov	Participant: David Sasek Completed 11/19/14	
General	Job Outlook: November	Creative Services/Eblast	1-Nov		21-Nov	Completed 11/21/14	
Job Seeker & Youth	Agency on Aging	Agency Services	1-Oct	n/a	25-Jan	Banner provided to V. Jump to connect agency website with VCJWF. Completed 11/24/14	
General	Brighter Days Op-Ed	Media Relations	26-Aug	n/a	n/a	Mike Soules - Completed 12/14/14	
Job Seeker	January 2015 Career Shops	Press Release	17-Nov		n/a	Completed 12/16/14	
Employer	Workforce Update: December/New Year Issue	Creative Services	14-Nov		19-Dec	Completed 12/19/14	
General	Job Outlook: December	Creative Services/Eblast	1-Dec		19-Dec	Completed 12/21/14	
Employer	EDC-VC Annual Meeting Program Ad: VCGB	Creative Services	9-Jan		12-Jan	Completed 1/12/15	
Employer	VCGB: Pull-Up Sign	Creative Services	1-Oct	TBD	TBD	Completed 1/16/15	

From: Talia Barrera <talia.barrera@ventura.org>
Sent: Monday, December 15, 2014 10:01 AM
To: heidi@agency2.com
Subject: Grow Local Talent with the Workforce Investment Board

Workforce Update

Issue: December 2014



Working Together Pays Off



In the last WIB update, we talked about the new biomedical device manufacturing certificate that was initiated by the WIB Manufacturing Committee and developed through a partnership between Moorpark College and Ventura College--a tangible

example of how business and education are working together to address the needs of Ventura County employers. The three WIB sector committees (Clean/Green, Healthcare, and Manufacturing) also have identified work readiness skills for entry-level jobs in clean/green infrastructure, hospitality, manufacturing, and healthcare, providing a current, industry-relevant foundation for career pathways and other curriculum development. The WIB Healthcare Committee continues to work on a long-term project with California State University, Channel Islands to facilitate development of a new clinical laboratory scientist field experience program through certification of local hospitals. Other WIB sector committee activities include taking a look at the development of interdisciplinary skills required for such specialties as water/wastewater management and mechatronics. If you are interested in participating in these discussions, look for WIB committee meeting dates, locations, and agendas at www.wib.ventura.org.

Workforce
Investment Board
of Ventura County

In This Issue

[Working Together Pays Off](#)

[Resolutions to Grow Your Business in 2015](#)

[Let's Talk about Growing Your Business](#)

[Ventura County Grows Business Highlight](#)

Resources

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

America's **JobCenter**
of California



**VENTURA
COUNTY**
GROWS BUSINESS

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

.....
Did You Know?



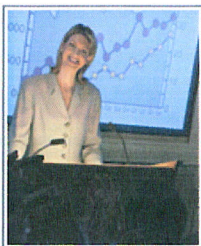
Resolutions to Grow Your Business in 2015

As we turn the calendar to another year, here are a few WIB-recommended resolutions to consider incorporating into your 2015 business plan:

- Develop a strategy for offering [youth internships](#) this spring.
- Take advantage of subsidized [On-The-Job Training](#) programs for upgrading the skills of current or new employees.
- Join a [WIB committee](#) and have a voice in strengthening Ventura County's workforce.
- Learn more about accessing free employer [recruitment services](#) through America's Job Center of California.

And, be sure to explore the [Ventura County Grows Business](#) website for a complete guide to resources to help your business grow!

Let's Talk about Growing Your Business



To help spread the word about no-cost and low-cost business services in Ventura County, WIB members are talking with local service organizations and chambers. If you are affiliated with an organization whose members would benefit from a presentation on business resources, contact [Karen Bluffer](#) at the Agency. Resource information and links are also available at www.venturacountygrowsbusiness.com.



Ventura County Grows Business Highlight

The SBDC guides businesses on a growth path through individualized consulting and training sessions; services are provided free of charge. The SBDC team is skilled in helping businesses analyze their goals and needs in terms of local economic and market data to help identify both gaps and opportunities that may have been overlooked. Advisors come from a broad spectrum of business

29% of all grads participated in an applied internship or job.

Useful Internships Improve Grads' Chances of Full-Time Work

Quick Reads:

Pew Research: "More and more Americans are outside the labor force entirely. Who are they?"

Pew Research: "The Rising Cost of Not Going to College"

Job Outlook Oct. 2014

Not Seasonally Adjusted Unemployment
U.S. = 5.5%
California = 7.0%
Ventura County = 6.3%

Source:
Workforce Investment Board of Ventura County Job Outlook Report

Tune In Workforce Wednesday
Tom Spence
KVTA 1590-AM
Jan. 14 at 8:40AM
Multigenerational Workforce

Click to listen to Nov. broadcast about the benefits of hiring a vet

Upcoming Events

Dec. 18
WIB Board Meeting at VCOE

and financial interests, providing objective and customized guidance. For more information, contact [Alondra Gaytan](#) at 805-384-1800 x9159.



Workforce Update is brought to you by the Workforce Investment Board of Ventura County (WIB). The Workforce Investment Board administers federal funds that help to support America's Job Center of California locations and other free adult, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit www.wib.ventura.org.

Created in partnership with



Jan. 9
WIB Healthcare
Committee at VCCF

Jan. 16
WIB Clean/Green
Committee at VCCF

Feb. 4
WIB Youth Council at
VCCF

Feb. 11
Manufacturing Committee
at VCCF

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

www.wib.ventura.org



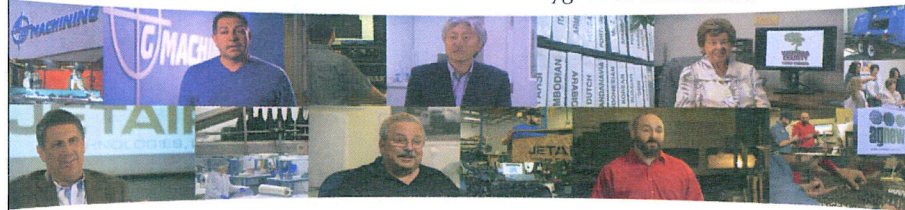
Bringing People and
Opportunities Together

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

Sent to heidi@agency2.com by [Workforce Investment Board](#)
855 Partridge Drive | Ventura, CA 93003 United States
[unsubscribe from this list](#)



Watch their stories at venturacountygrowsbusiness.com



We helped them grow.

Discover no-cost and
low-cost resources to help
your business grow.

Discover all that's available at
venturacountygrowsbusiness.com
800-959-6395



In partnership with the Workforce Investment Board of Ventura County



Grow Your Business In Ventura County

Whether looking for **critical financing**,
qualified employees, or **ways to**
increase operational efficiencies,
find no-cost and low-cost resources at
venturacountygrowsbusiness.com
to help your business grow.



**VENTURA
COUNTY**
GROWS BUSINESS



venturacountygrowsbusiness.com

In partnership with the Workforce Investment Board of Ventura County

LECTURES & EDUCATION

CHOCOLATE-MAKING CLASS, AGE 18+

Nov. 13 or Dec. 11, 6:30-8:30 p.m. Experience the world of chocolate with Shawn Orr, Chief Chocolatier for TIFA Chocolate in Agoura Hills. An interactive, hands-on experience. Learn the art and science of cooking with chocolate, plus plenty to sample and take home! \$30 per session. Goebel Center, T.O. For more information, call 381-2744.

NEW! HOW TO WRITE AND PUBLISH A BLOG, AGE 18+

Nov. 13, 7 Thurs., 12:30-1:45 p.m. Professional blogger Andrea Tate teaches how to write and publish your very own blog. Check out her blogs at www.andreatate.net and www.lunchticket.org. Personal laptop or iPad recommended, however not necessary. \$125. Hillcrest Center, T.O. For more information, call 381-2747.

THE MODERN CIVIL RIGHTS MOVEMENT

Nov. 13, 7 p.m. Moderator, Michaela Reaves. Thousand Oaks Library, 1401 E. Janss Rd, T.O. Free. 449-2660.

INTELLIGENT LIFE ON OTHER PLANETS EXPLORED

Nov. 13, 7 p.m. Features a filmed interview with Dr. Seth Shostak, a senior astronomer at the SETI Institute and author of *Confessions of an Alien Hunter: A Scientist's Search for Extraterrestrial Intelligence*. Participants will have an opportunity to share their thoughts and experiences related to the topic. Free. Lifetree Cafe, 71 Loma Dr. Camarillo. For more information, call 482-3313.

AUTHORS' DAY

Nov. 15, 10 a.m.-2:30 p.m., lunch, speakers, and book signings. Special guests include Lian Dolan (talk show host, LA Times bestselling author) Woody Woodburn (national award-winning sports columnist and author), Jennifer Niven (fiction and non-fiction, historical, contemporary adult, and young adult book writer), and Drew Daywalt (children's books and author of *The Day the Crayons Quit*). Four Points Sheraton Hotel, Ventura. \$50. For tickets, call 987-8013.

RESTORING AND TINTING VINTAGE IMAGES

Nov. 15, 1-4 p.m. A Ventura County Genealogical Society presentation by David Richardson. He will demonstrate the process of bringing old photos to life, *Not in Plain Sight: Color Revelations in Civil War Images*. Following his talk, Don Worth, dressed in full Civil War period uniform will present, *Experiencing the Civil War Through Your Ancestor's Eyes*. Camarillo Public Library, 4101 Las Posas Rd., Camarillo. Free. For more information, call 388-5222.

NEW! CHEMISTRY "R" US, AGE 18+

Nov. 18, 7 Tues., 4-5:30 p.m. Rediscover the joy of science. This stuff isn't just for kids. Includes hands-on activities, discussions, videos, lectures, and interactive demonstrations. Goebel Center, T.O. \$80. For more information, call 381-2744.

WRITING WORKSHOPS, WESTLAKE VILLAGE LIBRARY

Nov. 19, 6-7 p.m. or Nov. 15, 10-11:30 a.m. Sign up to improve your creative writing skills with award-winning published author Sandra Hunter. Westlake Village Library, 3122 Oak Crest Dr., Westlake Village. 818-865-9230.

NEW! DIY ORGANIC BODY CARE, AGE 18+

Nov. 20, 7-8 p.m. Learn to create natural, organic body care in this hands-on, make-and-take class. Remove the chemicals in your home and replace them with equally effective items. Make lip balm, sugar scrub, body butter, bath salts, and deodorant. \$20 cash lab fee. Class fee \$15. Dos Vientos Center, Newbury Park. For more information, call 375-1003.

DOCUMENTARY SCREENING, SOULDIER

Nov. 20, 1 p.m. Approaches some of the issues veterans may face upon returning from Iraq and Afghanistan. Oxnard Public Library, Meeting Room B., Oxnard. For more information, call 385-7532.

WHERE AM I EATING? AND WHERE AM I WEARING?

Nov. 21, noon-2 p.m. Author/speaker Kelsey Timmerman tells the story of the items we often take for granted and how they connect us to the world as global and local citizens. In his two books he confronts slavery in the Ivory Coast cocoa industry and he travels from Latin America to Asia to tell the stories of the people who made our clothes. The presentation is free, open to the public by reservation, and includes lunch. Parking is free for this event. Channel Islands California State University, Malibu Hall 100, Camarillo. Reservations, business.csuci.edu/events.

VOICEOVER ACTING, AGE 18+

Dec. 3, 6 Wed., 7-10 p.m. Taught by working actors. Learn studio etiquette, how to interpret copy, and walk into a studio knowing what to do. \$50/class. First class is an opportunity to audition the class at no charge or obligation. Hosted by The Voice Actors Workshop, a service of Nodad, Inc. Location: The Voice Actors Workshop, 223 E. Thousand Oaks Blvd., Ste. 217, T.O. Class fee \$299. For more information, call Hillcrest Center for the Arts, 381-2747.

MOVIE MADNESS AT THE DRIVE-IN

Dec. 3, 7 p.m. Panel: Herb Gooch, David Grannis, and moderator Michaela Reaves. Thousand Oaks Library, 1401 E. Janss Rd, T.O. Free. 449-2660 ext. 7358.

FREE E-BOOK BESTSELLERS WITH YOUR LIBRARY CARD

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

FREE CAREER SHOPS FOR JOB SEEKERS

Oct. Throughout the month, Ventura County Job & Career Centers will present *Career Shop*, with topics covering resume writing and job interview techniques. For a complete description and date of the different workshops offered, call 800-500-7705 or visit venturacountyjcc.org and click on "Career Shops." Pre-registration is required as space is limited.

BOOK A LIBRARIAN

Mon.-Thurs., 10 a.m.-noon and 3-5 p.m. Are questions about online searches keeping you up at night? Do you need help filling out an online job application, posting your resume, or using the computer or database? Then Book a Librarian! Moorpark Library, Moorpark Rd., Moorpark. For an appointment, call 517-6370.

CONTRACT INSTRUCTORS NEEDED IN MOORPARK

Ongoing. The City of Moorpark, recreation division is seeking qualified contract instructors for various classes. For more information, call 517-6300.



**Camarillo Ranch Presents
SANTA NIGHTS**

Wednesday, December 3, 10, & 17, 5pm-8pm
Free Admission, \$5 Donation for House Tours & Photo w/Santa

Visit Santa's Workshop
Take a Picture with Santa
Enjoy Live Seasonal Music
Tour the Victorian Home
Feast on Food Truck Fare

805.389.8182 **camarilloranch.org**



December 03, 2014, 8:30

[Free Job & Career Workshops](#)

Location: America's Job Center of California 635 S. Ventura Road, Oxnard

Contact tel.: 805-204-5171

Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the America's Job Center of California at 805-204-5171 to enroll.

Career Shops are presented in partnership with America's Job Center of California and are sponsored by the Human Services Agency and the Workforce Investment Board.

Wednesday, December 3 - The Power of CalJOBS, 8:30 p.m. – noon - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

Thursday, December 4 - Resumes that Sell, 8:30 a.m. – noon - Workshop providing hands-on assistance in completing a resume, cover and thank-you letters. Walk away with a portfolio that shows off professional skills and experience.

Wednesday, December 10 - Winning Interviews, 1:30 p.m. – 4:00 p.m. - Supplies the tools to make a lasting first impression when interviewing.

Event Free Career Shops For Job Seekers

Event Photo



Event Map

Event Information

Free Career Shops For Job Seekers - presented throughout November by the America's Job Center of California with support from the Workforce Investment Board and the Human Services Agency of Ventura County. Career Shop topics **Description** include resume writing and job interview techniques. For complete descriptions of the different workshops, upcoming dates and locations, call 800-500-7705. For more workshop information go to www.venturacountyjcc.org and click on "Job Seeker Services." Space is limited so prior registration is required.

Date [11/01/14](#) to [11/30/14](#) - Tue, Wed, Thu

Place No Location Available

Phone 800-500-7705

805 Coffee News

Wed, Jan 28: The Power of CalJOBS CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. This class will show attendees how to use the website. Career Shops are offered at no cost to job seekers. 9:00 am – 12:30 pm at the East County Job & Career Center, 980 Enchanted Way, Simi Valley. Space is limited. Prior registration required by calling the East County Job & Career Center at [805-955-2282](tel:805-955-2282) to enroll. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class.

<http://www.moorparkcoffeenews.com/>

SANTA ROSA VALLEY Community News



Free Job Workshop in December

Posted on: 2014-11-10

Location: America's Job Center of California

980 Enchanted Way, Simi Valley

805-955-2282

Wednesday, December 10 - The Power of CalJOBS, 9:00 am – 12:30 pm - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling America's Job Center of California at 805-955-2282 to enroll.

Career Shops are presented in partnership with America's Job Center of California and are sponsored by the Human Services Agency and the Workforce Investment Board. Equal opportunity Employer/Program/Service – TDD/TT Inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individual with disabilities.

Simi Valley Acorn

2014-11-21 / Business

Job search workshop set

A class on “The Power of CalJOBS” will be offered from 9 a.m. to 12:30 p.m. Wed., Dec. 10 at America’s Job Center of California, 980 Enchanted Way, Simi Valley.

CalJOBS is an online resource that can be used to navigate California’s workforce services providing employment and labor market information.

The newly enhanced system allows users to easily search for jobs, build resumes, access career resources, and find information on education and training programs.

Career Shops are offered at no cost to job seekers.

Prior registration required by calling (805) 955-2282 to enroll.

For TDD/TT inquiries, call (800) 735-2922. Auxiliary aids and



Free Career Workshops

Thursday, January 1 - Saturday, January 31, 2015

Free Career Shops For Job Seekers - presented throughout December by the America's Job Center of California with support from the Workforce Investment Board and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. For more job search opportunities, go to www.caljobs.ca.gov. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration is required. Call the America's Job Center of California at 805-204-5171 (west county) and 805-955-2282 (east county) to enroll.

- See more at: <http://www.kdar.com/events/default.aspx?id=65408#sthash.4tHSdJV6.dpuf>

Simi Valley Acorn

2015-01-02 / Community

Report shows county needs to create jobs

Healthcare, film industries have potential for growth, officials say

By Melissa Simon

melissa@theacorn.com

With Ventura County residents continuing to go to surrounding counties for work, local economic officials say there needs to be a focus on creating more jobs in the coming years.

On Nov. 26, the Economic Development Collaborative- Ventura County, a nonprofit that aims to enhance the economic vitality of the region by assisting local businesses, published a report detailing an economic development plan for the county for the next five years.

The Ventura County Economic Development Strategy, which identifies the county's strengths, weaknesses and future opportunities, outlines a plan for creating jobs and keeping existing businesses, according to Bruce Stenslie, president and CEO of EDC-VC.

"If you look at the pattern of jobs compared to population, Ventura County has fewer jobs per worker—meaning that for every 100 workers there are only about 70 available jobs," Stenslie told the *Simi Valley Acorn* this week. "The employed labor force (or those who can work) in Ventura County is about 350,000 and there are only about 260,000 jobs in the county."

Creating jobs

Stenslie said part of the strategy is to improve the labor force by providing opportunities for residents to work and stay in the county, Stenslie said.

"The strategy is more theoretical than actual and emphasizes the key industries—like finance manufacturing and insurance— that will create jobs," the CEO said. "We also recognize that there's room for improvement in the tourism and travel industries as well as jobs related to Naval Base Ventura County."

Currently, more people are leaving the county to find work than there are coming in.

"Moving forward, Ventura County needs faster, larger job growth to accommodate the resident labor force," the CEO said. "As younger workers become educated, they don't have as many opportunities to find a job so they're finding it elsewhere."

Cheryl Moore, executive director of Ventura County's Workforce Investment Board (WIB), said the board is particularly interested in helping people get local jobs and find opportunities for living wage work.

A single parent with two children, for example, would need to make at least \$25 an hour to afford average rent in the county, according to experts.

"As a community, the more we can do to support and retain local businesses, the better, because if those businesses are strong and growing, they'll have more need for employees," the director said.

She added that the WIB provides resources through a program called Ventura County Grows Business, which provides economic information for existing businesses and new ones interested in coming to the county.

The ability to keep jobs in the area starts with preparing the young workforce, which includes children, teens or adults just starting out in their careers, according to Moore.

That's why WIB is bringing local employers together to create lists of critical skills necessary to fill available jobs.

"What we're finding is there are open positions out there, but people applying for the positions aren't qualified—for example with manufacturing jobs, you don't just walk out onto a shop floor and create something. That takes skills," she said.

"Educators are now taking these entry-level skills lists and matching it to their curriculum to help prepare students for future jobs. This is being done at the high school, community college, university and adult education levels."

Because education is changing with the Common Core standards, which is focused on applied learning, Moore said the WIB is looking at ways to create exposure to careers for children in middle and elementary schools.

"We're also interested in helping people that have been laid off because they're very talented," the director said. "We try to help them transition to other jobs in the area because we want to keep talented people here."

Investing in infrastructure

Besides trying to create more jobs, two of the county's other goals outlined in the report are to improve regional infrastructure and promote a sustainable balance between employment opportunities, housing, agriculture, open space and natural resources, according to Stenslie.

One of the key weaknesses in county infrastructure has to do with a lack of investment in the road systems, he said.

“Every county surrounding Ventura County has a portion of their sales tax that’s devoted to transportation infrastructure but Ventura County doesn’t,” he said. “If we don’t work to improve the road system, it could be a deterrent to businesses looking to distribute their goods and services here.”

He added that the county’s broadband Internet connection, which is part of a tri-county Regional Broadband Consortium with Santa Barbara and San Luis Obispo, needs to be improved.

“We all depend on broadband to stay connected and we want it to be fast,” Stenslie said. “It’s critical for an economy with high-performing manufacturing, finance and insurance sectors to be connected globally.”

Other infrastructure weaknesses identified in the report include a shortage of available commercial and industrial zoned land, depletion of groundwater resources and regulatory issues for the biotech industry.

Future opportunities

Over the next five years, Stenslie said two areas with the most potential for growth in Ventura County are the healthcare and film industries.

“Ventura County has incredible depth when it comes to healthcare and the industry is growing incredibly fast,” he said.

According to Moore, healthcare has the potential to be a key driver of future economic activity, but there’s always the challenge of turning to agencies outside of the county to provide certain services.

“Healthcare will continue to be a source of living wage and high-paying jobs because the sector is expected to grow as the population ages,” she said. “We’ll need more local jobs because there are just some services that can be better provided by local employees.”

As for the film industry, Stenslie said the county’s proximity to Hollywood and the San Fernando Valley, as well as its scenic and historical sites, makes it a natural location for filming. But a lack of communication between location specialists—people who scout for places to film—and the community has led to disinterest in the area, he said.

Creating better communication between location specialists, producers and residents will help the industry grow.

By concentrating on the goals set out in the economic development strategy, Stenslie said he believes the county is heading in the right direction.

“The goals help us strategize and get to the points of making the economy better,” he said.

2015-01-16 / Business

Report shows a need for more jobs in Ventura County

By Melissa Simon

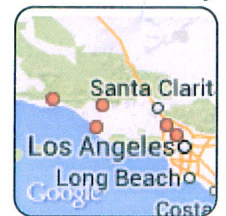
melissa@theacorn.com

With **Ventura County** residents continuing to go to surrounding counties for work, local economic officials say there needs to be a focus on creating more jobs in the coming years.

On Nov. 26, the Economic Development Collaborative- **Ventura County**, a nonprofit that aims to enhance the economic vitality of the region by assisting local businesses, published a report detailing an economic development plan for the county for the next five years.

The Ventura County Economic Development Strategy, which identifies the county's strengths, weaknesses and future opportunities, outlines a plan for creating jobs and keeping existing businesses, according to Bruce Stenslie, president and CEO of EDC-VC.

Where's the story?



5 Points Mentioned



"If you look at the pattern of jobs compared to population, **Ventura County** has fewer jobs per worker—meaning that for every 100 workers there are only about 70 available jobs," Stenslie told the *Acorn* earlier this month. "The employed labor force (or those who can work) in Ventura County is about 350,000 and there are only about 260,000 jobs in the county."

Creating jobs

Part of the strategy is to improve the labor force by providing opportunities for residents to work and stay in the county, Stenslie said.

"The strategy is more theoretical than actual and emphasizes the key industries—like finance, manufacturing and insurance—that will create jobs," the CEO said. "We also recognize that there's room for improvement in the tourism and travel industries as well as jobs related to Naval Base **Ventura County**."

Currently, more people are leaving the county to find work than there are coming in.

"Moving forward, **Ventura County** needs faster, larger job growth to accommodate the resident labor force," the CEO said. "As younger workers become educated, they don't have as many opportunities to find a job so they're finding it elsewhere."

Cheryl Moore, executive director of **Ventura County's** Workforce Investment Board (WIB), said the board is particularly interested in helping people get local jobs and find opportunities for work that pays a living wage.

A single parent with two children, for example, would need to make at least \$25 an hour to afford average rent in the county, according to experts.

"As a community, the more we can do to support and retain local businesses the better, because if those businesses are strong and growing they'll have more need for employees," the director said.

She added that the WIB provides resources through a program called Ventura County Grows Business, which provides economic information for existing businesses and new ones interested in coming to the county.

The ability to keep jobs in the area starts with preparing the young workforce, which includes children and teens as well as adults just starting out in their careers, Moore said.

That's why WIB is bringing local employers together to create lists of critical skills necessary to fill available jobs.

"What we're finding is there are open positions out there, but people applying for the positions aren't qualified. For example, with manufacturing jobs, you don't just walk out onto a shop floor and create something. That takes skills," she said.

"Educators are now taking these entry-level skills lists and matching it to their curriculum to help prepare students for future jobs. This is being done at the high school, community college, university and adult education levels."

Because education is changing with the Common Core standards, which is focused on applied learning, Moore said, the WIB is looking at ways to expose children in middle and elementary schools to careers.

"We're also interested in helping people that have been laid off, because they're very talented," the director said.

"We try to help them transition to other jobs in the area because we want to keep talented people here."

Investing in infrastructure

Besides trying to create more jobs, Stenslie said, two of the county's other goals outlined in the report are to improve regional infrastructure and promote a sustainable balance between employment opportunities, housing, agriculture, open space and natural resources.

One of the key weaknesses in county infrastructure has to do with a lack of investment in the road systems, he said.

"Every county surrounding **Ventura County** has a portion of their sales tax that's devoted to transportation infrastructure, but Ventura County doesn't," he said.

"If we don't work to improve the road system, it could be a deterrent to businesses looking to distribute their goods and services here."

He added that the county's broadband Internet connection, which is part of a tri-county Regional Broadband Consortium with **Santa Barbara** and San Luis Obispo, needs to be improved.

"We all depend on broadband to stay connected, and we want it to be fast," Stenslie said. "It's critical for an economy with high-performing manufacturing, finance and insurance sectors to be connected globally."

Other infrastructure weaknesses identified in the report include a shortage of available commercial and industrial zoned land, depletion of groundwater resources and regulatory issues for the biotech industry.

Future opportunities

Over the next five years, Stenslie said, two areas with the most potential for growth in **Ventura County** are the healthcare and film industries.

"**Ventura County** has incredible depth when it comes to healthcare, and the industry is growing incredibly fast," he said.

According to Moore, healthcare has the potential to be a key driver of future economic activity, but there's always the challenge of turning to agencies outside of the county to provide certain services.

"Healthcare will continue to be a source of living wage and high-paying jobs because the sector is expected to grow as the population ages," she said. "We'll need more local jobs because there are just some services that can be better provided by local employees."

As for the film industry, Stenslie said the county's proximity to **Hollywood** and the **San Fernando Valley**, as well as its scenic and historical sites, make it a natural location for filming.

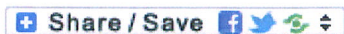
But a lack of communication between location specialists— people who scout for places to film—and the community has led to disinterest in the area, he said.

Creating better communication between location specialists, producers and residents will help the industry grow.

By concentrating on the goals set out in the economic development strategy, Stenslie said he believes the county is heading in the right direction.

"The goals help us strategize and get to the points of making the economy better," he said.

[Return to top](#)



Copyright © 2006-2015 J.Bee NP Publishing, Ltd., All Rights Reserved.



Newspaper web site content management software and services



Mike Soules: Working together to make ready for local jobs

POSTED: 5:28 PM, Dec 13, 2014

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

Job seekers in Ventura County now have access to another practical skills-training opportunity that offers a real advantage to starting or transitioning a career.

A new Biomedical Device Manufacturing Certificate of Achievement at Moorpark College and Ventura College was launched this fall — the first two-campus certificate program in the Ventura County Community College District and in the California community college system.

A tangible example of how working together can achieve results, the two-campus certificate idea began in 2012, the outgrowth of a lively discussion between business leaders and educators at a meeting of the Manufacturing Committee of the Workforce Investment Board of Ventura County (WIB). Thanks to their vision and collaboration, a certificate program to address a business need for talent has become a reality.

Public meetings of WIB industry sector committees (Clean/Green, Healthcare and Manufacturing) provide a neutral forum for results-driven discussions among representatives from business, education, labor, economic development, government and community organizations. Industry-specific work readiness skills have been identified for entry-level jobs in clean/green infrastructure, hospitality, manufacturing and health care.

The WIB continues to work on a long-term project with California State University, Channel Islands to facilitate development of a new clinical laboratory scientist field experience program through certification of local hospitals. Other WIB committee activities include taking a look at the development of interdisciplinary skills required for such specialties as water/wastewater management and mechatronics.

Ventura County recently received more good news with the announcement of two collaborative California Career Pathways Trust Grant awards, bringing a total of \$19.2 million in funds to benefit local students.

The projects will be supported at WIB sector committee meetings through facilitated discussions

between educators and employers on curriculum and program development.

Opening the door to more opportunities for Ventura County, the WIB is a partner in the new Advanced Manufacturing Partnership, or AMP, for Southern California, coordinating the participation of local private and public entities in AMP SoCal activities through the WIB Manufacturing Committee.

AMP SoCal recently received a federal designation that positions the region (Los Angeles, Orange, San Diego and Ventura counties) for preferential consideration in competing for approximately \$1.3 billion in aerospace manufacturing and defense funds. One AMP SoCal-supported proposal already has received funding and other applications are in progress.

And, thanks to the collaboration and information sharing among the city and county representatives on the EDC-VC Economic Development Roundtable, the WIB has been able to develop and maintain a shared platform for business outreach and support: Ventura County Grows Business. Visitors to the website, (www.venturacountygrowsbusiness.com/) have quick and easy access to helpful business contacts and resources throughout the region.

Collaboration can be challenging, time-consuming and messy. However, with shared commitment, vision, hard work and patience, the outcomes are well worth the effort.

Mike Soules is president and CEO of Corwin, a Sage company, in Thousand Oaks. A member of the WIB since 2011, he has served on its Evaluation Committee and the WIB Executive Committee.

Copyright 2014 Scripps Media, Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.

WIB Op-Ed
The Older Workforce Challenge
By Victoria Jump

Older workers, defined as 55+, are finding themselves in a predicament. Financial reality dictates that they work longer. However, many employers see the higher salaries and skill updating needs of older workers as disadvantages, making it harder for people to continue in a job or to find work.

According to the U.S. Census Bureau, for the next 15 years about 10,000 baby boomers in the United States will turn 65 every day. Especially in higher cost-of-living areas like Ventura County, their nest eggs will not be nearly enough to retire. Boomers will need to update their knowledge, skills and networking continuously to stay savvy and relevant in the job market.

Staying On Top of Your Game

By 2016, one-third of the total U.S. workforce will be over 50. Smart employers will offer training to their employees (no matter the age) because a well-trained workforce is a more productive workforce--and mature workers should take advantage of any opportunity to keep their skills and knowledge up-to-date. Training opportunities also can be found through programs listed at CalJobs (www.caljobs.ca.gov) and available through Workforce Investment Board funding at the America's Job Center of California (AJCC) locations in Ventura County (www.wib.ventura.org).

We have found at the Area Agency on Aging that people with a new certificate or credential for an in-demand skill become more attractive to potential and current employers. Some older workers wait too long to update their skill sets. Especially for the unemployed, the sooner they can be trained, the sooner they will find success in the job market.

Two other programs in Ventura County also are helpful for older jobseekers. Networking through Experience Unlimited "job clubs," sponsored by the Employment Development Department (EDD) help technical, managerial, sales and executive job seekers. While members support one another through the process of finding a job, EDD services and workshops are available to update job search skills.

The Senior Community Employment Program (www.doleta.gov/seniors), for those 55 and older, is a federal government program that provides subsidized job training for older workers who are entering the job market later in life--not by choice, but because of their economic situations. Information for this and other job search and job training programs can be accessed through the America's Job Center of California locations (www.wib.ventura.org).

The Older Worker Advantage

Beyond the work characteristics that define the baby boomer generation—results-driven, hard-working, reliable and dedicated, these mature workers have invaluable work and life experiences—the kind that only years can bring. Boomers are typically more focused on doing what it takes to complete a job well, and they are experienced at teamwork and communication. True, there are generational differences in the workplace, and the generations must learn to work together. However, boomers have what millennials don't—job loyalty. A Bureau of Labor Statistics survey found that nearly 55.2 percent of workers, 55 to 64 years of age, have been working for the same employer for 10 years or more. Compare that with 42.7 percent of workers ages 25 to 34 years who stay in their jobs for two years or less.

For employers, these statistics are especially important when considering the high costs associated with recruiting, training and turnover. Retaining older workers and providing supplemental training to augment their current skills can be more cost-effective than hiring younger workers who might be inclined to jump ship at the first opportunity to move up the corporate ladder. A 55-year-old who wants (or needs) to work can be expected to be on the job 10 years or more.

Baby boomers are not only redefining aging by living longer and healthier. They offer a real competitive advantage to businesses looking for employees with broad skill sets who also can be experienced coaches for younger workers. We have an incredible talent pool of older workers in Ventura County, and forward-thinking employers need to advantage of it.

Victoria Jump is director of the Area Agency on Aging Ventura County and a member of the Workforce Investment Board of Ventura County.

Source for Statistics:

<http://money.usnews.com/money/blogs/the-best-life/2013/06/19/challenges-of-an-aging-american-workforce>

<http://money.cnn.com/2014/02/13/retirement/401k-balances/>

<http://www.bls.gov/news.release/tenure.t03.htm>

http://www.dol.gov/odep/pdf/NTAR_Employer_Strategies_Report.pdf

heidi hayes

From: Talia Barrera <talia.barrera@ventura.org>
Sent: Friday, November 21, 2014 4:16 PM
To: heidi@agency2.com
Subject: Job Outlook, October 2014 Report

Job Outlook

October 2014 Report



Workforce
Investment Board
of Ventura County

Labor Market Information Ventura
County

State Of California Employment

United States Department Of Labor -
The Employment Situation

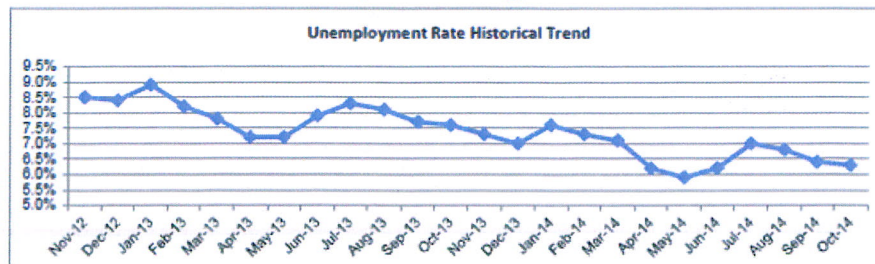
Conference Board - Help Wanted
Online Data

Relevant News



Labor Market Information Ventura County:

OXNARD-THOUSAND OAKS-VENTURA METROPOLITAN STATISTICAL AREA (MSA)
(Ventura County)

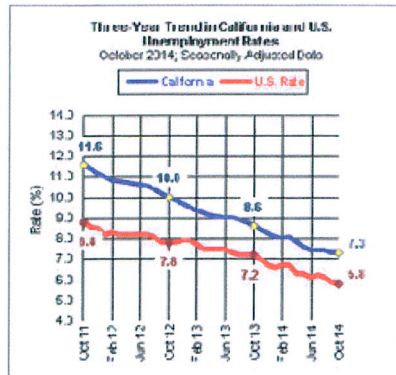


The unemployment rate in the Ventura County was 6.3 percent in October 2014, down from a revised 6.4 percent in September 2014, and below the year-ago estimate of 7.6 percent. This compares with an unadjusted

during the same period.

Source: www.calmis.ca.gov

State Of California Employment Development Department (EDD) Labor Market Information



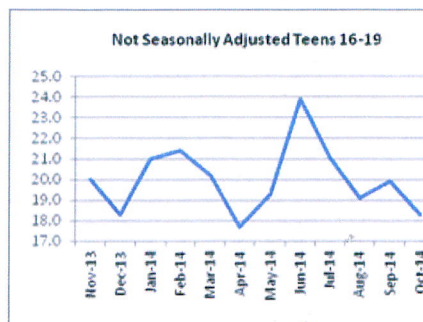
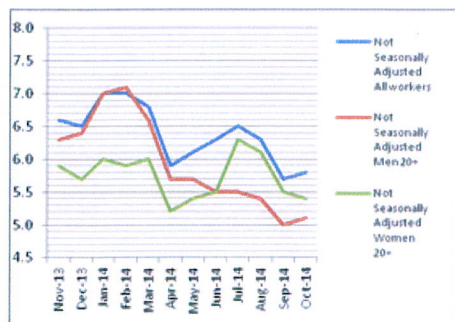
Top Statistics - October

- Unemployment Rate: 7.3% | 0.0
- Labor Force: 18,757,100 | +88,500
- Employment: 17,396,400 | +89,800
- Unemployment: 1,360,600 | -1,300
- Non Farm Jobs: 15,567,600 | +41,500
- UI Initial Claims: 226,200 | +33,500

California's unemployment rate was unchanged at 7.3 percent in October, and nonfarm payroll jobs increased by 41,500 during the month for a total gain of 1,446,600 jobs since the recovery began in February 2010, according to data released November 21st by the California Employment Development Department (EDD) from two separate surveys.

Source: labormarketinfo.edd.ca.gov

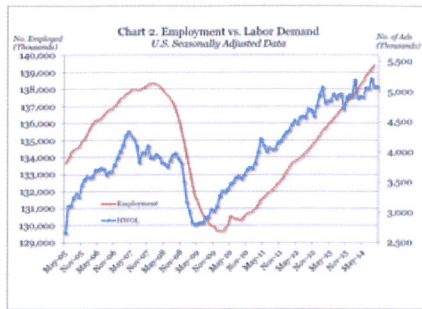
United States Department Of Labor - The Employment Situation: Oct. 2014:



Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments. Total nonfarm payroll employment rose by 214,000 in October, and the unemployment rate edged down to 5.8 percent

Source: Dept. of Labor

Conference Board - Help Wanted Online Data



Measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas.

Online advertised vacancies rose 11,700 to 5,083,600 in October. The September Supply/Demand rate stands at 1.83 unemployed for each advertised

vacancy, with a total of 4.2 million more unemployed workers than the number of advertised vacancies. The number of unemployed was 9.3 million in September.

Source: ConferenceBoard.org

Relevant News

November 21, 2014, *ABC News*, "[Unemployment Rates Fall in Two-Thirds of US States](#),"

Christopher S. Rugaber, AP Economics Writer

November 19, 2014, *Bloomberg*, "[Wages to Rise on Signs of Improving U.S. Job Market](#)" Richard Clough, Victoria Stilwell and Jennifer Kaplan

November 13, 2014, *Washington Post/Associated Press*, "[US companies hire at fastest pace in 7 years](#)"

November 7, 2014, *Los Angeles Times*, "[U. S. unemployment rate falls to 6-year low of 5.8% on solid job growth](#)," Jim Puzzanghera

November 7, 2014, *CNBC*, "[Payrolls grow by 214K; jobless rate hits 6-year low](#)," Javier E. David

November 5, 2014, *Christian Science Monitor*, "[ADP: US private employers added 230,000 jobs in October](#)," Staff, Associated Press

Resources



See how Ventura County
is working to Grow Business



America's **JobCenter**
of California™

Connect with free and low-cost
Ventura County Employer Services



Bringing People & Opportunities Together

Workforce Update is brought to you by the Workforce Investment Board of Ventura County (WIB). The Workforce Investment Board administers federal funds that help to support America's Job Center of California locations and other free adult, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit, visit www.wib.ventura.org.

Sent to heidi@agency2.com by [Workforce Investment Board](#)
855 Partridge Drive | Ventura, CA 93003 United States
[unsubscribe from this list](#)



heidi hayes

From: Workforce Investment Board <talía.barrera@ventura.org>
Sent: Friday, December 19, 2014 5:47 PM
To: heidi.h.conf@gmail.com
Subject: Job Outlook, November 2014 Report

Having trouble viewing this email? [Click here](#)

Job Outlook

November 2014 Report



Workforce
Investment Board
of Ventura County

Labor Market Information Ventura County

State Of California Employment

United States Department Of Labor - The
Employment Situation

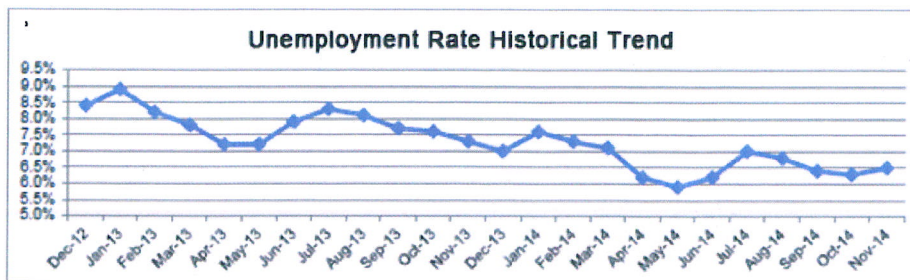
Conference Board - Help Wanted Online Data

Relevant News



Labor Market Information Ventura County:

OXNARD-THOUSAND OAKS-VENTURA METROPOLITAN STATISTICAL AREA (MSA)



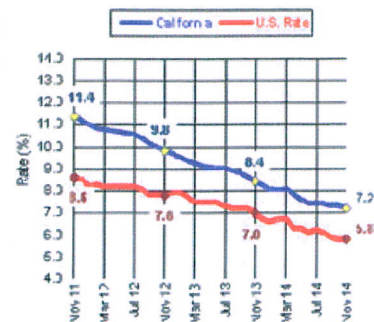
The unemployment rate in the Ventura County was 6.5 percent in November 2014, up from a revised 6.3 percent in October 2014, and below the year-ago estimate of 7.3 percent. This

the nation during the same period.

Source: www.calmis.ca.gov

State Of California Employment Development Department (EDD) Labor Market Information

Three-Year Trend in California and U.S. Unemployment Rates
November 2014 Seasonally Adjusted Data



Top Statistics - November

- Unemployment Rate: **7.2%** | **-0.1**
- Labor Force: **18,822,200** | **+64,700**
- Employment: **17,467,000** | **+70,700**
- Unemployment: **1,355,200** | **-6,000**
- Non Farm Jobs: **15,650,500** | **+90,100**

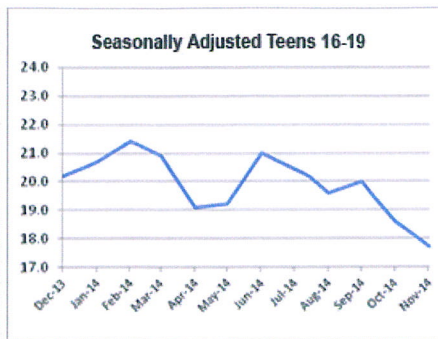
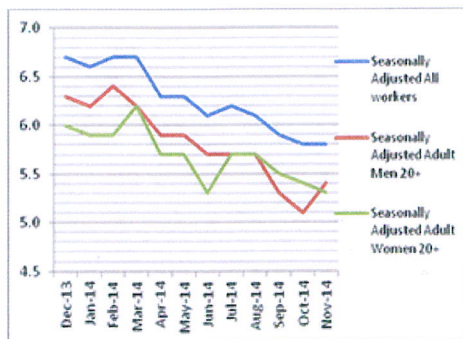
California's seasonally adjusted unemployment rate was 7.2 percent in November, down 0.1 percentage point from October, and down 1.2 percentage points from one year ago. Civilian employment increased by 71,000 in November to 17,467,000 persons, following an increase of 89,000 in October. On a year-over basis, civilian employment was up 2.8 percent.

Unemployment decreased by 6,000 in November to 1,355,000 persons. The number of unemployed was down 209,000 persons (13.4 percent) from November 2013. Over the year, the California civilian labor force was up 265,000 persons (1.4 percent) in November 2014.

Source: labormarketinfo.edd.ca.gov

United States Department Of Labor - The Employment Situation: Nov. 2014:

Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments.

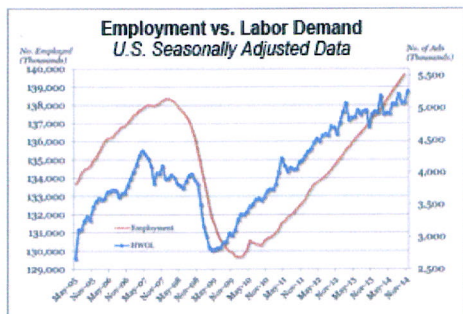


Total nonfarm payroll employment increased by 321,000 in November, and the unemployment rate was unchanged at 5.8 percent, the U.S. Bureau of Labor Statistics reported on December 5th. Job gains were widespread, led by growth in professional and business services, retail trade, health care, and manufacturing.

Source: Dept. of Labor

Conference Board - Help Wanted Online Data

Measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas.



Online advertised vacancies rose 170,200 to 5,253,900 in November. The October Supply/Demand rate stands at 1.77 unemployed for each advertised vacancy with a total of 3.9 million more unemployed workers than the number of advertised vacancies. The number of unemployed was 9.0 million in October. In November, the West experienced the largest increase in labor demand: 56,400, led by Los Angeles, which rose 6,200 to 177,100.

Source: ConferenceBoard.org

Relevant News

December 19, 2014, Associated Press, "[Unemployment rates fell in 41 US states last month,](#)"

December 10, 2014, Los Angeles Times, "[California unemployment to drop closer to U.S. rate](#)" Chris Kirkham

December 5, 2014, CNBC, "[US created 321K nonfarm jobs; jobless rate at 5.8%](#)" Jeff Cox

December 5, 2014, Los Angeles Times, "[Promising jobs report suggests Americans' earnings](#)"

December 4, 2014, *Los Angeles Times*, "[California's shrinking workforce has troubling implications](#)," Tiffany Hsu

Resources



See how Ventura County
is working to Grow Business



America's **Job Center**
of California™

Connect with free and low-cost
Ventura County Employer Services



Bringing People & Opportunities Together

Workforce Update is brought to you by the Workforce Investment Board of Ventura County (WIB). The Workforce Investment Board administers federal funds that help to support America's Job Center of California locations and other free adult, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit, visit www.wib.ventura.org.

[Forward this email](#)



This email was sent to heidih.conf@gmail.com by talía.barrera@ventura.org | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Workforce Investment Board | 855 Partridge Drive | Ventura | CA | 93003



Workforce Investment Board of Ventura County

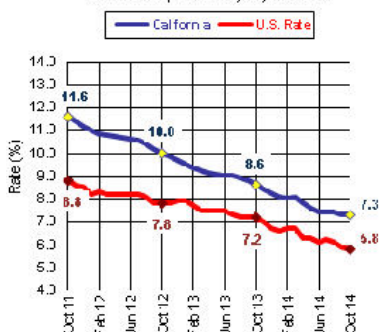
Job Outlook Report

October 2014

(1) STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD) LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE: Statewide Labor Market Review

<http://www.labormarketinfo.edd.ca.gov/>

Three-Year Trend in California and U.S. Unemployment Rates
October 2014; Seasonally Adjusted Data



Top Statistics - October

- Unemployment Rate: 7.3% | 0.0
- Labor Force: 18,757,100 | +88,500
- Employment: 17,396,400 | +89,800
- Unemployment: 1,360,600 | -1,300
- Non Farm Jobs: 15,567,600 | +41,500
- UI Initial Claims: 226,200 | +33,500

CA NSA = 7.0%
US NSA = 5.5%

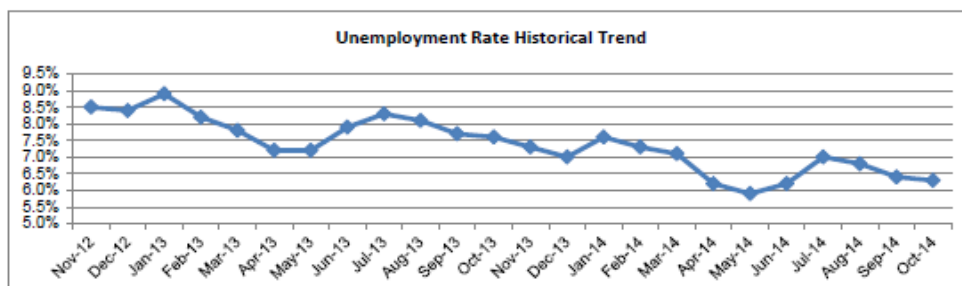
- California's unemployment rate was unchanged at 7.3 percent in October, and nonfarm payroll jobs increased by 41,500 during the month for a total gain of 1,446,600 jobs since the recovery began in February 2010, according to data released November 21st by the California Employment Development Department (EDD) from two separate surveys.
- The U.S. unemployment rate decreased in October to 5.8 percent.
- In October 2013, the unemployment rate was 8.6 percent. The unemployment rate is derived from a federal survey of 5,500 California households.
- Nonfarm jobs in California totaled 15,567,600 in October, an increase of 41,500 jobs over the month, according to a survey of businesses that is larger and less variable statistically.
- The year-over-year change shows an increase of 319,500 jobs (up 2.1 percent).
- The federal survey of households, done with a smaller sample than the survey of employers, estimates the number of Californians holding jobs in October was 17,396,000, an increase of 89,000 from September 2014, and up 426,000 from the employment total in October of last year.
- The number of people unemployed in California was 1,361,000 – down by 1,000 over the month, and down by 237,000 compared with October of last year.

LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE Ventura County:

[http://www.calmis.ca.gov/file/lfmonth/vent\\$pds.pdf](http://www.calmis.ca.gov/file/lfmonth/vent$pds.pdf)

OXNARD-THOUSAND OAKS-VENTURA METROPOLITAN STATISTICAL AREA (MSA) (Ventura County)

The unemployment rate in the Ventura County was 6.3 percent in October 2014, down from a revised 6.4 percent in September 2014, and below the year-ago estimate of 7.6 percent. This compares with an unadjusted unemployment rate of 7.0 percent for California and 5.5 percent for the nation during the same period.



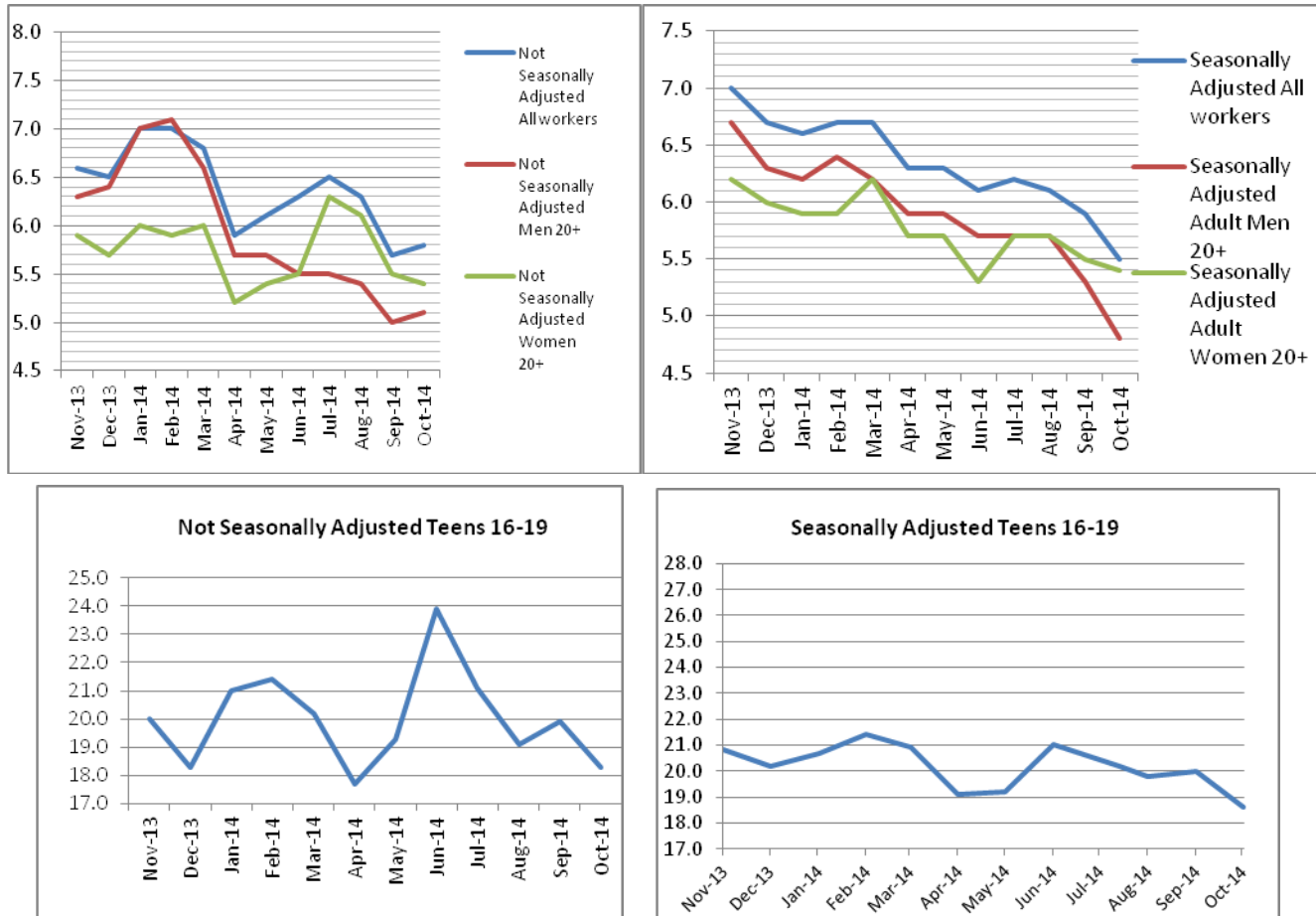


Workforce Investment Board of Ventura County

Job Outlook Report

October 2014

(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: OCTOBER 2014: Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments. DOL Release - <http://www.bls.gov/news.release/pdf/empsit.pdf>



- Total nonfarm payroll employment rose by 214,000 in October, and the unemployment rate edged down to 5.8 percent, the U.S. Bureau of Labor Statistics reported November 7th.
- Both the unemployment rate (5.8 percent) and the number of unemployed persons (9.0 million) edged down in October.
- Since the beginning of the year, the unemployment rate and the number of unemployed persons have declined by 0.8 percentage point and 1.2 million, respectively.
- Among the major worker groups, the unemployment rate for whites declined to 4.8 percent in October. The rates for adult men (5.1 percent), adult women (5.4 percent), teenagers (18.6 percent), blacks (10.9 percent), and Hispanics (6.8 percent) changed little over the month. The jobless rate for Asians was 5.0 percent (not seasonally adjusted), little changed from a year earlier.
- Long-term unemployed (those jobless for 27 weeks or more) was little changed at 2.9 million. These individuals accounted for 32.0 percent of the unemployed. There were 770,000 discouraged workers in October, essentially unchanged from a year ago; these are people who are not looking for work because they believe no jobs are available for them.
- In October, manufacturing employment continued on an upward trend (+15,000). Within the industry, job gains occurred in machinery (+5,000), furniture and related products (+4,000), and semiconductors



Workforce Investment Board of Ventura County

Job Outlook Report

October 2014

3) UNITED STATES DEPARTMENT OF LABOR - UNEMPLOYMENT INSURANCE WEEKLY CLAIMS REPORT:
Weekly national tracking of **insured** unemployment statistics comparing current week to previous week, month and year. DOL Claims Report - <http://www.dol.gov/ui/data.pdf>

UNEMPLOYMENT INSURANCE DATA FOR REGULAR STATE PROGRAMS

WEEK ENDING	November 15	November 8	Change	November 1	<u>Prior Year¹</u>
Initial Claims (SA)	291,000	293,000	-2,000	278,000	332,000
Initial Claims (NSA)	285,263	309,338	-24,075	266,921	327,053
4-Wk Moving Average (SA)	287,500	285,750	+1,750	279,000	340,250
WEEK ENDING	November 8	November 1	Change	October 25	<u>Prior Year¹</u>
Insured Unemployment (SA)	2,330,000	2,403,000	-73,000	2,356,000	2,889,000
Insured Unemployment (NSA)	2,064,638	2,116,640	-52,002	2,045,437	2,556,519
4-Wk Moving Average (SA)	2,369,000	2,375,250	-6,250	2,371,750	2,879,500
<u>Insured Unemployment Rate (SA)²</u>	1.8%	1.8%	0.0	1.8%	2.2%
<u>Insured Unemployment Rate (NSA)²</u>	1.6%	1.6%	0.0	1.5%	2.0%

(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES OCTOBER 2014 REPORT

Measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas. <http://www.conferenceboard.org/data/helpwantedonline.cfm>

Region	Number of unemployed people per online job posted
USA	1.83
California	2.40
Los Angeles	2.77

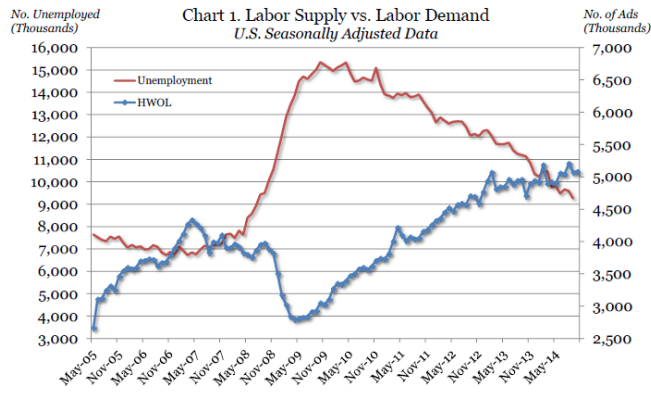
- Online advertised vacancies rose 11,700 to 5,083,600 in October, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series**, released November 5th.
- The September Supply/Demand rate stands at 1.83 unemployed for each advertised vacancy, with a total of 4.2 million more unemployed workers than the number of advertised vacancies. The number of unemployed was 9.3 million in September.
- In October, the Services/Production occupational category saw a gain, while the Professional category saw a small loss. Sales (22,100) and Transportation (23,800) bounced back from large September losses with most other occupational categories showing just small increases/decreases.
- The **West** experienced a gain of 9,500, led by a slight increase of 6,200 in **California** to 574,400.



Workforce Investment Board of Ventura County Job Outlook Report October 2014

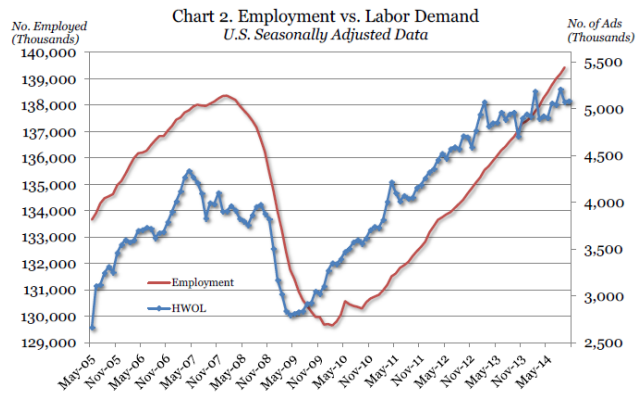
Red -
Unemployment
Blue - Help
Wanted Online

Chart 1. Labor Supply vs. Labor Demand
U.S. Seasonally Adjusted Data



Source: The Conference Board, BLS

Chart 2. Employment vs. Labor Demand
U.S. Seasonally Adjusted Data



Source: The Conference Board, BLS

(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX OCTOBER 2014

This report offers a short-term, forward look at employment on its own. It gives economists and investors a new forecasting tool. It also helps business executives sharpen their short- to medium-term hiring and compensation planning. <http://www.conference-board.org/press/>

- The Conference Board Employment Trends Index™ (ETI) increased in October. The index now stands at 123.09, up from 121.91 (an upward revision) in September. This represents a 7.7 percent gain in the ETI compared to a year ago.
- “The Employment Trends Index continues to increase rapidly, with all eight components improving in October,” said Gad Levanon, Managing Director of Macroeconomic and Labor Market Research at The Conference Board. “The index is signaling solid job growth through the winter. As a result, we could see the unemployment rate reach its natural rate of 5.5 percent by early Spring.”

Relevant News

November 21, 2014, ABC News, “Unemployment Rates Fall in Two-Thirds of US States,” Christopher S. Rugaber, AP Economics Writer, <http://abcnews.go.com/Business/wireStory/unemployment-rates-fall-third-us-states-27081475>

- Unemployment rates fell in 34 U.S. states in October, a sign that steady hiring this year has been broadly dispersed through most of the country.
- The Labor Department said Friday that unemployment rates rose in just 5 states, the fewest since April. Rates were unchanged in 11 states.
- Steady economic growth has prompted more companies to add jobs, though the additional hiring hasn't yet boosted wages. Nationwide, employers added 214,000 jobs in October, the ninth straight month of gains above 200,000. That's the longest such stretch since 1995. The U.S. unemployment rate stood at 5.8 percent, a six-year low.
- Georgia had the highest unemployment rate in October, at 7.7 percent, though that was down from 7.9 percent in September. North Dakota continued to have the lowest rate, at 2.8 percent.
- Employers added jobs in 38 states and cut them in 12. The biggest gains occurred in California, which added 41,500; Texas, which gained 35,200; and Florida, which added 34,400.



Workforce Investment Board of Ventura County Job Outlook Report October 2014

November 19, 2014, Bloomberg, “Wages to Rise on Signs of Improving U.S. Job Market,” Richard Clough, Victoria Stilwell and Jennifer Kaplan, <http://www.bloomberg.com/news/2014-11-19/wages-poised-to-rise-as-signs-emerge-of-improved-u-s-job-market.html>

- More than five years into the economic expansion, the signs that economists look for to herald the pickup in pay that has long eluded American workers are starting to emerge.
- Wages and salaries climbed last quarter by the most since 2008 as a dwindling number of unemployed per job opening approached a tipping point. Amid rising profits and sales per employee, some companies have a cushion to boost compensation.
- The dearth of pay raises since the recovery began has puzzled economists and surfaced as an issue in the midterm elections. Even as unemployment fell and the economy created jobs, inflation-adjusted compensation per hour rose by only 0.7 percent over the last five years, the weakest growth for any expansion of comparable length since World War II, according to Bureau of Labor Statistics data compiled by Bloomberg.
- The most likely culprit, many economists said, was the continuing drag of millions of long-term unemployed people as well as those toiling part-time. That has allowed companies to staff without having to offer fatter paychecks.
- Now, the strengthening economy is starting to tighten the labor market, putting pressure on some companies to offer more raises to retain and recruit workers.

November 13, 2014, Washington Post/Associated Press, “US companies hire at fastest pace in 7 years,” http://www.washingtonpost.com/politics/us-companies-hire-at-fastest-pace-in-7-years/2014/11/13/65391638-6b49-11e4-bafd-6598192a448d_story.html

- WASHINGTON — U.S. companies ramped up hiring in September, and more Americans were confident enough to quit their jobs — two signs of a steadily improving economy. The number of available jobs declined but remained at a healthy level.
- More than 5 million people were hired in September, the most since December 2007 when the recession began, the Labor Department said Thursday. And the number of people who quit their jobs jumped to 2.75 million from 2.5 million. That's the most in more than six years.
- More quitting and hiring means that the job market is becoming more dynamic, which creates additional opportunities for the unemployed. Greater quitting is a good sign for several reasons: People are more likely to leave jobs when they have a new position lined up, usually one that is higher-paying. Workers also quit when they are more confident they can find a new job. And quits open more positions that can be filled by those out of work, or by people seeking higher pay.
- The data is from the Job Openings and Labor Turnover survey, or JOLTS, which provides a more detailed look at the job market than the monthly employment report. It includes figures for overall hiring, as well as the number of quits and layoffs. The monthly jobs figures are a net total of job gains or losses.

November 7, 2014, Los Angeles Times, “U. S. unemployment rate falls to 6-year low of 5.8% on solid job growth,” Jim Puzzanghera, <http://www.latimes.com/business/la-fi-jobs-20141108-story.html>

- Solid job growth in October, the ninth straight month with more than 200,000 new jobs created, and a drop in the unemployment rate to a new six-year low of 5.8% showed that the labor market is strengthening.
- But workers still aren't seeing much improvement where it counts most — in their paychecks.
- Wages grew slightly in October after two months with no gains, the Labor Department said Friday. Still, average hourly earnings during the last year have risen just 2%, a little more than the rate of inflation.
- "Employers are still holding all the cards," said Elise Gould, senior economist at the Economic Policy Institute, a think tank focused on the needs of low- and middle-income workers. "There are so many potential workers out there that employers don't really need to pay higher wages."



Workforce Investment Board of Ventura County Job Outlook Report October 2014

- The pool of unemployed workers shrank last month as the U.S. notched a record 49th straight month of overall job gains with 214,000 net new jobs.
- October's figure was well off September's upwardly revised figure of 256,000 and below economists' expectations. The Labor Department also raised August's original estimate, adding a total of 31,000 more positions in those two months.
- The revisions pushed August's total to 203,000, which meant that the best streak of job creation since the 1990s did not end in the summer, as was originally thought.

November 7, 2014, CNBC, "Payrolls grow by 214K; jobless rate hits 6-year low," Javier E. David,
<http://www.cnbc.com/id/102132228>

- The U.S. economy created 214,000 jobs in October, the Labor Department reported November 7th, pushing the unemployment rate to its lowest level in six years and suggesting the labor market recovery remained intact.
- Although October's nonfarm payroll data fell short of Wall Street's estimates, which had expected jobs growth at 231,000, the prior two months were revised upward by a net 31,000 jobs.
- The closely watched unemployment rate dipped to 5.8 percent in the month, its lowest since 2008. However, the labor force participation rate—considered by some economists to be a more reliable barometer of labor conditions—rose only modestly to 62.8 from 62.7 percent. That indicator remains mostly flat since April, the Labor Department said, and remains mired at its lowest level in nearly four decades.
- The employment report highlighted 2.2 million "marginally attached" workers, people not in the labor force who want work, yet are not counted as unemployed because they haven't actively sought employment. Among that number, 770,000 were counted as "discouraged" workers who don't believe there are jobs available for them.

November 5, 2014, Christian Science Monitor, "ADP: US private employers added 230,000 jobs in October," Staff, Associated Press, <http://www.csmonitor.com/Business/Latest-News-Wires/2014/1105/ADP-US-private-employers-added-230-000-jobs-in-October-video>

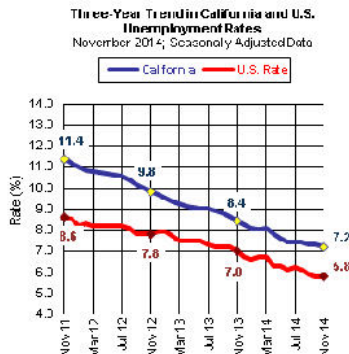
- US companies added 230,000 jobs in October, the most in four months and a sign that businesses are still willing to hire despite signs of slowing growth overseas.
- Payroll processor ADP said Wednesday that the job gains were slightly ahead of the 225,000 added in September, which was revised up from an initial estimate of 213,000 and the ADP report's biggest total since June. Job gains above 200,000 are usually enough to lower the unemployment rate.
- September payroll gains were revised higher to 225,000, from an initially reported 213,000. Goods-producing payrolls increased by 48,000, with 15,000 jobs coming from manufacturing. Service-providing employers added 18,000 workers to payrolls last month.
- The figures indicate that the government's jobs report on Friday could show a healthy pace of hiring. The ADP numbers cover only private businesses and sometimes diverge from the government's more comprehensive report.



Workforce Investment Board of Ventura County Job Outlook Report November 2014

(1) STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD) LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE: Statewide Labor Market Review

<http://www.labormarketinfo.edd.ca.gov/>



Top Statistics - November

- Unemployment Rate: 7.2% | -0.1
- Labor Force: 18,822,200 | +64,700
- Employment: 17,467,000 | +70,700
- Unemployment: 1,355,200 | -6,000
- Non Farm Jobs: 15,650,500 | +90,100

CA NSA = 7.1%
US NSA = 5.5%

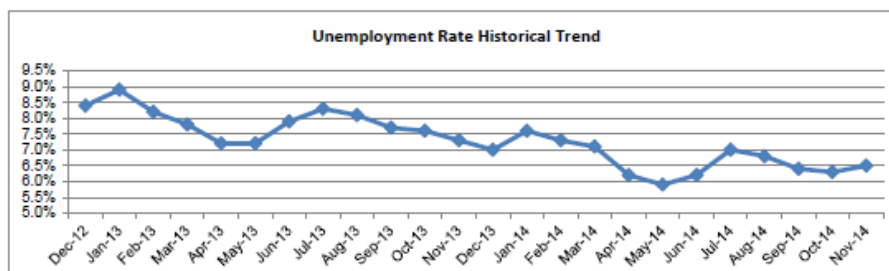
- California's seasonally adjusted unemployment rate was 7.2 percent in November, down 0.1 percentage point from October, and down 1.2 percentage points from one year ago.
- Civilian employment increased by 71,000 in November to 17,467,000 persons, following an increase of 89,000 in October. On a year-over basis, civilian employment was up 2.8 percent.
- Unemployment decreased by 6,000 in November to 1,355,000 persons. The number of unemployed was down 209,000 persons (13.4 percent) from November 2013. Over the year, the California civilian labor force was up 265,000 persons (1.4 percent) in November 2014.
- By age group, the unemployment rate was highest for Californians aged 16-19 years at 26.6 percent, down 0.3 percentage point from October. The rates for the five age groups between 20 and 64 years ranged from 5.9 percent to 11.5 percent.
- There were 1,205,000 persons who worked part time involuntarily, also known as "part time for economic reasons." They comprised 7.0 percent of all persons at work during the survey week. The number of persons who worked part time for economic reasons has decreased by 103,000 (7.9 percent) since November 2013.
- Persons not in the labor force increased by 5,000 (0.0 percent) in November to 11,287,000. Over the past year, the number of persons not in the labor force has increased 308,000 (2.8 percent). The number of persons who are not in the labor force but want a job increased 8,000 (0.9 percent) from October and has decreased by 40,000 (4.4 percent) to 868,000 persons since November 2013.

LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE Ventura County:

[http://www.calmis.ca.gov/file/lfmonth/vent\\$pds.pdf](http://www.calmis.ca.gov/file/lfmonth/vent$pds.pdf)

OXNARD-THOUSAND OAKS-VENTURA METROPOLITAN STATISTICAL AREA (MSA) (Ventura County)

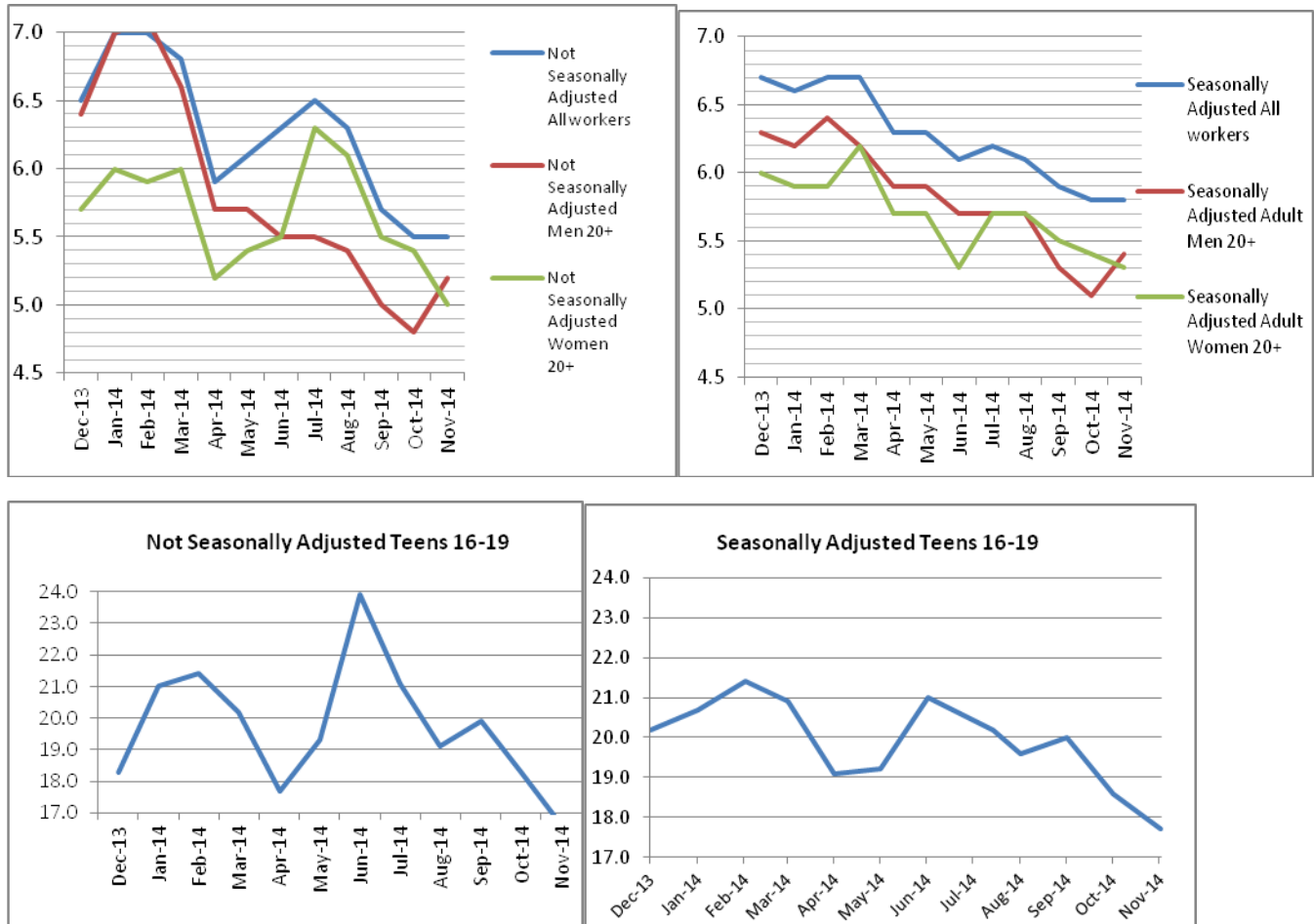
The unemployment rate in the Ventura County was 6.5 percent in November 2014, up from a revised 6.3 percent in October 2014, and below the year-ago estimate of 7.3 percent. This compares with an unadjusted unemployment rate of 7.1 percent for California and 5.5 percent for the nation during the same period.





Workforce Investment Board of Ventura County Job Outlook Report November 2014

(2) UNITED STATES DEPARTMENT OF LABOR - THE EMPLOYMENT SITUATION: NOVEMBER 2014: Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments. DOL Release - <http://www.bls.gov/news.release/pdf/empst.pdf>



- Total nonfarm payroll employment increased by 321,000 in November, and the unemployment rate was unchanged at 5.8 percent, the U.S. Bureau of Labor Statistics reported on December 5th. Job gains were widespread, led by growth in professional and business services, retail trade, health care, and manufacturing.
- In November, the unemployment rate held at 5.8 percent, and the number of unemployed persons was little changed at 9.1 million.
- Over the year, the unemployment rate and the number of unemployed persons were down by 1.2 percentage points and 1.7 million, respectively.
- The number of long-term unemployed was little changed at 2.8 million in November. These individuals accounted for 30.7 percent of the unemployed. Over the past 12 months, the number of long-term unemployed declined by 1.2 million.
- The civilian labor force participation rate held at 62.8 percent in November and has been essentially unchanged since April.
- The employment-population ratio, at 59.2 percent, was unchanged in November but is up by 0.6 percentage point over the year.
- In November, manufacturing added 28,000 jobs.. Over the year, manufacturing has added 171,000 jobs, largely in durable goods.



Workforce Investment Board of Ventura County

Job Outlook Report

November 2014

3) UNITED STATES DEPARTMENT OF LABOR - UNEMPLOYMENT INSURANCE WEEKLY CLAIMS REPORT:
Weekly national tracking of **insured** unemployment statistics comparing current week to previous week, month and year. DOL Claims Report - <http://www.dol.gov/ui/data.pdf>

UNEMPLOYMENT INSURANCE DATA FOR REGULAR STATE PROGRAMS

WEEK ENDING	December 13	December 6	Change	November 29	<u>Prior Year</u>
Initial Claims (SA)	289,000	295,000	-6,000	297,000	368,000
Initial Claims (NSA)	326,930	388,771	-61,841	294,389	414,613
4-Wk Moving Average (SA)	298,750	299,500	-750	299,000	341,750
WEEK ENDING	December 6	November 29	Change	November 22	<u>Prior Year</u>
Insured Unemployment (SA)	2,373,000	2,520,000	-147,000	2,372,000	2,887,000
Insured Unemployment (NSA)	2,349,128	2,515,262	-166,134	2,102,005	2,880,807
4-Wk Moving Average (SA)	2,397,000	2,387,000	+10,000	2,357,750	2,835,250
<u>Insured Unemployment Rate (SA)²</u>	1.8%	1.9%	-0.1	1.8%	2.2%
<u>Insured Unemployment Rate (NSA)²</u>	1.8%	1.9%	-0.1	1.6%	2.2%

(4) CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES NOVEMBER 2014 REPORT

Measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas. <http://www.conferenceboard.org/data/helpwantedonline.cfm>

Region	Number of unemployed people per online job posted
USA	1.77
California	2.37
Los Angeles	2.77

- Online advertised vacancies rose 170,200 to 5,253,900 in November, according to *The Conference Board Help Wanted OnLine®* (HWOL) Data Series, released December 3rd.
- The October Supply/Demand rate stands at 1.77 unemployed for each advertised vacancy with a total of 3.9 million more unemployed workers than the number of advertised vacancies.
- The number of unemployed was 9.0 million in October.
- In November, the West experienced the largest increase in labor demand: 56,400, led by Los Angeles, which rose 6,200 to 177,100. Of the states, California experienced by far the largest increase, 18,900, to 593,300.
- The number of postings does not, however, tell the entire story. A crucial factor is how many unemployed people are seeking jobs and how much competition there is for the jobs that are available. Unemployed workers face great competition for each advertised position in Riverside (nearly 5 unemployed for every opening) as well as Los Angeles, and Sacramento (nearly 3 unemployed for every opening).



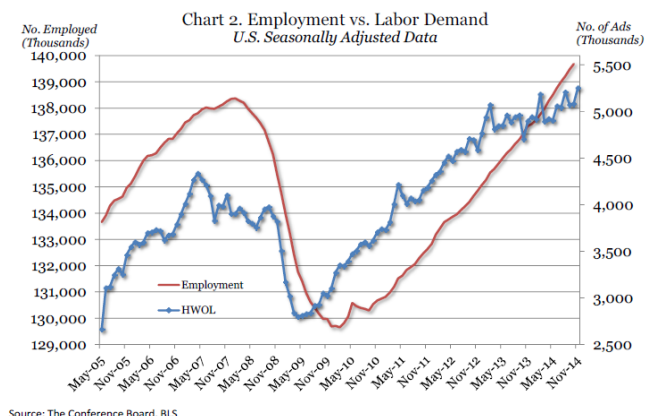
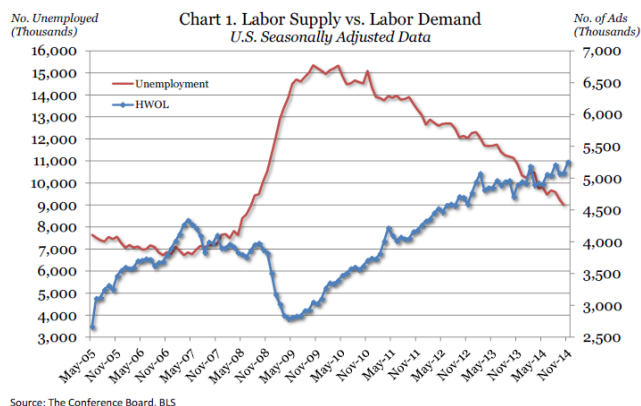
Workforce Investment Board of Ventura County

Job Outlook Report

November 2014

Red -
Unemployment

Blue - Help
Wanted Online



(5) THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX NOVEMBER 2014

This report offers a short-term, forward look at employment on its own. It gives economists and investors a new forecasting tool. It also helps business executives sharpen their short- to medium-term hiring and compensation planning. <http://www.conference-board.org/press/>

- The Conference Board Employment Trends Index™ (ETI) increased in November. The index now stands at 123.24, up from 122.8 (a downward revision) in October. This represents a 6.1 percent gain in the ETI compared to a year ago.
- “The Employment Trends Index increased for the 11th straight month in November, and recent solid improvements suggest that strong job growth is likely to continue into early next year,” said Gad Levanon, Managing Director of Macroeconomic and Labor Market Research at The Conference Board. “We will probably reach the natural rate of unemployment, 5.5 percent, within a few months, and these tighter labor market conditions should lead to acceleration in wage growth.”
- November’s increase in the ETI was driven by positive contributions from five of the eight components. In order from the largest positive contributor to the smallest, these were: Industrial Production, Ratio of Involuntarily Part-time to All Part-time Workers, Number of Temporary Employees, Real Manufacturing and Trade Sales, and Job Openings.



Workforce Investment Board of Ventura County

Job Outlook Report

November 2014

Relevant News

December 19, 2014, Associated Press, "Unemployment rates fell in 41 US states last month,"

http://www.washingtonpost.com/politics/unemployment-rates-fell-in-41-us-states-last-month/2014/12/19/e499657e-8794-11e4-abcf-5a3d7b3b20b8_story.html

- Unemployment rates fell in 41 U.S. states in November and were unchanged in six more, reflecting healthy job gains across the country.
- Solid economic growth since the spring has encouraged more employers to step up hiring. The U.S. has added nearly 2.7 million jobs this year, the most since 1999. That has lowered unemployment rates in most of the country.
- Nationwide, the unemployment rate was 5.8 percent in November, down from 7 percent a year ago. Employers added 321,000 jobs last month, the most in three years.
- The biggest job gains occurred in California, which added 90,100 jobs in November, followed by Florida, which gained 41,900. Texas added the third-most jobs, with 34,800.
- California posted a large increase in a category that includes retail and shipping jobs, likely reflecting some hiring for the holiday shopping season. It also saw big gains in hotels and restaurants and professional and business services, which includes higher-paying jobs such as accountants and architects.

December 10, 2014, Los Angeles Times, "California unemployment to drop closer to U.S. rate," Chris Kirkham, <http://www.latimes.com/business/la-fi-ucla-economic-forecast-20141210-story.html>

- California's unemployment rate will nearly equal that of the nation within two years, according to a new forecast.
- The state's jobless rate currently sits at 7.3% — the nation's fifth highest, and well above the overall U.S. rate of 5.8%. But California's job creation has outpaced the national average since 2012, a trend that will continue, according to the quarterly UCLA Anderson Forecast released Wednesday.
- The analysis predicts that the state's unemployment rate will fall to 5.3% by the end of 2016, just slightly higher than the projected national unemployment rate of 5%.
- "We're making good progress and we expect that to continue," said Jerry Nickelsburg, a senior economist with the Anderson Forecast who focuses on the California economy.
- The report cautions that the state's economy has undergone a fundamental shift since the Great Recession, one that means diminished job prospects for middle-class workers in industries such as construction and manufacturing.
- As California's workforce shifts toward the higher-skilled information and technology sectors, the change threatens to leave "a sizable segment of the state's working population out in the cold," the report concluded.

December 5, 2014, CNBC, "US created 321K nonfarm jobs; jobless rate at 5.8%, Jeff Cox, <http://www.cnbc.com/id/102243063>

- Job creation surged in November, with the U.S. economy adding a dazzling 321,000 positions though the unemployment rate held steady at 5.8 percent, according to a government report.
- Economists were expecting 230,000 new nonfarm payrolls jobs and unemployment at 5.8 percent. The reported number for October was revised higher to 243,000 jobs. September's number also was boosted, from 256,000 to 271,000.
- The dramatic move was well above the average of 224,000 a month over the past year. An alternative measure of job creation that includes discouraged workers and the underemployed edged lower, from 11.5 percent to 11.4 percent.
- Despite the rosy overall numbers, the actual employment level was little changed, with just 4,000 more Americans at work for the month, according to the household survey. The total unemployment level rose by 115,000.



Workforce Investment Board of Ventura County

Job Outlook Report

November 2014

December 5, 2014, Los Angeles Times, “Promising jobs report suggests Americans’ earnings are rising again,” Don Lee, <http://www.latimes.com/business/jobs/la-fi-nov-2014-jobs-20141205-story.html>

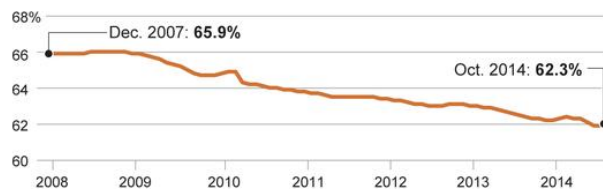
- Providing a surprising and much-needed bit of momentum to a shaky global economy, government figures released Friday show the U.S. economy is on track this year to create the most jobs since 1999.
- Best of all for U.S. workers, average hourly wages rose by 9 cents from October, the biggest month-to-month gain in 18 months.
- The hiring in November far exceeded expectations for job growth of about 225,000. There were strong gains at retailers ahead of the holiday season, but also a burst of new hires in the better-paying business services category that includes computer programmers and engineers. Manufacturing, construction, healthcare and even financial services all added a solid batch of jobs last month.
- As yet, however, the pay of the typical worker has not budged on a year-to-year basis.
- In November, the average hourly earnings for all private-sector employees saw a solid increase of 9 cents from October, to \$24.66. Still, that was 2.1% higher than a year ago, just a notch above the rate of inflation and within the narrow 2%-2.1% band in which it has stayed all year long.

December 4, 2014, Los Angeles Times, “California’s shrinking workforce has troubling implications,” Tiffany Hsu, <http://www.latimes.com/business/la-fi-shrinking-workforce-20141204-story.html>

- The proportion of working-age Californians who are employed or actively seeking employment — known as the labor force participation rate — is the smallest it has been since the 1970s. In October, the state's rate, 62.3%, fell below the national rate of 62.8%. Both rates have fallen sharply since the recession.
- "The unemployment rate continues to be the main rate people think of, but it's misleading — and grows more misleading every day," said Michael S. Bernick, a former director of the state Employment Development Department. "That the participation rate is going down should signal a number of issues beneath the surface."

Steady decline

The ratio of Californians willing to work compared to the overall working-age population is shrinking.



Source: California Employment Development Department

@latimesgraphics

- The rising number of workforce dropouts has troubling implications for the state's competitiveness, entitlement programs, consumer spending and more, economists said. An economic forecast released Wednesday by Chapman University suggested that the slack labor market still has room to grow.
- A shrinking labor force could force employers to recruit outside the state, raising immigration and visa issues. Households with fewer breadwinners might scale back spending. A disproportionately small pool of earners may mean less tax revenue for public programs such as Medicare.



WIB - Proposed Website Site Map - V2

12/30/2014

HEADER - LOGO		SEARCH (Google Custom Search Widget)	
(drop downs appear top/bottom)		JOB SEEKERS	EMPLOYERS
		ABOUT US	RESOURCES
PHOTO SLIDER WITH < & >, TITLES, CLICKABLE (4 to 6)			
WELCOME COPY/PHOTOS Plus: Link to Workforce Wednesday & Link to Job Outlook		Workforce Development (link to landing page)	
Calendar (please refer to comp and current site for reference)		Job Market (link to landing page)	
Economic Development (VCGB LOGO MINIMAL COPY LINK TO EXTERNAL WEBSITE)	Youth Center (VCJWF ICON MINIMAL COPY LINK TO EXTERNAL WEBSITE)	Now Featuring (ROTATING FEATURE LINKS I.E. AMERICA'S JOB CENTER, MANUFACTURER'S ROUNDTABLE. ON THE JOB TRAINING, HIRE A HERO-HIRE A VET, ETC. assume 3 rotating links)	
(Assumes 6 pages/drop down)	Job Seekers	Employers	About Us
	Employment Services	Business Consulting	WIB Members
	Training	Recruitment Services	WIB Committees
	Eligible Training Provider List	Open Doors to Youth	WIB Outreach
	Blank	Workforce Services	WIB Strategic Plan
	Blank	Blank	WIA (WIOA)
	Blank	Blank	Blank
Contact Us	Site Map	Terms of Use	Privacy
(Need email system)			Join Our Mailing List (Constant Contact Widget)

If requested, the agenda will be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Information regarding how, to whom and when a request for disability related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting. To request information, please contact the Ventura County Workforce Investment Board staff at (805) 477-5306.



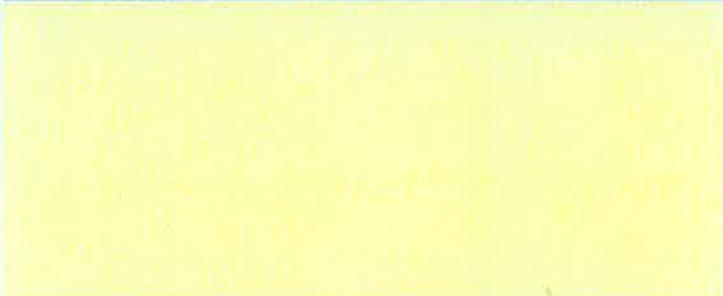
WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

[JOB SEEKERS](#)[EMPLOYERS](#)[ABOUT US](#)[RESOURCES](#)

CA Manufacturing Industries: Employment and Competitiveness (June 2014)



WELCOME COPY/ PHOTOS



CAREER DEVELOPMENT



CALENDAR

COMMITTEE	DATE	AGENDA	PREVIOUS MEETING

JOB MARKET



ECONOMIC DEVELOPMENT - VCGB



HOW DO I FIND...

JOBS WITH A FUTURE



ROTATING FEATURES

[JOB SEEKERS](#)[EMPLOYERS](#)[ABOUT US](#)[RESOURCES](#)[CONTACT US](#)[SITE MAP](#)[TERMS OF USE](#)[PRIVACY](#)[JOIN OUR MAILING LIST](#)

If requested, the agenda will be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Information regarding how, to whom and when a request for disability related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting. To request information, please contact the Ventura County Workforce Investment Board staff at (805) 477-5308.