



WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday, March 18, 2015
8:30 a.m. - 10:00 a.m.

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

AGENDA

8:30 a.m.	1.0 Call to Order and Agenda Review	Brian Gabler
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.	Brian Gabler
8:34 a.m.	3.0 Approval of Minutes: January 21, 2015	Brian Gabler
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
9:40 a.m.	7.0 JobLink Kiosk Update	Talia Barrera
9:45 a.m.	8.0 Ventura County Regional Strategic Workforce Development Plan: Transition from WIA to WIOA	Cheryl Moore
9:55 a.m.	9.0 Committee Member Comments	Committee Members
10:00 a.m.	10.0 Adjournment	Brian Gabler

Next Meeting

May 20, 2015 (8:30 a.m.–10:00 a.m.)
Economic Development Collaborative-Ventura County
1601 Carmen Drive, Suite #215, Camarillo, CA

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

For information about the Workforce Investment Board of Ventura County, go to www.wib.ventura.org.

WIB Outreach Committee Meeting

January 21, 2015

MINUTES

Meeting Attendees

Marketing Committee

Brian Gabler (Chair)
Jim Faul (V(ice Chair)
Will Berg
Victoria Jump

WIB Staff

Talia Barrera
Cheryl Moore

Guests

Heidi Hayes (theAgency)
Christy Norton (Community
Services Department/WIA)

1.0 Call to Order

Jim Faul called the meeting to order at 8:32 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: November 19, 2014

Motion to approve: Will Berg

Second: Bruce Stenslie

Motion carried unanimously

4.0 CSD/WIA Event Report

Christy Norton provided an oral summary of activities that the Community Services Department/WIA accomplished in the second 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

The Committee discussed November 2014-January 2015 WIB outreach projects and activities, as reported by theAgency and summarized below:

- Employer Outreach
 - Workforce Wednesday
 - November 19 – Why Hiring a Vet is Good Business. Participant: David Sasek, Director of Water & Sanitation COV, former Chief of Staff Officer, Navy Base Ventura County and WIB committee member
 - January 21 – Bridging the Workforce Generational Gap. Participants: Dr. Roger Rice, Deputy Superintendent of Ventura County Office of Education and a member of the WIB and Sean Bhardwaj CEO of Aspire Entrepreneur Education Experiences
 - *Workforce Update* e-newsletter:
 - December 15 – sent to 419 WIB cohorts with an open rate of 27.7%
 - Ventura County Grows Business Website and Facebook: September-October 2014
 - Facebook – 1,241 Fans
 - Website – 2,143 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

<u>Date</u>	<u>Group</u>	<u>Speaker</u>
9/11/14	Jobs for Our Future	Mike Soules
10/24/14	Hong Kong Trade Council	Cheryl Moore
11/6/14	Ventura Chamber: Economic Development	Bernardo M. Perez
1/6/15	Rotary Ojai West	Bernardo M. Perez
1/8/15	Conejo Valley Chamber of Commerce	Jim Faul
1/9/15	Rotary Club of Moorpark	Alex Rivera
1/15/15	Moorpark Morning Rotary Club	Bernardo M. Perez
1/27/15	Rotary Club of Simi Valley	Sandy Werner
2/12/15	Oxnard Chamber of Commerce	Will Berg
3/5/15	Simi Valley Chamber of Commerce	Brian Gabler

- Job Seeker Outreach

- Career Shops: Posted October and November workshops on Facebook.

- Clips: Posted workshop info in the following:

Sespe Sun
 Santa Rosa Community News
 805 Coffee News
 KDAR
 Happenings
 Santa Paula Times
 Simi Acorn
 VC Reporter

- Youth Outreach

Youth success story posters: three new posters featuring Juliana Gomez, Miguel Macias, and Phillip Olive

- General Outreach

Media relations:

- Acorn – Melissa Simon interview with Cheryl Moore – CEDS Report Implications, ran interview January 2, 2015
- Op-Eds – Brighter Days, Mike Soules, ran December 14, 2014
- The Older Workforce Challenge – Victoria Jump, ran February 1, 2015
- Job Outlook E-blast – developed and distributed a new e-blast highlighting local, state and national employment information (will continue monthly)

6.0 2015 WIB Awards

The 2015 WIB Awards nomination form (attached) available online, featured in the next edition of Workforce Update, announced to the media through a press release.

7.0 Ventura County Regional Strategic Workforce Development Plan

Cheryl Moore shared 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 mandated by the California WIB. More to come as soon as WIB staff receive additional information.

8.0 Committee Member Comments

No comments

9.0 Adjournment

The meeting adjourned at 10:00 a.m.

Next Meeting

March 18, 2015 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative – Ventura County (EDC-VC)

1601 Carmen Drive, Suite #215, Camarillo, CA



WIB Outreach Update: January 17 – March 13, 2015

Employer Outreach

- **Workforce Wednesday - *WIB***
 - **February 18** – Developing career readiness in hospitality. Victor Dollar, VP Sales Brighton Management and Rebekah Evans, Executive Director of the VCLA
 - **March 25** – Infrastructure and skills-readiness for Clean/Green Jobs. Nancy Williams, So Cal Edison, John Brooks, Senior Analyst Environmental Programs, City of Thousand Oaks
- **February 2015 – Workforce Update Eblast *WIB***
 - **February 24 – WIB Cohorts: 365 Sent/32.7% Open Rate**
 - **February 24 – Biz List: 11,675 Sent/10% Open Rate**
- **Ventura County Grows Business Website & Facebook – July 1, 2014 to March 13, 2015**
 - **Website: 35% increase over July 1 to January 16, 2014**
 - 3,234 Sessions/2,903 Unique Visitors
 - 1:19 minute average session duration & 1.93 pages/session
 - 70.93% Bounce Rate
 - **Facebook – 1,253 Fans**
 - 1,253 Fans – 1% increase from January 2015, and a 3% increase over previous year
 - **Reach** - The page increased its overall reach to 9,976 Facebook users and increase of 1,599% from January 2015 and a 7,026% increase over increase previous year
 - **Facebook Paid Media** - :15 video shorts were developed from the 11 testimonials and 3:30 TV spots for use in social media. Ads are still running and preliminary results are very promising.
 - 16,515 views
 - Reach of 24,778
 - Cost of \$0.02 per view
 - 1,467 clicks
 - CTR 3.9% (the average CTR for social ads is between 0.5%-2%).
 - **Speakers Bureau – VCGB Speakers Bureau presentations in process:**

<u>Date/Time</u>	<u>Group</u>	<u>Place</u>	<u>Speaker</u>
Spring 2014	Camarillo Sunrise Rotary	Spanish Hills CC	Heidi Hayes
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	Heidi Hayes
TH 2/12/15 AM	Oxnard Chamber of Commerce		Will Berg
TH 3/5/15 8:45AM	Simi Valley Chamber of Commerce		Brian Gabler
W 6/10 at noon	Camarillo Noontime Rotary	Spiritual Living Ctr	Alex Rivera



WIB Outreach Update: January 17 – March 13, 2015

- **Requests sent and coordinating responses/dates:**
 - 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 - emailed 3/4
 - Rotary Club of Westlake Village Sunrise
 - Camarillo Chamber - sent reminders 1/16, 3/11
 - Santa Paula Chamber - sent reminders 1/16, 3/11
 - Moorpark Chamber - sent reminders 1/16, 3/11

Employer Outreach – In Development/Consideration

- **April 2015 Issue “Workforce Update”**
- **Workforce Update** – Eblast redesign to coincide with WIB overall redesign. Part of amended work project. 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, time period
 - 2,700 Sessions/2,431 Visits
 - 2.05 pages per visit/1.21 minutes average visit duration
 - 63.78% bounce rate
- **2015 Spring Youth Outreach**
 - Implementation to begin April 20, 2015
 - Media plan developed/approved
 - TV Spot Update in process
 - Banners in development
 - Spanish radio in development
 - :30 Pandora spot in development
 - Update/Add new content to VCJWF website
 - Twitter page in development
 - Career Center Eblast – Time to distribute with youth paid media outreach
 - Boys & Girls Club After School Program Presentations
 - PPT in development.

City	Acquisition
	Sessions
	2,048 % of Total: 59.31% (3,453)
1. Oxnard	413 (20.17%)
2. Ventura	387 (18.90%)
3. Camarillo	321 (15.67%)
4. Thousand Oaks	196 (9.57%)
5. Los Angeles	127 (6.20%)
6. Simi Valley	75 (3.66%)
7. Agoura Hills	56 (2.73%)
8. Fillmore	54 (2.64%)
9. Santa Paula	47 (2.29%)
10. Moorpark	45 (2.20%)

to
2014

Youth Outreach in Development

- **Youth Case Studies** – Continue to coordinate with VACE, Pathpoint and BGC to develop WIB-program-related case histories



WIB Outreach Update: January 17 – March 13, 2015

Job Seeker Outreach

- **Career Shops**
- Sent April workshops listing out on March 9.
- Sent March career workshops on February 3.
- Sent February career workshops on January 19

Clips:

- 805Calendar.com – running April 29 Simi career workshop listing
- Moorpark and Agoura Hills Patches – running April 29 CalJOBS workshop in Simi Valley listing
- KDAR – running April workshops listing
- VC Reporter – running March workshops listing
- KDAR – running March listings info
- Santa Paula Times – running March workshops listing
- 805 News – running February 28 Simi CalJOBS listing
- Santa Paula Times – running February career workshop listing
- VC Reporter – ran January career workshop listing
- Moorpark and Agoura Hills Patches – running February workshop listings
- 805Calendar.com – running the March 25 CalJOBS workshop in Simi Valley
- Moorpark and Agoura Hills Patches – running March 25 CalJOBS workshop in Simi Valley

Job Seeker Outreach in Development

- **Transition JCC collateral to AJCC where needed.** Part of upcoming amended work project. See general outreach.

General Outreach

Media Relations & Various *WIB*

- **Acorn Melissa Simon Interview with Cheryl Moore** – CEDS Report Implications

Clips:

- Camarillo Acorn – ran article with Cheryl's quote January 16

- **Op-Eds *WIB***

- **The Older Workforce Challenge** – Op-ed piece on older workers – approved with minor revisions and sent to the Star. posted online January 31, ran February 1

- **Prepared WIB Awards nomination news release.** Sent to media and elected officials February 18.

Clips:

- TO Acorn – ran WIB Awards nominations release February 26
- VC Star – ran WIB Awards nominations release March 1 (posted February 28)
http://www.vcstar.com/ugc/yournews/nominations-open-for-2015-annual-wib-awards_189089
- Moorpark Acorn – ran WIB Awards nominations release March 6
- Simi Acorn – ran WIB Awards nominations release March 6
- Moorpark and Agoura Hills Patches – running WIB Awards nominations release
- PubMemo.com – ran WIB Awards release (pulled from PRLog.org.) <http://www.pr.com/press-release/606545>
- <http://www.prlog.org/12426871-nominations-open-for-2015-annual-wib-awards.html> (147 unique views)



WIB Outreach Update: January 17 – March 13, 2015

- **2015 WIB Award Fillable Nomination Form & Logo Completed**
- **WIB Website Redesign/Rebranding**
 - Home Page & Landing Page Design Approved – 2/27/15
 - Logo redesign approved 2/27/15
 - Site Map Redesign approved 3/12/15 Redesign site map and develop creative design
 - PSD design files for the above to H.S.A. IT on 3/16/15
 - Develop 'content' document draft to WIB staff 2/9/15, awaiting WIB Staff feedback
 - Compile WIB Board Members Photos – In process
 - Develop photo resources for site placement – awaiting WIB Staff feedback
- **Job Outlook Eblast:**
 - **March 10 – WIB Cohorts: 372 Sent/27.3% Open Rate**
 - **March 10 – Biz List: 11,509 Sent/10% Open Rate**
 - **January 27 - WIB Cohorts: 419 Sent/33.1% Open Rate**
 - **January 27 – Biz List: 11,719 Sent/10% Open Rate**

General Outreach: Continued

- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for January 2015:
 - **Ventura County increased .2% from a revised 6.2%** in December 2014 to 6.4% in January 2015 (January 2014 = 7.5%)
 - **California increased .5%** from a revised 6.8% in December 2014 to 7.3% in January 2015 (January 2014 = 8.5%)
 - **U.S. increased .7%** from 5.4% in December 2014 to 6.1% in January 2015 (January 2014 = 7.0%)

General Outreach – In Development

- **WIB** - Project amendment in process for redevelopment of overall outreach elements.

The attached Projects in Process has been updated through 3/13/15.

Items in Gray = Completed

Items in Green = On Hold

3/13/15



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 Outreach	VCFWF - Spring Outreach	Social	12-Mar	13-Apr	20-Apr	Develop VCJWF Twitter page	
Youth Outreach	VCFWF - Spring Outreach	Website	12-Mar	13-Apr	20-Apr	Update/Review Content	
Youth Outreach	VCFWF - Spring Outreach	Social	12-Mar	13-Apr	20-Apr	Develop Twitter page and strategy	
Youth Outreach	VCFWF - Spring Outreach	Creative	12-Mar	13-Apr	20-Apr	Revised TV slate & V/O, Develop banners, Record spanish Radio, Develop :30 script	
Youth Outreach	VCFWF - Spring Outreach	Agency Services	2-Feb	11-Mar	20-Apr	Client reviewed proposed plan, approved 3/12/15	
Employers	Growth & Retention Spring Outreach	Direct Mail	1-Dec	n/a	1-Mar	Two mailings of 2,500 each to go out 3/9 and 3/23.	
Employers	Growth & Retention Spring Outreach	Agency Services	14-Nov	n/a	31-Mar	Media Plan submitted for review/approval 1/16/15. Media begins February 2015	
Youth Outreach	VCFWF - Spring After School Program Presentations	Agency Services	14-Nov	TBD	TBD	PPT outline draft to client for review 1/16/15. In Development.	
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; 12 confirmed as of 3/13/15	
Youth	Career Center Coordinator Eblast - Fall 2014	Agency Services	1-Jul	n/a	20-Apr	Ventura County Career counselor list and email draft provided to client 3/11/14. Approved for distribution on 11/13/14. Coordinate to go out with VCJWF	



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

Items in Gray = Completed

Items in Green = On Hold

3/13/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	New WIB Website Design	Creative Services	2-Mar		4/30/2015	Coordinate with H.S.A. IT and WIB Staff on site build out	
General	New WIB Website Photo Library	Creative Services	2-Mar		3/23/2015	Agency to provide new photo library resources. To client 3/12/15	Waiting on Client Feedback
General	New WIB Website Content	Creative Services	5-Jan		5/31/2015	Content draft to client for review 2/9/15	Waiting on Client Feedback
General	New WIB Website Design	Creative Services	29-Oct		3/16/2015	Approved by client 2/27. Finalize files to delivery PSD to IT	
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
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
Employer	Job Outlook: Redesign	Creative Services/Eblast	24-Mar		30-Jun	New look to be developed concurrently with new WIB website design.	
General	Job Outlook: February	Creative Services/Eblast	1-Feb		20-Mar		
Employer	Workforce Update: Redesign	Creative Services/Eblast	24-Mar		30-Jun	New look to be developed concurrently with new WIB website design.	

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3/13/15



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
Employer	Workforce Update: April Issue	Creative Services/Eblast	25-Feb		21-Apr	Develop content outline for WIB staff review.	
Employer	Workforce Wednesday, 3/25/15, Clean/Green Job Readiness	Agency Services	19-Feb		25-Mar	Participants: Nancy Williams, John Brooks	
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	
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	WIB Business Cards	Creative Services	1-Jul	TBD	n/a	Redesign WIB Marketing Cards	
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.	
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.	

Items in Gray = Completed

Items in Green = On Hold

3/13/15



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
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	
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	

Items in Gray = Completed

Items in Green = On Hold

3/13/15



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
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	
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	

Items in Gray = Completed

Items in Green = On Hold

3/13/15



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
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	
Job Seeker	February 2015 Career Shops	Press Release	17-Nov		n/a	Completed 1/19/15	
Employer	Workforce Wednesday, 1/21/15, Bridging the Generation Gap	Agency Services	15-Dec		21-Jan	Participants: Roger Rice, Sean Bhardwaj Completed 1/21/15	

Items in Gray = Completed

Items in Green = On Hold

3/13/15



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
General	Job Outlook: December	Creative Services/Eblast	1-Jan		27-Jan	Completed 1/27/15	
Job Seekers	Aging Workforce Op-Ed	Media Relations	1-Oct	n/a	n/a	Completed 1/31/15	
Job Seeker	March 2015 Career Shops	Press Release	17-Nov		n/a	Completed 2/3/15	
General	WIB Website: Internship Development Resources	Agency Services	1-Jul	TBD	31-Dec	Completed 2/9/15	Now to be part of new website design project.
Employers	Growth & Retention Spring Outreach	Creative	22-Jan	13-Feb	n/a	Develop :15 shorts of all VCGB testimonials and TV spots for use in Social Media. 13 shorts Completed 2/13/15	
General	2015 WIB Award Call for Nominations	Media Relations	22-Jan	n/a	18-Feb	Completed 2/18/15	
Employer	Workforce Update: February Issue	Creative Services/Eblast	16-Jan		19-Feb	Completed 2/24/15	
Employer	Workforce Wednesday, 2/18/15, Hospitality Career Readiness	Agency Services	22-Jan		18-Feb	Participants: Victor Dollar, Rebekah Evans Completed 2/25/15	
Job Seeker	Winter Outreach	Agency Services	14-Nov	n/a	TBD	Completed 2/28/15	
Job Seeker	April 2015 Career Shops	Press Release	17-Nov		n/a	Completed 3/9/15	
General	Job Outlook: January	Creative Services/Eblast	1-Jan		10-Mar	Completed 3/10/15	

Items in Gray = Completed

Items in Green = On Hold



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

3/13/15

Outreach Category	Project Reference	Element Description	<u>Project Start</u> Date	<u>Production</u> Deadline	<u>Placement</u> Date	Agency Action	Client Action
General	WIB Website Site Map Design	Creative Services	29-Oct		3/12/2015	Completed 3/12/15	
General	New WIB Logo Design	Creative Services	1-Jul	TBD	12-Mar	Approved by client 2/27. Completed 3/12/15	

2015 WIB AWARDS

Workforce Investment Board of Ventura County

Purpose

The annual Workforce Investment Board (WIB) awards are designed to recognize individuals and organizations who have demonstrated exemplary commitment to advancing workforce development in Ventura County.

Eligibility

Individuals and/or groups in Ventura County who fit the specific award criteria are eligible for nomination. An individual/group may not receive more than one WIB award per year.

Criteria

The award will be given to individuals and/or groups that have demonstrated exemplary commitment to advancing workforce development in Ventura County. Nominations may be submitted in any one of the following four categories:

- **WIB Youth Opportunity Award:** for providing internships or employment opportunities that will grow and strengthen Ventura County's future workforce.
- **WIB Collaborative Action Award:** for partnership that helps to meet employer workforce needs, improves education/workforce training, and/or supports businesses expansion/retention in Ventura County.
- **WIB Champion for Prosperity Award:** for supporting workforce development in Ventura County through job creation, job retention, business expansion, or business attraction.
- **WIB Leadership Award:** for a role model whose efforts or accomplishments embody the spirit and purpose of workforce development in Ventura County.

Nomination Process

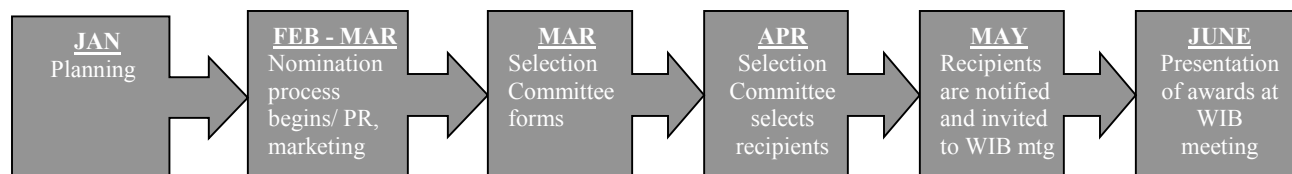
Any individual and/or organization may nominate others by completing the online WIB nomination form www.wib.ventura.org. Nominations must be submitted by _____.

Review Process

The WIB Outreach Committee forms a Selection Committee which includes at least three WIB board members. This committee meets as needed to review nominations and select recipient(s).

Presentation of WIB Awards

Recipient(s) are notified in writing and invited to attend the WIB Annual Meeting in June. At that meeting, they receive public recognition and a plaque.



more productive workforce. Mature workers will need to take advantage of training and new work experiences to keep their skills and knowledge up-to-date.

Information about opportunities for employer and job seeker training support can be found through program listings on CalJOBS (www.caljobs.ca.gov) and is available through Workforce Investment Board funding at the America's Job Center of California (AJCC) locations in Ventura County (www.wib.ventura.org).



Manufacturing Apprenticeship Playbook

Manufacturers are focusing on a critical business need to build a strong pipeline of talent that will ensure a skilled and competitive workforce, both now and in the future. In support of education and

training for the next generation of manufacturing workers, the Manufacturing Institute has released an Apprenticeship Playbook. Created in partnership with international manufacturers Alcoa, Dow, and Siemens, the playbook highlights topics such as workforce planning, public-private partnerships, and marketing. Steps to develop registered and unregistered apprenticeship "earn and learn" training programs also are provided. [Click here](#) to access the Apprenticeship Playbook online.

WIB Exceeds Federally Mandated Goals

Measured by our ability to achieve specific performance levels to benefit job seekers and youth enrolled in Workforce Investment Act (WIA) programs, the WIB must attain 80 percent of goals in nine categories required by the federal government. The 2013-2014 WIB Annual Report, recently presented to the Ventura County Board of Supervisors, confirmed last year's success rates of more than 100 percent in all nine categories. Examples of performance levels included *Youth Attainment of Degree or Certificate* of 135 percent,



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

Quick Reads:

Gallup recommends four strategies to transition people in and out of the workforce in the article "[As Baby Boomers Retire, It's Time to Replenish Talent.](#)"

Financial realities may require boomers to stay in the workforce longer, but people may not want to work fulltime. Gallup's continued series on baby boomers explores an alternative in "[Part-Time Work Can Benefit Baby Boomers and Their Employers.](#)"

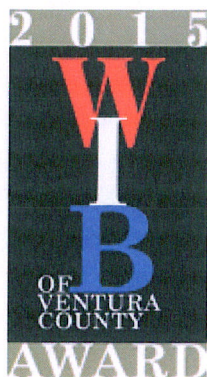
Job Outlook Dec. 2014

Unemployment
Not Seasonally Adjusted
U.S. = 5.4%
California = 6.7%
Ventura County = 5.9%

Source:
[Workforce Investment Board of Ventura County Job Outlook Report](#)

**Tune In
Workforce Wednesday**
Tom Spence
KVTA 1590-AM
March 25 at 8:40AM

Dislocated Workers *Employment Retention Rate* of 110 percent and Adults *Entered Employment Rate* of 110 percent. The WIB thanks our WIA program providers and partners for their skilled, professional support of job seekers and youth in Ventura County. To see the full 2013-2014 WIB Annual Report, go to wib.ventura.org.



Nominations Open for 2015 WIB Awards

Do you know an individual, employer, organization or partnership whose extraordinary work or volunteer efforts have helped to build a strong workforce in Ventura County? Let us know with a 2015 WIB Award nomination. At our June 18th WIB Annual Meeting, we will honor exceptional members of the Ventura County community with WIB Awards in these four categories: WIB Youth Opportunity Award, WIB Collaborative Action Award, WIB Champion for Prosperity Award, and WIB Leadership Award.

Our congratulations again to the recipients of last year's 2014 WIB Awards: Santa Clara Valley Wellness Foundation (WIB Youth Opportunity Award), OmniUpdate, Inc. (WIB Youth Opportunity Award), Rotary Club of Simi Sunrise (WIB Collaborative Action Award), Simi Valley Chamber of Commerce (WIB Collaborative Action Award), Society of Hispanic Professional Engineers, Ventura County Chapter (WIB Collaborative Action Award), VSolvit (WIB Champion for Prosperity Award) and Lilly Rudolph, senior planner, City of Ventura (WIB Champion for Prosperity Award).

Nominations for the 2015 WIB Awards are due by March 13th. Details and nomination forms are available on the [WIB website](http://wib.ventura.org).

Career Pathway Grants

[Click to listen to Feb broadcast about career opportunities in hospitality](#)

Upcoming Events

Feb. 26

WIB Board Meeting at VCOE

March 4

Youth Council at VCCF

March 13

WIB Healthcare Committee at VCCF

March 20

WIB Clean/Green Committee at VCCF

April 8

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

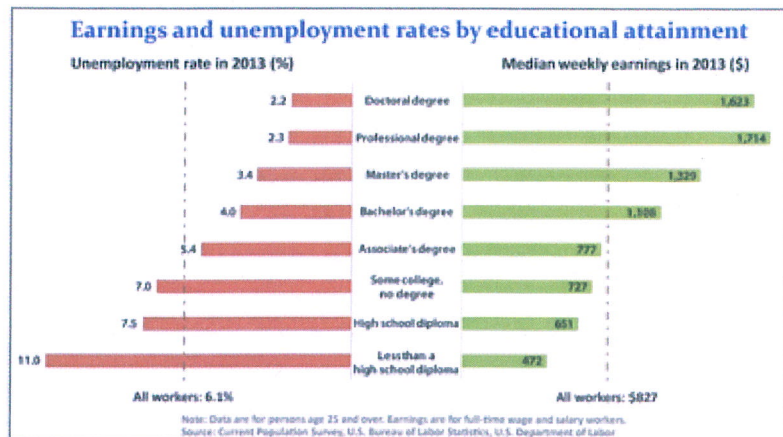
Meet the Board: Victor Dollar



Victor Dollar is Vice President of Brighton Management, which operates seven hotels and employs more than 450 people in Ventura County. Joining the WIB at the height of the recession in 2008, Victor was motivated by the challenge of finding qualified people who would choose

hospitality as a career. He says that "being on the WIB has opened my eyes to the workforce needs in many other industries, like water purification and water management—a high-paying career that can start with a certificate." Currently Chair of the WIB Clean/Green Committee, Victor is supportive of the Career Pathways Trust Grant initiatives in Ventura County that are reaching out to middle and high school youth and connecting them with employers and the world of work. As the devoted grandfather of four grandchildren, ages 10-18, Victor understands the importance of introducing career opportunities to young people.

Did You Know?



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



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[Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



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

805calendar.com

Wed, Apr 29 - 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. 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 ([click here](#)) before registering for the class. 9:00 am – 12:30 pm at East County Job & Career Center, 980 Enchanted Way, Simi Valley. Info: [805-955-2282](tel:805-955-2282) or [click here](#)



Wed, Feb 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. Space is limited. Participants must first sign up with CalJOBS prior to registering for the class ([click here](#) to sign up for CalJOBS). 9:00 am – 12:30 pm at the East County Job & Career Center, 980 Enchanted Way, Ste 105, Simi Valley. Registration / Info: [805-955-2282](tel:805-955-2282)

** Career Shops are sponsored by the Human Services Agency and the Workforce Investment Board. This is an Equal Opportunity Employer/Program/Service. TDD/TT inquiries call [1 \(800\) 735-2922](tel:18007352922). Auxiliary aids and services are available upon request to individuals with disabilities.*

Free Career Shops For Job Seekers



Event Information

Free Career Shops For Job Seekers - presented throughout January 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

Description 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) or 805-955-2282 (east county) to enroll.

Date [01/01/15](#) to [01/31/15](#) - Mon, Tue, Wed, Thu

Place No Location Available

Phone 805-204-5171

Email talía.barrera@ventura.org

Website [click here](#)



Free Career Workshop: The Power of CalJOBS

CalJOBS is an online resource to navigate California's workforce services providing employment and labor market information.

Wednesday, April 29 - 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. This class will show attendees how to use the website. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration required by calling the East County Job & Career Center at 805-955-2282 to enroll. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class.

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Wednesday, March 25 - 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. This class will show attendees how to use the website. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration required by calling the East County Job & Career Center at 805-955-2282 to enroll. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class.

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Free Career Workshops

Wednesday, April 1 - Thursday, April 30, 2015

Free Career Shops For Job Seekers - presented throughout April 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 Cen

- See more at: <http://www.kdar.com/events/default.aspx?id=69483#sthash.YroWFTSs.dpuf>



Free Job & Career Workshops

Location: throughout Ventura County

Contact tel.: 805-204-5171

Free Career Shops For Job Seekers - presented throughout March 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) or 805-955-2282 (east county) to enroll.

Event Free Career Shops For Job Seekers

Event Photo



Event Information

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Date [03/04/15](#) to [03/24/15](#) - Mon, Tue, Wed, Thu, Fri

Place No Location Available

Phone 805-204-5171

Email talía.barrera@ventura.org

Website [click here](#)

Camarillo Acorn

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.

"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.



Victoria Jump: Older workforce, new challenges

February 1, 2015



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Paul Sancya

Older workers, defined as 55 plus, 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.

Stay 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. 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 job-seekers. 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). Locally, the contractors for this program are the National Association for Hispanic Elderly and SER (Service, Employment and Redevelopment) Jobs for Progress.

Beyond the work characteristics that define the baby boomer generation — results-driven, hardworking, reliable and dedicated — these mature workers have invaluable work and life experiences of the kind that only years can bring.

Older worker advantage

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 more than 55 percent of workers age 55 to 64 have been working for the same employer for 10 years or more. Compare that with 42.7 percent of workers ages 25 to 34 who stay in their jobs for two years or less.

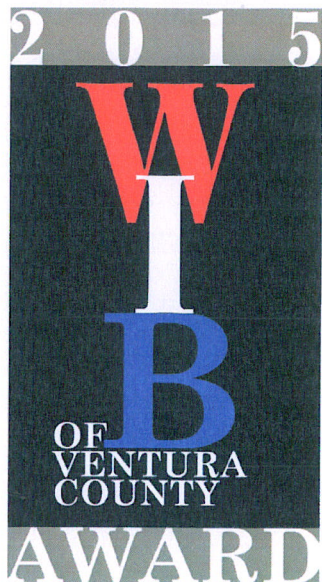
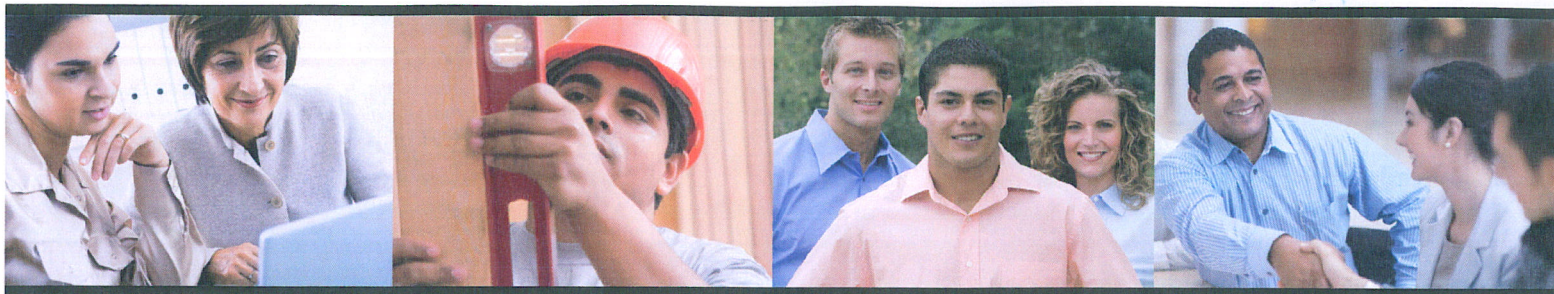
For employers, these statistics are especially important when considering the high costs associated with recruiting, training and turnover. Retaining older workers and providing supplemental training can be more cost-effective than hiring younger workers who might be inclined to jump ship at the first 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 a talent pool of older workers and forward-thinking employers need to take 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.

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An individual, employer, organization or partnership may be nominated in one or more categories for extraordinary work or volunteer effort to advance workforce development in the Ventura County region



855 Partridge Drive
Ventura, CA 93003
www.wib.ventura.org
(805) 477-5306

2015 WIB Award Nomination Form

Deadline to submit nominations is April 10, 2015

An individual, employer, organization or partnership may be nominated in one or more categories for extraordinary work or volunteer effort to advance workforce development in the Ventura County region:

WIB Youth Opportunity Award – for providing internships or employment opportunities that will grow and strengthen Ventura County's future workforce.

WIB Collaborative Action Award – for a partnership that helps to meet employer workforce needs, improves education/workforce training, and/or supports businesses expansion/retention in Ventura County.

WIB Champion for Prosperity Award – for supporting workforce development in Ventura County through job creation, job retention, business expansion, or business attraction.

WIB Leadership Award – for a role model whose efforts or accomplishments embody the spirit and purpose of workforce development in Ventura County.

Nominee _____

Organization/Company _____

Address _____

City _____ CA Zip _____

Email _____ Phone _____

Reason for Nomination (500 words or less)

*Nominated by _____

Organization/Company _____

Email _____ Phone _____

**Nominations will be accepted online at www.wib.ventura.org
or email at talia.barrera@ventura.org**

**Please no self-nominations*

Moorpark Acorn

2015-03-06 / Business

Nominations open for county business awards

The Workforce Investment Board of Ventura County is seeking nominations for the 2015 annual WIB Awards. The winners will have demonstrated an extraordinary commitment to advancing workforce development in Ventura County.

The nomination deadline is Fri., March 13.

Winners will be announced at the WIB annual meeting on June 18 in Camarillo.

An individual, employer, organization or partnership can be nominated in one or more of the following categories:

Youth Opportunity Award for providing internships or employment opportunities for youth.

Collaborative Action Award.

Champion for Prosperity Award.

Leadership Award.

Nomination forms are available online at www.wib.ventura.org.

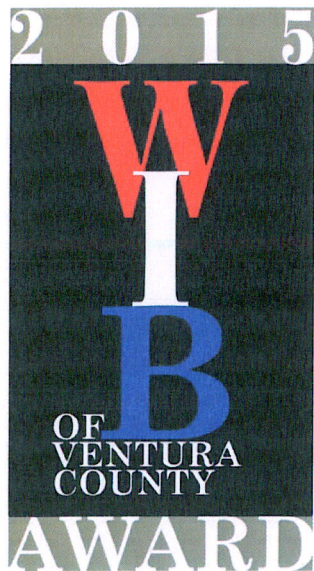
For more information, call Talia Barrera at (805) 477-5341 or email talia.barrera@ventura.org.



Nominations Open for 2015 Annual WIB Awards

The Workforce Investment Board of Ventura County (WIB) is seeking nominations for its 2015 Annual WIB Awards.

By [Diane Rumbaugh \(Star Patcher\)](#) February 18, 2015



The Workforce Investment Board of Ventura County (WIB) is seeking nominations for its 2015 Annual WIB Awards. The selected winners will have demonstrated an extraordinary commitment to advancing workforce development in the Ventura County region. The nomination deadline is March 13. Winners will be announced at the WIB Annual Meeting on June 18 at the Ventura County Office of Education (5100 Adolfo Road, Camarillo)

“Ventura County is fortunate to have outstanding business, education, labor, community and government leaders who are committed to building a strong, local workforce,” says Mike Soules,

WIB chair. "The WIB Awards is one way to give public recognition to the exceptional work they do."

An individual, employer, organization or partnership may be nominated in one or more of four categories:

WIB Youth Opportunity Award - for providing internships or employment opportunities that will grow and strengthen Ventura County's future workforce.

WIB Collaborative Action Award – for a partnership that helps to meet employer workforce needs, improves education/workforce training and/or supports business expansion/retention in Ventura County.

WIB Champion for Prosperity Award - for supporting workforce development in Ventura County through job creation, job retention, business expansion or business attraction.

WIB Leadership Award - for a role model whose efforts or accomplishments embody the spirit and purpose of workforce development in Ventura County.

WIB Award recipients for 2014 were Santa Clara Valley Wellness Foundation (WIB Youth Opportunity Award), OmniUpdate, Inc. (WIB Youth Opportunity Award), Rotary Club of Simi Sunrise (WIB Collaborative Action Award), Simi Valley Chamber of Commerce (WIB Collaborative Action Award), Society of Hispanic Professional Engineers, Ventura County Chapter (WIB Collaborative Action Award), VSolvit (WIB Champion for Prosperity Award) and Lilly Rudolph, senior planner, City of Ventura (WIB Champion for Prosperity Award).

An online nomination form is available on the WIB website: www.wib.ventura.org. For more information, contact Talia Barrera at (805) 477-5341, talia.barrera@ventura.org.

About the Workforce Investment Board

The Workforce Investment Board administers federal funds that help to support the work of America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit www.wib.ventura.org.

Simi Valley Acorn

2015-03-06 / Business

Nominees sought for workforce awards

The Workforce Investment Board of Ventura County is seeking nominations for the 2015 Annual WIB Awards.

The winners will have demonstrated an extraordinary commitment to advancing workforce development in Ventura County.

The nomination deadline is Fri., March 13.

Winners will be announced at the WIB annual meeting on June 18 at the Ventura County Office of Education, 5100 Adolfo Road, Camarillo.

An individual, employer, organization or partnership can be nominated in one or more of the following WIB categories:

Youth Opportunity Award for providing internships or employment opportunities that will grow Ventura County's future workforce.

Collaborative Action Award for a partnership that helps to meet employer workforce needs, improves workforce training or supports business expansion and retention in the county.

Champion for Prosperity Award for supporting workforce development in Ventura County through job creation, job retention, business expansion or business attraction.

Leadership Award for a role model whose efforts or accomplishments embody the spirit of workforce development in the county.

Nomination forms are available at www.wib.ventura.org.

For more information, call Talia Barrera at (805) 477-5341 or email talia.barrera@ventura.org.

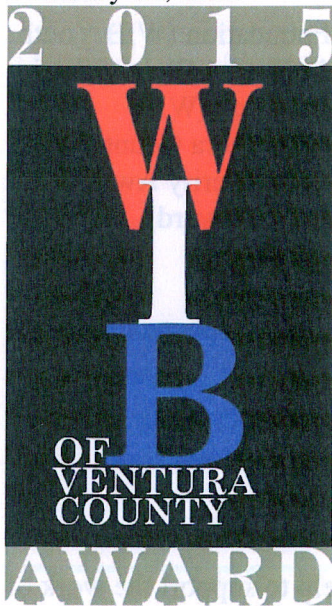


Pub Memo

Memos for the General Public

Nominations Open for 2015 Annual WIB Awards

February 18, 2015



PRLog – ***Feb. 18, 2015 – VENTURA, Calif.*** –The Workforce Investment Board of Ventura County (WIB) is seeking nominations for its 2015 Annual WIB Awards. The selected winners will have demonstrated an extraordinary commitment to advancing workforce development in the Ventura County region. The nomination deadline is March 13. Winners will be announced at the WIB Annual Meeting on June 18 at the Ventura County Office of Education (5100 Adolfo Road, Camarillo)

“Ventura County is fortunate to have outstanding business, education, labor, community and government leaders who are committed to building a strong, local workforce,” says Mike Soules, WIB chair. “The WIB Awards is one way to give public recognition to the exceptional work they do.”

An individual, employer, organization or partnership may be nominated in one or more of four categories:



Business briefs

Posted Feb. 28, 2015, Print March 1, 2015

Nominations for WIB Awards open

The Workforce Investment Board of Ventura County is seeking nominations for its 2015 annual WIB Awards.

The winners will have demonstrated a commitment to advancing workforce development in the Ventura County region. The nomination deadline is March 13. Winners will be announced at the WIB annual meeting on June 18 at the Ventura County Office of Education at 5100 Adolfo Road, Camarillo.

An individual, employer, organization or partnership may be nominated in one or more of four categories:

- WIB Youth Opportunity Award for providing internships or employment opportunities that will grow and strengthen Ventura County's future workforce.
- WIB Collaborative Action Award for a partnership that helps to meet employer workforce needs, improves education/workforce training and/or supports business expansion/retention in Ventura County.
- WIB Champion for Prosperity Award for supporting workforce development in Ventura County through job creation, job retention, business expansion or business attraction.
- WIB Leadership Award for a role model whose efforts or accomplishments embody the spirit and purpose of workforce development in Ventura County.

An online nomination form is available on the WIB website at <http://www.wib.ventura.org>. For more information, contact Talia Barrera at 477-5341 or talia.barrera@ventura.org.

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2015-02-26 / Business

B R I E F S

Awards reward workforce growth

The Workforce Investment Board of Ventura County is seeking nominations for the 2015 WIB Awards.

The winners will have demonstrated an extraordinary commitment to advancing workforce development in Ventura County.

The nomination deadline is Fri., March 13.

Winners will be announced at the WIB annual meeting on June 18 at the Ventura County Office of Education, 5100 Adolfo Road, Camarillo.

An individual, employer, organization or partnership can be nominated in one or more of the following WIB categories:

Youth Opportunity Award for providing internships or employment opportunities that will grow Ventura County's future workforce.

Collaborative Action Award for a partnership that helps to meet employer workforce needs, improves workforce training or supports business expansion or retention in the county.

Champion for Prosperity Award for supporting workforce development in Ventura County through job creation, job retention, business expansion or business attraction.

Leadership Award for a role model whose efforts or accomplishments embody the spirit of workforce development in the county.

Nomination forms are available at www.wib.ventura.org

heidi hayes

From: Workforce Investment Board <talía.barrera@ventura.org>
Sent: Tuesday, March 10, 2015 6:29 PM
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Job Outlook

January 2015 Report



Workforce
Investment Board
of Ventura County

Ventura County Labor Market Information

State Of California Employment

United States Department Of Labor - The
Employment Situation

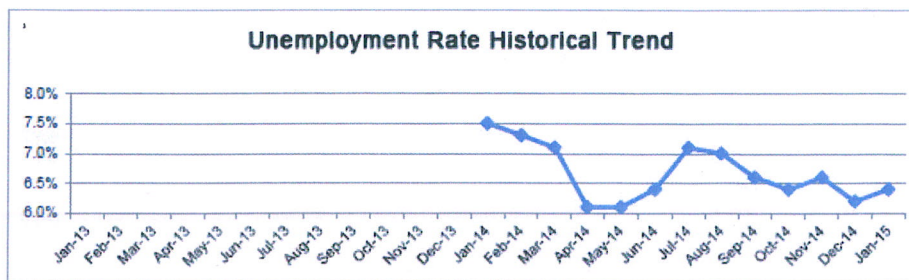
Conference Board - Help Wanted Online Data

Relevant News



Ventura County Labor Market Information:

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

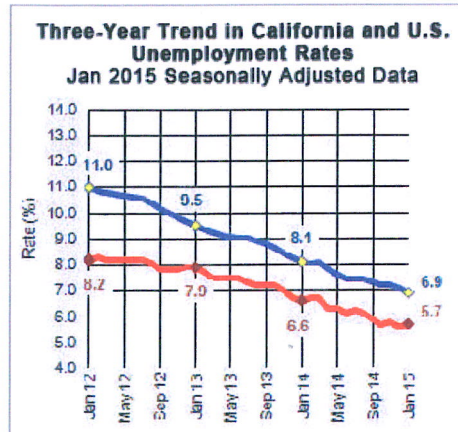


The unemployment rate in the Ventura County was 6.4 percent in January 2015, up from a revised 6.2 percent in December 2014, and below the year-ago estimate of 7.5 percent. This compares with

the same period.

Source: labormarketinfo.edd.ca.gov

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



Top Statistics - January

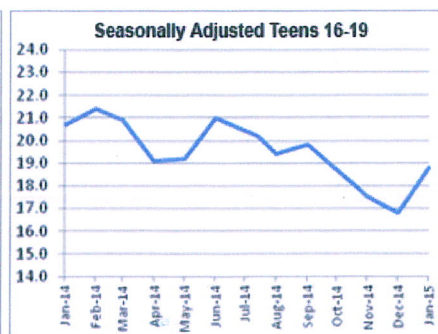
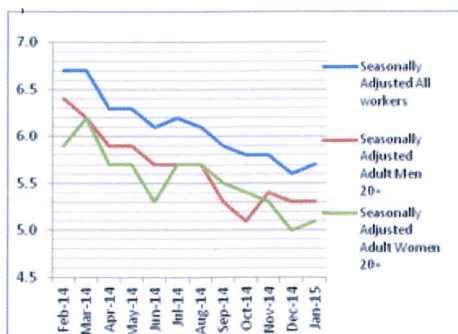
- Unemployment Rate: 6.9% | -0.2
- Labor Force: 18,936,200 | +22,500
- Employment: 17,620,300 | +54,000
- Unemployment: 1,315,900 | -31,500
- Non Farm Jobs: 15,928,000 | +67,300
- UI Initial Claims: 239,200 | -6,900

California's unemployment rate decreased to 6.9 percent in January, and nonfarm payroll jobs increased by 67,300 during the month for a total gain of 1,806,700 jobs since the recovery began in February 2010, according to data released today by the California Employment Development Department (EDD) from two separate surveys.

Source: labormarketinfo.edd.ca.gov

United States Department Of Labor - The Employment Situation: Jan. 2015

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

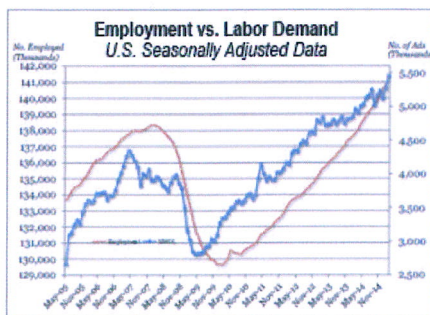


Total nonfarm payroll employment rose by 257,000 in January, and the unemployment rate was little changed at 5.7 percent, the U.S. Bureau of Labor Statistics reported February 6th. In January, the number of long-term unemployed (those jobless for 27 weeks or more) was essentially unchanged at 2.8 million. These individuals accounted for 31.5 percent of the unemployed. Over the past 12 months, the number of long-term unemployed is down by 828,000.

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 150,400 to 5,267,100 in January, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released February 4th.

Online advertised vacancies rose 184,100 to 5,451,300 in February, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released March 4th.

The January Supply/Demand rate stands at 1.70 unemployed for each advertised vacancy with a total of 3.7 million more unemployed workers than the number of advertised vacancies. The number of unemployed was 9.0 million in January.

Source: ConferenceBoard.org

Relevant News

March 6, 2015, *CNBC*, "[US added 295,000 jobs in Feb vs 240,000 est](#)," Jeff Cox

March 5, 2015, *Reuters*, "[Soft U.S. data hints at near-term hiccup in economic growth](#)," Lucia Mutikani

March 4, 2015, *Los Angeles Times*, "[Private sector added 212,000 jobs last month, down from January, ADP says](#)," Jim Puzzanghera

March 4, 2015, *Wall Street Journal*, "[For the First Time in 30 Years, Unemployment Fell in Every State in 2014](#)" Josh Mitchell

February 24, 2015, *Bloomberg*, "[One Sign Americans Won't See Big Raises Anytime Soon](#)," Jeanna Smialek

Resources



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Job Outlook 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.

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heidi hayes

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Job Outlook

December 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

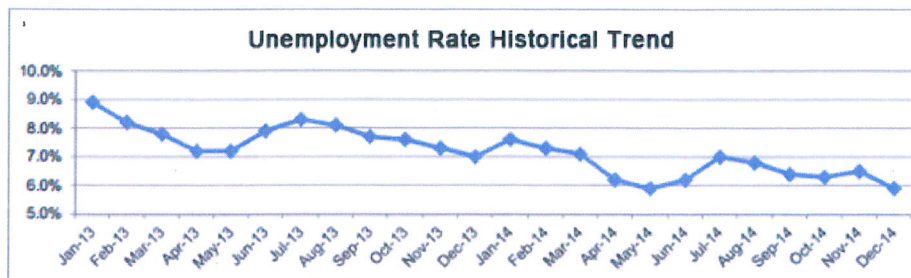
Conference Board - Help Wanted Online Data

Relevant News



Labor Market Information Ventura County:

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



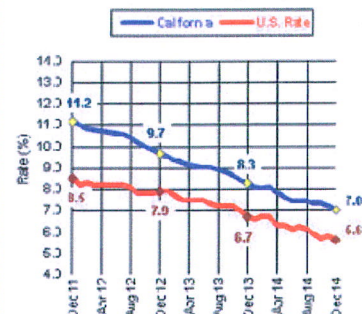
The unemployment rate in Ventura County was 5.9 percent in December, down 0.6 from 6.5 percent in November and down 1.1 percent from a year-ago estimate of 7.0 percent. This compares

the same period.

Source: www.labormarketinfo.edd.ca.gov

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

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



Top Statistics - December

- Unemployment Rate: 7.0% | **-0.2**
- Labor Force: 18,834,500 | +11,500
- Employment: 17,507,200 | +40,000
- Unemployment: 1,327,300 | **-28,500**
- Non Farm Jobs: 15,643,900 | +700
- UI Initial Claims: 246,100 | +42,600

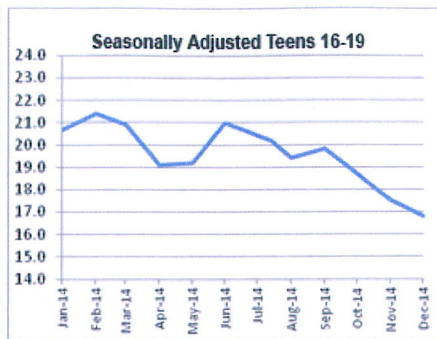
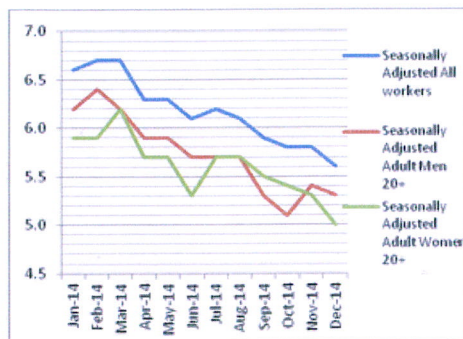
California's unemployment rate decreased to 7.0 percent in December, and nonfarm payroll jobs increased by 700 during the month for a total gain of 1,522,900 jobs since the recovery began in February 2010, according to data released January 23rd by the California Employment Development Department (EDD) from two separate surveys.

The year-over-year change, December 2013 to December 2014, shows an increase of 320,300 jobs (up 2.1 percent). The number of people unemployed in California was 1,327,000 - down by 29,000 over the month, and down by 205,000 compared with December of last year

Source: labormarketinfo.edd.ca.gov

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

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

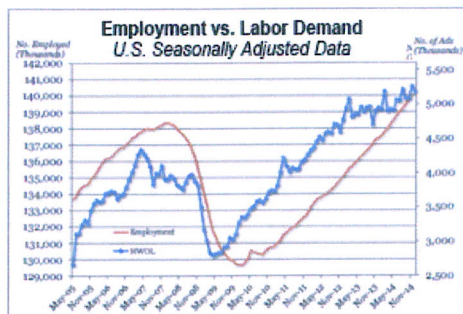


Total nonfarm payroll employment rose by 252,000 in December, and the unemployment rate declined to 5.6 percent, the U.S. Bureau of Labor Statistics reported January 9th. Job gains occurred in professional and business services, construction, food services and drinking places, health care, and manufacturing.

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 fell 79,200 to 5,174,700 in December. Online labor demand was down in 36 States and up in 14. The West experienced the largest decrease, -28,600 in December. California experienced by far the largest decrease, -17,800, to 575,500.

Online labor demand quickly rebounded from the recession and surpassed the pre-recession series high in early 2012. In the 3 years since then, the level of online labor demand has increased further by about 20 percent. The sustained high level of employer labor demand has

helped reduce the number of unemployed with the U.S. Supply/Demand rate falling from a recession high of 5.2 in 2009.

Source: ConferenceBoard.org

Relevant News

January 23, 2015, *Los Angeles Times*, "[California adds just 700 jobs in December; jobless rate falls to 7%](#)," Tiffany Hsu

January 23, 2015, *Reuters*, "[Jobless claims off seven-month high: oil layoffs watched](#)"

January 13, 2015, *Bloomberg News*, "[Jobs Machine in U.S. Created More Than Burger Flippers Last Year](#)," Carolos Torres

January 9, 2015, *CNBC.com*, "[252,000 new jobs in December; unemployment at 5.6%](#)," Jeff Cox

Resources



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WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

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CA Manufacturing Industries: Employment and Competitiveness (June 2014)



WELCOME



Welcome to the Workforce Investment Board of Ventura County!
Workforce development and employer support are imperative for the economic vitality of a community. The Workforce Investment Board (WIB) of Ventura County offers a valuable resource for employers and job seekers to get help when they need it.
We invite you to join us in supporting workforce development for economic vitality in Ventura County.

Sincerely,
Mike Soules, Chair

MEETING CALENDAR



WORKFORCE DEVELOPMENT



PARTNERS



ECONOMIC DEVELOPMENT



EMPLOYMENT SERVICES



NEWS

Workforce Update
Workforce Wednesday
Job Outlook
2015 WIB Awards Nomination Form
VCStar Article
WIB-VC Wins!

YOUTH CENTER



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Training
Eligible Training Provider List
Qualified Job Seekers
Volunteers
Older Workers

EMPLOYERS

Business Consulting
Recruitment Services
Open Doors to Youth
Workforce Services

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WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

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● Employment Services

[Training](#)[Eligible Training Provider List](#)[Disabled Job Seekers](#)[Veterans](#)[Older Workers](#)

EMPLOYMENT SERVICES

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Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius.

Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudinum lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

NEWS

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WIB - Proposed Website Site Map - V3

2/13/2015

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					Meeting Calendar (link to landing page)				
Workforce Development (link to landing page)					News Workforce Update (PDF) Workforce Wednesday (MP3) Job Outlook (PDF)				
Employment Services (AMERICA'S JOB CENTER LOGO/LINK TO EXTERNAL WEBSITE)					Youth Center (VCJWF ICON MINIMAL COPY LINK TO EXTERNAL WEBSITE) Economic Development (VCGB LOGO MINIMAL COPY LINK TO EXTERNAL WEBSITE)				
(Assumes 6 pages/drop down)					Resources				
Job Seekers					Employers				
Employment Services					Business Consulting				
Training					Recruitment Services				
Eligible Training Provider List					Open Doors to Youth				
Disabled Job Seekers					Workforce Services				
Veterans					Blank				
Older Workers					Blank				
Site Map					Terms of Use				
Contact Us (Need email system)					About Us				
					WIB Members				
					WIB Committees				
					WIB Outreach				
					WIB Strategic Plan				
					WIA (WIOA)				
					News				
					Privacy				
					Resources				
					Meeting Packet Archives (12 Month Roll, refer to current site)				
					Reports				
					Useful Links				
					WIB Orientation				
					Blank				
					Blank				
					Join Our Mailing List (Constant Contact Widget)				

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