



WORKFORCE INVESTMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday, May 20, 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: March 18, 2015 | Brian Gabler |
| 8:36 a.m. | 4.0 CSD/WIA Event Report | Christy Norton |
| 8:45 a.m. | 5.0 Marketing and Outreach: Q3 Update and 2014-2015 Summary | Heidi Hayes |
| 9:10 a.m. | 6.0 Action Item

Recommendation that the Executive Committee Authorize Workforce Investment Board of Ventura County (WIB) Staff to Develop a Program Year 2015-2016 Workforce Investment Act (WIA) Contract Renewal with the Agency, to Continue Providing Marketing and Outreach Services to the WIB | Brian Gabler |
| 9:15 a.m. | 7.0 2015 WIB Awards Update | Talia Barrera |
| 9:25 a.m. | 8.0 2015-2016 Committee Meeting Calendar | Committee Members |
| 9:35 a.m. | 9.0 Transition from WIA to WIOA | Cheryl Moore |
| 9:55 a.m. | 10.0 Committee Member Comments | Committee Members |
| 10:00 a.m. | 11.0 Adjournment | Brian Gabler |

Next Meeting

Date TBD

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.

WIB Outreach Committee Meeting

March 18, 2015

MINUTES

Meeting Attendees

Marketing Committee

Brian Gabler (Chair)
Jim Faul (Vice Chair)
Victoria Jump

WIB Staff

Talia Barrera
Cheryl Moore

Guests

Heidi Hayes (theAgency)
Brandon Swanson (theAgency)
Karen Bluffer (theAgency)
Christy Norton (Community
Services Department/WIA)

1.0 Call to Order

Brian Gabler called the meeting to order at 8:44 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: January 21, 2015

Motion to approve: Jim Faul
Second: Victoria Jump
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 third quarter of PY 2014-2015. Ms. Norton also shared with the committee that local employers are inquiring about the OJT (on-the-job-training) program.

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
 - February 18 – Developing career readiness in hospitality: Victor Dollar, VP Sales Brighton Management, and Rebekah Evans, Executive Director of the Ventura County Lodging Association (VCLA)
 - January 21 – Infrastructure and skills-readiness for Clean/Green Jobs: Nancy Williams, Southern California Edison, and John Brooks, Senior Analyst Environmental Programs, City of Thousand Oaks
 - Workforce Update e-newsletter:
 - February 24 – WIB cohorts: 365 sent with an open rate of 27.7%
 - February 24 – Biz List: 11,675 sent with 10% open rate
 - Ventura County Grows Business Website and Facebook: September-October 2014
 - Facebook – 1,253 Fans

- Website – 3,234 unique visits with 1:39 minute average session duration
- Ventura County Grows Business Outreach:
 - Facebook Paid Media: :15 video shorts were developed from the 11 testimonials and 3 :30 TV spots were developed for use in social media. Ads are still running, some of the statistics are below:
 - 16,515 views
 - Reach of 24,778
 - Cost of \$0.02 per view
 - 1,467 clicks

<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 March – April workshops on Facebook.
 - Clips: Posted workshop info in the following:
 - Moorpark and Agoura Hills Patches
 - 805 Calendar.com
 - KDAR
 - Santa Paula Times
 - 805 News
 - VC Reporter
- General Outreach

WIB Website Redesign/Rebranding: working with County of Ventura IT for development and implementation of new WIB website (WIB logo redesign; WIB website home page and site map redesigned and approved; WIB member photos – in progress)

6.0 2015 WIB Awards

The 2015 WIB Awards nomination news release appeared in:

- To Acorn
- VC Star
- Moorpark Acorn
- Simi Acorn
- Moorpark and Agoura Hills Patches
- PubMemo.com

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

May 20, 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 Annual Review July 1 – May 15, 2015

Employer Outreach

Promote Business Goals

- Develop and implement business, economic development, and job seeker outreach strategies to raise awareness of, and participation in, workforce development programs and services.
- Implement outreach campaign to build on and reinforce awareness of the business resources and support in Ventura County

The following activities were implemented to promote WIB Business Goals:

- **Paid Media Outreach** – Negotiated, planned and placed paid media for
 - Total Cost: \$29,500
 - Total Value: \$58,210 (197% of Cost)
 - Total Impressions: 1,665,054
- **Workforce Wednesday: August 2014 to June 2015**
 - Researched/recommended topics, recruited/coordinated participants and developed discussion guide for (8) Workforce Wednesdays with (2) more in development for May and June 2015.
- **Workforce Update E-Newsletter August 2014 to June 2015**
 - Researched and developed content, designed and disseminated (5) workforce updates to approximately 72,000 recipients with (1) more in development for June 2015. (Impressions included in above “Paid Media Outreach” summary. Open rates range from 20 to 30% for WIB Cohorts and 6 to 10% for general business lists.
- **Ventura County Grows Business Website & Facebook – July 1, 2014 to May 15, 2015**
- Managed content updates, corrections and additions.
 - Website: 67% increase in unique visitors over July 1 to May 15, 2014
 - 4,320 Sessions/3,852 Unique Visitors
 - 1:14 minute average session duration
 - 1.91 pages/session
 - 70.76% Bounce Rate
- **VCGB Facebook – 1,308 Fans (through 5/15/15)**
- Managed content, research, development and posting.
 - Fans: 6.7% increase over previous year.
 - Facebook Paid Media for Spring 2015 Outreach: (Impressions and cost included above.)
 - 15 Sec Video Ads: Developed from the 11 testimonials and 3, 30 sec TV spots for use in social media.
 - Reach: 43,107/Views: 46,181
 - Clicks: 2,484
 - Click through Rate: 2.079%
- **VCGB Speakers Bureau** – Coordinated (12) VCGB Speakers Bureau presentations by soliciting presentation dates, recruiting/training WIB Board Member presenters and developing PPT presentation with the purpose of making members of the business community aware of the low- and no-cost services available in Ventura County to help businesses grow. (10) Presentations completed, (2) scheduled for June and September 2015.



WIB Outreach Annual Review July 1 – May 15, 2015

Employer Outreach – New Elements Developed

- VCGB Pull-Up Sign
- ½ Page VCGB Ad for EDC-VC Annual Meeting
- VCGB Speakers Bureau PowerPoint
- Misc:
 - 2014 Manufacturing Day Outreach
 - MRVC Manufacturing Day “Welcome” Posters
 - MRVC Annual Meeting Posters

Youth Outreach

Promote Youth Goals

- Engage youth with early exposure to career pathways (elementary/middle school), including non-college options, with a focus on work ethic and success. Develop media relevant outreach strategies to target Ventura County youth with key messages.

The following activities were implemented to promote WIB Youth Goals:

- **Paid Media Outreach** – Negotiated, planned and placed paid media for
 - Total Cost: \$20,500
 - Total Value: \$36,056 (176% of Cost)
 - Total Impressions: 1,266,804
- **VC Jobs With a Future Website – July 1, 2014 to May 15, 2015 (Campaign goes through 5/31/15)**
- Managed content updates, corrections and additions.
 - 5% increase over 7/1/13 to 5/15/14
 - **91% increase over 7/1/14 to 1/16/15**
 - 5,423 Sessions/4,896 Visits
 - 1.96 pages per visit/1.25 minutes average visit duration
 - 66.33% bounce rate
- **VCJWF twitter – 165 Followers as of 5/15/15 (launched 4/15, paid campaign goes through 5/31)**
- Designed, developed launched new Twitter page. Managed content, research, development and posting.
 - **Follower Campaign:** Developed to bring attention to our new page and attract Ventura County residents.
 - Impressions: 30,314
 - Followers: 55
 - Follow Rate: 0.18%
 - **Engagement Campaign:** Created for awareness of Ventura County Jobs with a Future resources and clicks back to the website.
 - Impressions: 16,098
 - Engagements: 283
 - Engagement Rate: 1.76%



WIB Outreach Annual Review July 1 – May 15, 2015

- **Youth Outreach – New Elements Developed**
 - “Look Ahead” TV and Radio Spots Updated
 - New :60 Spanish radio
 - :30 Pandora spot
 - VCJWF Twitter Page Launched
 - VCJWF Eblast Template & Career Center Coordinator Eblast
 - VCJWF Website Updates – Developed graphics/content for 16 website additions
 - Preliminary development of a Youth Outreach Speakers Bureau PowerPoint
 - (3) New case history posters developed, designed and produced.

Job Seeker Outreach

Promote Job Seeker Goals

- Implement outreach campaign to build on and reinforce awareness of job seeker resources for those who might require these services as they become unemployed.

The following activities were implemented to promote WIB Job Seeker Goals:

- **Paid Media Outreach** – Negotiated, planned and placed Job Seeker messaging on KCLU as part of WIB General Outreach. See “General Outreach” for details.
- **Career Shops** – Developed and distributed monthly calendar releases for Career Shops available free-of-charge at America’s Job Center of California Ventura County Locations.
 - Calendar listings published in 53 media to date including: VCStar, Acorn (various), Patches (various), KDAR, Santa Paula Times, Sespe Sun, VC Reporter, Happenings, Fillmore Gazette, Santa Rosa Community News, 805 Coffee News

General Outreach

Promote WIB Goals

- Reinforce the visibility of the WIB and its members in the community as a valuable workforce development resource dedicated to supporting the needs of Ventura County employers, job seekers and youth.

The following activities were implemented to promote General WIB Goals:

- **Paid Media Outreach** – Negotiated, planned and placed paid media for
 - Total Cost: \$22,575 (KCLU Contract billed direct to WIB)
 - Total Value: \$35,690 (158% of cost)
 - Total Impressions: 3,423,316 (Includes Op-Eds and General Outreach Eblasts)
- **New Releases, Interviews, Op-Eds:** Published in 22 media including VCStar, Acorn (Various), PRLog, Sespe Sun, PR.Com, Patches (various), PubMemo.com
 - New board member release: Patricia Schulz, May 4
 - 2015 WIB Awards Call for Nominations release, March 1
 - Acorn Melissa Simon Interview with Cheryl Moore, January 2 & 16
 - VCStar – “Labor Day” Carol Lawrence Interview Cheryl Moore, September 20
 - 2014 Manufacturing Day Media Advisory, September 29
 - Camarillo City Scene Interview Guide and Coordination, Brian Gabler, August 28
 - Op-Eds Developed/Coordinated Placed in the VCStar:
 - “The Older Workforce Challenge,” Victoria Jump, February 1
 - “Brighter Days,” Mike Soules, December 14



WIB Outreach Annual Review July 1 – May 15, 2015

- **WIB Website Redesign/Rebranding**
 - Home Page & Landing Page Designs
 - Site Map Redesign
 - PSD design files for the above to IT on 4/15/15
 - Developed 'content' document draft with to spec with site map and photo/link resources.
 - Developed photo resources for site placement
 - Coordinate site construction with IT starting in June
- **Job Outlook Full Report & Eblasts**
 - Researched compiled and distributed monthly Job Outlook report. (10) Completed to date, (2) to come.
 - Design Job Outlook Eblast template
 - Developed Monthly Topline Eblast summary of the Job Outlook and disseminated eblast to approximately 12,000 WIB Cohorts and Ventura County Businesses each month. (7) Completed to date, (2) to come.
- **Various Eblasts**
 - **MRVC Annual Meeting Eblast** – Designed and disseminated two eblast invitations targeting 1,900 manufacturers in Ventura County. Average 10% open rate.
 - **WIB Award Nomination Eblast** – Designed and disseminated one call for nominations eblast targeting approximately 12,000 WIB cohorts and Ventura County Businesses. Average open rate 9.4%
- **KCLU General Outreach PSA's** – Develop PSA's and online banners as needed to support promote WIB goals in employer, job seeker and youth outreach over 10 months.
- **General Outreach – Other New Elements Developed in Addition to Those Outlined Above**
 - 2015 WIB Award Logo & Nomination Form
 - State of the Region Report – WIB Sponsor Ad

General Outreach – WIB/WDB Transition Materials In Development to be Completed by 6/30

- **WIB – WDB Identity package.**
- **Digital Media** – Review current WIB websites for WDB transition updates where needed.
- **Case History Poster Template** - Redesign
- **Workforce Update** – Eblast redesign
- **Job Outlook** – Eblast Redesign
- **Transition collateral** – Employer, Job Seeker, Youth pamphlets
- **WIA/WIOA** – Develop release and/or op-ed explaining WIB/WDB, WIA/WIOA transition
- **WDB General Services** – Print ad, PSA's



Workforce Investment Board
Integrated Media Flowchart
July 2014 - June 2015

Employer
WIB
Youth
Parents
OJT
Jobseeker

5/15/15

		Month of										Total	Total Spots	Total P12+ Imp	Total Investment	Total Value	Clicks
		Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June					
Workforce Update Newsletter										New website launch			6		72,000	\$2,120	\$2,120
Job Outlook Newsletter													8		96,000		
Op-Eds					Working Together		Aging Workforce						2		134,316		
Speakers Bureaus					Ventura Chamber	Mrpk Rotary	Ojai, TO, Simi (2), Mrpk	Oxnard	Simi			Lamarillo Noontime Rotary					
Employer Services VCJobswithaFuture																	
Includes interview/show, 15 :30s, 3 :60s and 2 billboard IDs		Partnerships that make a difference (SHEPE)	Role of preschool in WD	Partnerships that make a difference (Simi Cham)	Hiring a Veteran is good business		Multi-generational workforce	Career Opps in Hospitality	Clean Green Infrastructure	Job Interviews	Hiring Disabled Workforce		10	200	298,000	\$5,680	\$10,550
LA Business Journal			9/29										1		22,000	\$1,200	\$9,760
SFV Business Journal													1		6,250	\$0	\$2,425
KCLU-88.3 FM NPR													43	301	3,139,000	Different PO*	
KCLU Online (value add)			121	127	181	229	191	166	58						54,000		1,073
Makegoods for running youth spot in Nov/Dec							35 makegood :30s									\$262	
VenturaCountyGrowsBusiness (Employer campaign)															1,260,804	\$20,500	\$33,355
Direct Mail to Employers															6,000		
TimeWarner																	
KVTA																	
Pac Coast Biz Times																	
SFVBJ									91	120							
Chambers																	
Facebook																	
Youth Campaign: Look Ahead/VCJobswithaFuture															2,100,700	\$20,500	\$36,056
TimeWarner																	
KCAQ-104.7 FM																	
KXLM-102.9 FM																	
Pandora Digital Radio																	
Facebook																	
Twitter																	
TOTALS														501	7,189,070	\$50,000	\$94,528

*Agency negotiated annual KCLU agreement for General Outreach on behalf of the WIB. Cost: \$22,575, Value: \$35,690 (158% of cost)

189%



WIB Outreach Update: March 14 to May 15, 2015

Employer Outreach

- **Workforce Wednesday - *WIB***
 - **April 22** – What impresses employers and what makes them cringe? Alex Rivera, Director Human Resources Milgard Manufacturing and Mark Fegley, SVP Supply Chain & Operations Deckers Outdoor
 - **May 27** – Why hiring a disabled person is a good idea. Patricia Schulz, CEO ARC VC and TBD
 - **June 24** - WIB to WDB transition: What does it mean? Mike Soule, President/CEO Corwin Press, Cheryl Moore, Executive Director Workforce “Development” Board

- **April 2015 – Workforce Update Eblast *WIB***

- **April 23 – WIB Cohorts: 373 Sent/22.8% Open Rate**
- **April 23 – Biz List: 11,281 Sent/6% Open Rate**

- **Ventura County Grows Business Website & Facebook – July 1, 2014 to May 15, 2015**

- **Website: 67% increase in unique visitors over July 1 to May 15, 2014**
 - 4,320 Sessions/3,852 Unique Visitors
 - 1:14 minute average session duration
 - 1.91 pages/session
 - 70.76% Bounce Rate

- **VCGB Facebook – 1,308 Fans (through 5/15/15)**

- Fans: 6.7% increase over previous year.
- Facebook Paid Media:
 - 15 Sec Video Ads: Developed from the 11 testimonials and 3, 30 sec TV spots for use in social media. Stats below have been updated through 4/1/15.
 - Reach: 43,107/Views: 46,181
 - Clicks: 2,484
 - Click through Rate: 2.079%
 - Cost per click: \$.029

City ?	Acquisition
	Sessions ? ↓
	2,218 % of Total: 51.34% (4,320)
1. Ventura	342 (15.42%)
2. Camarillo	328 (14.79%)
3. Los Angeles	236 (10.64%)
4. Thousand Oaks	217 (9.78%)
5. Oxnard	200 (9.02%)
6. Simi Valley	129 (5.82%)
7. Santa Barbara	58 (2.61%)
8. Cerritos	57 (2.57%)
9. Moorpark	46 (2.07%)
10. Ojai	38 (1.71%)

- **Speakers Bureau – VCGB Speakers Bureau presentations completed and in process:**

<u>Date/Time</u>	<u>Group</u>	<u>Speaker</u>	<u>Status</u>
9/11/14	Jobs for Our Future	Mike Soules	Completed
10/24/14	Hong Kong Trade Council Event	Cheryl Moore	Completed
TH 11/6 8AM	Ventura Chamber Ec Dev	Bernardo Perez	Completed
TU 1/6/15 7AM	Rotary Ojai West	Bernardo Perez	Completed
TH 1/8/15 3PM	Conejo Valley Chamber	Jim Faul	Completed
F 1/9 Noon	Rotary Club of Moorpark (noon)	Alex Rivera	Completed
TH 1/15 /15 7AM	Moorpark Morning Rotary Club	Bernardo Perez	Completed
TU 1/27/15 Noon	Rotary Club of Simi Valley	Heidi Hayes	Completed
TH 2/12/15 AM	Oxnard Chamber of Commerce	Will Berg	Completed
TH 3/5/15 8:45AM	Simi Valley Chamber of Commerce	Brian Gabler	Completed
W 6/10 at noon	Camarillo Noontime Rotary	Alex Rivera	
F 9/11 8 - 9:30	Camarillo Chamber of Commerce	TBD	



WIB Outreach Update: March 14 to May 15, 2015

Employer Outreach – In Development/Consideration

- June 2015 Issue “Workforce Update”

Youth Outreach

- **VC Jobs With a Future Website – July 1, 2014 to May 15, 2015**
 - 5% increase over 7/1/13 to 5/15/14
 - **91% increase over 7/1/14 to 1/16/15**
 - 5,423 Sessions/4,896 Visits
 - 1.96 pages per visit/1.25 minutes average visit duration
 - 66.33% bounce rate
- **VCJWF Facebook Paid Media:**
 - **Website Clicks Ads:** Created website click ads to bring awareness to Ventura County Jobs with a Future and drive traffic to the site. Began testing Spanish language Facebook ads. Ads are still running and preliminary results are promising.
 - Reach: 11,633
 - Clicks: 174
 - Click through Rate: 0.125%
 - Cost per Click: \$0.83
- **VCJWF twitter – 165 Followers (launched 4/15/15)**
 - **Follower Campaign:** Developed to bring attention to our new page and attract Ventura County residents.
 - Impressions: 30,314
 - Followers: 55
 - Follow Rate: 0.18%
 - Cost per Follower: \$2.73
 - **Engagement Campaign:** Created for awareness of Ventura County Jobs with a Future resources and clicks back to the website.
 - Impressions: 16,098
 - Engagements: 283
 - Engagement Rate: 1.76%
 - Cost per Engagement: \$0.53
- **2015 Spring Youth Outreach**
 - Media plan developed/approved – Running through 5/30/15
 - TV and Radio Spot Updates - Completed
 - Spanish radio - Completed
 - :30 Pandora spot - Completed
 - Twitter page in development – Launch 4/15/15
 - VCJWF Template & Career Center Eblast – May 12, 2015

	3,388 % of Total: 62.47% (5,423)
1. Oxnard	675 (19.92%)
2. Camarillo	572 (16.88%)
3. Ventura	546 (16.12%)
4. Thousand Oaks	315 (9.30%)
5. Los Angeles	211 (6.23%)
6. Simi Valley	141 (4.16%)
7. Santa Paula	92 (2.72%)
8. Agoura Hills	72 (2.13%)
9. Calabasas	70 (2.07%)
10. Moorpark	68 (2.01%)

Youth Outreach in Development

- Boys & Girls Club After School Program Presentations
 - PPT in development.



WIB Outreach Update: March 14 to May 15, 2015

Job Seeker Outreach

- **Career Shops**

- Sent May career workshops on April 8.
- Sent June career workshops info May 11.

Clips:

- KDAR – running June workshops info
- Santa Paula Times – running June workshops info
- VC Reporter – running June workshops info
- Moorpark and Agoura Hills Patches running East County June 24 workshop info
- Sespe Sun – ran May workshops
- KDAR – running May workshops listing
- Santa Paula Times – running May workshops listing
- Moorpark Patch – posted May 27 Simi workshop
- VC Reporter – ran April workshop listing
- 805Calendar.com – running April 29 Simi career workshop listing
- Moorpark and Agoura Hills Patches – running April 29 CalJOBS workshop in Simi Valley release
- KDAR – running April workshops listing
- VC Reporter – running March workshops listing

General Outreach

Media Relations & Various *WIB*

- **Prepared and distributed new board member release: Patricia Schulz, May 4**

Clips:

- Sespe Sun – ran new board member release
- VC Star – posted new board member release on its website
- new board member release viewed 59 times online at prlog.org:
<http://www.prlog.org/12452446-workforce-investment-board-of-ventura-county-adds-board-member.html>

- **WIB Awards nomination news release.**

Clips:

- Moorpark Acorn – ran WIB Awards nominations release March 6
- Simi Acorn – ran WIB Awards nominations release March 6
- <http://www.pr.com/press-release/606545>
- <http://www.prlog.org/12426871-nominations-open-for-2015-annual-wib-awards.html> (163 unique views, updated from 147 views in March 13 report)

- **WIB Website Redesign/Rebranding**

- Finalized Home Page & Landing Page Design & Transferred Artwork and photo files to BSD IT on 4/15/15.
- Site Map Redesign and Content Documents Transferred to BSD IT on 4/15/15k



WIB Outreach Update: March 14 to May 15, 2015

General Outreach: Continued

- **Job Outlook Eblast:**
 - **April 20 - WIB Cohorts:** 371 Sent/20.8% Open Rate
 - **April 20 – Biz List:** 11,373 Sent/7% Open Rate
 - **March 20 – WIB Cohorts:** 369 Sent/24.9% Open Rate
 - **March 20 – Biz List:** 11,494 Sent/10% Open Rate
- **MRVC Annual Meeting Eblasts:**
 - **April 14** – 1,889 Sent/10.9% Open Rate
 - **April 10** – 1,944 Sent/9.4% Open Rate
- **WIB Award Nomination Eblast:**
 - **March 25 – WIB Cohorts:** 372 Sent/22.1% Open Rate
 - **March 25 – Biz List:** 11,411 sent/9% Open Rate
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **March 2015:**
 - **Ventura County decreased .4%** from 5.8% in February 2015 to 5.4% in March 2015 (March 2014 = 7.1%)
 - **California decreased .3%** from 6.8% in February 2015 to 6.5% in March 2015 (March 2014 = 8.3%)
 - **U.S. decreased .2%** from 5.8% in February 2015 to 5.6% in March 2015 (March 2014 = 6.8%)

General Outreach – WIB/WDB Transition Materials In Development

- **WIB – WDB Identity package.**
- **Digital Media** – Review current WIB websites for WDB transition updates where needed.
- **Case History Poster Template** - Redesign
- **Workforce Update** – Eblast redesign
- **Job Outlook** – Eblast Redesign
- **Transition collateral** – Employer, Job Seeker, Youth pamphlets
- **WIA/WIOA** – Develop release and/or op-ed explaining WIB/WDB, WIA/WIOA transition
- **WDB General Services** – Print ad, PSA's

The attached Projects in Process has been updated through 5/15/15.



Workforce Wednesday for 4/22/15
Interview at 8:40AM
Live at KVTM 1590-AM Studio
2284 Victoria Avenue, Ventura

Workforce Wednesday Interview Guide

Welcome back to Workforce Wednesday, a monthly broadcast from the Workforce Investment Board of Ventura County (also known as the WIB).

Opening

With Ventura County's unemployment rate down to 5.4% in March, the competition in the job market is heating up. Once you get past the paper screening, how you handle the interview can make or break your chances. With us today to talk about what impresses employers—and what makes them cringe—are two members of the Workforce Investment Board.

- **Mark Fegley:** Senior Vice President, Supply Chain and Operations, for Deckers Outdoor Company in Camarillo
- **Alex Rivera:** Human Resources Manager at Milgard Manufacturing in Simi Valley

Interview Questions

- **Alex:** What are some of the “basics” in preparing for a competitive interview?
- **Mark:** What types of questions do you ask in an interview?
- **Alex:** At Milgard, what combination of skills and experience will help someone land a job?
- **Mark:** At Deckers, what is critical for a candidate to get past the first interview?
- **Alex:** Sometimes job seekers (especially baby boomers) are told that they are “over qualified.” What is a credible response to that?
- **Mark:** During an interview, what can a candidate do to make you cringe?
- **Both:** If you were interviewing for a job at your company, how would you prepare?

Wrap-Up

- To learn more about how to prepare for a competitive interview, go to the WIB website at www.wib.ventura.org. Click on the Job Seeker Services tab.
- Also, employers who are interested in Ventura County workforce development are welcome to attend WIB industry sector committee meetings. For meeting dates, go to www.wib.ventura.org.

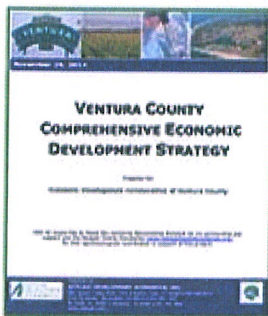
Workforce Update

Issue: April 2015



Workforce
Investment Board
of Ventura County

Partner Focus: Paving the Way to Growth



The Comprehensive Economic Development Strategy (CEDS) is a regional look at Ventura County's economic development activities to help identify ways to create more jobs, retain existing businesses, and identify what needs to be in place to achieve those goals. The recently updated report, commissioned by the Economic Development Collaborative-Ventura County (EDC-VC), includes components of the Workforce Investment Board (WIB) regional strategic plan and also information required for the CEDS by the Economic Development Administration of the U.S. Department of Commerce. The CEDS will help to pave the way for certain federal grants to benefit the Ventura County economy.

The opportunities and challenges identified in the CEDS report include indicators that half of our workforce commutes out of the county for work, and that Ventura County generates the lowest share of jobs per worker in comparison to surrounding counties. [The complete CEDS report may be viewed online here.](#)

Helping Youth Look Ahead



Both employers and parents want young people to look ahead—to think about what they want to do with their lives, make plans, and stay in school. Job shadowing, worksite visits, internships, and hands-on learning all help to make

that happen.

In addition, there is a website, VCJobsWithaFuture.org, designed for Ventura County youth and the adults who care

In This Issue

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[Helping Youth Look Ahead](#)

[Businesses Need Local Talent](#)

[VenturaCounty Grows Business Speakers Bureau](#)

[Welcome New Board Member: Patricia Schulz](#)

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?



Free Career Shops For Job Seekers

Community Events

Wednesday, June 3 - Tuesday, June 23, 2015

Free Career Shops For Job Seekers - presented throughout June 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.

- See more at:

<http://www.kdar.com/Template3/events/default.aspx?id=70602#sthash.POYkG7VB.dpuf>



Free Career Shops For Job Seekers

Friday, May 1 - Friday, May 29, 2015

Free Career Shops For Job Seekers - presented throughout May 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.

- See more at:

<http://www.kdar.com/Template3/events/default.aspx?id=70174#sthash.QYcnPUGx.dpuf>



Wednesday, June 24 - 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.

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. Auxiliary aids and services are available upon request to individuals with disabilities.



Wednesday, May 27 - 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 Job & Career Workshops](#)

Location: throughout Ventura County

Contact tel.: 805-204-5171

Contact: [Talia Barrera](#)

Free Career Shops For Job Seekers - presented throughout May 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.



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The Sespe Sun

May 2015 Career Shops

April 8, 2015

Location: West Oxnard Job & Career Center, 635 S. Ventura Road, Oxnard. 805-204-5171

Wednesday, May 6 – The Power of CalJOBS, 1:30 p.m. to 5 p.m. – 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. The class will show participants how to use the website. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Tuesday, May 12– Veterans Orientation, 10 a.m. to 12 p.m. – This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Wednesday, May 13 – The Power of CalJOBS, 8:30 a.m. to 12 p.m. – 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. The class will show participants how to use the website. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Thursday, May 14 – Resumes that Sell, 8:30 a.m. to 12 p.m. – Get hands-on assistance in completing your résumé, cover, and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. You'll get an extra boost of self-confidence from the professionalism your portfolio demonstrates. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Thursday, May 14 – Job Search/Social Media, 1:30 p.m. to 4:30 p.m. – This workshop provides common sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers, and returning to the workforce.
Social Media:

This workshop provides information on the most popular online social networks. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Friday, May 15 – Winning Interviews, 8:30 a.m. to 12 p.m. – You never get a second chance to make a first impression. This Career Shop will give you the tools you need to make a lasting impression that wins you a job. You will walk away with your own 30-second commercial that allows you to quickly and efficiently discuss your skills. After this session, you can be confident that you are prepared for any interview, any place, anytime.

Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Thursday, May 26– Veterans Orientation, 10 a.m. to 12 p.m. – This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran. Career Shops are offered at no cost to Job Seekers. Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Event Free Job & Career Workshops

Event Photo



Event Information

Free Career Shops For Job Seekers - presented throughout May 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

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Date [05/01/15](#) to [05/27/15](#) - Tue, Wed, Thu, Fri

Place No Location Available

Phone 805-204-5171

Email talía.barrera@ventura.org

Website [click here](#)

User No

Submitted

Event Free Job & Career Workshop

Event Information

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 Center of California at 805-204-5171 (west county) or 805-955-2282 (east county) to enroll.

Description

Date [04/09/15](#) to [04/30/15](#) - Mon, Tue, Wed, Thu, Fri

Place No Location Available

Phone 805-204-5171

Email talía.barrera@ventura.org

Website [click here](#)



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Jobs with a Future

@VCJobsFuture

VC Jobs with a Future is here to help you stay connected with career paths that offer good paying jobs in Ventura County.

📍 Ventura County

🌐 vcjobswithafuture.org

TWEETS
29

FOLLOWING
478

FOLLOWERS
169

Follow

Tweets

Tweets & replies

Photos & videos



Jobs with a Future @VCJobsFuture · 21h

So, what do employers really look for in a [#job](#) candidate? ow.ly/MSooo via [@usnews](#)



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BUILDING OUR FUTURE WORKFORCE

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



PRESS RELEASE

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Diane Rumbaugh
805.493.2877
diane@agency2.com

For Immediate Release: (Date)

Workforce Investment Board of Ventura County Adds Board Member

Ventura, Calif. – The Workforce Investment Board (WIB) of Ventura County announced the addition of Patricia Schulz as a new board member. The Ventura County Board of Supervisors officially appointed Schulz on April 14 for a three-year term.

Schulz is chief executive officer of The Arc of Ventura County, a nonprofit organization dedicated to improving the quality of life for individuals with intellectual and developmental disabilities.

“For the people we serve at The Arc, having a job means much more than a paycheck--it’s about self-worth, independence and pride,” says Schulz, who has been with The Arc for more than 10 years, first as director of human resources and then as chief operating officer. “A person with a disability should look for a job in the same way that you or I would job search. What jobs fit our experience, strengths, abilities, interests and goals? And the employer needs to evaluate a job candidate in the same way--how will this person fit the needs of my company? Accommodation and support needs are secondary.”

“Patricia’s experience in working with the intellectually and developmentally disabled will bring an important perspective and voice to the WIB,” says Mike Soules, WIB chair and president/CEO of Corwin. “Finding a role in the workforce for these capable adults is important for our economy and for society.”

Members of the WIB include leaders from business, economic development, education, labor, government and community-based organizations.

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About the Workforce Investment Board

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, visit www.wib.ventura.org.



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DRumbaugh



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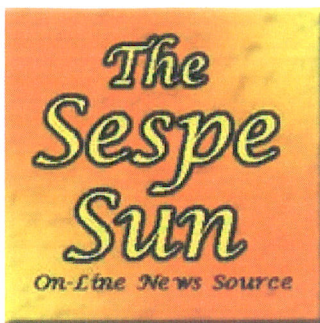
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WIBoard of Ventura County Adds Board Member

May 4, 2015

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Patricia Schulz

Job Outlook

March 2015 Report



Workforce
Investment Board
of Ventura County

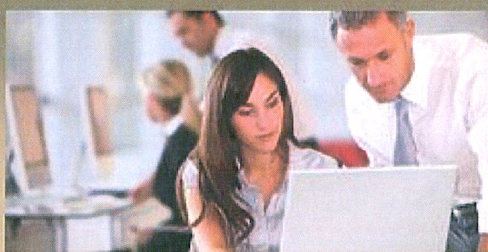
Ventura County Labor Market Information

State Of California Employment

United States Department Of Labor

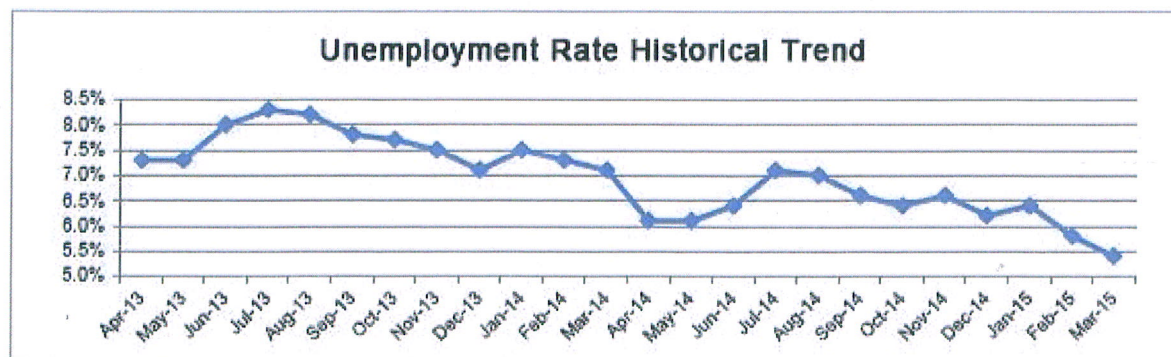
Conference Board - Help Wanted Online Data

Relevant News



Ventura County Labor Market Information:

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



The unemployment rate in the Ventura County was 5.4 percent in March 2015, down from a revised 5.8 percent in February 2015, and below the year-ago estimate of 7.1 percent. This compares with an unadjusted unemployment rate of 6.5 percent for California and 5.6 percent for the nation during the same period.

Source: labormarketinfo.edd.ca.gov

Job Outlook

February 2015 Report



Workforce
Investment Board
of Ventura County

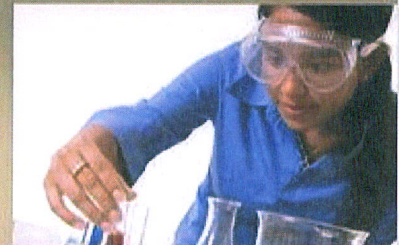
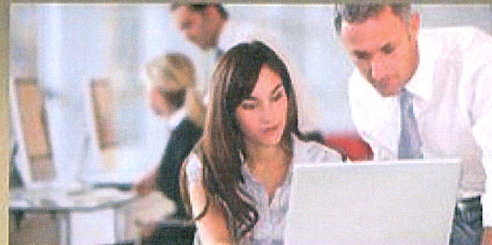
Ventura County Labor Market Information

State Of California Employment

United States Department Of Labor

Conference Board - Help Wanted Online Data

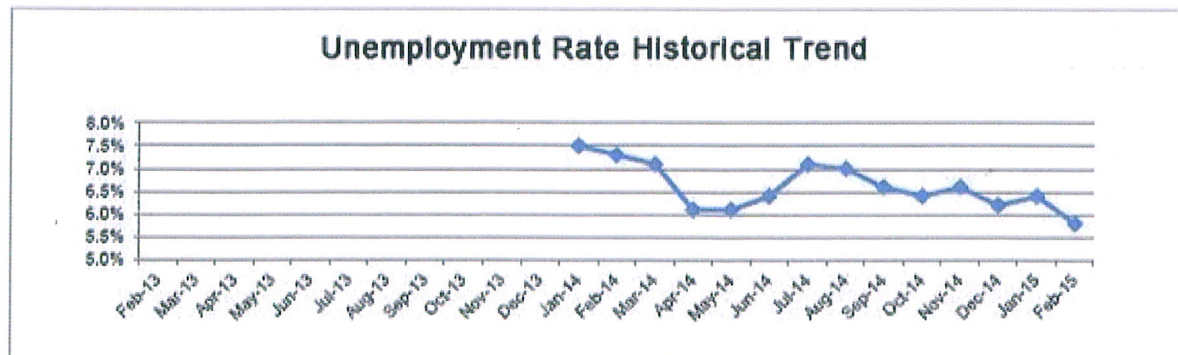
Relevant News



Ventura County Labor Market Information:

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

Unemployment Rate Historical Trend



The unemployment rate in the Ventura County was 5.8 percent in February 2015, down from a revised 6.4 percent in January 2015, and below the year-ago estimate of 7.3 percent. This compares with an unadjusted unemployment rate of 6.8 percent for California and 5.8 percent for the nation during the same period.

Source: labormarketinfo.edd.ca.gov



MANUFACTURING ROUNDTABLE Ventura County



Special Invitation to Meeting at Amgen

Where & When

Date:

Thursday, April 23, 2015

Time:

5:30 p.m.-7:00 p.m.

5:00 p.m. Security
Check-in &
Refreshments

5:30 p.m. Meeting

6:45 p.m. Networking

7:00 p.m. Adjournment

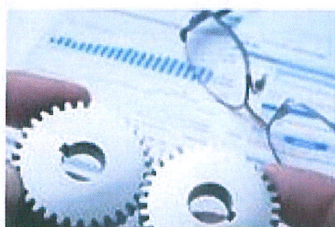
Location:

Amgen
Thousand Oaks, CA

**Directions and parking
instructions provided on
RSVP**

For More Information:

Workforce Investment
Board of Ventura County
(805) 477-5306
www.wib.ventura.org



The Manufacturing Roundtable of Ventura County (MRVC)

is an employer-driven forum for collaboration on regional strategies to retain and grow local manufacturing businesses in a competitive global market. Areas of interest include workforce

development, market identification, resources, and regulatory environment.

You are cordially invited to attend the MRVC meeting on **Thursday, April 23, 2015**. Topics on the agenda include manufacturing process improvement using Lean Six Sigma (presented by Amgen professionals), California tax incentives, the Advanced Manufacturing Partnership of Southern California, and our new Biomedical Device Manufacturing Certificate.

We look forward to seeing you at the MRVC meeting. Please feel free to invite a colleague from another manufacturing company or your supply chain to join you.

PLEASE RSVP by April 20, 2015

To enable us to arrange for your security clearance at Amgen, please respond to terri.duke@ventura.org by Monday, April 20, with your name, business affiliation, email address, and phone number. Thank you.



Submit Your Nominations by April 10!

2015 WIB Awards Nominations Open



The Workforce Investment Board of Ventura County (WIB) is seeking nominations for its 2015 WIB Awards. The recipients will have demonstrated extraordinary commitment to advancing workforce development in the Ventura County region. The nomination deadline is April 10th. Winners will be announced at the WIB Annual Meeting on June 18 at the Ventura County Office of Education, 5100 Adolfo Rd., Camarillo.

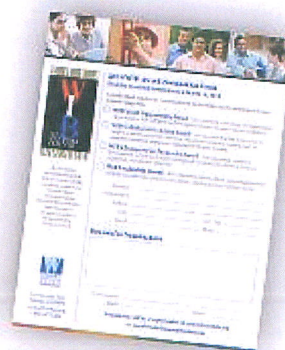
Nominate an individual, employer, organization or partnership in one or more of these categories:

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 or 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



For more information, contact Talia Barrera at (805) 477-5306 or talia.barrera@ventura.org.

Items in Gray = Completed



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

5/15/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	2015 WIB Awards Winner Announcement	Media Relations	1-Jun	n/a	19-Jun		Client to advise on winner selection
General	WIA to WIOA Transition Release/Op-Ed	Media Relations	23-Mar	n/a	30-Jun		Waiting for client direction
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; 13 confirmed as of 4/28/15	
General	VCJWF - Posters	Creative Services	13-May		6/30/2015	Coordinate production of VCJWF posters for use in high school career centers	
General	New WIB Website Design - Slider Graphics	Creative Services	1-Apr		6/1/2015	Agency to develop 3-4 additional "slider" graphics/links for new home page	
General	WDB Identity - Logo package, Biz cards, letterhead, case history posters, PPT Template,	Creative Services	24-Mar		30-Jun		
All	Collateral Material Updates to AJCC & WDB	Creative Services	24-Mar		30-Jun	Agency to review Employer, Job seeker, WIB brochures, window decal and pull-up signs to reflect new AJCC & WDB branding.	
General	Digital Media: Review current WDB websites for updates where needed	Creative Services	24-Mar		6/30/2015	Coordinate with H.S.A. IT and WIB Staff on site build out	

Items in Gray = Completed



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

5/15/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	Eblasts: Develop new Workforce Update and Job Outlook Templates	Creative Services	24-Mar		6/30/2015	Coordinate with H.S.A. IT and WIB Staff on site build out	
General	New WIB Website Design	Creative Services	2-Mar		6/30/2015	Coordinate with H.S.A. IT and WIB Staff on site build out	
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
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: May	Creative Services/Eblast	1-Jun		19-Jun		
Employer	Workforce Update: June Issue	Creative Services/Eblast	1-May		15-Jun	Develop content outline for WIB staff review.	
Employer	Job Outlook: Redesign	Creative Services/Eblast	24-Mar		30-Jun	New look to be developed concurrently with new WDB website design.	
Employer	Workforce Update: Redesign	Creative Services/Eblast	24-Mar		30-Jun	New look to be developed concurrently with new WDB website design.	
Employer	Workforce Wednesday, 6/24/15, WIB/WDB Transition	Agency Services	28-May		24-Jun	Mike Soules & Cheryl Moore Discussion guide TBD	
Employer	Workforce Wednesday, 5/27/15, Why hiring a disabled person is a good idea.	Agency Services	23-Apr		27-May	Patricia Schulz & TBD, Discussion guide in development	

Items in Gray = Completed



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

5/15/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Job Seeker	June 2015 Career Shops	Press Release	17-Nov		n/a	In Development	
Youth	VC Jobs With A Future Twitter Page	Creative Services	20-Apr		30-Jun	Ongoing content development, placement & management	
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.	
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.	

Items in Gray = Completed



Workforce Investment Board

Projects in Process: 14/15 Program Year

5/15/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
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. Cancelled	Waiting for Client Feedback
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	
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	

Items in Gray = Completed



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

5/15/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
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	
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	

Items in Gray = Completed



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

5/15/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
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	
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	

Items in Gray = Completed



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

5/15/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
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	
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	
Employer	Develop & Distributed MRVC Annual Meeting Eblast	Creative Services/Eblast	6-Mar		20-Mar	Sent twice. Completed 3/20/15	

Items in Gray = Completed



Workforce Investment Board

Projects in Process: 14/15 Program Year

5/15/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	Job Outlook: February	Creative Services/Eblast	1-Mar		20-Mar	Completed 3/20	
Employer	Develop Directional Signs for MRVC Annual Event	Creative Services	6-Mar		21-Mar	Completed 3/21	
Employer	Workforce Wednesday, 3/25/15, Clean/Green Job Readiness	Agency Services	19-Feb		25-Mar	Participants: Nancy Williams, John Brooks Completed 3/25/15	
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. Completed 3/31/15	
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. Completed 3/31/15	
Youth Outreach	VCFWF - Spring Outreach	Agency Services	2-Feb	11-Mar	20-Apr	Client reviewed proposed plan, approved 3/12/15. Completed 4/1/15	
Job Seeker	May 2015 Career Shops	Press Release	17-Nov		n/a	Complete 4/8/15	
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 Completed 4/13/15	
General	New WIB Website Photo Library	Creative Services	2-Mar		4/15/2015	Agency to provide new photo library resources. To client 3/12/15 Completed 4/15/15	
General	New WIB Website Content	Creative Services	5-Jan		4/15/2015	Content draft to client for review 2/9/15 Completed 4/15/15	
General	New WIB Website Design	Creative Services	29-Oct		4/15/2015	Approved by client 2/27. Finalize files to delivery PSD to IT Completed 4/15/15	

Items in Gray = Completed



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

5/15/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	Job Outlook: March	Creative Services/Eblast	1-Apr		17-Apr	Completed 4/17	
Youth Outreach	VCFWF - Spring Outreach	Social	12-Mar	13-Apr	20-Apr	Develop VCJWF Twitter page. Completed 4/20/15	
Youth Outreach	VCFWF - Spring Outreach	Website	12-Mar	13-Apr	20-Apr	Update/Review Content Completed 4/20/15	
Youth Outreach	VCFWF - Spring Outreach	Social	12-Mar	13-Apr	20-Apr	Develop Twitter page and strategy Completed 4/20/15	
General	Job Outlook: April	Creative Services/Eblast	1-May		15-May	Completed 4/20/15	
Employer	Workforce Update: April Issue	Creative Services/Eblast	25-Feb		21-Apr	Completed 4/21	
Employer	Workforce Wednesday, 4/22/15, Job Interviews: What employers look for	Agency Services	26-Mar		22-Apr	Participants: Alex Rivera, Mark Fegley Completed 4/22/15	
General	New WIB Board Member: Patricia Schulz	Media Relations	13-Apr	n/a	30-Apr	Completed 5/2/15	
Youth	VCJWF Eblast Template & Career Center Coordinator Eblast	Creative Services/Eblast	1-Jul	n/a	8-May	Ventura County Career counselor list and email draft provided to client 3/11/14. Approved for distribution on 11/13/14. Completed May 5/12/15	

WIB OUTREACH COMMITTEE
EVALUATION PROCESS FOR TheAgency
PROGRAM YEAR (PY) 2014-2015

PURPOSE

- Establish criteria for successful outcomes and contract renewal consideration for the period July 1, 2014 through June 30, 2015.

EFFECTIVE DATE

- July 1, 2014: Marketing and Outreach Services

SCOPE

Evaluation process applies to the Scope of Services for Marketing and Outreach Services under the Workforce Investment Act (WIA) Program Year (PY) 2014-2015 contract with theAgency.

EVALUATION FACTORS

1. Creative Design, Copywriting, and Production
 - Research (quantitative and qualitative)
 - Comprehensive messaging strategy
 - Development and continuity of branding identity
 - Advertising (print, online, broadcast, social marketing)
 - Brochures, flyers, posters
 - Direct mail
 - Website
2. Media Negotiation and Placement
 - Print, online, broadcast, outdoor
 - English-language and Spanish-language media
 - Social media placement, maintenance, advertising
 - Stewardship of media placements to ensure delivery
 - Value-added impressions and dollars
3. Public Relations
 - Press releases
 - Public service announcements
 - Bylines
 - Broadcast interviews
 - Case history development
4. Reporting
 - Regular status reports on all projects
 - Estimates and timelines for approval prior to each project
 - Media flowcharts (including impressions, dollars by medium) for approval before purchase
 - Compilation of job outlook and employment data

- Clipping reports
- Billing summaries
- Attendance at meetings of the WIB, WIB Outreach Committee, WIB Staff, and other as appropriate

EVALUATION

Success of the project will be measured against the plan timeline and project deliverables, with a bi-monthly reporting and review of plan timeline and project deliverables for quality, timeliness and cost by plan deadlines. Indicators of success will include:

- Timely delivery of projects has been achieved.
- Project completion has been done on budget.
- Creative Design and Media Negotiation have aligned with budget.
- Status reports on projects have been presented to the Outreach Committee on a timely basis.
- theAgency has been able to adapt and respond to changes in marketing and outreach needs for the WIB.

PLAN TIMELINE

Project Name	Days	Start	End
<i>WIB Outreach Ongoing Support Tactics</i>	364	July 1	June 30
• Press Releases/Bylines/interviews	364	July 1	June 30
• Content Development/Maintenance Social Media	364	July 1	June 30
• Development and distribution E-newsletter	12 (Qtrly)	July 1	June 30
• Development/Distribution Periodic E-Mail Blasts			
<i>Youth Outreach – Back to School</i>	122	July 1	Oct 31
• Development	60	July 1	Aug 30
• Production	30	Aug 1	Aug 31
• Prepare/Distribute Press Releases/PSA	15	Aug 15	Aug 30
• Traffic for Media Ad Placement	10	Aug 22	Sept 1
• Paid Media	30	Sept 1	Oct 1
<i>Employer Outreach – Fall 2014</i>	119	Feb 1	May 31
• Development	60	Feb 1	Apr 2
• Production	30	Mar 1	Mar 30
• Prepare/Distribute Press Releases/PSA	15	Mar 15	Mar 30
• Traffic for Media Ad Placement	10	Mar 22	Apr 1
• Paid Media	30	Apr 1	May 1
<i>Job Seeker Outreach – Winter 2015</i>	121	Nov 14	Mar 15
• Development	60	Nov 14	Jan 13
• Production	30	Dec 1	Dec 31
• Prepare/Distribute Press Releases/PSA	15	Dec 28	Jan 10
• Traffic for Media Ad Placement	10	Dec 28	Jan 7
• Paid Media	30	Jan 13	Feb 15



CA Manufacturing Industries: Employment and Competitiveness (June 2014)

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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

YOUTH CENTER



WORKFORCE DEVELOPMENT




EMPLOYMENT SERVICES



ECONOMIC DEVELOPMENT



PARTNERS



NEWS

Workforce Update

Workforce Wednesday

Job Outlook

2015 WIB Awards Nomination Form

VCStar Article

WIB-VC Wins!

MEETING CALENDAR



JOB SEEKERS

- Employment Services
- Training
- Eligible Training Provider List
- Disabled Job Seekers
- Veterans
- Older Workers

EMPLOYERS

- Business Consulting
- Recruitment Services
- Open Doors to Youth
- Workforce Services

ABOUT US

- WIB Members
- WIB Committees
- WIB Outreach
- WIB Strategic Plan
- WIA (WIOA)
- News

RESOURCES

- Meeting Packet Archives
- Reports
- Useful Links
- WIB Orientation

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