



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

**Wednesday September 16, 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: July 30, 2015	Brian Gabler
8:36 a.m.	4.0 CSD/WIA Event Report	Christy Norton
8:46 a.m.	5.0 Marketing and Outreach: 2015-2016 Q1 Summary	Heidi Hayes
9:40 a.m.	6.0 WIOA Implementation: Employer Outreach	Cheryl Moore
9:55 a.m.	7.0 Committee Member Comments	Committee Members
10:00 a.m.	8.0 Adjournment	Brian Gabler

Next Meeting

November 18, 2015 (8:30 a.m.-10:00 a.m.)
Economic Development Collaborative-Ventura Council
1601 Carmen Drive, Suite #215, Camarillo

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



WDB Outreach Committee Meeting **July 30, 2015**

MINUTES

Meeting Attendees

Marketing Committee

Brian Gabler (Chair)*
Victoria Jump (Vice Chair)*
Jim D. Faul*

WDB Staff

Talia Barrera
Cheryl Moore

Guests

Karen Blufer (theAgency)
Heidi Hayes (theAgency)
Christy Norton (Community Services
Department/WIOA)

**WDB Members*

1.0 Call to Order

Brian Gabler called the meeting to order at 8:36 a.m.

2.0 Public Comments

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

3.0 Approval of Minutes: May 20, 2015

Motion to approve: Jim D. 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/WIOA accomplished in the first quarter of 2015. Ms. Norton also shared with the committee that local employers are inquiring more about the OJT (On-The-Job Training) program.

5.0 Marketing and Business Outreach Summary Report

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

- Employer Outreach
 - Workforce Wednesday radio interview program (KVTa-1590 AM)
 - August – Focus on WDB Award Winners: TBD

- *Workforce Update* e-newsletter
 - June 17 – WIB Cohorts: 378 Sent/28.3% Open Rate
 - June 17 – Biz List: 11,186 Sent/5.1% Open Rate
- Ventura County Grows Business (VCGB) Website and Facebook
 - Website – 4,812 sessions/4,260 unique visits with 1:21 minute average session duration
 - Facebook – 1,304 fans
- Ventura County Grows Business Outreach:
 - WIB/WDB Speakers Bureau

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

- Job Seeker Outreach

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

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

- Youth Outreach

Career Counselor E-blast & Posters

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

VC Jobs With a Future Website

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

VCJWF Twitter

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

- General Outreach: Media Relations

- New Board Member Release:
VC Star – ran Patricia Schulz announcement on May 16
- WIB Awards Announcement news release – interviewed winners, prepared news release, and sent to media and elected officials on June 23
Clips:
 - Tri County Sentry – ran release and photo June 25
 - Sespe Sun – ran release and photo on June 24
 - Fillmore Gazette – ran release and photo on June 24
 - Posted WIB Award winners news release on Moorpark Patch
 - Posted release on prlog.org
 - Posted on the VC Star website
- Posted WIB congratulatory ad – placed in the Ventura County Star and Pacific Coast Business Times
- Op-Ed: Why Helping Develop a Strong Workforce is Good for Your Business (to run in August)
- WIB Website Redesign/Rebranding: working with County of Ventura IT for development and implementation of new WDB website
 - Home Page and Landing Page Design Approved
 - Slider Graphics Developed/Finalized
 - Revised all WDB, WIOA, & America's Job Center references/links
 - Development site under review <http://dev.ventura.org/WDB/>
 - Compile WDB Board Members Photos – In process
 - Develop photo resources for website and outreach material
- KCLU Annual Contract Coordination – obtained competitive bids for annual public radio general services outreach project
- Job Outlook E-blast:
 - May 22 – WIB Cohorts: 377 Sent/24.5% Open Rate
 - May 22 – Biz List: 11,254 Sent/6.2% Open Rate
 - June 22 – WIB Cohorts: 377 Sent/22.3% Open Rate
 - June 22 – Biz List: 11,122 Sent/5.4% Open Rate
 - July 17 – WDB Cohorts: 381 Sent/23.1% Open Rate
 - July 17 – Biz List: 11,098 Sent/5.8% Open Rate

6.0 Action Item

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

Motion to approve: Victoria Jump
Second: Jim D. Faul
Motion carried

7.0 Year-End Review 2014-2015

Committee members discussed accomplishments for the past year and insights for inclusion in the Year-End Review. There also was discussion regarding outreach priorities for 2015-2016. (A copy of the final document is attached.)

8.0 Local Area WIOA Recertification

Talia Barrera noted 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 requirements. More to come as soon as WDB staff receive additional information.

9.0 Committee Member Comments

No comments.

10.0 Adjournment

The meeting was adjourned at 10:06 a.m.

Next Meeting

September 16, 2015 (8:30 a.m.-10:00 a.m.)
Economic Development Collaborative–Ventura County (EDC-VC)
1601 Carmen Drive, Suite #215, Camarillo, CA



2014-2015 YEAR-END REVIEW **Workforce Investment Board of Ventura County**

WIB OUTREACH COMMITTEE

2014-2015 Members

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

Committee Accomplishments

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

Employer Outreach

- Focused on outreach messaging to raise employer awareness of WIA-funded recruitment, training, layoff aversion, and business consulting services in Ventura County. Collateral identified coordinated no-cost/low-cost services provided through collaborative efforts of the America's Job Center of California, the Economic Development Collaborative-Ventura County, and the Small Business Development Center.
- Published the WIB bi-monthly e-newsletter, *Workforce Update*, featuring employer success stories, business-friendly practices, and programs, WIB members and activities, quick reads, and upcoming events. A total of six e-blasts to 72,000 recipients were distributed to targeted employers, WIB cohorts, and stakeholders in Ventura County. Open rates ranged from 20% to 30% for WIB cohorts and 6% to 10% for general business lists.
- Added to the WIB-developed Ventura County Grows Business (VCGB) outreach platform to continue the business retention and growth outreach initiative. Messaging targeted employers (1.67 million impressions) through print ads, broadcast, and digital marketing. The website (www.venturacountygrowsbusiness.com) had 4,260 unique visitors, who spent an average of 1:21 minutes per visit on the site.
- Implemented the Ventura County Grows Business Speakers Bureau to raise employer awareness of the no-cost and low-cost services available in Ventura County to help businesses grow. WIB members made 12 presentations at Rotary Clubs and Chambers of Commerce in Ventura County.

Youth Outreach

- Enhanced the WIB's VC Jobs With a Future youth website (www.vcjobswithafuture.org) with new and updated career planning resources. More than 5,736 visitors accessed the website, viewing an average of almost two pages per visit.
- Developed a new youth Twitter page for VC Jobs With a Future and launched in April 2015. As of June 30, 2015, the page had reached 286 followers.
- Worked with WIA youth program providers to gather compelling case stories for WIB outreach messaging and for posting on local, state, and national workforce development websites.



2014-2015 YEAR-END REVIEW **Workforce Investment Board of Ventura County**

WIB OUTREACH COMMITTEE

Job Seeker Outreach

- Developed and implemented a regional job seeker outreach initiative using existing WIB outreach materials and venues: on-the-job training brochures, online banners, Facebook, radio PSAs, and the WIB website.

General Outreach

- Implemented a re-branding strategy to comply with the California WIB requirement to use the statewide brand of America's Job Center of California (AJCC). Logo identifiers appeared on outreach messaging (e.g., brochures, banners, window signage, and WIB website).
- Designed a new WIB website to increase visibility and easy access to resources on our website, and to comply with WIOA requirements.
- Continued the WIB's successful Workforce Wednesday (WW) live interview series on KVTB-1590 AM, the only all-news/talk radio station in Ventura County. Aired segments featuring WIB and WIB committee members discussing such topics as education and career readiness, support programs for employers and job seekers, and business and economic development in Ventura County. WW reached a total of 298,000 impressions targeting employers through ten programs.
- Focused general messaging on key WIB-supported employer, job seeker, and youth services and partnerships. KCLU AM Edition and All Things Considered, through public service announcements, reached more than 3.1 million impressions in Ventura County. Also achieved an additional 54,000 online impressions through targeted KCLU banner placements, with almost 1,073 clicks connecting users directly with the services described.
- Encouraged WIB members to establish a more visible presence in the community for collaborative workforce and economic development, including participation in such activities as Workforce Wednesday, press articles, opinion pieces, written and video testimonials, meetings with state and national representatives, presentations at community events, and participation in state and national conferences.
- Developed and distributed six news releases (published in 22 media) and interview guides featuring new WIB members. Placed two opinion pieces by WIB members focusing on key sector growth challenges and opportunities in the region.
- Conducted the outreach, screening, selection, and public recognition process for the 2015 WIB Awards to recognize outstanding contributions to workforce and business development in Ventura County.



2014-2015 YEAR-END REVIEW **Workforce Investment Board of Ventura County**

WIB OUTREACH COMMITTEE

Insights

- Through the reach and frequency of an integrated media strategy, the WIB is furthering its goals of developing workforce pipelines that support employers, job seekers and youth by increasing awareness of the resources available and opportunity to collaborate in order to build a workforce that supports business needs.
- We have created a solid online infrastructure for access to regional information (e.g., data, resources, networks, and partners): Ventura County Grows Business, VC Jobs With a Future, and the WIB website.
- Workforce Wednesday, *Workforce Update* and the KCLU partnership have been effective in reaching multiple audiences.
- The VCGB Speakers Bureau outreach efforts by WIB members helped to promote private/public sector collaboration and also drove more people to information on our three websites.
- A visible presence of WIB members in the community encouraged more collaboration among private and public sector leaders.
- Increased use of social media have helped to increase community engagement.
- Part of board development is to continue with the Speakers Bureau and increase the participation of board members in outreach.
- All board members should have a briefing on the services offered under WIO and have collateral materials on hand to share with their networks.
- It would be a good idea to ask WIB members to what organizations they belong, and ask if they would be willing to make presentations about WIOA-funded programs and services to those organizations.



Workforce Development Board Outreach Update: July 28, to September 11, 2015

Employer Outreach

- **Workforce Wednesday - *WDB***
 - **August WW** – Douglas Wood, Crowne Plaza, Victor Dollar, Brighton Management – Youth Opportunity Award Winner – Importance of offering summer internships
 - **September WW** – TBD
- **August 2015 – Workforce Update Eblast *WDB***
 - **August 26 – WDB Cohorts: 384** Sent/22.8% Open Rate/11% CTR
 - **August 26 – Biz List: 11,004** Sent/5% Open Rate/2% CTR
- **Ventura County Grows Business Website – July 1 to August 31, 2015**
 - **Website: 47% decrease in unique visitors over same time previous year** – Note: previous year July/August followed a VCGB paid outreach period
 - 531 Sessions/448 Unique Visitors
 - 2 minutes average session duration
 - 2.35 pages/session
 - 52.17% Bounce Rate
- **VCGB Facebook – 1,301 Fans (through 9/11/15)**
 - Fans: unchanged from 14/15
 - Posting Frequency: 3-5 times/week
 - Reach: 1,480 7/27 – 9/6/15
- **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	Completed
7/9	Santa Paula East Area One Educational Task Force	Cheryl Moore	Completed
F 9/11 8 - 9:30	Camarillo Chamber of Commerce	Heidi Hayes	Completed



Workforce Development Board Outreach Update: July 28, to September 11, 2015

Pending:

Rotary Club of TO
Rotary Club of TO Sunrise
Rotary Club of Oxnard
Rotary Club of Santa Paula
Rotary Club of Simi Sunset

Pending Presentations Continued:

Rotary Club of Ventura
Rotary Club of Ventura East
Rotary Club of Westlake Village
Rotary Club of Westlake Village Sunrise
Santa Paula Chamber
Moorpark Chamber

Employer Outreach – In Development/Consideration

- VCGB – It was agreed that there was value in the grass roots effort of securing speaking engagements at regional business associations. It was also agreed that the PPT would need to be updated and an expanded group of participants in the ‘bureau’ would need to be developed.
- October 2015 Issue “Workforce Update”
- 15/16 Outreach Strategy
- Manufacturing Day 2015 Support
 - Register all Manufacturing Day participants on the national website
 - Distribute media alert/advisory when approved
- Op-Eds - Several potential op-ed topics were proposed for development on a bi-monthly basis including:
 - Training Programs and their value to employers
 - Older Workers
 - Economic Development – First Texas, then Florida...the truth about growing a business in Ventura County and California
 - Growing Career Pathways
 - The value of offering “Externships” to teachers

Youth Outreach

- **VC Jobs With a Future Website – July – August, 2015**
 - 20% increase over same time period 14/15 program year
 - 720 Sessions/654 Unique Users
 - 1.98 pages per visit/1.14 minutes average visit duration
 - 58.89% bounce rate
- **VCJWF twitter – 284 followers (Unchanged)**
 - 25 Tweets (July 25 – September 10)
 - 5,963 Impressions (July-August)
 - 694 Page Visits (July-August)



Workforce Development Board Outreach Update: July 28, to September 11, 2015

Youth Outreach in Development

- Agency mentioned that a similar speakers bureau had been in development in 14/15 to expose k-12 youth to the resources available on the VCJWF website and twitter page. Further discussion ensued regarding the new WIOA guideline targeting 'disconnected' youth and speakers program might serve that goal. Agency and Client to discuss further.
 - Boys & Girls Club After School Program Presentations
 1. PPT in development. - HOLD
 2. Discuss Meeting of the Minds speaker: K-Rahn Vallatine

Youth Outreach in Development - Continued

- CAPS TV WDB "Show" – Agency to follow-up with Linda Fisher Helton to discuss this opportunity further.
- 15/16 Outreach Strategy

Job Seeker Outreach

- **Career Shops**
 - August workshops - Sent out announcements on July 31.
 - September workshops – sent out announcements on August 7.
- Clips:
- 805 Calendar – ran East Valley Power of CalJOBS info
 - Moorpark Patch - ran August workshops post
 - Sespe Sun – running September career shops info
 - KDAR – running September career shops info
 - Sim Acorn – ran East Valley CalJOBS info August 14
 - Santa Paula Times – running September career shops info
 - VC Reporter – ran August career shops listing

Job Seeker Outreach in Development

- OJT Opportunities – New funding is available for OJT and may be appropriate for both Job Seeker and Employer outreach. Agency and Client to discuss next steps.

General Outreach

Media Relations & Various *WDB*

- **Wrote and submitted approved op-ed, *Developing a Strong Workforce*, by Victor Dollar to the Star.**
Ran August 8.
 - http://www.vcstar.com/opinion/columnists/victor-dollar-developing-a-strong-workforce-in-ventura-county_07915069
- **New board chair, members, re-appointments release** – prepared release and sent August 19 to media and elected officials
Clips:
 - VCStar, 9/5/15 http://www.vcstar.com/business/business-briefs_75664238
 - T/O Acorn, 8/27/15 http://www.toacorn.com/news/2015-08-27/Business/Local_resident_named_chair_of_workforce_board.html
 - Sespe Sun, 8/20/15 <http://sespesun.com/archives/11323>



Workforce Development Board Outreach Update: July 28, to September 11, 2015

- **WDB Website Redesign/Rebranding**
 - Fourth round review in process. WDB staff to review and finalize punchlist.
 - Page indexing in development
 - Google Analytics in development
 - Joomla training to be scheduled
 - Dev site under review: <http://dev.ventura.org/WDB/>
- **KCLU Annual Contract Coordination –**
 - KCLU PO still in process
 - Agency to coordinate content and banner development as needed for placements starting in September 2015 – First focus: VCGB PSA and Banners
- **Job Outlook Eblast:**
 - **August 21 (April 2015 Report) - WDB Cohorts:** 385 Sent/24.4% Open Rate/4.5% CTR
 - **August 21 (April 2015 Report) – Biz List:** 11,048 Sent/6% Open Rate/1% CTR
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **July 2015:**
 - **Ventura County increased .6%** from a revised 5.3% in June 2015 to 5.9% in July 2015 (July 2014 = 7.0%)
 - **California increased .3%** from 6.2% in June 2015 to 6.5% in July 2015 (July 2014 = 7.9%)
 - **U.S. increased .1%** from 5.5% in June 2015 to 5.6% in July 2015 (July 2014 = 6.5%)

General Outreach – WDB/WDB Transition Materials Status

- **Transition collateral** – Employer, Job Seeker, Youth pamphlets – Waiting on final approval
- **WDB Business Cards** – In development

General Outreach – In Development

- Committee Chair (Brian Gabler) suggested development of a two-minute video that outlined the complete array of WDB support programs, services and partnerships. Agency and Client to discuss how this asset might be utilized in an outreach effort to make the WDB's target audiences better aware of available resources. Committee/WDB Staff to advise next steps
- WDB Requested development of new Board Member business card that highlight the services and contacts for: job seekers, youth and employers.
- WDB Requested that talking points be developed for Board Members for each of the WDB missions: Youth, Job Seeker and Employer programs
- Agency suggested development of three posters, for display at WDB board meetings, that each focus on goals of the three target segment missions.
- 15/16 Outreach Strategy In Development

The attached Projects in Process has been updated through 9/11/15.

Items in Gray = Completed



Workforce Development Board

Projects in Process: 14/15 Program Year

9/11/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	WDB Outreach	Agency Services	4-Sep	n/a	31-Dec	Develop talking points for WDB members for three categories of WDB's mission	
General	WDB Outreach	Agency Services	30-Jul	n/a	31-Dec	Investigate development of a 2-minute video that highlights are segments of WDB-supported programs	
Employer	Business Outreach	Agency Services	1-Jul	n/a	30-Jun	In Development	
General	WDB Outreach	Agency Services	1-Jul	n/a	30-Jun	In Development	
Job Seeker	Job Seeker Outreach	Agency Services	1-Jul	n/a	30-Jun	In Development	
Youth	Youth Outreach	Agency Services	1-Jul	n/a	30-Jun	In Development	
Employer	2015 Manufacturing Day	Agency Services	1-Jul	n/a	2-Oct	9/14 agency to register participants on national site	waiting for direction on media advisory
General	Op-Ed Development: New Topics	Media Relations	1-Jul	n/a	30-Jun	Develop, solicit and recommend new topics as appropriate, i.e. older workforce, guiding disconnected youth, etc.	
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	Op-Ed: Why Helping Develop a Strong Workforce is Good for Business	Media Relations	1-Jul	n/a	31-Jul	Draft to client for review 7/14	Waiting on client feedback
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/Discussion.	

Items in Gray = Completed



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

9/11/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
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	WDB "Mission" Posters	Creative Services	4-Sep		10/31/2015	Develop three posters for Board Meeting display focusing on WDB Missions	
General	WDB Family of Online Banners	Creative Services	27-Jul		10/31/2015	Develop a new library of WDB banners for placement on KCLU, etc.	
General	WDB Identity - Biz cards	Creative Services	1-Jul		31-Oct	In Development	Waiting for client input
General	Digital Media: Review current social media for updates where needed	Creative Services	1-Jul		10/31/2015	In Development	
General	New WDB Website Construction	Creative Services	1-Jul		10/31/2015	Coordinate with H.S.A. IT and WDB Staff on site launch, page indexing, GA set-up	WDB staff to do final review
All	Update OJT materials	Creative Services	1-Jul		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	Agency to email, BGC, PP, EDC-VC and VACE to request new case histories	Waiting on Client Input
General	WDB Pull-Up Signs: WDB/Collage (2) Versions	Creative Services	1-Jul	n/a	TBD	WDB Version to Client in August.	Waiting on Client Input
Employer	Workforce Update: October Issue	Creative Services/Eblast	1-Sep		20-Oct	Agency to develop draft for client review	
General	Job Outlook: September	Creative Services/Eblast	1-Sep		18-Sep		

Items in Gray = Completed



Workforce Development Board

Projects in Process: 14/15 Program Year

9/11/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Employer	Workforce Wednesday, 11/18/15, TBD	Agency Services	2-Oct		18-Nov		
Employer	Workforce Wednesday, 10/21/15, TBD	Agency Services	1-Sep		21-Oct		
Employer	Workforce Wednesday, 9/23/15, TBD	Agency Services	1-Aug		23-Sep		
Job Seeker	December Career Shops	Press Release	1-Jun		n/a	Develop & Distribute Calendar Alerts	
Job Seeker	November Career Shops	Press Release	1-Jun		n/a	Develop & Distribute Calendar Alerts	
Job Seeker	October Career Shops	Press Release	1-Jun		n/a	Develop & Distribute Calendar Alerts	
Youth	VC Jobs With A Future Twitter Page	Creative Services	20-Apr		30-Jun	Ongoing content development, placement & management	
General	WDB Photo Library	Creative 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	WDB 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.	

Items in Gray = Completed



Workforce Development Board

Projects in Process: 14/15 Program Year

9/11/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
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	June 2015 Career Shops	Press Release	17-Nov		n/a	Completed 5/22	
General	Job Outlook: April	Creative Services/Eblast	1-May		19-Jun	Completed 5/22	
Employer	Workforce Wednesday, 5/27/15, Why hiring a disabled person is a good idea.	Agency Services	23-Apr		27-May	Completed 5/27	
Employer	Workforce Update: June Issue	Creative Services/Eblast	1-May		15-Jun	Completed 6/17	
General	Job Outlook: May	Creative Services/Eblast	1-Jun		19-Jun	Completed 6/22	
General	Eblasts: New WDB Workforce Update Templates	Creative Services	24-Mar		6/30/2015	Completed 7/1	
General	2015 WDB Awards Winner Announcement Ad	Creative Services	15-Jun	n/a	1-Jul	Completed 7/1	
General	2015 WDB Awards Winner Announcement	Media Relations	1-Jun	n/a	19-Jun	Completed 7/1	
Employer	Workforce Wednesday, 6/24/15, WDB/WDB Transition	Agency Services	28-May		24-Jun	Completed 7/1	

Items in Gray = Completed



Workforce Development Board

Projects in Process: 14/15 Program Year

9/11/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	VCJWF - Posters	Creative Services	13-May		6/30/2015	Completed 7/2	
General	New WDB Website Design - Slider Graphics	Creative Services	1-Apr		6/1/2015	Completed 7/10	
General	WDB Identity - Logo package	Creative Services	24-Mar		30-Jun	Completed 7/10	
General	WDB Identity - Letterhead	Creative Services	24-Mar		30-Jun	Completed 7/10	
General	WDB Identity - PPT Template	Creative Services	24-Mar		30-Jun	Completed 7/10	
General	New WDB Website Design	Creative Services	2-Mar		6/30/2015	Completed 7/10/15	
General	Job Outlook: June	Creative Services/Eblast	1-Jul		17-Jul	Completed 7/17	
General	Eblasts: New WDB Job Outlook Templates	Creative Services	24-Mar		6/30/2015	Completed 7/17	
General	WDB - Case History Template	Creative Services	24-Mar		30-Jun	Completed 7/24	
General	WDB - Pull-up Poster (3) Versions	Creative Services	24-Mar		30-Jun	Completed 7/24	
General	KCLU PSA Sponsorships	Agency Services	1-Aug	n/a	30-Jun	Completed 7/24	
General	Digital Media: Review current WDB websites (VCGB & VCJWF) for updates where needed	Creative Services	24-Mar		6/30/2015	Completed 7/27	
All	AJC Support Pamphlets - 3 Versions: Employee, Job Seeker, Youth	Creative Services	24-Mar		30-Jun	Completed 7/27	

Items in Gray = Completed



Workforce Development Board

Projects in Process: 14/15 Program Year

9/11/15

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Job Seeker	August Career Shops	Press Release	1-Jun		n/a	Distributed 7/31/15	
Job Seeker	September Career Shops	Press Release	1-Jun		n/a	Distributed 8/7/15	
General	Job Outlook: August	Creative Services/Eblast	1-Aug		21-Aug	Completed 8/21/15	
Employer	Workforce Update: August Issue	Creative Services/Eblast	1-Jul		25-Aug	Completed 8/26/15	
Employer	Workforce Wednesday, 8/26/15, WDB Award Winner	Agency Services	1-Jul		26-Aug	Douglas Wood, Victor Dollar - Internships Completed 8/26/15	



Workforce Wednesday for 8/26/15
Interview at 8:40AM
Live at KVTA 1590-AM Studio
2284 Victoria Avenue, Ventura

Workforce Wednesday Interview Guide

Welcome back to Workforce Wednesday, a monthly broadcast from the Workforce Development Board of Ventura County.

Opening

The Workforce Development Board recently announced the winners of the 2015 WIB Awards, people who have made outstanding contributions to building our Ventura County workforce. The Youth Opportunity Award went to the Crowne Plaza Ventura Beach for providing more than 100 summer school internships. Here to tell us more about it are:

- **Victor Dollar:** Vice President of Sales for Brighton Management, and Chair of the Workforce Development Board of Ventura County
- **Douglas Wood:** General Manager of the Crowne Plaza Ventura Beach, and Vice Chair of the Ventura County Lodging Association

Interview Questions

- **Victor:** The Workforce Development Board is partnering with business and education to develop career pathways in hospitality and other industry sectors. What are career pathways? Why are they important?
- **Doug:** Congratulations on the Youth Opportunity Award! The Crowne Plaza certainly has shown a commitment to providing youth internships. Tell us about your program.
- **Victor:** I understand that several hotels in the area offer a variety of work experience opportunities for young people. What are some examples?
- **Doug:** What would you advise other employers who might consider having youth internships at their companies?
- **Victor and Doug:** From a broader perspective...Ventura County recently was rated the most desirable place to live in America. How does that type of recognition affect workforce development for our local businesses?

Wrap-Up

For more information about the Workforce Development Board and its programs and services, visit the website at workforceventuracounty.org. That is workforceventuracounty.org.

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



Employers Making a Difference



Local businesses are working with educators at meetings of the Workforce Development Board (WDB) industry sector committees to find solutions to workforce issues that are affecting their businesses. For example:

- Hospital members of the WDB Healthcare Committee usually are competitors in the business world, but they share a common challenge—a growing shortage of clinical lab scientists to analyze blood and tissue samples for patients. Working together, the hospitals are building local capacity to provide the lab field experiences needed by post-graduate students from California State University, Channel Islands.
- Opportunities for good jobs in the water and wastewater industry are growing. However, employers in Ventura County cannot find enough workers to fill open positions. Members of the WDB Clean/Green Committee are participating in a regional survey to learn more about employer job requirements to help identify local training gaps and raise career awareness.
- Manufacturing offers the highest average pay in Ventura County, but businesses still struggle to find qualified workers—even at the entry level. Members of the WDB Manufacturing Committee have developed a list of manufacturing readiness skills and are providing feedback to educators in support of career pathway and curriculum development.

In each of these examples, businesses are working with other businesses to find solutions to workforce issues that would not have been possible otherwise. Thank you to our committee volunteers for

[Join Our Mailing List!](#)

Resources

Connect with free and low-cost Ventura County [Employer Services](#).

America's **JobCenter**
of California™



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

Job Outlook

July 2015

Unemployment

Not Seasonally Adjusted

U.S. = **5.6%**

California = **6.5%**

Ventura County = **5.9%**

Source:

[Workforce Development Board of Ventura County Job Outlook Report](#)

Quick Reads

going beyond their specific interests and working together for the benefit of Ventura County industry sectors as a whole. Employers are encouraged to participate in committee meetings. [Check the WDB website for the meeting calendar.](#)

Worth Your Time



No one is more aware that business leaders are busy and focused on the performance of their own companies than Mike Soules, immediate past WDB Chair and President and CEO of Corwin, a SAGE publishing company. Yet, Mike asserts that the success of one business has a ripple effect on others-and now is the time to build our

collective strength by working with peers in the larger Ventura County region.

"For our local economy to grow and thrive, employers need to get involved in strengthening our regional workforce," says Mike. "By doing so, we will benefit as individual businesses while contributing to the overall economic vitality of Ventura County."

Mike strongly recommends that business leaders participate in WDB sector committee discussions. To hear more of Mike's comments, [listen to the July 1st Workforce Wednesday broadcast.](#)

Congratulations to 2015 WIB Award Winners!



Each year, the WIB Awards recognize exceptional contributions made by members of the community to help build a strong Ventura County workforce. Congratulations to the 2015 recipients who have made a real difference by providing youth internships and work opportunities, developing collaborative programs to meet workforce needs, or supporting business expansion, job creation or job retention:

"[4 ways to unlock employee performance](#)," CGMA Magazine, July 14, 2015

"[5 ways to make employee learning a pillar of your company - and why it's vital](#)," July 22, 2015

According to the popular Washington Post WONKBLOG, "[Ventura County, Calif., is the absolute most desirable place to live in America.](#)"

Workforce Wednesday

Tom Spence
KVTA 1590-AM

Aug. 26 at 8:40AM
Douglas Wood and Victor Dollar talk about internships.

[Click to listen to July 1 broadcast to hear Mike Soules and Cheryl Moore talk about the importance of employer involvement in Ventura County workforce development.](#)

Upcoming Events

August 27
WDB Board Meeting
at VCOE

Interested in developing Ventura County's future Workforce? [Join us at one of our committee meetings.](#)

WIB Youth Opportunity Award

- **Douglas Wood**, *General Manager at the Crowne Plaza Ventura Beach*
- **Ralph Imondi and Linda Santschi**, *co-founders and scientific directors at Coastal Marine Biolabs*

WIB Collaborative Action Award

- **Tiffany Morse, Ph.D.**, *Director of Career and Technical Education , Ventura County Office of Education*
- **Subhash Karkare, Ph.D.**, *Biotechnology Professor at Moorpark College*
- **Bill Pratt**, *Vice-President of Operations at Kinamed, Inc. in Camarillo*
- **Scot Rabe**, *Manufacturing Technology Professor at Ventura College*

WIB Champion for Prosperity Award

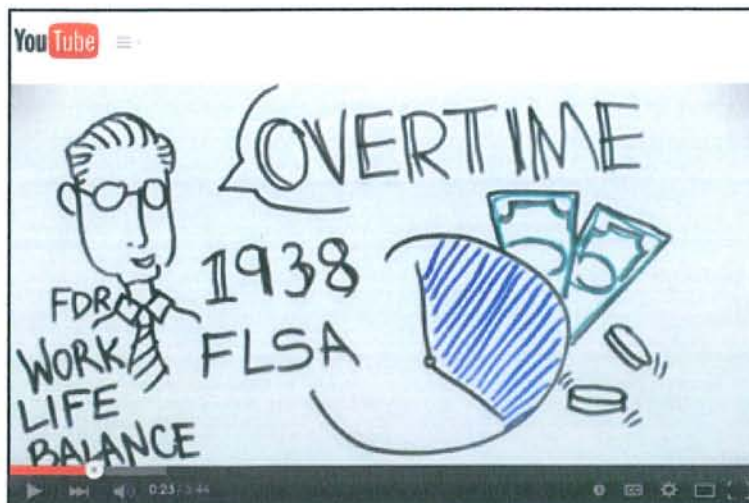
- **Tejas Patel**, *President of Laksh, Inc./Aishu, Inc. in Camarillo*

WIB Leadership Award

- **Manuel Vega**, *CEO of Anacapa Water Blasting, Inc. in Oxnard*

Did you Know?

White Board Explainer: [What is Overtime?](#)





Workforce Update is brought to you by the Workforce Development Board of Ventura County (WDB). The Workforce Development 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.

Workforce Development Board

Bringing People and Opportunities Together
55 Partridge Drive, Ventura, California 93003

805.477.5306 or visit workforceventuracounty.org



Created in partnership with [theAgency](#).

theAgency

[Forward this email](#)

 [SafeUnsubscribe](#)

This email was sent to heidi@agency2.com by info@workforceventuracounty.org | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [About our service provider](#).



Try it FREE today.

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

805CALENDAR

Tue, Sep 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 is required. 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](tel:18007352922). Auxiliary aids and services are available upon request to individuals with disabilities. 1:30 p.m. – 4:00 p.m. at the East County Job & Career Center, 980 Enchanted Way, Simi Valley. Info: [805-955-2282](tel:8059552282)

Moorpark, CA
Patch 

America's **JobCenter**
of CaliforniaSM

Free Career Shops For Job Seekers - presented throughout September by the America's Job Center of California with support from the Workforce Development 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 Oxnard location) or 805-955-2282 (east county Simi Valley location) to enroll.



[Free Job & Career Workshops](#)

Location: West Oxnard Job & Career Center

Contact tel.: 805-204-5171

Contact: [Talia Barrera](#)

Free Career Shops For Job Seekers - presented throughout September by the America's Job Center of California with support from the Workforce Development 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.



Free Career Shops For Job Seekers

Tuesday, September 1 - Wednesday, September 30, 2015

Free Career Shops For Job Seekers - presented throughout September by the America's Job Center of California with support from the Workforce Development 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=72169#sthash.PU6M0IMn.dpuf>



West Oxnard Job & Career Center

August 7, 2015

September 2015 Career Shops

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

Tuesdays, September 1, 8, 15, 22; – The Power of CalJOBS; 1:30 p.m. to 4 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.

Wednesdays, September 2, 9, 16, 23; – Resumes that Sell; 1:30 p.m. to 4 p.m. – Get hands-on assistance in completing your resumé, 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, September 3, 10, 17, 24; – Winning Interviews; 8:30 a.m. to 11 a.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, September 3, 10, 17, 24; – Job Search/Social Media; 1:30 p.m. to 4 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.

Tuesday, September 8, 22; – 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.

Friday, September 11, 25, – How to Apply for State Jobs; 1:30 p.m. to 4 p.m. -Space is limited. Prior registration required by calling the West Oxnard Job & Career Center at 805-204-5171 to enroll.

Career Shops are sponsored by the Human Services Agency and the Workforce Development 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.

Simi Valley Acorn

2015-08-14 / Business

Career center to host jobs workshop

The East County Job and Career

Center will offer a class on “The Power of CalJOBS” from 1:30 to 4 p.m. Tues., Aug. 25 at the center, 980 Enchanted Way, Simi Valley.

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

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

This class will show attendees (online version cuts off here)

Event Free Job & Career Workshops

Event Information

Free Career Shops For Job Seekers - presented throughout August 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 [08/04/15](#) to [08/30/15](#) - Tue, Wed, Thu, Fri

Place No Location Available

Phone 805-204-5171

Email talía.barrera@ventura.org



Workforce Development Board of Ventura County Names New Board Chair

August 20, 2015

Ventura, Calif. – The Workforce Development Board (WDB) of Ventura County announced that Victor Dollar has been elected its new board chair. In addition, the Ventura County Board of Supervisors has appointed three new board members and has approved the reappointments of three current members at its August 11 meeting.

Dollar is vice president of sales for Brighton Management. He oversees operations for seven Brighton-owned hotel properties in Ventura County.

“I’ve been involved with the Workforce Development Board for more than six years and have seen firsthand the excellent work it does creating collaborative opportunities between business, education and government,” says Dollar. “All three have a vested interest in maintaining a strong, well-trained workforce in Ventura County. The hard work by the WDB board is paying off. I’m honored to continue these efforts as board chair.”

Joining the Workforce Development Board are Greg Gillespie, president of Ventura College, Cindy Guenette, operations and quality assurance manager of Hi-Tech Engineering and Kathy Harner, senior vocational rehabilitation counselor for the California Department of Rehabilitation. Guenette has held managerial positions in a variety of manufacturing settings.

“My interest is to reduce obstacles that prevent growth for small businesses in Ventura County—establish new business-friendly criteria and expand job opportunities in manufacturing,” says Guenette. Guenette hopes to participate in the WDB’s manufacturing and outreach committees. Reappointed for three-year terms are Mike Soules, immediate past chair of WDB and president

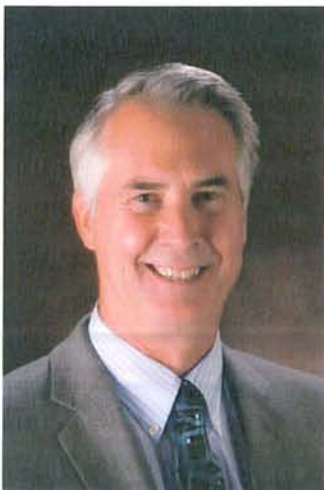
and CEO of Corwin, Brian Gabler, director of economic development/assistant city manager, City of Simi Valley and William Pratt, vice president, operations and director, creative design for Kinamed, Inc.

“Our Workforce Development Board is hands-on and committed to action. Members know that the work they do will have a positive impact on local job seekers and businesses and ultimately will strengthen the county’s economy and its communities,” says Cheryl Moore, WDB executive director.

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



Victor Dollar



Greg Gillespie



Cindy Guenette



Kathy Harner

2015-08-27 / Business

Local resident named chair of workforce board



Victor Dollar The Workforce Development Board of Ventura County has elected Victor Dollar of Newbury Park as the new board chair.

In addition, the Ventura County Board of Supervisors has appointed three new board members and approved the reappointments of three current members at its Aug. 11 meeting.

Dollar is vice president of sales for Brighton Management. He oversees operations for seven Brighton-owned hotel properties in Ventura County: Four Points by Sheraton Ventura Harbor Resort, Courtyard by Marriott Oxnard, Residence Inn by Marriott at River Ridge, Holiday Inn Express Ventura Harbor, Marriot Ventura Beach, Hampton Channel Islands and Holiday Inn Express Port Hueneme.

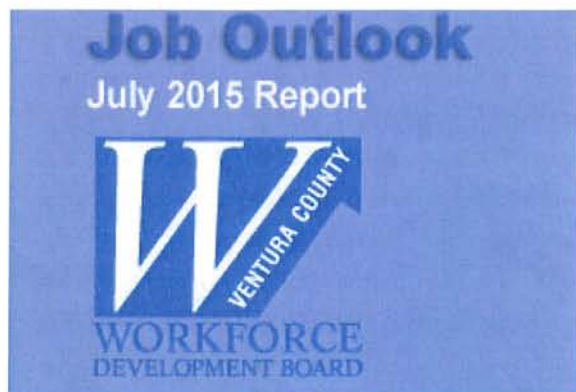
Joining the Workforce Development Board are Greg Gillespie, president of Ventura College; Cindy Guenette, operations and quality assurance manager of Hi-Tech Engineering; and Kathy Harner, senior vocational rehabilitation counselor for the California Department of Rehabilitation.

Reappointed for three-year terms are Mike Soules, immediate past chair of WDB and president and CEO of Corwin; Brian Gabler, director of economic development/ assistant city manager for Simi Valley; and William Pratt, vice president of operations and director of creative design for Kinamed Inc.

Members of the WDB include leaders from business, economic development, education, labor, government and communitybased organizations.

The Workforce Development Board administers federal funds that help to support American Job Center locations and other free employer services in the county.

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



Ventura County Labor Market Information

State Of California Employment

United States Department Of Labor

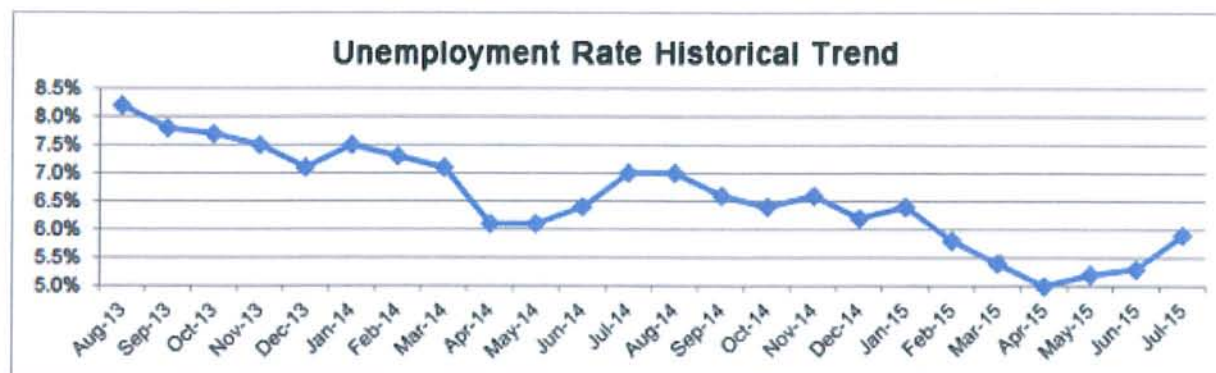
Conference Board - Help Wanted Online Data

Relevant News



Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 5.9 percent in July 2015, up from a revised 5.3 percent in June 2015, and below the year-ago estimate of 7.0 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

State Of California Employment Development Department (EDD) Labor

Market Information



California's unemployment rate decreased to 6.2 percent in July, and nonfarm payroll jobs increased by 80,600 during the month for a total gain of 2,027,700 jobs since the recovery began in February 2010, according to data released August 21st by the California Employment Development Department (EDD) from two separate surveys.

In June, the state's unemployment rate was 6.3 percent, and in July 2014, the unemployment rate was 7.4 percent. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm jobs in California totaled 16,149,000 in July, an increase of 80,600 jobs over the month, according to a survey of businesses that is larger and less variable statistically. The survey of 58,000 California businesses measures jobs in the economy. The year-over-year change, July 2014 to July 2015, shows an increase of 494,200 jobs (up 3.2 percent).

The federal survey of households, done with a smaller sample than the survey of employers, estimates the number of Californians holding jobs in July was 17,861,000, an increase of 14,000 from June, and up 455,000 from the employment total in July of last year.

Source: labormarketinfo.edd.ca.gov

United States Department Of Labor - The Employment Situation: July 2015

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



Total nonfarm payroll employment increased by 215,000 in July, and the unemployment rate was unchanged at 5.3 percent, the U.S. Bureau of Labor Statistics reported today Aug 7th, 2015. Job gains occurred in retail trade, health care, professional and technical services, and financial activities.

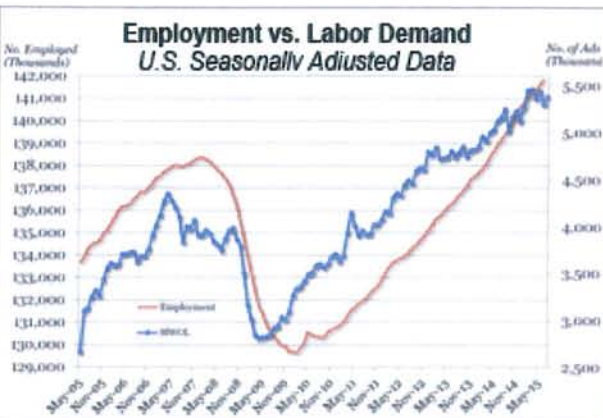
In July, both the unemployment rate (5.3 percent) and the number of unemployed persons (8.3 million) were unchanged.

The number of long-term unemployed (those jobless for 27 weeks or more) was little changed at 2.2 million. These individuals accounted for 26.9 percent of the unemployed. Over the past 12 months, the number of long-term unemployed is down by 986,000.

The civilian labor force participation rate was unchanged at 62.6 percent in July, after declining by 0.3 percentage point in June. The employment-population ratio, at 59.3 percent. Health care added 28,000 jobs in July and has added 436,000 jobs over the year.

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 83,700 to 5,384,400 in July, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released in Aug 5th, 2015. The number of unemployed was 8.3 million in June. The West experienced the largest July increase, 34,100. California led the rise with a gain of 12,100 to 605,700. In July, online labor demand was up in

38 States and down in 12. All four regions experienced increases.

Source: ConferenceBoard.org

Relevant News

August 21, 2015, Los Angeles Times, [California jobless rate falls to 6.2% in July; employers add](#)

[80,700 jobs](#), Shan Li

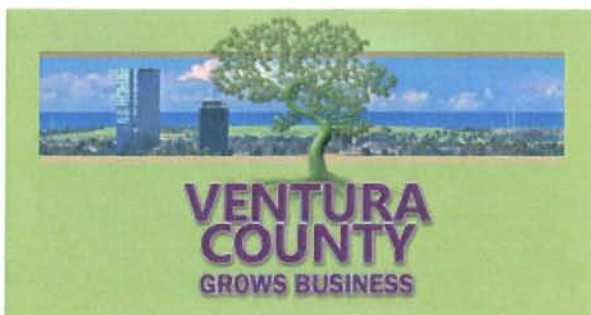
August 20, 2015, *Los Angeles Times*, [Applications for US jobless aid tick up to still-low 277K](#), Associated Press

August 6, 2015, *Orange County Register*, [California job growth seen slightly lower in third quarter](#), Bianca Almada

August 5, 2015, *CNBC*, [US private sector jobs fall short in July](#), Matthew J. Belvedere

July 23, 2015, *USA Today*, [Applications for unemployment aid plunge to 42-year low](#), Paul Davidson

Resources



**See how Ventura County
is working to Grow Business**



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



Bringing People & Opportunities Together

Job Outlook is brought to you by the Workforce Development Board of Ventura County (WDB). The Workforce Development Board administers federal funds that help to support American 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.workforceventuracounty.org.

[Forward this email](#)

SafeUnsubscribe

This email was sent to heidi@agency2.com by info@workforceventuracounty.org | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [About our service provider](#).



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

WALL NOTES
Workforce Investment Board of Ventura County
June 18, 2015
Discussion on Employer Engagement

To open the WIB discussion on employer engagement, WIB Chair Mike Soules noted that a recurring theme throughout the new Workforce Innovation and Opportunity Act (WIOA) requirements is “active employer participation in workforce education, training and development.” What that means for Ventura County employers was the topic for WIB member discussion. Copies of the 2015 State of the Region report were provided as a snapshot overview of the economic, education, workforce and community environment in which Ventura County employers operate. WIB members worked in small groups and reported to the large group in response to these questions:

1) *What is the employer value proposition for regional workforce development?*

2) *How can we get more employers to the table?*

Below is a summary of the wall notes and WIB member comments during the follow-up discussion. The input will be considered during the WIOA planning process.

1) *What is the employer value proposition for regional workforce development?*

a) *What Employers Value*

Time

- Takes time to run a successful business
- Survival of the business is first priority—competes for time

Talent

- Talent available for business expansion
- Education/training opportunities related to the business
- Better quality of apprenticeships, experience, and training
- Centralized database for connecting employers and workforce
- From graduation to work “with two years of experience”—a real challenge

Business Environment

- Need robust technological infrastructure: broadband and wireless connectivity
- Transportation/public roads need to be unified, not fragmented
- Infrastructure hub for a robust technology
- ROI for the time or investment requested
- Reduced costs of doing business
- If a business stays in business, the ROI is for the greater good
- Quality of life: Living and working in Ventura County
- Sustainability: Having opportunities for themselves and their families

b) *Components of Employer Value Proposition*

Talent

- Might take a crisis like a shortage of qualified labor
- Employee retention
- Improve quality and accessibility of skilled talent pool
- Reduce time and effort required to find skilled local talent

- Reduced talent costs resulting from an educated workforce and a social services/safety net

Business Environment

- Building up supply of workers strengthens a demand-driven workforce, which increases purchasing power in the community
- Strategic, specific industry alignment for mutual benefit
- Databases for information sharing, collaboration and helping to build alliances
- Peer-to-peer interaction; resource linking; and social media
- New to workforce: Millennials tend to be more in tune with connection of business to community
- Corporate recognition for helping the greater good

2) How can we get more employers to the table?

Message

- Need to clarify what are we asking of businesses
- Answer the question: "What can I do?"
- Hone our elevator pitch
- Engage/reach out/market our efforts
- Make efficient use of employer time
- Make it easier to know what is going on
- Make it accessible, fun, and valuable to them
- Make our wins visible
- Testimonials from businesses that have benefitted
- Talented workforce; improve bottom line
- Any issues/concerns: Ask how to assist in making them aware
- Important we educate employers how to build business relationships
- Explain the value of WIB to businesses and make it a part of communication
- Companies need to invest in OJT, internships, and mentoring
- Recognize businesses: "CEO for a Day"
- Talk about accomplishments such as being ready to apply for grants
- Be aware of political lines not to cross

Setting

- Time poverty and commitment challenges—we need to go them
- Meet with employers not engaged in the community or the WIB and ask them: "What are your issues? Would you like to get involved in doing that?" Need to determine who will make that happen; who we will ask
- Make the direct ask; peer-to-peer
- More non-traditional outreach that meets employer needs
- Hold "non-traditional" meetings
- Leverage WIB member networks and affiliations
- Get to after-hours meetings with professional organizations
- Reach out to local associations to promote our existence
- Leverage professional organizations and local associations
- Network opportunities to increase sales or develop new business
- Invite to mentoring dinners
- Present to city councils
- Present to Chambers
- Have a visible presence at county-wide meetings

Access/Delivery

- Business-to-business can be used in an association
- Older adults as ambassadors to/from
- Leverage what we have (e.g., Workforce Wednesday, *Workforce Update*, *Job Outlook*, Facebook, Ventura County Grows Business, LinkedIn)
- Podcasting (e.g., Workforce Wednesday)
- Information bulletins (Google documents)
- Social media
- E-mail blasts
- Use smart phone communications, especially for technology geeks
- Send postcards to businesses
- Video conferencing
- Television