



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

### CLEAN/GREEN COMMITTEE MEETING

**Friday, September 16, 2016**  
**8:00 a.m. - 9:30 a.m.**

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

### AGENDA

- |           |  |                   |
|-----------|--|-------------------|
| 8:00 a.m. | <b>1.0 Call to Order and Agenda Review</b>   | Anthony Mireles   |
| 8:02 a.m. | <b>2.0 Public Comments</b><br><br><i>Procedure:</i> 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.  | Anthony Mireles   |
| 8:05 a.m. | <b>3.0 Approval of Minutes:</b> May 20, 2016<br>August 5, 2016   | Anthony Mireles   |
| 8:10 a.m. | <b>4.0 Committee Spotlight on AB 1826:</b> Commercial Organics Recycling<br><br><i>Nan Drake, Director of Government Affairs and Public Relations<br/>for Harrison Industries<br/>Bill Camarillo, Chief Executive Officer of Agromin</i> | Patricia Duffy    |
|           | <b>5.0 Ventura County Regional Strategic Workforce Development Plan</b>  |                   |
| 8:40 a.m. | • Workgroup Report: Employer Awareness   | Patricia Duffy    |
| 8:45 a.m. | • Year-End Review 2015-2016- Insights  | Cheryl Moore      |
| 9:00 a.m. | • WIOA Sector Planning<br>– Joint Sector Meeting Outcomes<br>– Industry-Recognized Credentials<br>– Alignment with 2-Year Plan   | Cheryl Moore      |
| 9:25 a.m. | <b>6.0 Committee Member Comments</b>   | Committee Members |
| 9:30 a.m. | <b>7.0 Adjournment</b><br><br><u>Next Meeting</u><br>November 18, 2016 (8:00 a.m.–9:30 a.m.)<br>VCCF Nonprofit Center (Community Room)<br>4001 Mission Oaks Blvd., Camarillo, CA   | Anthony Mireles   |

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 Clean/Green Committee Meeting**  
**May 20, 2016**

**MINUTES**

**Meeting Attendees**

Committee Members

Anthony Mireles\* (Vice Chair)  
John Brooks  
Rebekah Evans  
Dave Fleisch  
Eric Humel  
Teresa Johnson  
Margaret Lau  
Valeria Makarova

*\*WDB Members*

WDB Staff

Patricia Duffy  
Cheryl Moore

Guests

Jeffrey Albaugh (Ventura Adult and Continuing Education)  
Peter Glenn (REV)  
Brendon Highland (Crunch)  
Frank Martelli (Crimson Energy)  
Ann O'Neill (REV)  
Dusty Russell (State Senator Fran Pavley's Office)  
Javier Saucedo (VCREA)  
Morgan Vahradian (California State University, Channel Islands)

**1.0 Call to Order and Agenda Review**

Anthony Mireles called the meeting to order at 8:10 a.m. No changes were made to the agenda.

**2.0 Public Comments**

There were no public comments.

**3.0 Approval of Minutes: March 18, 2016**

Motion to approve: John Brooks  
Second: Dave Fleisch  
Motion carried

**4.0 Committee Spotlight: REV**

Ann O'Neill and Peter Glenn from REV were invited guest speakers who made a presentation on how REV uses sustainability circles as a method to "integrate the best of sustainability with behavior change to accelerate business impact." Incorporating sustainability into businesses is a way to attract and retain great talent.

**5.0 Ventura County Regional Strategic Workforce Development Plan**

- Employer Awareness Workgroup Report

The Employer Awareness Workgroup recommended identifying three or four businesses to tell their success stories on how incorporating sustainability into their businesses had positive impacts. Examples of impacts might be: helped to retain and engage employees, opened up new business opportunities, saved money, or grew business. The idea is to create short videos to record these success stories and share them through our websites and social media. Small businesses would be the focus since small businesses often view sustainability as something for larger companies and are not aware of the value it can be to a smaller business. Industries suggested to target were: hospitality, manufacturing, restaurants, utilities, retail. Access to video equipment was explored through CAPS Media at Ventura College and the workgroup reported CAPS as an option for video production. A Committee member suggested contacting Ventura

Adult and Continuing Education about their media capacity and the possibility to assist. As a next step, WDB staff recommended that the ideas be discussed/coordinated with the WDB Outreach Committee.

- Clean/Green Committee 2–Year Plan Discussion

The Committee began work to identify the top three Clean/Green workforce development priorities for Ventura County and will continue the discussion at the next meeting.

- Deputy Sector Navigator: Update

Margaret Lau, Deputy Sector Navigator for Agriculture, Water and Environmental Technologies, reported that the South Central Coast Region Consortium of Community Colleges awarded \$10,000 to Ventura College to expand welding programs for agriculture. Ventura College is pursuing the development of an agriculture mechanics program and working with high schools to raise awareness of the different opportunities careers in agriculture offer. There are many high wage jobs in the agriculture field and numerous career pathways. Also, Ms. Lau indicated that middle school students had visited the Agriculture Museum in Ventura County.

- Year-End Review 2016-2017

The Committee discussed the Year-End Review and began to brainstorm insights. (Committee members will e-mail additional insights before the next meeting.) The discussion resulted in a preliminary list of insights, a few of which were:

- Create a value proposition for employers
- Get more businesses involved
- Engage the Chambers of Commerce to become involved
- Increase formal training opportunities in construction
- Include sustainability in hospitality program curriculum
- Work with current programs (such as the program offered by Ventura Adult and Continuing Education) to help incarcerated individuals prepare for jobs after release and reduce recidivism

## **6.0 Committee Member Comments**

- Theresa Johnson announced that VACE has a hospitality pre-apprenticeship program with three hotels participating.
- Rebekah Evans commented on the success of Hospitality Week for Ventura County students and announced upcoming events for June.
- John Brooks announced that the City of Thousand Oaks is hiring two sustainability analysts.

## **7.0 Adjournment**

Motion to adjourn: Teresa Johnson

Second: Dave Fleisch

Motion carried

Anthony Mireles adjourned the meeting at 9:35 a.m.

### Next Meeting

The next meeting of the Clean/Green Committee is scheduled for August 5, 2016, from 8:00 a.m. to 10:00 a.m., at the Ventura County Office of Education (Salon C), 5100 Adolfo Road, Camarillo, CA.



**JOINT MEETING**  
**WDB REGIONAL SECTOR COMMITTEES**  
**August 5, 2016**

WDB Business Services Committee  
WDB Clean/Green Committee  
WDB Healthcare Committee  
WDB Manufacturing Committee

**MINUTES**

**Meeting Attendees**

Business Services

Jesus Torres\* (Chair)  
Tracy Perez\*  
Stephen Yeoh\*

Manufacturing

Alex Rivera\*(Chair)  
Jim Avery  
Michael Bastine  
Patrick Grimes  
Cindy Guenette\*  
Marybeth Jacobsen  
Byron Lindros\*  
Jason Miller  
Tiffany Morse  
Bill Pratt\*  
Mary Anne Rooney  
Bruce Stenslie\*  
Peter Zierhut\*

*\*WDB Members*

Clean/Green

Anthony Mireles\*(Chair)  
John Brooks  
Rebekah Evans  
David Fleisch  
Mary Anne Rooney

Healthcare

Greg Barnes\* (Chair)  
John Cordova  
Martel Fraser\*  
Amy Mantell  
Dawn Neuman  
Irene Ornelas  
Mary Anne Rooney  
Richard Trogman\*

WDB Members

Vic Anselmo\* (Vice Chair)  
Charles Harrington\*  
Victoria Jump\*  
Capt. Doug King\*  
Patty Schulz\*

WDB Administration

Talia Barrera  
Patricia Duffy  
Tracy Johnson  
Richard McNeal  
Cheryl Moore  
Patrick Newburn  
Ma Odezza Robite  
Theresa Salazar Vital

Guests

Sally Harrison (CEO's Office)  
Heidi Hayes (theAgency)  
Paula Hodge (SCCRC)  
Payal Kamdar (VSolvit)  
Vivian Pettit (CSD/WIOA)  
Mairelise Robinson (Workforce  
Education Coalition)  
Chris Schuckmann (Hi-Tech Corp.)  
Michelle Schuckmann (Hi-Tech Corp.)

**1.0 Call to Order and Agenda Review**

WDB Vice Chair Vic Anselmo called the meeting to order at 8:06 a.m. No changes were made to the agenda.

**2.0 Public Comments**

No comments.

**3.0 Welcome and Introductions**

WDB Vice Chair Vic Anselmo welcomed committee members to the first joint meeting of the WDB Regional Sector Committees: Business Services, Clean/Green, Healthcare, and Manufacturing. WDB and sector committee members gave self-introductions.

#### **4.0 WDB Sector Committees**

Vic Anselmo commended the impressive amount of work undertaken by the WDB sector committees for more than six years to strengthen workforce development in Ventura County. He thanked the committee members for their exceptional commitment and collaboration.

Greg Barnes, Chair of the Healthcare Committee, Anthony Mireles, Chair of the Clean/Green Committee, Alex Rivera of the Manufacturing Committee, and Jesus Torres of the newly appointed Business Services Committee provided updates and perspectives on the work of their respective committees. A copy of the presentation may be found in each sector committee meeting packet posted on the WDB website: [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

#### **5.0 WIOA Regional Sector Requirements**

Cheryl Moore provided an overview of the industry sector requirements for WDB regional and local planning under the Workforce Innovation and Opportunity Act (WIOA) and responded to questions. Discussion included a description of the WIOA workforce development system, regional planning units in California, regional strategy for building a competitive workforce pipeline in Ventura County, WIOA One-Stop system alignment, and performance components relating to programs, fiscal, providers, and the alignment of partners in the American Job Center of California (AJCC) delivery system. A copy of the presentation may be found in each sector committee meeting packet posted on the WDB website: [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

#### **6.0 Opportunities for Collaboration**

WDB committee members worked in sector groups and cross-sector groups, reporting to the large group their responses to four questions. Reference materials available included updated workforce/occupational data by sector, workforce skills charts developed by sector committees, sector committee year-end reviews, and draft two-year sector committee plans. Below is a summary of the wall notes and committee member comments during the follow-up discussion. The input will be considered during sector committee planning and WDB/WIOA regional and local planning processes.

##### **Business Services**

##### **1. What are the high-demand jobs in the next 3-5 years?**

- Accounting (software, QuickBooks)
- Advanced Office I.T. (cloud, collaborative software)
- Cyber Security
- Gaming/Simulation Developers
- IoT Networking
- IT Manager
- Junior programmers / developers
- Marketing (digital) (social media)
- Mobile developers App-software
- Quality Information Manager (software)
- Technical Literacy
- Technology Office Manager (operational)

## 2. Which of those jobs are hard to fill? Why?

- Cyber Security
  - IoT Networking
  - Junior Programmers /Developers
  - Mobile Developers App-Software
- *Lack of pipeline*
- *Growing: devices/data analysis/networking, cross functional skills*
- *Evolving: cyber security and technological challenges constantly evolving; therefore solutions and the skills required change as well, which outpaces training/education available*

## **Clean/Green**

### 1. What are the high-demand jobs in the next 3-5 years?

- Alternative Fuel Mechanics
- Green Chemistry
- High Voltage Electrician
- Hospitality (all areas)
- Hospitality Workers
- Inspection Services for Government Services
- Inspectors
- Landscaping/Xeriscaping Installation
- Marketing
- Marketing/Outreach Coordinator Specialist
- Municipality
- Organic Agriculture
- Solar Installation
- Utility Workers
- Water/Wastewater Workers

### 2. Which of those jobs are hard to fill? Why?

- Hospitality Workers: *gap between training for green skills and employers desire to pay*
- Inspectors: *certification/training pipeline - not in data base-localized*
- Marketing: *understanding the value to the businesses*
- Utility Workers: *not enough workers and lack of training*

## **Healthcare**

### 1. What are the high-demand jobs in the next 3-5 years?

- Bilingual
- Care Coordinators
- Caregivers (CHW, I.H.S.S.)
- Case Managers
- CNA (HHA)
- Geriatrician Specialty M.D.'s.
- Health Educators

- Health Faculty
- I.T. Clinical Technology/Biomedical Engineering
- I.T. Technology/Biomedical Engineering
- Mental Health Providers
- Physician Assistants
- Physical Therapy/OT
- R.N.'s (i.e. specialty LVNs, RNP)

2. Which of those jobs are hard to fill? Why?

- Bilingual: *lack of cultural awareness skills*
- Caregivers (CHW, I.H.S.S.): *low wages*
- Geriatrician Specialty M.D.'s.: *need extra training*
- Health Faculty: *wages*
- I.T. Clinical Technology/Biomedical Engineering: *lack of trained available workforce*
- Mental Health Providers: *education level*
- Physical Therapy/Occupational Therapy: *education requirements*
- R.N.'s (i.e. specialty LVNs, RNP): *shortage/training*

**Manufacturing**

1. What are the high-demand jobs in the next 3-5 years?

- Additive Manufacturing Technician
- Cyber Security
- Design Engineer
- Discrete Hyper Skills
- Engineers – Systems
- Equipment Maintenance
- Experienced Machinists
- Facilities Maintenance
- High Technology Assemblers
- I.T. integrate with manufacturing EQ
- Industry-specific interns
- Inspectors (Dimensional, Visual, Electrical)
- Inventory Control
- Machinists with 10 Years' Experience
- Maintenance Technicians
- Manufacturing Systems Technicians / Engineers
- Manufacturing Technician
- Mechanical Engineer
- Metal Finishers/Coating Experts
- Mid-level Managements Skills
- Plant Operator
- Programmer (CNC/Controls)
- Quality Assurance (ISO/AS 9100 + Physical Inspection)
- Skilled Assembly
- Software Migration
- Technician (Electrical or Mechanical)
- UAV Technicians

## 2. Which of those jobs are hard to fill? Why?

- Design Engineer: *lack of hands-on experience; educational programs to provide hands-on experience are in nascent phase*
- Experienced Machinists: *lack of awareness, lack of experience, job jumping, lack of training*
- Quality Assurance (ISO/AS 9100 + Physical Inspection): *no training program; lack of experience*
- Programmer (CNC/Controls): *lack of awareness, lack of experience, job jumping, lack of training*
- General Concerns
  - *Critical thinking vs. standardized tests*
  - *Critical thinkers/agility*
  - *Career awareness of teachers*
  - *Trouble shooters*
  - *Self-teachers*
  - *Off-shoring of manufacturing (and its appeal)*
  - *H.S. “shop” classes extinct*
  - *Unrealistic expectations*
  - *Need for basic skills*
  - *No time to grow people into jobs*
  - *Minimal trade training*
  - *Lack of training resources in the area*
  - *Self-regulators*

## All Sectors

### 3. What challenges do the industry sectors have in common?

- Education and Training
  - Basic skills (read, write, math, tech)
  - Career awareness
  - Certification
  - Internships/apprentice/OJT
  - Leadership skills
  - Soft skills (employability skills)
  - College education → no job → entry level → stuck.
  - Lack of employer-based training
  - Lack of experience/training
  - Saturation of degrees
  - Training: cost, right program, investment (continuous)
  - Educational levels (industry skills needed/engage educators)
- Economic Development
  - Need to train the people who live here
  - Lack of local resources
  - Cost of living
  - Employee retention in an employees’ market
  - How do we get people to stay here? (locally and with the same employer)
  - Proximity to L.A. County causes employee(s) to go elsewhere
  - Retention
  - Salary (benefits)
  - Need all jobs to be more green (Manufacturing, Healthcare)



- Technology
  - Cyber security
  - Technology challenges
- Awareness
  - Improve perception of vocational training
  - Negative perception of industry
  - Understanding the “new employee” mindset

#### 4. What action might we take?

- Engage students with industry (site visits, classroom guest speakers from small business to large employers)
- Vocational training day at schools (hands on for students; class field trips)
- Provide opportunities for educators to experience industry demands and environment
- Need school boards on “board”—experience hands-on training to help counter negative perceptions
- Job advancement plan for retention (skill-based/competency-based, not time based)
- Pre-apprenticeship programs: skill-up people in industry trades (e.g., short-term 2000-hour program to touch up on specialty skills and jobs)
- Retention (share info across businesses; review compensation/benefits; flex time; do small business outreach for retention and training of employees)
- Sponsor site tours in different sector environments (emulate Manufacturing Committee/Manufacturing Roundtable participation in Manufacturing Week)
- Figure out how to fill in the gaps in the data currently available

### **7.0 Summary and Next Steps**

Cheryl Moore noted that the information and ideas generated would be considered by the individual sector committees in updating their two-year plans and by the WDB in WIOA regional and local plan development. Issues of interest to more than one committee would be addressed collaboratively. Public access to sector meeting content would be provided through meeting packets that are posted to the WDB website: [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

### **8.0 Committee Member Comments**

Bill Pratt commented that we should try to determine what the real Ventura County economy looks like, what is missing, and what is getting in the way of Ventura County being a super tech industry.

### **9.0 Adjournment**

Vic Anselmo adjourned the meeting at 10:02 a.m.

## Next Regional Sector Committee Meetings

### **Business Services Committee**

To be scheduled

### **Clean/Green Committee**

September 16, 2016 (8:00 a.m.-9:30 a.m.)  
VCCF Nonprofit Center (Community Room)  
4001 Mission Oaks Blvd., Camarillo, CA

### **Healthcare Committee**

September 23, 2016 (8:00 a.m.-9:30 a.m.)  
VCCF Nonprofit Center (Community Room)  
4001 Mission Oaks Blvd., Camarillo, CA

### **Manufacturing Committee**

October 20 (8:00 a.m.-9:30 a.m.)  
United Food and Commercial Workers (Suite A)  
816 Camarillo Springs Rd., Camarillo, CA



## 2015-2016 YEAR-END REVIEW Workforce Development Board of Ventura County

### WDB CLEAN/GREEN COMMITTEE

#### 2015-2016 Members

WDB Members: Anthony Mireles, Vice Chair/Acting Chair (Laborers International Union of North America), Nancy Williams, Chair (Southern California Edison), Kimberly Nilsson, Vice Chair/Chair (Solid Waste Solutions, Inc.), Teresa Johnson (Ventura Adult and Continuing Education)

Other Members: John Brooks (City of Thousand Oaks), Rebekah Evans (Ventura County Lodging Association), David Fleisch (County of Ventura Public Works Agency), Paul Grossgold (County of Ventura General Services Agency), Eric Humel (Oxnard City Corps), Margaret Lau (Deputy Sector Navigator, South Central Coast Region of California Community Colleges), Valeria Makarova (California Lutheran University), Tiffany Morse (Ventura County Office of Education), Douglas O'Brien (The Energy Coalition), Wayne Pendrey (Ventura County Contractors Association), Mary Ann Rooney (Ventura County Civic Alliance)

#### Committee Accomplishments

In support of the WDB's *Ventura County Regional Strategic Workforce Development Plan 2013-2017*, the WDB Clean/Green Committee accomplishments included:

- Workforce Innovation and Opportunity Act (WIOA)  
Stayed informed on the transition from WIA to WIOA, particularly in relation to regional requirements and industry sector strategies. The new law was effective on July 1, 2015, and Workforce Investment Boards (WIB) under the previous Workforce Investment Act (WIA) were renamed Workforce Development Boards (WDB).
- Clean/Green Committee 2-Year Plan  
Formed a workgroup to develop recommendations for the Clean/Green Committee 2-Year Plan. The workgroup also developed draft definitions to help clarify education/career readiness and workforce development terminology. The Committee used a new WDB format for the 2-Year Plan, designed to standardize documents used by all of the WDB sector committees and make plans easier to follow.
- WDBVC Clean/Green Occupational Employment Data  
Updated the Clean/Green Occupational Employment Data chart for reference during priority and planning discussions.
- Regional Economic Analysis Profile for Ventura County (REAP)  
Reviewed the Occupational Analysis: Construction Materials and Services Cluster and other sections of the larger REAP document, expressing concern that the REAP report might not provide sufficient information for Clean/Green workforce development decision making.
  - Discussed the methodology of data collection and submitted questions to WDB staff for responses from Labor Market Information Division (LMID). Reviewed the responses from LMID and identified the need for more complete data that would provide a more accurate perspective on clean/green workforce needs in Ventura County.
  - Designated a Clean/Green Committee representative to work with a new, cross-sector WDB Data Analysis Workgroup to determine ways to collect more complete/accurate information on local employers.



## 2015-2016 YEAR-END REVIEW Workforce Development Board of Ventura County

### Committee Accomplishments (Continued)

- Inventory of Clean/Green Programs  
Developed a draft matrix to inventory clean/green-related education and training programs available through the community colleges, adult schools and labor unions in Ventura County. Committee members offered to assist in the completion of the inventories.
- Regional Survey of Water/Wastewater Industry  
Formed a workgroup to identify contacts in the water and waste water industry. The workgroup developed an extensive list of contacts and submitted it to the coordinator of the Center of Excellence South Central Coast Region of Community Colleges to use when distributing the survey to the Ventura County region.
- Clean/Green Workforce Development  
Began discussions to identify the top three Ventura County clean/green workforce development priorities and possible next steps.
- Clean/Green Business Practices:  
Discussed ways to raise employer awareness and promote clean/green jobs, emphasizing the importance of education on how to incorporate best practices into all types of business operations.
  - Formed an Employer Awareness Workgroup to examine how to create a green practices message for businesses and how to work with training programs to identify green skills needed to create a “sustainability” workforce to meet changing industry needs.
  - The workgroup recommended ways to help businesses understand the value of incorporating sustainability into their business practices. It was discussed how early adopters of sustainable practices in their businesses grew and profited. Sustainability often opens up new supply chains. The workgroup will continue to work on developing a way for businesses to tell their stories, on how incorporating sustainability has benefitted their businesses.
- Apprenticeship Training  
Coordinated with the Laborers International Union of North America, Local 585 (LiUNA) to have apprenticeship training in Ventura County included on the Eligible Training Provider List (ETPL) training list.
- Career Pathways  
Received updates from the California Career Pathways Trust grant project representatives and discussed opportunities to connect business and education for career awareness and workforce preparation.
- Environmental Education  
Welcomed Melanie Peck, Program Manager for the PEAK Program, for a presentation on the statewide environmental education program focused on energy, water and career pathway development. PEAK is a program of The Energy Coalition and partners with California investor-owned and municipal electric and water utilities to empower students to be resource wise.



**2015-2016 YEAR-END REVIEW**  
**Workforce Development Board of Ventura County**

**WDB CLEAN/GREEN COMMITTEE**

**Insights**

- Recognized the need to identify the best methods to educate employers on the value of incorporating sustainability into the workplace.
- Need to get more businesses involved.
- Engage the Chambers of Commerce to become involved.
- There is a need to Increase formal training opportunities in construction.
- Include sustainability in hospitality program curriculum.
- Work with current programs (such as the program offered by Ventura Adult and Continuing Education) to help incarcerated individuals prepare for jobs after release and reduce recidivism.

DRAFT



## **CLEAN/GREEN COMMITTEE 2-YEAR PLAN** **Workforce Development Board of Ventura County** **2016-2018**

### **Goal**

The Clean/Green Committee will develop a pipeline of skilled workers in clean/green occupations to address the workforce needs of employers, working in collaboration with business, economic development, education, labor, government, and community-based organizations. Focus areas:

- Recycling/reuse
- Energy efficiency
- Natural and sustainable product manufacturing
- Renewable energy
- Water conservation
- Infrastructure
- Services
- Education, compliance and awareness

### **Components of Plan**

- 1. Engage Leaders** Engage a core team of Ventura County employers, agencies, education, labor, and other organizations most involved in clean/green workforce development. Develop ways to identify, engage, and communicate effectively with the core team and other clean/green workforce partners
  - Waste Facilities/ Recycling Centers
  - Water/Wastewater
  - Trash Haulers
  - Utilities/Energy
  - Landscapers
  - Architects
  - Contractors
  - Agriculture
  - Automotive
  - California State University, Channel Islands
  - Ventura County Community College District
  - Ventura County Office of Education
  - Adult education
  - Others
- 2. Analyze Data** Conduct annual research to analyze clean/green workforce needs and changes.
- 3. Take Inventory** Inventory current training providers in the region.
  - Industry-recognized certification programs
  - Apprenticeships
  - Pre-apprenticeships
  - Internships
  - Externships
  - High school academies
  - Regional Occupational Program
  - Adult education
  - Community colleges
  - Universities
  - Trade associations
  - Community organizations
- 4. Determine** Determine focus area priorities for clean/green workforce development.



**CLEAN/GREEN COMMITTEE 2-YEAR PLAN**  
**Workforce Development Board of Ventura County**  
**2016-2018**

**Priorities**

- Sector workforce readiness
- Career pathways
- Sector certifications
- Stackable credentials
- Pre-apprenticeship programs
- Apprenticeship programs
- Business participation:
  - Curriculum development
  - Job shadowing
  - Internships
  - Externships
  - On-the-job training
  - Career awareness/outreach

**5. Identify Gaps**

Monitor identified gaps and continue to identify new gaps between education and clean/green workforce development needs.

**6. Take Action**

Many employers, particularly small businesses, in Ventura County are not aware of the activities of the Workforce Development Board Clean/Green Committee in developing a pipeline of skilled workers for clean/green jobs. As such, we need to:

- **Create awareness** throughout all business communities and the public sector of clean green jobs and certification programs that exist to provide skilled workers.
- **Develop understanding** by employers and managers of the importance clean green practices in their operation (regardless of size) and how hiring skilled clean green workers will improve their organization's performance. Emphasize that virtually every job, in every industry, should incorporate clean green practices.
- **Encourage involvement** by leaders in business and the public sector, in the education of skilled clean green workers through engagement in the classroom, providing internships or job training programs for students or externships for faculty.
- **Complete integration** of clean green practices and workers in all components of the workforce in businesses and the public sector in Ventura County.

**7. Monitor Progress**

The progress of the Clean/Green Committee is measured by the Workforce Development Board Year-End Review and a review of the Committee's 2-Year Plan.



## WDB CLEAN/GREEN COMMITTEE DEFINITIONS

- Workforce readiness
- Career pathways
- Sector certifications
- Stackable credentials
- Pre-apprenticeship programs
- Apprenticeship programs
- Business participation:
  - Curriculum development
  - Job shadowing
  - Internships
  - On-the-job training
  - Career awareness/outreach
  - Externships

**Workforce readiness:** These are identified skills that are needed for certain industry sectors. Each of the skills categories are defined by the sectors' chief activities.

**Career pathway programs:** Offer a clear sequence or pathway of education coursework and/or training credentials aligned with employer-validated work readiness standards and competencies. (Department of Labor Career Pathways Toolkit)

**Certifications:** Industry-recognized certifications that are particular to a given industry. Community colleges, trade schools and apprenticeship programs can prepare students for certifications. Some training programs have the additional authority to test for or approve the certifications on site, depending on the certification requirements.

**Stackable credentials:** These are credentials earned in different levels of programs within industry sectors. For example, a person might earn a water distribution credential of D1 level with less than a high school diploma. Through work experience and classes water distribution professionals can move up to D2, D3, D4 D5 levels. The California Department of Public Health and American Water Works Association (A.W.W.A) can issue these certifications. Requirements can vary for both agencies.

**Pre-apprenticeship and apprenticeship programs:** Formalized training programs, usually sponsored or organized by post-secondary agencies, in which skills development is based on number of hours of work experience and On the Job Training combined with a requisite amount of class time. At the end of a certified apprenticeship, a certification is obtained.

**Curriculum development - Career Technical Education (C.T.E.):** The partnership between industry representatives and educators to collaborate in the development of career technical education curriculum that reflects the needs of industry.

**Job shadowing:** The opportunity for participants to observe the actions of an industry employee while they are engaged in the common functions of their job. It is usually limited to a few hours in a day and is not a regularly occurring activity.

**Internships:** A paid/unpaid position within a business whereby a student does work of value to the organization while they are engaged in completing the educational program or training leading to an entry level job in that industry.

**On-the-job training:** A position in which the employee learns the essential skills of a job while he is engaged in the job usually under the supervision of a senior employee.

**Career awareness/outreach:** Any variety of activities that raises the participant's awareness of an industry sector's job opportunities, or allows them to explore the variety of careers related to an industry sector.

**Externships:** Opportunities (paid or unpaid) for a teacher to work within a business so they can learn what that career is like from the inside out. Theoretically, the experience will help them speak with authority when they inform their students of work in that industry sector.





**Ventura County Regional Planning Unit (RPU)  
Occupational Employment Data Growth Projections  
WDB CLEAN/GREEN COMMITTEE**

*Working Document*

U.S. D.O.L. SOC Code*	Occupations	2016 VENTURA COUNTY Median Annual Wages***	2012 VENTURA COUNTY Average Annual Employment	2022 VENTURA COUNTY Employment Growth Projection %	2012 VENTURA COUNTY Average Annual Job Openings****	2012 VENTURA COUNTY Average Annual Job Replacement Openings	2012 CALIFORNIA Average Annual Employment	2022 CALIFORNIA Employment Growth Projection %	2012 CALIFORNIA Average Annual Job Openings****	2014 Education and Training Level**	U.S. D.O.L. Green Jobs in Demand
45-2000	Agricultural Workers	-	18,670	16.4	858	551	308,300	11.6	12,700	Less Than H.S.	
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	\$28,728	4,860	18.0	238	150	270,500	19.1	13,560	Less Than H.S.	
43-4051	Customer Service Representatives	\$38,631	3,610	19.9	170	98	195,300	16.4	8,520	H.S. Diploma + OJT	
13-1199	Business Operations Specialists, All Other	\$78,931	3,100	7.4	65	42	135,700	14.2	3,790	H.S. Diploma + OJT	
49-9071	Maintenance and Repair Workers, General	\$42,325	2,240	12.5	71	43	116,600	12.1	3,650	H.S. Diploma + OJT	
51-2092	Team Assemblers	\$30,459	2,220	12.6	64	35	78,700	3.9	1,550	H.S. Diploma + OJT	
43-5071	Shipping, Receiving, and Traffic Clerks	\$33,832	2,030	12.3	78	53	87,500	8.3	3,030	H.S. Diploma + OJT	
47-2061	Construction Laborers	\$46,337	1,820	33.0	99	39	108,800	29.2	5,510	Less Than H.S.	
13-1111	Management Analysts	\$95,131	1,680	21.4	62	26	95,200	31.6	4,490	Bachelor's Degree	
53-7064	Packers and Packagers, Hand	\$25,285	1,650	16.4	69	43	93,000	11.2	3,480	Less Than H.S.	
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	\$38,809	1,410	7.8	41	31	48,200	8.3	1,460	H.S. Diploma + OJT	
11-3031	Financial Managers	\$131,766	1,340	14.9	45	25	74,200	13.6	2,400	Bachelor's Degree	
51-2099	Assemblers and Fabricators	\$27,152	1,250	36.0	66	20	22,800	9.2	570	H.S. Diploma + OJT	
53-7051	Industrial Truck and Tractor Operators	\$35,075	1,160	11.2	40	27	55,300	7.6	1,690	Less Than H.S.	
51-2022	Electrical and Electronic Equipment Assemblers	\$31,858	1,120	-5.4	14	14	28,600	0.7	370	H.S. Diploma + OJT	
51-9198	Helpers--Production Workers	\$25,611	1,090	7.3	27	19	43,600	9.2	1,150	Less Than H.S.	
47-2111	Electricians	\$52,527	1,060	24.5	45	20	48,700	22.2	2,000	H.S. Diploma + OJT	
51-4041	Machinists	\$43,035	980	17.3	39	22	34,000	15.3	1,300	H.S. Diploma + OJT	
45-2091	Agricultural Equipment Operators	\$26,284	900	32.2	56	27	14,100	12.8	610	Less Than H.S.	
13-2099	Financial Specialists, All Other	\$66,681	860	10.5	19	9	20,500	11.7	460	Bachelor's Degree	
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	\$82,216	810	25.9	29	9	46,800	28.4	1,840	H.S. Diploma + OJT	
11-9021	Construction Managers	\$125,371	800	15.0	25	13	52,300	18.4	1,780	Associate's Degree	



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17-3023	Electrical and Electronics Engineering Technicians	\$73,530	780	-3.8	16	16	20,700	1.9	470	Associate's Degree	
17-2141	Mechanical Engineers	\$96,154	770	0.1	37	26	23,500	4.7	910	Bachelor's Degree	
13-1081	Logisticians	\$91,109	680	8.8	14	8	13,700	32.1	590	Bachelor's Degree	
43-5061	Production, Planning, and Expediting Clerks	\$51,444	670	6.0	21	17	38,900	9.5	1,350	H.S. Diploma + OJT	
17-2071	Electrical Engineers	\$110,367	650	-1.5	14	14	23,800	4.6	620	Bachelor's Degree	
47-2073	Operating Engineers and Other Construction Equipment Operators	\$64,592	610	31.1	33	14	22,100	22.2	990	H.S. Diploma + OJT	
11-3051	Industrial Production Managers	\$98,948	580	13.8	18	10	19,200	0.5	360	Bachelor's Degree	
11-9041	Architectural and Engineering Managers	\$150,299	580	8.6	19	14	32,300	11.1	1,160	Bachelor's Degree	
13-2051	Financial Analysts	\$78,358	560	3.6	16	14	32,100	23.1	1,520	Bachelor's Degree	
47-2152	Plumbers, Pipefitters, and Steamfitters	\$51,023	520	25.0	19	6	34,100	24.3	1,250	H.S. Diploma + OJT	
51-4121	Welders, Cutters, Solderers, and Brazers	\$36,747	500	10.0	18	12	24,700	6.5	770	H.S. Diploma + OJT	
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	\$51,356	490	20.4	22	12	20,000	23.0	970	Vocational / OJT	
17-2112	Industrial Engineers	\$89,833	440	4.5	16	13	23,100	8.2	860	Bachelor's Degree	
53-7081	Refuse and Recyclable Material Collectors	\$49,877	440	27.3	21	9	15,400	16.9	580	Less Than H.S.	
17-2051	Civil Engineers	\$108,054	420	11.9	15	10	39,300	18.3	1,670	Bachelor's Degree	
19-2041	Environmental Scientists and Specialists, Including Health	\$80,683	410	34.1	26	12	14,900	29.5	880	Bachelor's Degree	
13-1151	Training and Development Specialists	\$63,642	370	10.8	11	7	21,100	23.7	890	Bachelor's Degree	
53-3021	Bus Drivers, Transit and Intercity	\$29,401	360	-5.6	7	7	23,300	13.3	740	H.S. Diploma + OJT	
49-9098	Helpers--Installation, Maintenance, and Repair Workers	\$31,028	340	11.8	14	10	14,300	14.7	640	H.S. Diploma + OJT	
13-1022	Wholesale and Retail Buyers, Farm Products	\$55,343	330	21.2	14	8	17,600	15.9	720	H.S. Diploma + OJT	
47-2181	Roofers	\$42,760	310	41.9	20	6	16,400	25.6	770	Less Than H.S.	



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11-2021	Marketing Managers	\$143,351	300	10.0	10	6	30,300	21.8	1,310	Bachelor's Degree	
17-3029	Engineering Technicians, Except Drafters, All Other	\$76,614	280	-3.6	6	6	8,700	6.9	240	Associate's Degree	
51-4011	Computer-Controlled Machine Tool Operators, Metal and Plastic	\$47,669	280	14.3	12	8	8,600	16.3	380	H.S. Diploma + OJT	
11-3071	Transportation, Storage, and Distribution Managers	\$105,845	250	20.0	10	6	12,700	12.6	460	H.S. Diploma + OJT	
17-2081	Environmental Engineers	\$92,694	230	26.1	12	6	7,300	24.7	360	Bachelor's Degree	
51-2023	Electromechanical Equipment Assemblers	\$34,481	220	13.6	6	3	6,900	-7.2	80	H.S. Diploma + OJT	
49-2094	Electrical and Electronics Repairers, Commercial and Industrial Equipment	\$49,637	190	15.8	7	4	6,500	9.2	190	Vocational / OJT	
53-6099	Transportation Workers, All Other	\$33,628	190	10.5	10	7	6,300	19.0	370	H.S. Diploma + OJT	
27-1021	Commercial and Industrial Designers	\$62,665	180	11.1	7	5	4,800	10.4	170	Bachelor's Degree	
27-3031	Public Relations Specialists	\$64,999	170	11.8	4	2	22,800	13.2	610	Bachelor's Degree	
47-4011	Construction and Building Inspectors	\$73,160	160	12.5	6	4	9,200	14.1	340	H.S. Diploma + OJT	
17-3011	Architectural and Civil Drafters	\$60,596	150	-6.7	2	2	12,200	-0.8	160	Associate's Degree	
19-4093	Forest and Conservation Technicians	-	120	-8.3	5	5	7,400	-1.4	290	Associate's Degree	
19-3051	Urban and Regional Planners	\$83,919	110	9.1	6	5	7,100	18.3	450	Master's Degree	
51-9032	Cutting and Slicing Machine Setters, Operators, and Tenders	\$25,835	110	-9.1	2	2	5,500	-7.3	90	H.S. Diploma + OJT	
17-3027	Mechanical Engineering Technicians	\$37,587	100	-10.0	2	2	5,300	3.8	130	Associate's Degree	
19-2042	Geoscientists, Except Hydrologists and Geographers	\$107,942	100	40.0	7	3	5,800	22.4	310	Bachelor's Degree	
19-4091	Environmental Science and Protection Technicians, Including Health	\$48,209	100	40.0	8	4	3,800	26.3	250	Associate's Degree	
17-3013	Mechanical Drafters	\$53,555	90	0.0	1	1	4,100	-7.3	50	Associate's Degree	
17-3022	Civil Engineering Technicians	\$64,532	90	0.0	2	2	6,300	3.2	150	Associate's Degree	
49-9043	Maintenance Workers, Machinery	\$49,667	90	11.1	2	1	7,000	14.3	190	H.S. Diploma + OJT	



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17-3012	Electrical and Electronics Drafters	\$68,255	80	0.0	1	1	4,500	11.1	120	Associate's Degree	
17-3025	Environmental Engineering Technicians	\$50,583	80	37.5	4	2	1,800	27.8	90	Associate's Degree	
19-4011	Agricultural and Food Science Technicians	-	80	12.5	4	3	3,600	16.7	200	Associate's Degree	
19-4031	Chemical Technicians	\$45,672	70	28.6	4	2	5,000	16.0	200	Associate's Degree	
45-4011	Forest and Conservation Workers	-	70	28.6	2	1	2,000	10.0	60	H.S. Diploma + OJT	
17-3026	Industrial Engineering Technicians	\$54,539	60	0.0	1	1	4,200	2.4	90	Associate's Degree	
47-4041	Hazardous Materials Removal Workers	\$41,510	60	50.0	4	1	4,500	15.6	170	H.S. Diploma + OJT	
51-8021	Stationary Engineers and Boiler Operators	\$72,483	60	0.0	2	2	3,800	7.9	150	H.S. Diploma + OJT	
11-3131	Training and Development Managers	\$149,235	50	20.0	2	1	2,700	18.5	120	Bachelor's Degree	
37-3011	Landscaping and Groundskeeping Workers	\$29,144	50	20.0	2	1	137,600	13.8	5,360	Less Than H.S.	
51-2031	Engine and Other Machine Assemblers	-	50	60.0	4	1	1,300	0.0	20	H.S. Diploma + OJT	
11-9199	<i>Managers, All Other</i>	\$125,565	-	-	-	-	88,800	14.1	3,190	H.S. Diploma + OJT	
41-3031	<i>Securities, Commodities, and Financial Services Sales Agents</i>	\$76,077	-	-	-	-	45,400	7.9	1,430	Bachelor's Degree	
19-2031	<i>Chemists</i>	\$71,826	-	-	-	-	13,600	15.4	560	Bachelor's Degree	
11-9121*	<i>Natural Sciences Managers</i>	-	-	-	-	-	9,300	18.3	360	Bachelor's Degree	
29-9011	<i>Occupational Health and Safety Specialists</i>	\$84,538	-	-	-	-	7,200	23.6	360	Bachelor's Degree	
51-8013	<i>Power Plant Operators</i>	-	-	-	-	-	4,300	7.0	160	H.S. Diploma + OJT	
47-3013	<i>Helpers--Electricians</i>	\$26,955	-	-	-	-	4,200	35.7	210	H.S. Diploma + OJT	
17-1022	<i>Surveyors</i>	\$76,838	-	-	-	-	4,000	7.5	120	Bachelor's Degree	
17-1012	<i>Landscape Architects</i>	-	-	-	-	-	3,200	12.5	120	Bachelor's Degree	
47-3011	<i>Helpers--Brickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters</i>	\$32,769	-	-	-	-	2,900	58.6	210	Less Than H.S.	
17-3024	<i>Electro-Mechanical Technicians</i>	\$78,075	-	-	-	-	2,800	7.1	70	Associate's Degree	



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47-3015	<i>Helpers--Pipelayers, Plumbers, Pipefitters, and Steamfitters</i>	\$37,037	-	-	-	-	2,800	28.6	120	H.S. Diploma + OJT	
25-1032	<i>Engineering Teachers, Postsecondary</i>	-	-	-	-	-	2,700	11.1	70	Doctoral Degree	
51-9011	<i>Chemical Equipment Operators and Tenders</i>	-	-	-	-	-	2,700	7.4	110	H.S. Diploma + OJT	
17-2131	<i>Materials Engineers</i>	\$90,270	-	-	-	-	2,700	3.7	100	Bachelor's Degree	
47-3014	<i>Helpers--Painters, Paperhangers, Plasterers, and Stucco Masons</i>	\$25,926	-	-	-	-	2,600	23.1	110	Less Than H.S.	
45-2011	<i>Agricultural Inspectors</i>	\$50,870	-	-	-	-	2,100	4.8	80	Bachelor's Degree	
19-1013	<i>Soil and Plant Scientists</i>	\$87,896	-	-	-	-	2,000	35.0	140	Bachelor's Degree	
47-3012	<i>Helpers--Carpenters</i>	\$30,614	-	-	-	-	2,000	40.0	110	Less Than H.S.	
47-3019	<i>Helpers, Construction Trades, All Other</i>	\$24,210	-	-	-	-	1,700	29.4	80	Less Than H.S.	
49-2095	<i>Electrical and Electronics Repairers, Powerhouse, Substation, and Relay</i>	\$90,829	-	-	-	-	1,600	12.5	50	Vocational / OJT	
49-2092	<i>Electric Motor, Power Tool, and Related Repairers</i>	-	-	-	-	-	1,400	0.0	30	Vocational / OJT	
47-3016	<i>Helpers--Roofers</i>	-	-	-	-	-	1,300	-7.7	30	Less Than H.S.	
19-2032	<i>Materials Scientists</i>	\$89,164	-	-	-	-	1,300	15.4	60	Bachelor's Degree	

\*2010 Standard Occupational Classifications and Occupational Information Network provided by the Department of Labor

\*\*Occupational training and education classifications were developed by the Bureau of Labor Statistics (BLS).

\*\*\*Median Annual Wages are the estimated 50th percentile of the distribution of wages; 50 percent of workers in an occupation earn wages below, and 50 percent earn wages above the median wage.

The wages are from 2016-1st quarter and do not include self-employed or unpaid family workers.

\*\*\*\*Average Annual Job Openings includes new jobs and replacement jobs.

— No data available. Data has been removed from the California or Ventura County listings.

Data Source: State of California Employment Development Department - Labor Market Information Division



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Additional Information:

**Living Wage in Ventura County as of December 2013 (California Budget Project)**

- \$34,109.00 Single Adult
- \$79,549.00 Single-Parent Family\*
- \$64,203.00 Two-Parent Family\* (one working)
- \$85,713.00 Two-Working-Parent Family\*

\*All family types are assumed to have two children.

Priority Occupations Identified by Living Wages & Employment Growth
Infrastructure Jobs
Removed from the 2012-2022 Occupational Employment Projections for Ventura County



**INFRASTRUCTURE WORK READINESS SKILL CATEGORIES**  
**Workforce Development Board of Ventura County**

SAFETY	MATH CONCEPTS	MEASUREMENTS	HAND AND POWER TOOLS
<ul style="list-style-type: none"> <li>• General workplace safety</li> <li>• Electrical safety including Lock-out/Tag-out procedures</li> <li>• Worker safety</li> <li>• Equipment safety</li> <li>• Climbing/ladder safety</li> <li>• Power tool safety</li> <li>• Safety data sheets</li> <li>• OSHA10</li> <li>• First aid/CPR/AED</li> </ul>	<ul style="list-style-type: none"> <li>• Multiplication, division, addition and subtraction of fractions</li> <li>• Combined operations of fractions and mixed numbers</li> <li>• Algebraic operations of addition, subtraction and multiplication</li> <li>• Ratios and proportions</li> <li>• Table of decimal equivalents and combined operations of decimals</li> <li>• Degree of precision, tolerance and clearances</li> </ul>	<ul style="list-style-type: none"> <li>• Standards</li> <li>• Units of measurement</li> <li>• Tape measure use</li> <li>• Measuring for cutting materials</li> <li>• Basic layout (surveying)</li> <li>• Mass and weight measurement</li> <li>• Measuring fluids</li> <li>• Measuring solid materials (sand, cement, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Tape measures, squares and levels</li> <li>• Basic hand tools – saws, hammers, screw drivers, wrenches</li> <li>• Power tools – saws, drills, screwdrivers</li> <li>• Pneumatic drills and nail guns</li> <li>• Powder actuated tools</li> <li>• Laser equipment</li> </ul>
SUSTAINABILITY AND QUALITY	BLUEPRINT CONCEPTS	EMPLOYABILITY SKILLS	COMPUTER SKILLS
<ul style="list-style-type: none"> <li>• Sustainable work processes:               <ul style="list-style-type: none"> <li>○ Conservation</li> <li>○ Reuse</li> <li>○ Recycle</li> <li>○ Repurpose</li> <li>○ Reduce</li> <li>○ Economy of use/right-sizing</li> </ul> </li> <li>• Importance of individual – do it right the first time</li> <li>• Continuous process improvement for green purposes</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction basic construction drawings</li> <li>• Basic blueprint reading</li> <li>• Understanding different drawing types:               <ul style="list-style-type: none"> <li>○ Civil</li> <li>○ Electrical</li> <li>○ Mechanical</li> <li>○ Repair/renovation</li> <li>○ New construction</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Basics of interviewing</li> <li>• Work ethic</li> <li>• Oral communication</li> <li>• Written communication</li> <li>• Time management</li> <li>• Task prioritization</li> <li>• Worker, supervisor, manager etiquette and protocol basics</li> <li>• Basic company policy understanding</li> </ul>	<ul style="list-style-type: none"> <li>• Excel</li> <li>• Word</li> <li>• OS basics</li> <li>• Computer navigation</li> <li>• Computer security</li> <li>• Computer etiquette</li> <li>• Viewer basics, PDF, CAD, jpg, png, bmp, TIFF, Solid Works, etc.</li> <li>• File extension basics</li> </ul>



## HOSPITALITY WORK READINESS SKILL CATEGORIES Workforce Development Board of Ventura County

BASICS OF QUALITY CONTROL	COMPUTER SKILLS	EMPLOYABILITY SKILLS
<ul style="list-style-type: none"> <li>• Knowledge of standards and processes, as applicable per job function</li> <li>• Basic quality control methodology of each job function</li> <li>• Importance of personal responsibility (do it right the first time or ask for clarification first)</li> <li>• Specific hotel and hospitality culture and quality control measures</li> <li>• Knowledge of system processes</li> <li>• Knowledge of “clean-green” (energy, efficiency, sustainability) processes</li> <li>• Cost control and purchasing procedures</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Word</li> <li>• Microsoft Excel</li> <li>• Operating system basics</li> <li>• Computer navigation</li> <li>• Computer etiquette</li> <li>• Computer security</li> </ul>	<ul style="list-style-type: none"> <li>• Initiative</li> <li>• Work ethic</li> <li>• Basics of interviewing</li> <li>• Job search skills</li> <li>• Communication skills</li> <li>• Continuous improvement skills (ability to use constructive criticism)</li> <li>• Basic company policy understanding</li> <li>• Time management</li> <li>• Task prioritization</li> <li>• Worker, supervisor, and manager etiquette and protocol basics</li> <li>• General reading skills</li> <li>• Critical thinking skills</li> <li>• General math skills</li> </ul>

LODGING SKILLS	SALES AND MARKETING	FOOD AND BEVERAGE SERVICE
<ul style="list-style-type: none"> <li>• Safety and security practices and procedures</li> <li>• Hotel management skills</li> <li>• Facilities and grounds management</li> <li>• Human resources and employment law</li> <li>• Food management and catering</li> <li>• Accounting</li> <li>• Guest service and guest relationships</li> <li>• Front desk operations-reservations, registration, check-out and settlement</li> <li>• Housekeeping management</li> </ul>	<ul style="list-style-type: none"> <li>• Hospitality advertising and marketing via social media, telephone, brochures, local media</li> <li>• Catering and meeting room promotions</li> <li>• Public relations</li> <li>• Hospitality and lodging development and strategic planning</li> </ul>	<ul style="list-style-type: none"> <li>• Hotel food and beverage service</li> <li>• Menus, dining, and beverage service</li> <li>• Event planning (bridal, meetings, etc.)</li> <li>• Sanitation, health, and safety</li> </ul>

**HOSPITALITY Accommodations:** hotels, motels, resorts, hostels, vacation rentals, vacation ownership, bed and breakfast properties, recreational vehicles, camping

**Food and Beverage:** restaurants, full-service, fine dining, quick service, banquet facilities, lounges

**Transportation:** airlines, cruise lines, rail, car rentals, tour/coach operators, bus lines, taxis

**Attractions:** theme parks, zoos, national/state/local parks, natural wonders, heritage sites

**Tourism /Destination:** convention and visitors bureaus, state travel groups, Chambers of Commerce