



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday March 23, 2016

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: November 18, 2015	Brian Gabler
8:36 a.m.	4.0 CSD/WIOA Events Update	Christy Norton
8:45 a.m.	5.0 Marketing and Outreach Update: 2015-2016 Q3 Summary	Heidi Hayes
9:05 a.m.	6.0 2016 WDB Awards	Talia Barrera
9:15 a.m.	7.0 WIOA Implementation <ul style="list-style-type: none">• Local Board Recertification: Branding• Local Data: LMID Responses to REAP Report Questions• Business/Education Connection Workgroup• Committee 2-Year Plan: Discussion	Cheryl Moore
9:50 a.m.	8.0 Committee Member Comments	Committee Members
10:00 a.m.	9.0 Adjournment	Brian Gabler

Next Meeting

May 18, 2016 (8:30 a.m.–10:00 a.m.)

Economic Development Collaborative-Ventura County
1601 Carmen Drive, #215, Camarillo

Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the Workforce 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 **November 18, 2015**

MINUTES

Meeting Attendees

Outreach Committee

Brian Gabler* (Chair)
Will Berg*
Bruce Stenslie*

WDB Staff

Talia Barrera
Cheryl Moore

Guests

Karen Bluffer (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 8:35 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: July 30 & September 16, 2015

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

4.0 CSD/WIA Event Report

Christy Norton provided an oral summary of activities that the Community Services Department/WIOA accomplished in the second quarter of 2015. Ms. Norton noted that local employers are inquiring more about how to access the OJT (on-the-job-training) program. She also shared that the American Job Center of California (AJCC) in Oxnard would relocate soon to a professional office building in Oxnard, which could be an advantage to attracting more employers to the AJCC site.

5.0 Outreach Summary Report

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

- Employer Outreach
 - Workforce Wednesday radio interview program (KVTA-1590 AM)
 - September 23 – On-the-Job Training: Tejas Pater-Laksh, Inc., Teresa Johnson, VACE
 - October 21 – National Manufacturing Day: Vic Anselmo, Applied Powdecoat, Patrick Grimes, Dynamic Automation
 - *Workforce Update* e-newsletter
 - October 21 – WDB Cohorts: 390 Sent/21.9% Open Rate/11.7% CTR
 - October 21 – BizList:10,299 Sent/4% Open Rate/1% CTR

- Ventura County Grows Business (VCGB) Website and Facebook
 - Website – 33% decrease in unique visitors over the same time previous year
 - 931 Sessions/785 Unique Visitors
 - 2 minutes average session duration
 - 2.43 pages/session
 - 52.21% Bounce Rate
- Ventura County Grows Business: Facebook – 1,296 fans
 - Reach: 990 as of 09/07/2015
- Manufacturing Day 2015 Support
 - October 21 – National Manufacturing Day: Vic Anselmo – Applied Powdercoat, Patrick Grimes – Dynamic Automation
 - Distributed media alert/advisory on Sept. 29; setting up media coverage
 - Simi Acorn – ran article on Manufacturing Day on October 9
 - VC Star – ran photos of Manufacturing Day on October 2
 - PCBT – ran article on Manufacturing Day on October 9
- Job Seeker Outreach

Career Shops: posted October and November workshops.

 - August workshops – sent out announcements on September 4
 - September workshops – sent out announcements on October 4

Clips posted on:

 - 805 Calendar – ran East Valley “Power of CalJOBS” info
 - Moorpark Patch
 - Sespe Sun
 - KDAR
 - Simi Acorn
 - Santa Paula Times
 - VC Reporter
- Youth Outreach

VC Jobs With a Future Website: July-October 2015

 - 20% increase over the same time period 14/15 program year
 - 1,284 Sessions/1,149 Unique Users
 - 1.98 pages per visit/1.19 minutes average visit duration
 - 59.74% bounce rate

VCJWF Twitter

 - 287 Followers
 - 9,129 Impressions (September-August)
 - 694 Page visits (September-October)
- General Outreach: Media Relations
 - WIB/WDB Website Redesign/Rebranding: working with County of Ventura IT for development and implementation of new WDB website
 - Fourth round review in process

- Page indexing in development
 - Google analytics in development
 - Joomla training to be scheduled
 - Development site under review
- KCLU Annual Contract Coordination: the Agency to coordinate content and banner development as needed for placements starting in September/October 2015 – first focus: VCGB PSA and banners
 - Job Outlook E-blast
 - September 18 (April 2015 Report) – WDB Cohorts: 387 Sent/22.2%; Open Rate/1.3%
 - September 18 (April 2015 Report) – Biz List: 10,913 Sent/6% Open Rate/0% CTR
 - October 21 (September 2015 Report) – WDB Cohorts: 390 Sent/19% Open Rate/3% CTR
 - October 21 (September 2015 Report) – Biz List: 10866 Sent/5% Open Rate/3% CTR
 - Transition collateral – Employer, Job Seeker, Youth pamphlets, printed and delivered
 - WDB Business Cards – Executive Director and WDB members: printed and delivered
 - Success Stories Posters – In development
 - Pull-up Posters (3) Versions – Job Seeker, Employers and Youth. updated and reprinted

6.0 WIOA Implementation

Committee members discussed the development of an outreach action plan under the new WIOA requirements, including strategies to connect with more employers. The Committee concluded that it is important to reach out to businesses and offer support for developing skilled workforce. Ventura County Grows Business (VCGB) is a key tool to help advance the mission of WDB outreach and could provide a regional go-to platform for webinars and website resources..

Members of the Committee thanked Sally Harrison (County of Ventura CEO's office) for facilitating placement of WDB outreach materials at different County department offices and libraries for greater visibility.

7.0 Committee Member Comments

No comments.

8.0 Adjournment

Brian Gabler adjourned the meeting at 9:55 a.m.

Next Meeting

March 23, 2016 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative–Ventura County (EDC-VC)

1601 Carmen Drive, Suite 215, Camarillo, CA



Workforce Development Board Outreach Update: January 13 – March 18, 2016

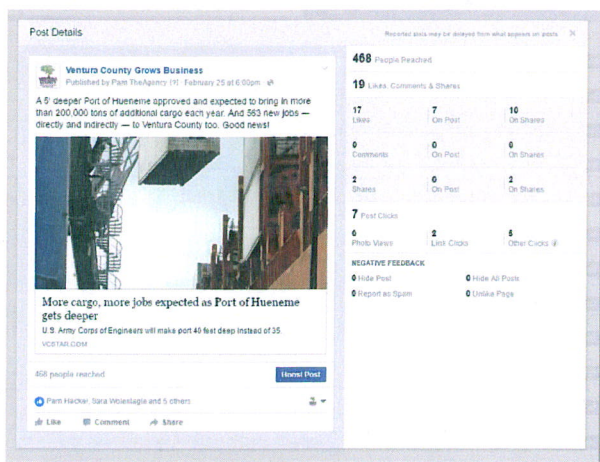
Employer Outreach

- **On-the-Job Training Outreach Ads & Collateral – March 14 to April 10, 2016**
 - Media Plan
 - Pamphlet
 - Tent Card
 - WDB Website New Slider Featuring OJT
 - OJT Website Resources Page
 - Chamber Ads
 - Online Banners
 - PCBT Print Ad
 - Facebook Ads
 - KCLU PSA :30
 - OJT Radio :60 (Existing Spot)
- **Workforce Wednesday - *WDB***
 - **January 27 – Career Pathways:** Bruce Stenslie, EDC-VC and Dr. Tiffany Morse, VCOE
 - **March 2 – Rapid Response:** Martel Fraser, UFCW and Nancy Ambriz, VCHSA
 - **March 30 – On-the-Job Training:** Alex Rivera, Milgard and Christy Norton, VCHSA
 - **April 13 – TBD “Externships”:** Mike Soules, Corwin Press and TBD
 - **May 25 – TBD “Internships”:** Marine Biolabs and TBD
 - **June - TBD**
- **February 2016 – Workforce Update Eblast *WDB***
 - **February 23 – WDB Cohorts:** 397 Sent/21.8% Open Rate/6.5% CTR
 - **February 23 – Biz List:** 9,967 Sent/5.8% Open Rate/1.7% CTR
- **Ventura County Grows Business Website – July 1 to March 17, 2016**
 - **Website: 37% decrease in unique visitors over same time previous year**
 - 2,270 (3269-2015) Sessions/1,851 (2,933-2015) Unique Visitors
 - 1.43 minutes average session duration
 - 2.17 pages/session
 - 64.27% Bounce Rate
- **Digital Advertising – Agency implemented social media advertising on VCGB Facebook starting mid-December and ending on 2/29/16.**
- **VCGB Facebook – 1,596 Fans (through 3/18/16)**
 - Page Likes/Fans: Gained 263 fans since January 1, 2016
 - Posts – 44 total posts since Jan. 1 (approx. 16 per month)
 - Post Reach: 2,566 most for a single day (1/18/16)

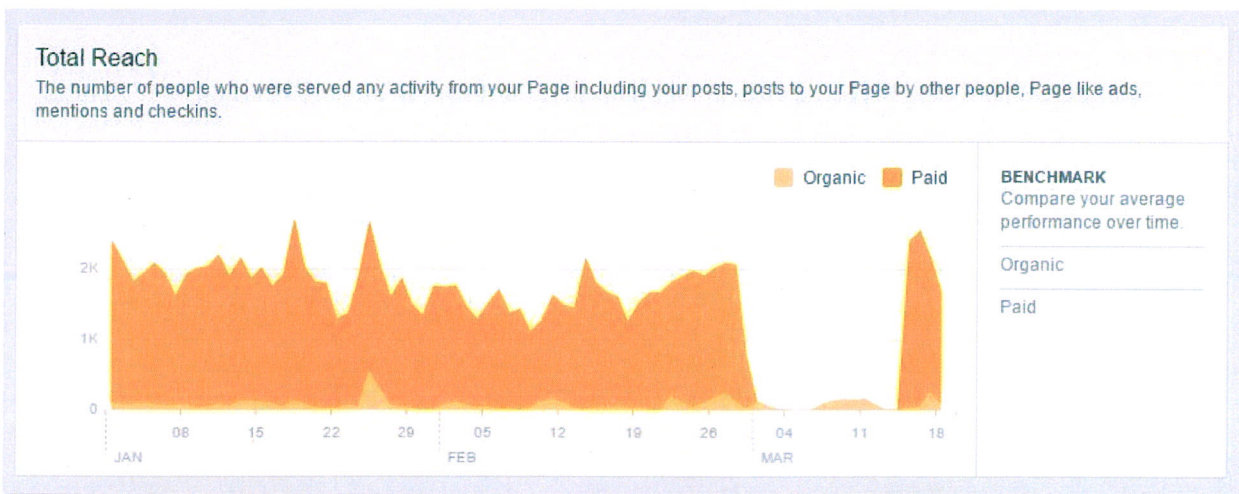


Workforce Development Board Outreach Update: January 13 – March 18, 2016

○ Top Post Examples;



○ Total Reach -



• Various Employer Outreach

- **Simi Sunrise Rotary WDB Presentation** – PPT developed, Alex Rivera presented 1/28/16
- **Clean Green/Sustainability Outreach** – Agency participated in a conference call at bi-monthly meeting to discuss/explore strategies to target small businesses with 1) the value of hiring new employees with a 'sustainability' skill set and 2) help small business see the financial value in identifying and adopting clean/green business practices.
- **Healthcare** – Agency participated in the bi-monthly committee meeting to discuss options for implementation of a survey targeting healthcare industries with a hi-demand for case managers. Agency to investigate obtaining qualified eblast list and dissemination options.
- **Spring 2016** – Connect employers to information and resources on the WDB website regarding how to develop internship, apprenticeship, job shadowing and externship opportunities in Ventura County Businesses. Scheduled to begin 4/11/16. In development and under discussion.



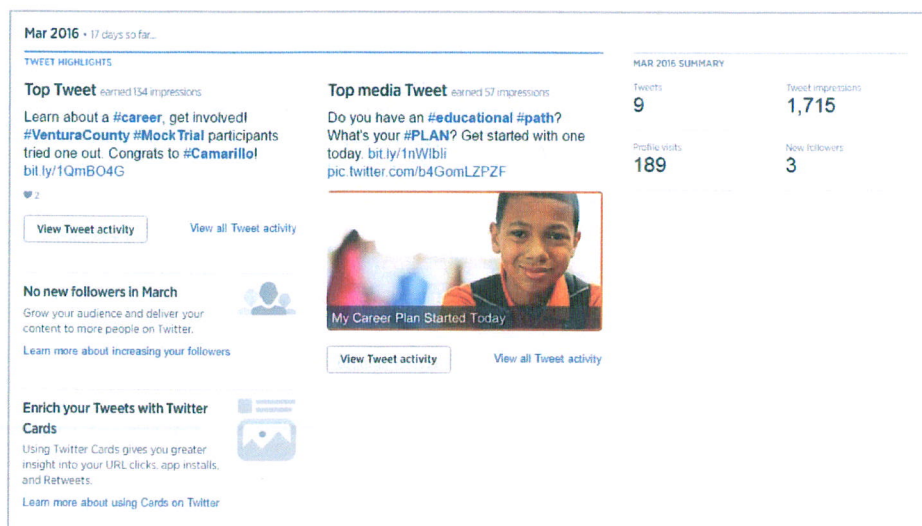
Workforce Development Board Outreach Update: January 13 – March 18, 2016

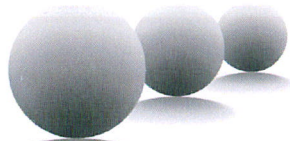
Employer Outreach – In Development/Consideration

- **15/16 Business Outreach Strategy**– WDB Initiatives: Develop campaign(s) that target employers on various WDB mission fronts, working name: Open Door Campaign. How to develop an eco-system of collaborative, innovative workforce development? “Pull” versus “Push” campaign. Testimonials?
- **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.
- **April 2016 Issue** “Workforce Update”
- **Workforce Wednesday** – Secure May & June 2016 topics and participants.

Youth Outreach

- **VC Jobs with a Future Website: July 1, 2015 – March 17 2016**
 - 16% decrease over same time period 14/15 program year.
 - 3,186 (3,503-2015) Sessions/2,683 (3,182-2015) Unique Users
 - 1.81 pages per visit/1.06 minutes average visit duration
 - 66.73% bounce rate
- **VCJWF Twitter – 355 followers**
 - 49 Tweets (Jan, Feb, Mar)
 - 27,600 Impressions (Jan, Feb, Mar)
 - 1,380 Profile Visits (Jan, Feb, Mar)
 - **Q1 “Top Tweet” Summaries (See graphics below)**





theAgency
advertising

Workforce Development Board Outreach Update: January 13 – March 18, 2016

Feb 2016 • 29 days

TWEET HIGHLIGHTS

Top Tweet earned 180 impressions
Start, run and grow your **#business**.
#Entrepreneurship your future career?
Check this out middle & high-schoolers!
bit.ly/1QCPnNi

Top mention earned 5 engagements
Cathy Knutson
@KnutsonCathy Feb 6
Curating With Cathy! is out!
paper.li/KnutsonCathy/1... Stories via
@VCJobsFuture @Is Summers
@ScottRRocco

Top Follower followed by 196K people
Leonid Afremov
@AfremovArt follows you
I'm an artist Leonid #Afremov. Love lays in the
beginning of each my creation. I transfer only love onto
a canvas. Gallery AfremovArtStudio.etsy.com

Top media Tweet earned 139 impressions
Do you have an **#educational #path**?
What's your **#PLAN**? Get started with one
today. bit.ly/1nWblji
pic.twitter.com/b4GomLZPZF

FEB 2016 SUMMARY

Tweets	18	Tweet impressions	3,242
Profile visits	323	Mentions	2
New followers	10		

View Tweet activity View all Tweet activity

View profile View followers dashboard

View Tweet activity View all Tweet activity

Jan 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 656 impressions
#VenturaCounty #jobseekers, look for a
new web page with county govt. jobs,
launches Friday! bit.ly/1UgW8ot
governmentjobs.com/careers/ventura

Top mention earned 11 engagements
Kim Klaiman
@SteadyOptions Jan 28
Options Volatility Trading is out!
paper.li/SteadyOptions... Stories via
@VCJobsFuture @TweetsMate
@UOTApp

Top media Tweet earned 516 impressions
Happy New Year!
pic.twitter.com/KFvcyCPIA4

JAN 2016 SUMMARY

Tweets	22	Tweet impressions	21.6K
Profile visits	868	Mentions	2
New followers	12		

View Tweet activity View all Tweet activity

View Tweet activity View all Tweet activity

Youth Outreach in Development

- HOLD – 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 to serve that goal.
- CAPS TV WDB “Show” – Agency to follow-up with Linda Fisher Helton to discuss this opportunity further.
- 15/16 Outreach Strategy Ongoing



Workforce Development Board Outreach Update: January 13 – March 18, 2016

Job Seeker Outreach

- **Career Shops**
 - Due to office move, Agency has not received new Career Shop schedules for 2016.

Job Seeker Outreach in Development

- 15/16 Outreach Strategy Ongoing

General Outreach

Media Relations & Various *WDB*

- **Wrote and submitted “Apprenticeship” approved op-ed.** Sent to Henry Dubroff at PCBT. Op-ed ran in January 22.

Clip:

- <http://www.pacbiztimes.com/2016/01/22/apprenticeship-programs-give-employers-competitive-advantage/>

- **Assisted Board Member Mike Soules** prepare Cheryl Moore’s PCBT Who’s Who in Business Leadership Nomination –Submitted January 15

- **2016 WDB Awards nominations**

- Developed new WDB Award logo
- Developed new WDB Award nomination form
- Wrote and distributed call for nominations release on February 25

Clips:

- <http://patch.com/california/moorpark/nominations-open-2016-annual-wdb-awards-0?>
- <https://www.prlog.org/12536653-nominations-open-for-2016-annual-wdb-awards.html>
(146 views)
- http://www.vcreporter.com/cms/story/detail/biz_buzz/13845/
- <http://www.vcstar.com/business/investors-award-nominations-sought-and-other-business-news-2d05d29b-dce6-6bed-e053-0100007f8fda-371024771.html>

- **Wrote “Investing in Business-Education Collaboration to Build Ventura County’s Workforce” Op-ed** for members Bruce Stenslie and Roger Rise – Submitted on March 10, Ventura County Star to publish March 27. Final draft attached.
- **Interviewed new members and wrote release** – Jeremy Goldberg, Richard Trogman, Greg Van Ness and Stephen Yeoh. Distributed March 18
- **WDB Website Redesign/Rebranding** – Google Analytics Stats 12/14/15 to 3/17/16 (~ 3 months)
See attached detail sheets for overviews for each of the category highlights below
 - Audience Overview - 2,612 Sessions/1,771 Unique Users
 - NOTE: 45% of traffic in last 30 days!



Workforce Development Board Outreach Update: January 13 – March 18, 2016

- Overview Top Pages Visited – Home page then, Job Seekers tops!
- Traffic Source – Organic and County Referral tops
- Geographic Region – Ventura tops followed by Oxnard and Los Angeles
- Campaigns – OJT already has 99 clicks in first four days of campaign

- **KCLU Annual Contract Coordination –**
 - March/April – OJT
 - April/May – Internships?

- **Job Outlook Eblast:**
 - **January 22 (December 2015 Report) - WDB Cohorts:** 392 Sent/20.1% Open Rate/7.1% CTR
 - **January 22 (December 2015 Report) – Biz List:** 10,054 Sent/7.6% Open Rate/1% CTR
 - **March 4 (January 2016 Report) –** Published as PDF report only and posted on WDB website.
 - **March 18 (February 2016 Report) – WDB Cohorts:** Pending
 - **March 18 (February 2016 Report) - Biz List:** Pending

- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **February 2016:**
 - **Ventura County decreased .2%** from 5.3% in January 2016 to 5.1% in February 2016 (February 2015 = 5.9%)
 - **California decreased .1%** from 5.8% in January 2016 to 5.7% in February 2016 (February 2015 = 6.9%)
 - **U.S. decreased .1%** from 5.3% in January 2016 to 5.2% in February 2016 (February 2015 = 5.8%)

General Outreach – WDB/WDB Transition Materials Status

- **WDB Collateral Lucite Displays** – Finalized and procured selection.
- **Success Story Posters** – 8 new stories in development, waiting for feedback.
- **WDB “Mission” Posters** – Agency suggested development of three posters, for display at WDB board meetings, that each focus on goals of the three target segment missions. 4 new versions in development. See attached.

General Outreach – In Development

- Call for 2016 WDB Award Nominations – Week of March 28
- PCBT to begin publishing quarterly reports on education, training and careers in 2016. Agency to research guest columnist and sponsorship opportunities. “Apprenticeship” op-ed first placement.
- 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
- 15/16 Outreach Strategy in process.
- Op-Eds – Consider/discuss next op-ed topic.

The attached Projects in Process has been updated through 3/18/16.



Workforce Wednesday for 1/27/16
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

Over the past two years, the state of California has awarded Ventura County school districts more than \$35 million in special grants to build regional career pathways. These are major public investments in collaboration by business and education to develop a skilled workforce. Joining us to talk about what that means for Ventura County are:

- **Bruce Stenslie:** President and CEO of the Economic Development Collaborative-Ventura County, and a member of the Ventura County and the California Workforce Development Boards
- **Dr. Tiffany Morse:** Executive Director of Career Education at the Ventura County Office of Education, and a member of our local Workforce Development Board committees

Interview Questions

- **Bruce:** What is the economic strategy behind California's targeted investment in building regional career pathways?
- **Tiffany:** What is a career pathway? Give us an example.
- **Tiffany:** School districts, community colleges, and universities are known for their independence. How are Ventura County educators working together to grow career pathways across the region?
- **Bruce:** How and why are local employers helping to support the development of career pathways in Ventura County?
- **Tiffany and Bruce:** What can our listeners do to help build the career pathways that we need in Ventura County?

Wrap-Up

Employers interested in career pathways are welcome to attend meetings of the Workforce Development Board industry sector committees. For meeting information, visit workforceventuracounty.org or call (805) 477-5306. That's workforceventuracounty.org or (805) 477-5306.



Workforce Wednesday for 3/2/16
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

On this program, we have talked about free business services that can help Ventura County employers prevent layoffs. But what if a layoff is unavoidable? Is there help for employers and workers who have to make that difficult transition? Here today to answer that question are:

- **Martel Fraser:** Recorder and Vice President of the United Food and Commercial Workers Local 770, and a member of the Workforce Development Board
- **Nancy Ambriz:** Workforce Operations Program Manager for the Community Services Department of the Ventura County Human Services Agency

Interview Questions

- **Martel:** How does the Workforce Development Board hear about a layoff situation?
- **Nancy:** You have a Rapid Response team of professionals who can help workers with layoff transitions. What services do they provide?
- **Nancy:** Rapid Response also provides services for employers. How does that work?
- **Martel:** In your work with layoff situations, what benefits of Rapid Response services have you seen?
- **Martel and Nancy:** What would you advise an employer who might be considering layoffs?

Wrap-Up

For more information about Rapid Response services, visit the Workforce Development Board website at workforceventuracounty.org or call (805) 500-7705. That's workforceventuracounty.org or (805) 500-7705.



Workforce Wednesday for 3/30/16
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

Keeping or hiring a valuable employee is key to running your business. But what happens when you have the right person, but there is a gap in their skills – or their experience is close, but not exactly what you need? Ventura County employers may be surprised to learn that there are free or low-cost customized training programs available to them through the Workforce Development Board. Here to talk to us today about those programs are:

- **Alex Rivera:** Human Resources Manager of Milgard Manufacturing in Simi Valley and a member of the Workforce Development Board
- **Christy Norton:** Business Services Manager, Workforce Services, American Job Center of California

Interview Questions

- Christy, what types of customized training programs are available to Ventura County employers – and are they suitable for all industries and size companies?
- Alex, what does the Workforce Development Board have to do with these programs?
- Christy, what are the benefits of On-the-Job Training (OJT) to employers?
- Alex, tell us about Milgard Manufacturing. Has your company, or other manufacturers you know, used On-the-Job Training or other AJJ services?
- Alex, how can subsidized OJT be used for current employees, or is it mainly for when a company is ready to hire?
- Christy & Alex: what advice would you give our listeners if they are interested in OJT or other customized training programs?

Wrap-Up

For more information about On the Job Training services, visit the Workforce Development Board website at workforceventuracounty.org/OJT or call (800) 500-7705. That's workforceventuracounty.org/OJT or (800) 500-7705.

Pam Heckel

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Tuesday, February 23, 2016 6:28 PM
To: pam@agency2.com
Subject: Grow Local Talent with the Workforce Development Board

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

Workforce *Update*

February 2016



Apprenticeships Help Employers Compete



Apprenticeships, an ideal means to train future workers, have been around for centuries. Yet today, the apprenticeship model often doesn't come to mind when people think about preparing for a career or when

employers want to develop skilled workers. That mindset is beginning to change—and not a moment too soon. The labor force, especially in the construction and electrical trades, is facing a worker shortage with baby boomers retiring. At the same time, our city, state and national infrastructures are in need of repair.

Apprenticeships are not found just in traditional labor trades. In June 2015, Governor Jerry Brown earmarked \$15 million for new apprenticeship programs in healthcare, advanced manufacturing, information technology, and renewable energy. Nearly \$37 million of the state's 2015 budget went to apprenticeships. Nationally, businesses like CVS, Time Warner Cable, and Zurich N.A. insurance are using this flexible model to address employer needs and develop a pipeline of trained employees. To qualify for state and federal assistance to help fund an apprenticeship programs, businesses must register with the state of California through the Department of Apprenticeship Standards.

[Join Our Mailing List!](#)

Resources

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

AmericanJobCenter
California



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

Congratulations!

Who's Who

**PACIFIC COAST
BUSINESSTIMES**

The recent Pacific Coast Business Times list of Who's Who in Business Leadership recognized WDB members Gerhard Apfelthaler, dean,

Offering apprenticeships is smart business. Apprentices become highly skilled in their fields. They are productive and motivated. In fact, the Department of Labor cites studies which indicate that for every dollar spent on an apprenticeship, employers receive an average of \$1.47 back in increased worker productivity. For information about creating an apprenticeship program at your business and the grant application process, go to the [California Department of Apprenticeship Standards website](#), or the [Workforce Development Board](#).

Career Pathways



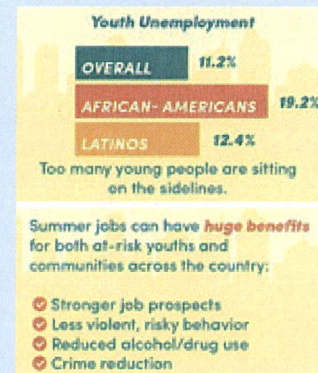
Over the past two years, the state of California has awarded Ventura County school districts more than \$38 million in special grants to build regional career pathways. These are major public investments in collaborative partnerships

between business and education. The purpose is to develop a pipeline of skilled, adaptable workers that enables California businesses to compete and thrive in the complex, constantly changing global economy. In Ventura County, WDB industry sector committees engage employers in public discussions to provide educators with business input/feedback on labor market data, local workforce demand, entry-level skill requirements, relevant content for curriculum development and career education, and ways to reach employers who will offer career-related experience, such as business site visits, job shadowing, and internships.

Employers are encouraged to contact a local high school, adult school, community college, or university to talk about ways to help students and teachers learn more about local career possibilities in your industries. In addition, employers interested in discussing regional workforce issues with other business leaders are welcome to participate in meetings of the Workforce Development Board industry sector committees: Clean/Green, Healthcare, and Manufacturing. For meeting information, visit the [Workforce Development Board](#) or call (805) 477-5306.

graduate school of management, California Lutheran University; Bruce Stenslie, president/CEO, Economic Development Collaborative-Ventura County; and WDB Executive Director Cheryl Moore for their leadership and collaboration with businesses in the region.

Did You Know?



Source: United States Department of Labor

[California Competes tax credits](#) still available

Quick Reads

[4 Things Leaders Aren't Doing But Should to Increase Employee Satisfaction](#)

[The Best Employee Benefits and Perks](#), according to Glassdoor

Job Outlook

December 2015 Unemployment

Not Seasonally Adjusted

U.S. = 4.8%
California = 5.8%
Ventura County = 5.4%

Source:

Consider On-the-Job Training When You Are Ready To Hire



Thinking about hiring a new employee? An On-the-Job Training (OJT) program can make it easier and more affordable. Funds are available to help you hire and train a screened applicant. OJT reimburses businesses up to 50 percent of a trainee's

gross wages for the duration of the training period. OJT employers use their own systems to teach job seekers or current employees the new skills necessary for successful permanent employment within their companies. More information is available at the [Workforce Development Board](#).

Workforce Development Board of Ventura County Job Outlook Report

Note: January Job Outlook will be available on WDB website on 3/4/16.

Workforce Wednesday

Tom Spence
KVTA 1590-AM

March 2 at 8:40AM

[Click to listen to January broadcast](#), where Bruce Stenslie and Tiffany Morse talk about why Career Pathways are good for Ventura County employers.

Lecture Series

CSUCI's Business Lecture Series at the Camarillo Library

- March 16, 2016:
"Business Management and Operations: Location Strategies" by Business Lecturer Alan Jaeger.
- April 20, 2016:
"Social Business: Where Profits Meet Meaning" by Business Lecturer Maria Ballesteros-Sola.
- May 18, 2016:
"Crowd-funding: Jumpstart Your Business" by Business Lecturer Michael Seay.

[The library lecture series](#) is sponsored by the Martin V. Smith School of Business & Economics; the City of Camarillo Public Library and the Russell Fischer Business Collection.

Nominations Open for 2016 WDB Awards



Know an individual, employer, organization or partnership whose extraordinary work or volunteer efforts have helped to build a strong workforce in Ventura County? Help us recognize those efforts by submitting a nomination for a 2016 WDB Award. At our

June 16th WDB Annual Meeting, we will pay tribute to exceptional members of the Ventura County community with WDB Awards in four categories: WDB Youth Opportunity Award, WDB Collaborative Action Award, WDB Champion for Prosperity Award, and WDB Leadership Award.

Our congratulations again to the recipients of last year's 2015 WDB Awards: **Douglas Wood**, general manager at the Crowne Plaza Ventura Beach (WDB Youth Opportunity Award); **Ralph Imondi** and **Linda Santschi**, co-founders and scientific directors at Coastal Marine Labs (WDB Youth Opportunity Award); **Tiffany Morse**, Ph.D., director of career and technical education at the Ventura County Office of Education (WDB Collaborative Action Award); **Subhash Karkare**, Ph.D. at Moorpark College, **Bill Pratt**, VP Operations at Kinamed, and **Scot Rabe**, manufacturing technology professor at Ventura College (WDB Collaborative Action Award); **Tejas Patel**, president of Laksh, Inc. (WDB Champion for

Prosperity Award); and **Manuel Vega**, CEO of Anacapa Water Blasting, Inc. (WDB Leadership Award).

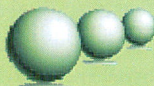
Nominations for the 2016 WDB Awards are due by April 15th. Details and nomination forms are available at the [Workforce Development Board](#).



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 American Job Center 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



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Upcoming Events

Feb. 25, 8am
WDB Board Meeting
at VCOE

March 2, 3pm
Youth Council at HSA

March 4, 8am
Healthcare Committee at
VCCF

March 18, 8am
Clean/Green Committee
at VCCF

April 13, 8am
Manufacturing Committee
at VCCF

Interested in helping to develop Ventura County's future workforce? Join us at one of our committee meetings. For meeting specifics, visit the [Workforce Development Board](#) and click on meeting calendar.

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Visit www.caljobs.ca.gov to find the AJC nearest you or call (800) 500-7705 or email hsa-employment-srvcs-info@ventura.org for more employer services information.

The **Workforce Development Board** administers federal funds that help to support AJC and other job seeker, youth, and employer programs and services in Ventura County.

www.jobcenter.usa.gov

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www.workforceventuracounty.org



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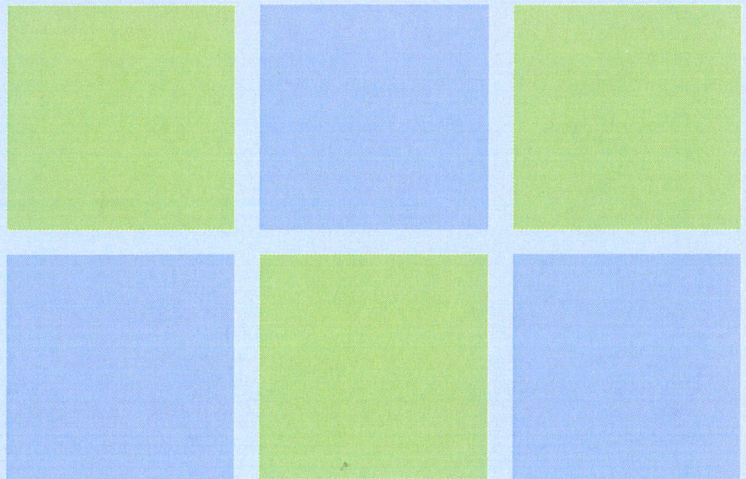


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ON-THE-JOB TRAINING

- YOU HIRE
- YOU TRAIN
- WE PAY





Consider On-the-Job Training When You Are Ready To Hire

Thinking about hiring a new employee? An On-the-Job Training (OJT) program can make it more affordable. Funds are available to help you hire and train a screened applicant. OJT directly reimburses employers up to 50 percent of a trainee's gross wages for the duration of the training period.

OJT is a program of the federal Workforce Innovation and Opportunity Act (WIOA). OJT employers use their own system to teach their employees the new skills necessary for successful permanent employment within their companies.

This is an opportunity for you as an employer to hire and train individuals with the necessary skills they need to succeed in your company.

OJT is an 'earn as you learn' training method that's planned, organized and conducted by you at your workplace.

Benefits to Employers:

- Free screening, assessment and applicant referral
- You decide who to hire
- You determine job performance standards
- Partial wage reimbursement during the training period
- Customized training, your way
- Simple process, minimal paperwork
- OJT programs can be developed for most skilled and semi-skilled jobs
- On-going support and assistance

Benefits to Employees:

- Skills attainment
- Earn as they learn
- Job coaching
- Employment

Interested in hiring an employee through the OJT program? Call (800) 500-7705 or email hsa-employment-srvcs-info@ventura.org.

**AmericanJobCenter**
California

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ON-THE-JOB TRAINING BENEFITS TO EMPLOYERS



- Training is partially reimbursed
- Customized training, your way
- OJT employees have a proven track record
- Simple and effective process

Go to www.jobcenter.usa.gov to locate the nearest American Job Center or call **(800) 500-7705** or email hsa-employment-srvcs-info@ventura.org for On-the-Job Training program information.

AmericanJobCenter
California

Auxiliary aids and services available upon request to individuals with disabilities

On-the-Job Training (OJT) provides a business solution for employers who are challenged with hiring, promoting or retaining employees who lack the specialized information to perform their jobs.

www.jobcenter.usa.gov (800) 500-7705



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Workforce Services

On-The-Job Training (OJT)

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On-the-job training is a program of the Workforce Innovation and Opportunity Act (WIOA) that makes funds available to help businesses hire and train screened applicants. OJT directly reimburses employers up to **50 percent of a trainee's gross wages** for the duration of the training period. It is an "earn as you learn" training program that's planned, organized and conducted by you at your workplace.

Job Seekers Eligible for OJT Include:

- Applicants who are pre-qualified by a Ventura County American Job Center
- Applicants an employer submits for eligibility screening

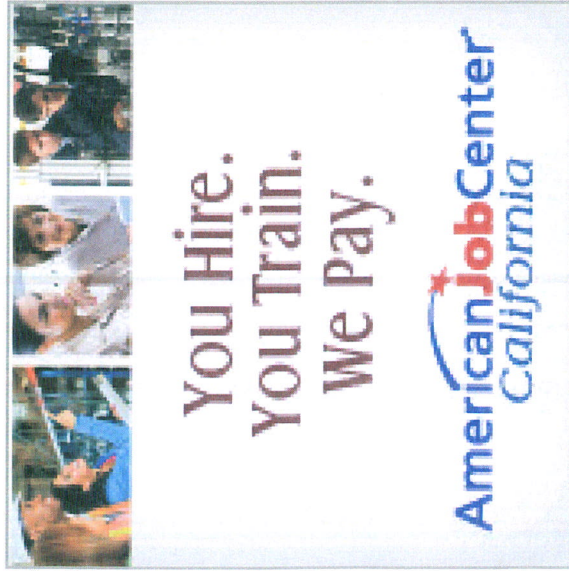
[Click here](#) to download a pamphlet with more "On-the-Job Training" information.

For immediate assistance call (800) 500-7705 or email hsa-employment-srvcs-info@ventura.org



News

- 6/23/15 –2015 WIB Award Winners
- 1/31/15 –Older Workforce, New Challenges, Victoria Jump



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OJT-175x200-2016.jpg



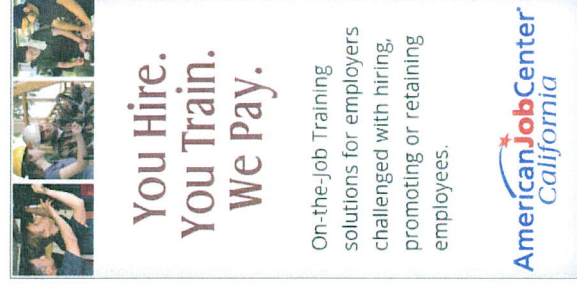
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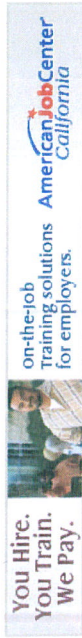
You hire. You train. We pay.

On-the-Job Training (OJT) provides a business solution for employers who are challenged with hiring, promoting or retaining employees who lack the specialized information to perform their jobs.

- Training is partially reimbursed
- Customized training, your way
- OJT employees have a proven track record
- Simple and effective process

To learn more about OJT: Call (800) 500-7705
Email hsa-employment-srvcs-info@ventura.org
Or go to workforceventuracounty.org/OJT

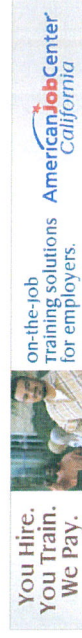




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WDB Facebook Ads

Start 3-14-2016 – End 4-10-2016

Target: Ventura County Employers

Two Ad Sets

(1) Ad Set 1 – page likes – VCGB

Recommended image size: 1,200 x 444 pixels

- Image ratio: 2.7:1
- Text: 90 characters
- Headline: 25 characters
- Your image may not include more than 20% text. [See how much text](#) is on your image.

Headline: On-The-Job Training Funds (25 characters)

Text: Funds are available to help hire & train screened applicants. Click or call 800-500-7705 (88)



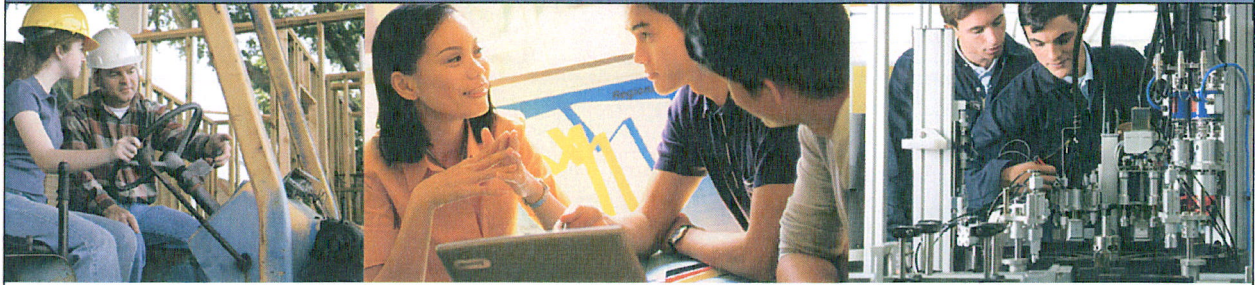
(2) Ad Set 2 – website clicks – WDB (OJT page)

Recommended image size: 1,200 x 628 pixels

- Image ratio: 1.9:1
- Text: 90 characters
- Headline: 25 characters
- Link description: 30 characters
- Your image may not include more than 20% text. [See how much text](#) is on your image.

Headline: On-The-Job Training (19 characters)

Text: OJT reimburses employers up to 50% of eligible trainee's wages. Click or call 800-500-7705 (90)



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On the Job Training
February 24, 2016

:30 KCLU

Dates: Now through future notice

:30 RADIO SCRIPT – ON-THE-JOB TRAINING (83 words)

KCLU PROGRAMMING IS MADE POSSIBLE IN PART BY THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY. THROUGH THE AMERICAN JOB CENTERS, THE WORKFORCE DEVELOPMENT BOARD MAKES FEDERAL FUNDS AVAILABLE TO HELP EMPLOYERS HIRE AND TRAIN JOB SEEKERS AT THE WORKPLACE. THESE ON-THE-JOB TRAINING PROGRAMS MAKE FINDING THE RIGHT EMPLOYEE MORE AFFORDABLE. BUSINESSES RECEIVE FINANCIAL ASSISTANCE FOR TEACHING SKILLS NEEDED FOR SUCCESSFUL COMPANY EMPLOYMENT. MORE INFORMATION AT EIGHT HUNDRED, FIVE HUNDRED, SEVEN, SEVEN, OH, FIVE, OR VISIT WORKFORCE VENTURA COUNTY DOT ORG FORWARD SLASH O-J-T.

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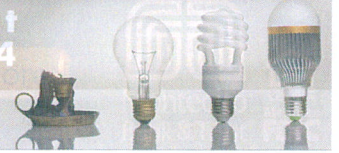
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Apprenticeship programs give employers competitive advantage

By [Guest commentary](#) / Friday, January 22nd, 2016 / [Comments Off on Apprenticeship programs give employers competitive advantage](#)

Something old is new again. Apprenticeships, an ideal means to train future workers, have been around for centuries throughout the world. A formal statewide apprenticeship system was created in California back in 1939. Yet today, apprenticeships do not readily come to mind as people plan for careers or employers look for skilled workers. That mindset is beginning to change and not a moment too soon.

The labor force, especially in the construction and electrical trades, is facing a worker shortage. Baby boomers are retiring. Trade technology classes are not being offered in many high schools. At the same time, our city, state and national infrastructure is crumbling. Where are we going to find the skilled workers to fill the jobs that are needed? That's where apprenticeships come in and where businesses can help.

Offering apprenticeships is a smart business move. Working directly with employers, apprentices become highly skilled in their field. They are productive and motivated. In fact, the Department of Labor cites studies indicating that, for every dollar spent on an apprenticeship, an employer receives an average of \$1.47 back in increased worker productivity.

Apprenticeships now are growing beyond the traditional labor trades. In June, Gov. Jerry Brown earmarked \$15 million for new apprenticeship programs in health care, advanced manufacturing, information technology and renewable energy. Nearly \$37 million of the state's 2015 budget went to apprenticeships. Nationally, businesses like CVS, Time Warner Cable and Zurich Insurance North America are using this model, noting its flexibility to address employer needs and develop a pipeline of trained employees. To qualify for state and federal assistance to help fund an apprenticeship program, businesses must register with the California Department of Apprenticeship Standards.

The federal government is also lending a hand to cover training costs, offering \$175 million in American apprenticeship grants to help businesses in all types of industries invest in apprenticeship programs. California can expect to get a big chunk of those funds because the state has more than 62,000 registered apprentices, training more workers through apprenticeships than any other state in the country.

Most apprenticeships last three to five years, depending on the trade. Apprentices work during the day under the guidance of a mentor and go to school at night or on weekends. The goal is to recruit, train and retain skilled workers. Once a program is completed, many apprentices receive certifications or licenses. Employers now have highly skilled, knowledgeable workers who enable their company to stay competitive.

Under state law, all contracted public works projects (those that are bided out to maintain roads, schools and other public property) must employ 20 percent of its workforce from a California state-approved apprenticeship program. California SB 54 calls for all workers who are employed on refineries and related facilities to be paid hourly prevailing wages and that a percentage of the journeymen performing the work be graduates of a California state-approved apprenticeship program or a federal government approved out-of-state program. About one-third of Ventura County's Laborers' International Union Local 585 members are apprenticeship trained.

Most apprenticeships require only that the applicant have a driver's license, have a high school diploma (or GED), be 18 or older, and be drug free. Some require high school or college level math, particularly algebra. Applicants can be eligible right out of high school — or even people who want a fresh start in a new career. Apprenticeship programs through local unions have fast tracks for veterans and programs for early release offenders and disadvantaged youth. All applicants must go through a rigorous interview and testing process.

Men and women who are selected as apprentices make good starting salaries. Electrician apprentices, for example, start at almost \$17 an hour plus benefits, including health care for family members as well as a pension after a five-year vesting period. Once trained, the hourly rate can reach more than \$40 an hour, with increases along the way. That's a living wage. Many recent college graduates don't make that much. Through firsthand experience, we have found that apprentices are committed to their jobs — they are on time, work hard and work together to get a job done well.

Apprenticeships are gaining momentum. Men and women are skilled and ready to work. The funding is there. All we need now is more employers to offer the opportunity.

For information about creating an apprenticeship program at your business and the grant application process, contact the workforce development board of your county or go to the California Department of Apprenticeship Standards website, www.dir.ca.gov/das/.

• Anthony Mireles is president/business representative of Laborers' International Union of North America Local 585. Tony Skinner is executive secretary-treasurer for the Tri-Counties Business & Construction Trades Council. Both are members of the Workforce Development Board of Ventura County.

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Monday, July 27th, 2009

In "Top Stories"

[Editorial: Unemployment cost](http://www.pacbiztimes.com/2011/11/18/e...)

[increases on the way](http://www.pacbiztimes.com/2011/11/18/e...)

(<http://www.pacbiztimes.com/2011/11/18/e...>

[unemployment-cost-increases-on-the-way/](http://www.pacbiztimes.com/2011/11/18/e...))

Friday, November 18th, 2011

In "Editorials"

[Manufacturers hunt for talent amid](http://www.pacbiztimes.com/2013/10/04/...)

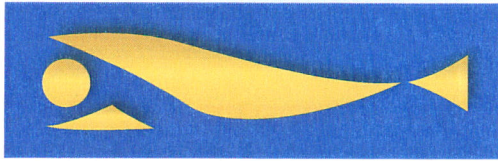
[shortage](http://www.pacbiztimes.com/2013/10/04/...)

(<http://www.pacbiztimes.com/2013/10/04/...>

[hunt-for-talent-amid-shortage/](http://www.pacbiztimes.com/2013/10/04/...))

Friday, October 4th, 2013

In "Central Coast"



2016 WDB Award Nomination Form

Deadline to submit nominations is April 15, 2016

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



CHECK ALL CATEGORIES THAT APPLY

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

Nominee _____

Organization/Company _____

Address _____

City _____ CA Zip _____

Email _____ Phone _____

Reason for Nomination (500 words or less)

Nominated by _____ (Please no self-nominations)

Organization/Company _____

Email _____ Phone _____

Email completed forms by April 15, 2016 to: talia.barrera@ventura.org

Forms are available at workforceventuracounty.org

Workforce Development Board | 855 Partridge Drive Ventura, CA 93003 | workforceventuracounty.org | (805) 477-5306





WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive
Ventura, CA 93003
(805) 477-5306
workforceventuracounty.org

Contacts:

Heidi Hayes
805.383.4550 ext. 204
heidi@agency2.com

Diane Rumbaugh
805.493.2877
diane@agency2.com

For Immediate Release: February 25, 2016

Nominations Open for 2016 Annual WDB Awards

Ventura, Calif.--The Workforce Development Board of Ventura County (WDB) is seeking nominations for its 2016 Annual WDB Awards. Selected winners will have demonstrated an extraordinary commitment to advancing workforce development in the Ventura County region. The nomination deadline is April 15, 2016. Winners will be recognized at the WDB Annual Meeting on June 16 at the Ventura County Office of Education (5100 Adolfo Road, Camarillo).

"Each year, the WDB recognizes Ventura County's exceptional leaders in business, education, labor, government and community organizations who consistently go above and beyond to help our local workforce acquire the skills that local employers need to be competitive," says Victor Dollar, WDB chair. "The WDB Awards is just a small way to give them the recognition they deserve."

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

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

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

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

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

WDB Youth Opportunity Award winners for 2015 were Douglas Wood, general manager at the Crowne Plaza Ventura Beach and Ralph Imondi and Linda Santschi, co-founders and scientific directors at Coastal Marine Biolabs (CMB) in Ventura Harbor.

WDB Collaborate Action Award winners were Tiffany Morse, Ph.D., director of career and technical education with the Ventura County Office of Education, Subhash Karkare, Ph.D., biotechnology professor at Moorpark College, Bill Pratt, vice-president of operations at Kinamed, Inc. and manufacturing technology professor Scot Rabe at Ventura College. The 2015 WDB Champion for Prosperity Award went to Tejas Patel, president of Laksh, Inc. The WDB Leadership Award winner was Manuel Vega, CEO of Anacapa Water Blasting, Inc.

An online nomination form is available on the WDB website: <http://workforceventuracounty.org>. For more information, contact Talia Barrera at (805) 477-5341, talia.barrera@ventura.org.

###

About the Workforce Development Board

The Workforce Development Board administers federal funds that help to support American Job Center 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.



Investing in Business-Education Collaboration to Build Ventura County's Workforce

By Roger Rice and Bruce Stenslie
Workforce Development Board of Ventura County

3/10/16

The 2013 Organization for Economic Co-Operation and Development's (OECD) Survey of Adult Skills found that employers say potential hires lack the skills or credentials required for in-demand jobs. The economy is ready to expand, noted the OECD analysis, but because workers do not have access to the right kind of training, economic expansion will remain modest in many industries. These findings do not bode well for our future economic health—both here in Ventura County and nationally.

What can be done? Over the past two years, the state of California has awarded Ventura County educational agencies more than \$38 million in special grants to build regional career pathways. Through collaborative career pathway partnerships between business and education, educational programs are being created that will provide a pipeline of skilled, adaptable workers and help Ventura County businesses to compete and thrive in the complex, constantly changing global economy.

Career pathways efforts have come at a critical time. Investing in workers today means a skilled Ventura County workforce with a competitive advantage tomorrow. When a region's workforce lacks the skills or credentials required to undertake in-demand jobs, both hiring and business expansion are stifled. We hear from our Workforce Development Board (WDB) members that not having a ready, reliable local talent pool is costing employers money and productivity. This problem has been consistently troublesome--during previous periods of high unemployment and even today, when the unemployment rate is low. In contrast, when employers are confident they have a pool of skilled workers to choose from, those businesses tend to not only stay local but also expand. New businesses are more likely to relocate here.

A skilled workforce also has other advantages. It means higher wages, which builds a stronger economic base, which in turn, creates city and county revenues to build schools and infrastructure. All of this can't happen without businesses and educational institutions talking to one another first. That's often the hardest step, but once that happens, employers and educators can work together to ensure that curriculum offered at our schools is responsive and adaptable to the changing workplace.

To that end, WDB sector committees (healthcare, manufacturing, clean/green) are currently engaging employers in public discussions to provide educators with input on labor market data, local workforce demand, entry-level skill requirements, relevant content for curriculum development and career education, and ways to reach employers who will offer career-related experiences. This gives employers a stake in workforce development efforts that will benefit their businesses directly.

WDB sector committee members have created lists of entry-level skills for healthcare, manufacturing, infrastructure and hospitality careers for educators to use in developing coursework, career awareness and work-related experiences. Other employer activities include guest speaking in classrooms, business site visits, job shadowing, internships, mentoring, equipment donations to schools, participation in career expos and support for other career-related activities at the middle school, high school, adult school, community college and university levels.



Investing in Business-Education Collaboration to Build Ventura County's Workforce

By Roger Rice and Bruce Stenslie

Workforce Development Board of Ventura County

With all of the talk we hear about how to build a stronger America, our nation's future economic growth and stability are dependent primarily on one thing: an educated, skilled workforce that is prepared and adaptable to take on the challenges of the future. For the past few years, Ventura County businesses and educators have been building a collaborative and robust regional network that is enabling students to graduate with skills that will help them obtain high-skilled, high wage jobs. These efforts are making a positive difference for individuals and for the community as a whole.

Problems associated with the lack of a skilled workforce cannot be fixed by any one company or any one educational institution. It takes a collaborative commitment to find solutions. To learn more about how to work effectively with schools or with the WDB sector committees, contact the WDB at 805-477-5306 or visit the WDB website at workforceventuracounty.org.

Bruce Stenslie is President/CEO of the Economic Development Collaborative Ventura County. Dr. Roger Rice is Deputy Superintendent, Student Services of the Ventura County Office of Education. Both are members of the Workforce Development Board of Ventura County.



WORKFORCE DEVELOPMENT BOARD

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Contacts:

Heidi Hayes
805.383.4550 ext. 204
heidi@agency2.com

Diane Rumbaugh
805.493.2877
diane@agency2.com

For Immediate Release: (Date)

Workforce Development Board of Ventura County Adds New Board Members

Ventura, Calif. – The Workforce Development Board (WDB) of Ventura County announced the addition of four new board members. The Ventura County Board of Supervisors made the appointments official at its March 8 meeting.

The new board members are Jeremy Goldberg, Richard Trogman, Greg Van Ness and Stephen Yeoh. They were each appointed to a three-year term. All come with a unique set of experiences and skills.

Jeremy Goldberg is the executive director of the Tri-Counties Central Labor Council (AFL-CIO) in Camarillo, representing unionized workers. "I'm looking forward to the opportunity to use my experience in protecting and defending the rights of workers to help make Ventura County a better place to create good, middle class jobs that will benefit our community and our economy," says Goldberg.

Richard Trogman is chief operating officer for Kaiser Foundation Health Plan Ventura County. "As an employer and provider of health care services to the Ventura County community for more than 10 years, Kaiser Permanente is committed to the economic development of the region and understands the importance of a highly skilled workforce," says Trogman. "I look forward to sharing my insight on the opportunities and requirements present in the health care field."

Greg Van Ness is CEO of Tolman & Wiker Insurance Services, LLC in Ventura. "I have a personal passion for education-to-career program development, so the work of the WDB is a perfect fit," says Van Ness. "The Workforce Development Board and its partners in our regional community are performing very important work that elevates our economy and the lives of those we serve."

Stephen Yeoh is director of Un1teee, a technology consulting firm in Westlake Village. "Based on my own personal experience, there is a shortage of qualified IT personnel," says Yeoh. "My goal is to increase awareness of the opportunities that working in the IT field can provide, and to increase the amount of practical training available to potential candidates."

"Our WDB members are committed to advancing workforce development for economic vitality across the region," says Cheryl Moore, WDB executive director. "With their support, Ventura County continues to receive a variety of federal and state funding for programs that give local job seekers, workers, youth and employers ready access to no-cost and low-cost assistance for employment, training and business consulting."

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

###

About the Workforce Development Board

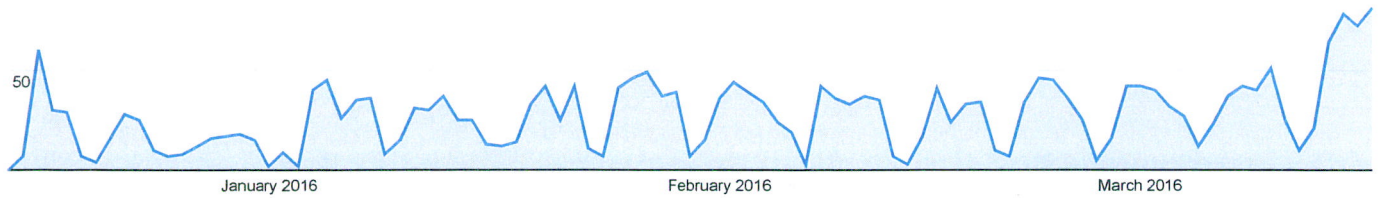
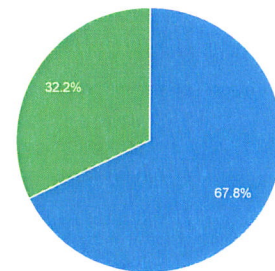
The Workforce Development Board administers federal funds that help to support American Job Center locations and other free adult, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit www.workforceventuracounty.org.

Audience Overview

Dec 14, 2015 - Mar 17, 2016

 All Users
100.00% Sessions

Overview

 Sessions
100Sessions
2,612Users
1,771Pageviews
7,517Pages / Session
2.88Avg. Session Duration
00:02:59Bounce Rate
41.85%% New Sessions
67.76% New Visitor  Returning Visitor

Language	Sessions	% Sessions
1. en-us	2,542	97.32%
2. en	16	0.61%
3. es-419	15	0.57%
4. ru-ru	9	0.34%
5. c	7	0.27%
6. en-gb	5	0.19%
7. de	3	0.11%
8. es-es	2	0.08%
9. es-us	2	0.08%
10. fil	2	0.08%

Overview

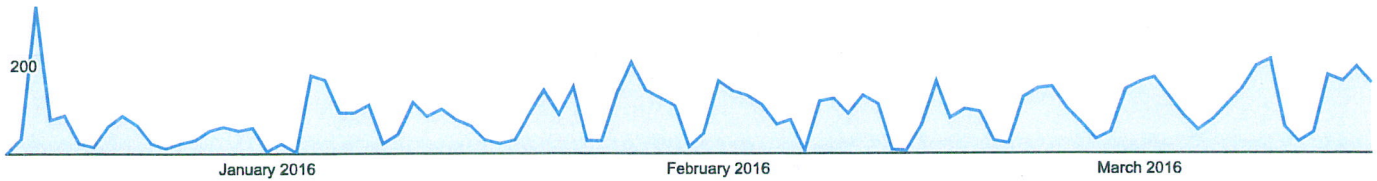
Dec 14, 2015 - Mar 17, 2016

All Users
100.00% Pageviews

Overview

● Pageviews

400



Pageviews

7,517

Unique Pageviews

5,684

Avg. Time on Page

00:01:35

Bounce Rate

41.85%

% Exit

34.75%

Page	Pageviews	% Pageviews
1. /	2,966	39.46%
2. /job-seekers/employment-services	712	9.47%
3. /job-seekers/training	358	4.76%
4. /resources/meeting-calendar	337	4.48%
5. /employers/workforce-services	307	4.08%
6. /about-us/wib-members	230	3.06%
7. /contact-us	213	2.83%
8. /job-seekers/eligible-training-provider-list	209	2.78%
9. /about-us/wioa	196	2.61%
10. /resources/meeting-packets	157	2.09%

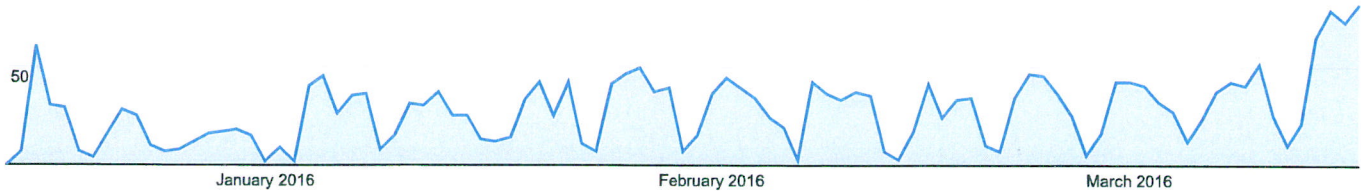
All Traffic

Dec 14, 2015 - Mar 17, 2016

All Users
100.00% Sessions

Explorer

Summary

● Sessions
100

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,605 % of Total: 99.73% (2,612)	67.79% Avg for View: 67.76% (0.04%)	1,766 % of Total: 99.77% (1,770)	41.84% Avg for View: 41.85% (-0.01%)	2.87 Avg for View: 2.88 (-0.13%)	00:02:59 Avg for View: 00:02:59 (0.10%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	740 (28.41%)	63.65%	471 (26.67%)	33.24%	3.41	00:03:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. portal.countyofventura.org / referral	715 (27.45%)	78.18%	559 (31.65%)	49.65%	2.45	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. (direct) / (none)	348 (13.36%)	70.98%	247 (13.99%)	47.13%	2.40	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. workforceventuracounty.org / referral	149 (5.72%)	0.00%	0 (0.00%)	28.19%	4.21	00:10:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. edd.ca.gov / referral	89 (3.42%)	65.17%	58 (3.28%)	51.69%	2.43	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. latimes / digital	76 (2.92%)	94.74%	72 (4.08%)	72.37%	1.38	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. americasjobcenter.ca.gov / referral	65 (2.50%)	75.38%	49 (2.77%)	24.62%	3.31	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. m.ventura.org / referral	54 (2.07%)	83.33%	45 (2.55%)	44.44%	2.41	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. bing / organic	53 (2.03%)	69.81%	37 (2.10%)	26.42%	3.57	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. worksourcecalifornia.com / referral	34 (1.31%)	88.24%	30 (1.70%)	26.47%	4.06	00:03:08	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 55

Location

Dec 14, 2015 - Mar 17, 2016

ALL » COUNTRY: United States » REGION: California

All Users
90.93% Sessions

Map Overlay

Summary

1 721

City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,370 % of Total: 90.74% (2,612)	66.03% Avg for View: 67.76% (-2.55%)	1,565 % of Total: 88.42% (1,770)	40.93% Avg for View: 41.85% (-2.19%)	2.94 Avg for View: 2.88 (2.10%)	00:03:06 Avg for View: 00:02:59 (3.81%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Ventura	721 (30.42%)	50.76%	366 (23.39%)	36.20%	3.50	00:04:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Oxnard	416 (17.55%)	74.04%	308 (19.68%)	47.36%	2.61	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Los Angeles	312 (13.16%)	79.81%	249 (15.91%)	50.32%	2.50	00:01:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Camarillo	193 (8.14%)	49.74%	96 (6.13%)	38.86%	2.68	00:03:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Thousand Oaks	187 (7.89%)	66.31%	124 (7.92%)	38.50%	2.89	00:02:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Simi Valley	169 (7.13%)	73.37%	124 (7.92%)	40.83%	2.75	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Moorpark	50 (2.11%)	78.00%	39 (2.49%)	44.00%	2.74	00:01:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Sacramento	34 (1.43%)	79.41%	27 (1.73%)	29.41%	3.56	00:01:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Santa Paula	27 (1.14%)	81.48%	22 (1.41%)	37.04%	2.63	00:03:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Santa Barbara	22 (0.93%)	90.91%	20 (1.28%)	31.82%	2.55	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)

Campaigns

Dec 14, 2015 - Mar 17, 2016

All Users
4.25% Sessions

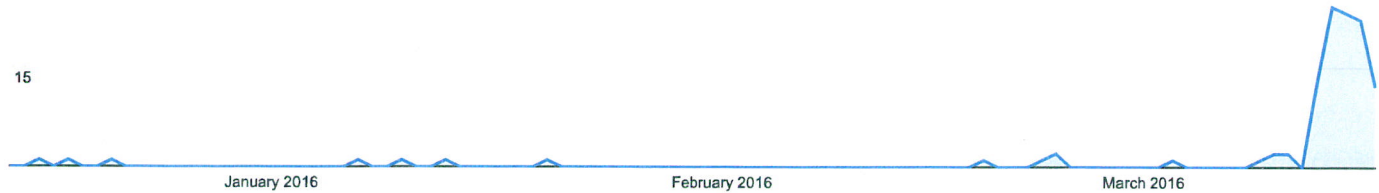
Explorer

Summary

Sessions

30

15



Campaign	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	111 % of Total: 4.25% (2,612)	87.39% Avg for View: 67.76% (28.96%)	97 % of Total: 5.48% (1,770)	70.27% Avg for View: 41.85% (67.93%)	1.50 Avg for View: 2.88 (-47.72%)	00:00:34 Avg for View: 00:02:59 (-81.29%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. ojt	99 (89.19%)	92.93%	92 (94.85%)	73.74%	1.36	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Workforce Update dec 2015	12 (10.81%)	41.67%	5 (5.15%)	41.67%	2.67	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2

heidi hayes

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Friday, January 22, 2016 4:12 PM
To: heidih.conf@gmail.com
Subject: Job Outlook, December 2015 Report

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

Job Outlook

December 2015 Report



[Ventura County Labor Market Information](#)

[State Of California Employment](#)

[United States Department Of Labor](#)

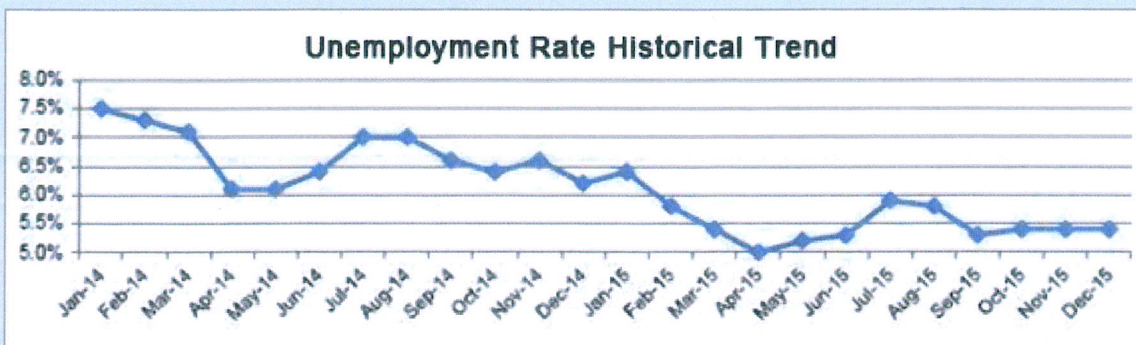
[Conference Board - Help Wanted Online Data](#)

[Relevant News](#)



Ventura County Labor Market Information:

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

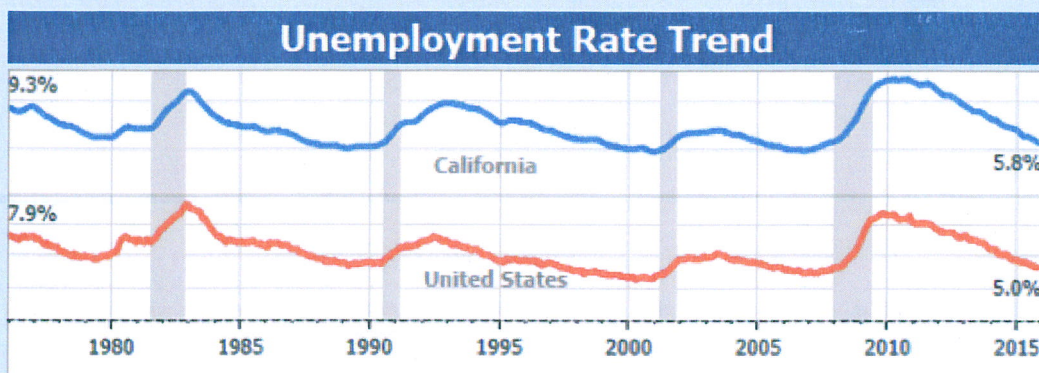


The unemployment rate in Ventura County was 5.4 percent in December 2015, unchanged from a revised 5.4 percent in November 2015, and below the year-ago estimate of 6.2 percent. This compares with an unadjusted unemployment rate of 5.8 percent for California and 4.8 percent for the nation during the same period.

Source: labormarketinfo.edd.ca.gov

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

California Labor Market Indicators				
Metrics	December, 2015	November, 2015	Change	
Unemployment Rate	5.8%	5.7%	0.1	↑
Labor Force	18,996,500	18,992,400	4,100	↑
Employment	17,900,400	17,910,200	-9,800	↓
Unemployment	1,096,100	1,082,200	13,900	↑
Non Farm Jobs	16,320,100	16,259,700	60,400	↑
UI Initial Claims	236,318	192,031	44,287	↑



California's unemployment rate increased to 5.8 percent in December, and nonfarm payroll jobs increased by 60,400 during the month for a total gain of 2,198,800 jobs since the recovery began in February 2010, according to data released January 22, 2016, by the California Employment Development Department (EDD) from two separate surveys.

In November, the state's unemployment rate was 5.7 percent, and in December 2014, the unemployment rate was 7.1 percent. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm jobs in California totaled 16,320,100 in December, an increase of 60,400 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, December 2014 to December 2015, shows an increase of 459,400 jobs (up 2.9 percent).

The federal survey of households, done with a smaller sample than the survey of employers, shows

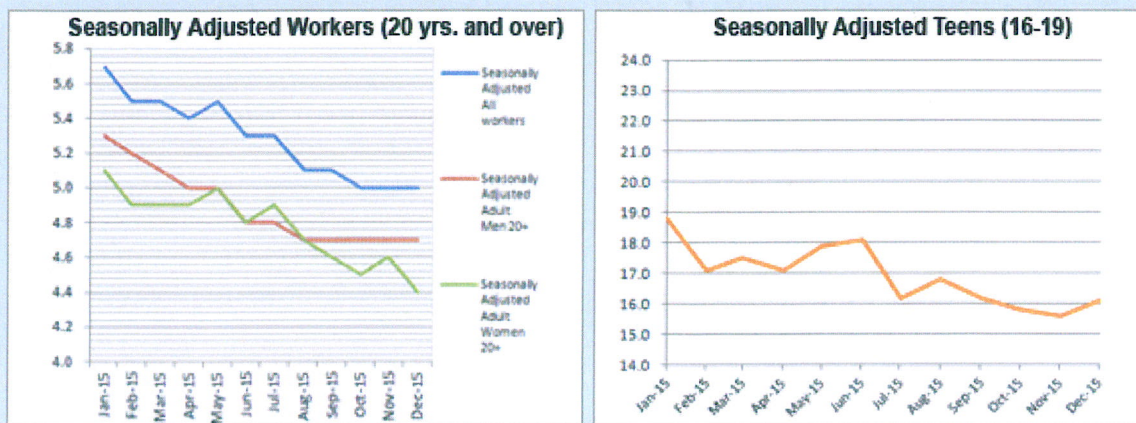
a decrease in the number of employed people. It estimates the number of Californians holding jobs in December was 17,900,000, a decrease of 10,000 from November, but up 334,000 from the employment total in December of last year.

The number of people unemployed in California was 1,096,000 - up by 14,000 over the month, but down by 251,000 compared with December last year.

Source: labormarketinfo.edd.ca.gov

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

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



Total nonfarm payroll employment rose by 292,000 in December, and the unemployment rate was unchanged at 5.0 percent, the U.S. Bureau of Labor Statistics reported January 8th.

Employment gains occurred in several industries, led by professional and business services, construction, health care, and food services and drinking places.

The number of unemployed persons, at 7.9 million, was essentially unchanged in December, and the unemployment rate was 5.0 percent for the third month in a row. Over the past 12 months, the unemployment rate and the number of unemployed persons were down by 0.6 percentage point and 800,000, respectively.

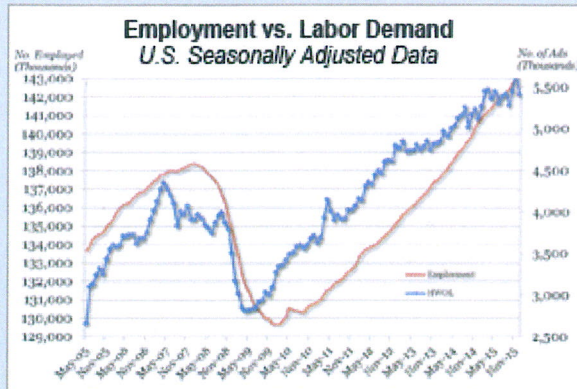
The number of long-term unemployed has shown little movement since June, but was down by 687,000 over the year.

The number of persons employed part time for economic reasons was little changed at 6.0 million in December but was down by 764,000 over the year.

In December, average hourly earnings for all employees on private nonfarm payrolls, at \$25.24, changed little (-1 cent), following an increase of 5 cents in November. Over the year, average hourly earnings have risen by 2.5 percent.

Source: Dept. of Labor

Conference Board - Help Wanted Online Data



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

Online advertised vacancies decreased 276,800 to 5,407,700 in December, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released January 6th. The large December drop offsets November's gain.

The November Supply/Demand rate stands at 1.40 unemployed for each advertised vacancy with a total of 2.3 million more unemployed workers than the number of advertised vacancies.

The number of unemployed was around 7.9 million in November.

"Labor demand in 2015 continued at the same slow steady pace of 2014, averaging about a 24,000 monthly increase," said Gad Levanon, Managing Director of Macroeconomic and Labor Market Research at The Conference Board. "While labor demand growth has been somewhat slow over the past two years, the monthly employer demand levels have remained consistently high, providing a strong basis for a healthy labor market."

The West decreased 57,500 in December. California decreased 25,400 to 626,400. Los Angeles decreased 6,300 to 187,100.

Source: ConferenceBoard.org

Relevant News

January 22, 2016, *Reuters*, [Rise in U.S. jobless claims spurs labor market worries](#), Lucia Mutikani

January 8, 2016, *Los Angeles Times*, [Five takeaways from the strong U.S. jobs report](#), Jim Puzzanghera

January 8, 2016, *BloombergBusiness*, [Payrolls Surge, U.S. Jobless Rate at 5% as Workforce Grows](#), Sho Chandra

December 20, 2015, *Bloomberg Business*, [U.S. Workers May Finally Catch a Break as Wages Look Set to Rise](#), Rich Miller and Steve Matthews

Resources



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California

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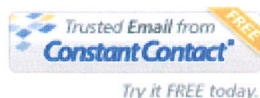
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Job Outlook is brought to you by the Workforce Development Board of Ventura County (WDB). The Workforce Development Board administers federal funds that help to support American Job Center of California locations and other free adult, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit www.workforceventuracounty.org.

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

heidi hayes

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Friday, March 18, 2016 4:40 PM
To: heidi@agency2.com
Subject: Job Outlook, February 2016 Report - (HTML Preview Copy)

Job Outlook

February 2016 Report



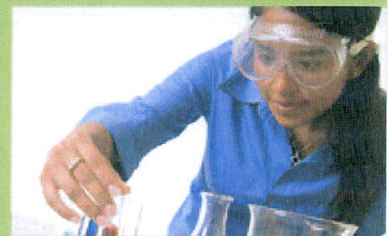
[Ventura County Labor Market Information](#)

[State Of California Employment](#)

[United States Department Of Labor](#)

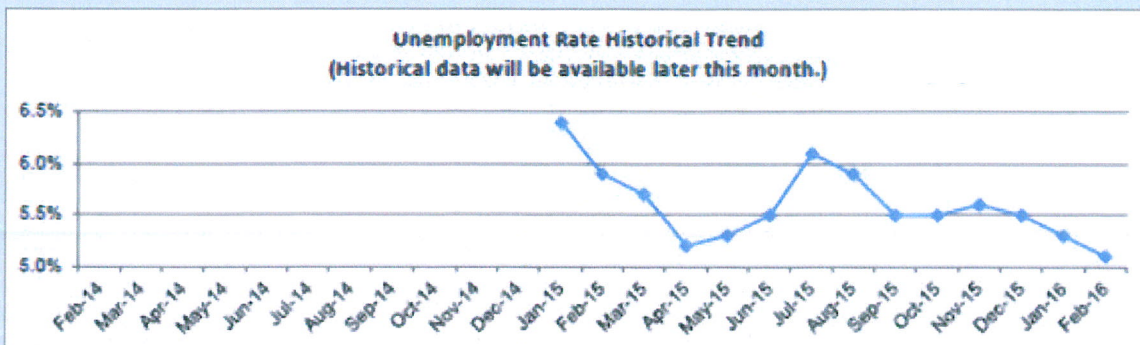
[Conference Board - Help Wanted Online Data](#)

[Relevant News](#)



Ventura County Labor Market Information:

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



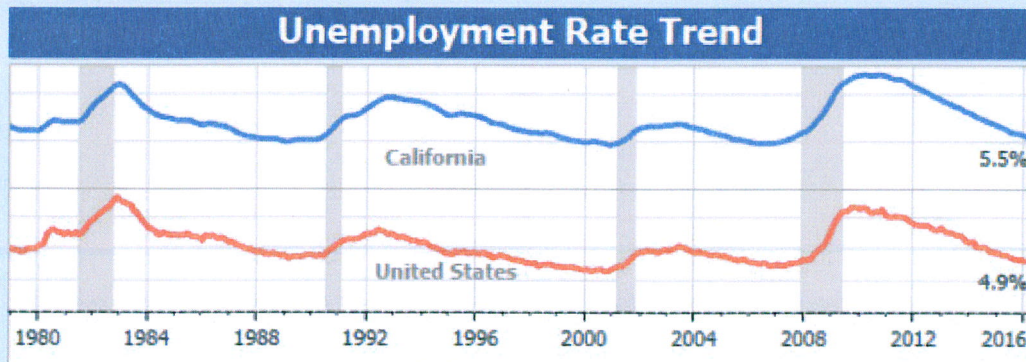
The unemployment rate in Ventura County was 5.1 percent in February 2016, down from a revised

5.3 percent in January 2016, and below the year-ago estimate of 5.9 percent. This compares with an unadjusted unemployment rate of 5.7 percent for California and 5.2 percent for the nation during the same period.

Source: labormarketinfo.edd.ca.gov

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

California Labor Market Indicators				
Metrics	February, 2016	January, 2016	Change	
Unemployment Rate	5.5%	5.7%	-0.2	↓
Labor Force	19,045,100	19,019,100	26,000	↑
Employment	17,992,100	17,929,700	62,400	↑
Unemployment	1,053,000	1,089,300	-36,300	↓
Non Farm Jobs	16,310,000	16,270,100	39,900	↑
UI Initial Claims	193,461	238,406	-44,945	↓



California's unemployment rate decreased to 5.5 percent in February, and nonfarm payroll jobs increased by 39,900 during the month for a total gain of 2,123,500 jobs since the recovery began in February 2010, according to data released March 18th by the California Employment Development Department (EDD) from two separate surveys.

The U.S. unemployment rate was unchanged in February at 4.9 percent. In January, the state's unemployment rate was 5.7 percent, and in February 2015, the unemployment rate was 6.7 percent. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm jobs in California totaled 16,310,000 in February, an increase of 39,900 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.

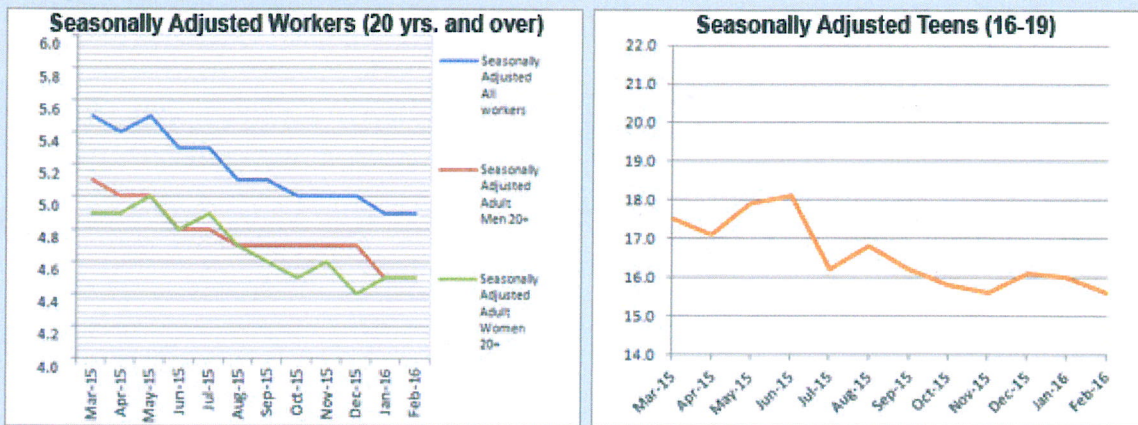
The year-over-year change, February 2015 to February 2016, shows an increase of 451,600 jobs (up 2.8 percent). The federal survey of households, done with a smaller sample than the survey of employers, shows an increase in the number of employed people. It estimates the number of Californians holding jobs in February was 17,992,000, an increase of 62,000 from January, and up

331,000 from the employment total in February of last year. The number of people unemployed in California was 1,053,000 - down by 36,000 over the month, and down by 207,000 compared with February of last year.

Source: labormarketinfo.edd.ca.gov

United States Department Of Labor - The Employment Situation: Feb. 2016

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



Total nonfarm payroll employment increased by 242,000 in February, and the unemployment rate was unchanged at 4.9 percent, the U.S. Bureau of Labor Statistics reported March 4th.

Employment gains occurred in health care and social assistance, retail trade, food services and drinking places, and private educational services.

In February, the unemployment rate held at 4.9 percent, and the number of unemployed persons, at 7.8 million, was unchanged.

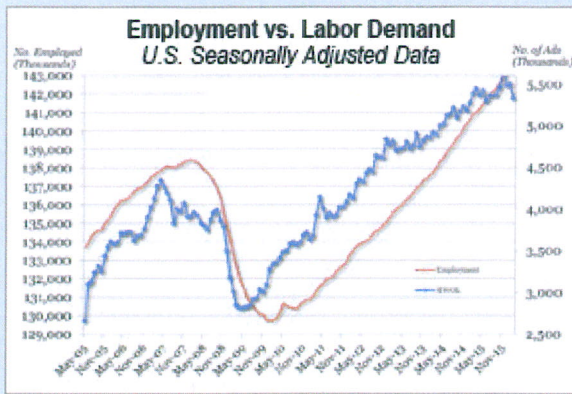
Over the year, the unemployment rate and the number of unemployed persons were down by 0.6 percentage point and 831,000, respectively.

The number of long-term unemployed has shown little movement since June. In February, these individuals accounted for 27.7 percent of the unemployed.

The employment-population ratio edged up to 59.8 percent over the month, and the labor force participation rate edged up to 62.9 percent. Both measures have increased by 0.5 percentage point since September.

In February, 1.8 million persons were marginally attached to the labor force, down by 356,000 from a year earlier.

Source: Dept. of Labor



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.

February 2016 shows large drop following a flat January.

Online advertised vacancies decreased 162,100 to 5,334,300 in February, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released March 2nd.

The January Supply/Demand rate stands at 1.42 unemployed for each advertised vacancy with a total of 2.3 million more unemployed workers than the number of advertised vacancies.

The number of unemployed was around 7.8 million in January.

"While 2015 showed slow positive growth averaging about 25,000 ads per month, the first two months of 2016 have shown weakness in labor demand," said Gad Levanon, Managing Director of Macroeconomic and Labor Market Research at The Conference Board. "The overall level of demand still remains high, but the very weak start of 2016 suggests a possible temporary weakening in employer demand for labor."

The West decreased 9,000 in February. California decreased 9,900 to 643,100. Los Angeles decreased 2,500 to 193,500.

Source: ConferenceBoard.org

Relevant News

March 17, 2016, *BloombergBusiness*, [Leading Indicators in U.S. Rose in February as Hiring Improves](#), Tatiana Darie

March 12, 2016, *Washington Post*, [Not ready to retire, but not finding work](#), Rodney Brooks

March 10, 2016, Reuters, [U.S. jobless claims hit five-month low as labor market strengthens](#), Lucia Mutikani

March 4, 2016, USA Today, [Employers add better-than-expected 242,000 jobs in February](#), Paul Davidson

March 4, 2016, *Huffington Post*, [4 Things You Need to Know About The Latest Jobs Report](#), Shane Ferro

Resources



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Sent to heidi@agency2.com by [Workforce Development Board](#)
855 Partridge Drive | Ventura, CA 93003 United States
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Items in Gray = Completed



Workforce Development Board

Projects in Process: 15/16 Program Year

3/18/16

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Employer	Business Outreach - Clean Green	Agency Services	1-Mar	n/a	TBD	Agency discussed strategic options to educate employers & job seekers on "sustainability" skills	
Employer	Business Outreach - Healthcare	Agency Services	1-Mar	n/a	TBD	Agency to research options for healthcare lists to disseminate survey regarding case manager career demands & pathways	
Employer	Business Outreach - Internships	Agency Services	1-Dec	n/a	30-Jun	Develop a plan to create a one-stop resource for connecting employers with resources to develop internship, job shadowing, mentor and externship programs at their business. On hold	
Job Seekers/ Employers	OJT Outreach - Media	Agency Services	11-Nov	n/a	10-Apr	Media Plan developed, approved & placed. Runs through 4/10/16	
Employer	Business Outreach - WDB Initiatives	Agency Services	2-Nov	n/a	30-Jun	Develop campaign that targets employers on various WDB mission fronts: Working name - Open Door Campaign	
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	
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.	

Items in Gray = Completed



Workforce Development Board Projects in Process: 15/16 Program Year

3/18/16

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.	
Youth Outreach	VCFWF - Spring After School Program Presentations	Agency Services	1-Jul	TBD	TBD	PPT outline draft to client for review 1/16/15. In Development/Discussion.	
General	Pamphlet Display Graphic Insert	Creative Services	21-Mar	n/a	30-Apr	Develop insert for 3-pamphlet holder for CSD trade booth usage.	
General	WDB "Mission" Posters	Creative Services	4-Sep		10/31/2015	Develop posters for Board Meeting display focusing on WDB Missions - 4 in process as of 10/28/15, revised layouts submitted 12/21/15. ON HOLD	Waiting on Client Input
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	Employer/Job Seeker Success Stories	Creative Services	1-Jul	n/a	30-Jun	8 new stories in development as of 1/12/16	Waiting on Client Input
General	Digital Media: Review current social media for updates where needed	Creative Services	1-Jul		6/30/2016	On Going	
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
General	Call For Nominations - Eblast	Creative Services/Eblast	21-Mar	n/a	28-Mar	Develop and distribute 2016 WDB Awards call for nominations eblast.	
Employer	Workforce Update: June Issue	Creative Services/Eblast	1-Feb		15-Dec		
Employer	Workforce Update: April Issue	Creative Services/Eblast	1-Feb		15-Dec		
General	Job Outlook: June Issue	Creative Services/Eblast	21-May		17-Jun		

Items in Gray = Completed



Workforce Development Board

Projects in Process: 15/16 Program Year

3/18/16

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	Job Outlook: May Issue	Creative Services/Eblast	16-Apr		20-May		
General	Job Outlook: April Issue	Creative Services/Eblast	19-Mar		15-Apr		
Employer	Workforce Wednesday, June 2016 TBD	Agency Services	1-Jan		TBD		
Employer	Workforce Wednesday, May 25 - Internships TBD	Agency Services	1-Jan		25-May	Marine Biolabs & TBD	
Employer	Workforce Wednesday, April 13 - Externships TBD	Agency Services	1-Jan		13-Apr	Mike Soules & TBD	
Employer	Workforce Wednesday, March 30, OJT	Agency Services	1-Jan		30-Mar	Alex Rivera, Christy Norton	
Job Seeker	June Career Shops	Press Release	1-Feb		n/a		
Job Seeker	May Career Shops	Press Release	1-Feb		n/a		
Job Seeker	April Career Shops	Press Release	1-Feb		n/a		
Youth	VC Jobs With A Future Twitter Page	Creative Services	1-Jul		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.	

Items in Gray = Completed



Workforce Development Board

Projects in Process: 15/16 Program Year

3/18/16

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	WDB Facebook	Agency Services	1-Jul	N/A	30-Jun	Discontinued	
Employer	Ventura County Grows Business Website	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Facebook	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Employer/Job Seeker	JCC Job Fair/Business Expo Support	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	Client to provide info on Job Fairs/Business Expos
General	Professional Services	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
General	Media Relations	Agency Services	1-Jul	N/A	30-Jun	Agency services ongoing.	
Job Seeker	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	
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	

Items in Gray = Completed



Workforce Development Board

Projects in Process: 15/16 Program Year

3/18/16

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
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	
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	Op-Ed: Strong Workforce is Good for Business - Victor Dollar	Media Relations	1-Jul	n/a	31-Jul	Completed 8/8/15	
General	New Board Member Release: Victor Dollar, Mike Soules, Brian Gabler, Bill Pratt, Kathy Harner, Greg Gillespie, Cindy Guenette	Media Relations	1-Aug		19-Aug	Completed 8/19	
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	
Job Seeker	October Career Shops	Press Release	1-Jun		n/a	Completed 9/4	
General	Job Outlook: September Issue	Creative Services/Eblast	1-Sep		18-Sep	Completed 9/18/15	
Employer	Workforce Wednesday, 9/23/15, TBD	Agency Services	1-Aug		23-Sep	Completed 9/23/15	
General	WDB - Pull-up Poster (3) Versions	Creative Services	1-Sep		30-Sep	Additional Client Requested Revisions Made - Completed 9/30/15	

Items in Gray = Completed



Workforce Development Board

Projects in Process: 15/16 Program Year

3/18/16

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
Employer	2015 Manufacturing Day: Media Coordination	Media Relations	1-Jul	n/a	2-Oct	Completed 10/2/15	
Job Seeker	November Career Shops	Press Release	1-Jun		n/a	Completed 10/5	
General	Job Outlook: October Issue	Creative Services/Eblast	1-Oct		16-Oct	Completed 10/16/15	
All	AJC Support Pamphlets - 3 Versions: Employee, Job Seeker, Youth	Creative Services	1-Oct		30-Jun	Additional Client Requested Revisions Made - Completed 10/28/15	
Employer	Workforce Update: October Issue	Creative Services/Eblast	1-Sep		16-Oct	Completed 10/21/15	
Employer	Workforce Wednesday, 10/21/15	Agency Services	1-Sep		21-Oct	Completed 10/21/15	
Youth	VCJWF - Postcard	Creative Services	1-Sep		31-Oct	Completed 10/28/15	
Employer	VCGB - Postcard	Creative Services	1-Sep		31-Oct	Completed 10/28/15	
General	WDB Identity - Biz cards	Creative Services	1-Jul		31-Oct	3 Versions Completed 10/28/15	
Job Seeker	December Career Shops	Press Release	1-Jun		n/a	Completed 11/3/15	
General	New Board Member Release Captain King, Bryan Lindros	Media Relations	26-Oct		10-Nov	Completed 11/11/15	
General	Job Outlook: November Issue	Creative Services/Eblast	1-Nov		20-Nov	Completed 11/20/15	
General	Op-Ed: CA & VC - Good For Business, Brian Gabler	Media Relations	1-Sep		30-Nov	Published 11/29/15	
General	Employer/Job Seeker Success Stories	Creative Services	1-Jul	n/a	30-Jun	Three new posters completed 12/1/15	
Employer	Workforce Wednesday, 12/9/15	Agency Services	2-Oct		9-Dec	Anthony Morales & Tony Skinner on Apprenticeships - Completed 12/9/15	
Employer	Workforce Update: December Issue	Creative Services/Eblast	1-Dec		15-Dec	Completed 12/15/15	
General	New WDB Website Construction	Creative Services	1-Jul		12/1/2015	Completed 12/16/15	
General	Job Outlook: December Issue	Creative Services/Eblast	1-Dec		18-Dec	Completed 12/18/15	
General	Op-Ed: Apprenticeships	Media Relations	26-Oct	n/a	30-Nov	Approved Op-Ed byline for Tony Skinner and Anthony Mireles on Apprenticeships submitted to PCBT on 1/11/16.	
General	Who's Who Nomination	Media Relations	2-Jan	n/a	15-Jan	Assisted member Mike Soules. Completed 1/15/16	

Items in Gray = Completed



Workforce Development Board

Projects in Process: 15/16 Program Year

3/18/16

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	Job Outlook: January Issue	Creative Services/Eblast	2-Jan		22-Jan	Completed 1/22/16	
Employer	Workforce Wednesday, 1/27/16 - Career Pathways	Agency Services	2-Jan		27-Jan	Bruce Stenslie & Dr. Tiffany Morse Completed 1/27/16	
General	WDB PPT Presentation	Agency Services	2-Jan	n/a	28-Jan	Adapt PPT and Facility Alex Rivera to speak at Simi Sunrise Rotary. Completed 1/28/16	
General	2016 WDB Award - Logo & Nominations Form	Creative Services	15-Jan		2/15/2016	Completed 2/15/16	
Employer	Workforce Update: February Issue	Creative Services/Eblast	1-Feb		15-Dec	Completed 2/23/16	
General	2016 WDB Awards - Call for Nominations	Media Relations	1-Feb	n/a	25-Feb	Wrote and distributed release. Completed 2/25/16	
General	Lucite Display Pamphlet Holders	Agency Services	1-Dec		TBD	Research and procured. Completed 2/26/16	
All	Update OJT PowerPoint	Creative Services	1-Jul		n/a	Completed 2/26/16	
All	Update OJT Collateral	Creative Services	1-Jul		n/a	Pamphlet & Tent Card. Completed 2/26/16	
Youth/ Employers	Social Media Outreach	Agency Services	1-Dec	n/a	15-Dec	Begin paid media outreach via VCJWF & VCGB social media to increase website and social media engagement. Completed 2/29/16	
Job Seeker	March Career Shops	Press Release	1-Feb		n/a	NONE SCHEDULED DUE TO MOVE	
Job Seeker	February Career Shops	Press Release	15-Jan		n/a	NONE SCHEDULED DUE TO MOVE	

Items in Gray = Completed



Workforce Development Board

Projects in Process: 15/16 Program Year

Outreach Category	Project Reference	Element Description	Project Start	Production	Placement	Agency Action	Client Action
			Date	Deadline	Date		
Job Seekers/ Employers	OJT Outreach - Website	Agency Services	1-Dec	n/a	TBD	Develop content and layout for an OJT resources/information landing page on the WDB website. Completed 3/1/16	
Job Seekers/ Employers	OJT Outreach - Website Slider	Creative Services	11-Nov	n/a	1-Mar	Develop home page slider with short-cut to OJT page. Completed 3/1/16	
Employer	Workforce Wednesday, March 2 - Rapid Response	Agency Services	1-Jan		2-Mar	Martel Fraser & Nancy Ambriz Completed 3/2/16	
General	Job Outlook: February Issue	Creative Services/Eblast	23-Jan		4-Mar	PDF Report Only 3/4/16	
Job Seekers/ Employers	WDB Website - Youth Image	Creative Services	1-Feb	n/a	7-Mar	Research options for new 'youth' photo for home page and place. Completed 3/7/16	
Job Seekers/ Employers	OJT Outreach - Print & Digital Ads	Creative Services	11-Nov	n/a	8-Mar	PCBT Print Ad, Chamber Ads and Online Banners. 12 Elements. Completed 3/7/16	
General	Op-Ed: Investing in Business-Education Collaboration	Media Relations	15-Feb	n/a	10-Mar	Developed byline for Bruce Stenslie & Roger Rice. Scheduled to publish 3/27/16. Completed 3/10/16	
Job Seekers/ Employers	OJT Outreach - Facebook Ads	Creative Services	11-Nov	n/a	14-Mar	Develop/place Facebook Ads (2) Completed 3/14/16	
General	New Board Member Release: Goldberg, Trogman, Van Ness, Yeoh	Media Relations	8-Mar		18-Mar	Interviewed, wrote and distributed. Completed 3/18/16	
General	Job Outlook: March Issue	Creative Services/Eblast	5-Mar		18-Mar	Completed 3/18/16	

Excerpt

*Local Workforce Development Recertification Request, Program Years 2016-2018
Workforce Development Board of Ventura County
Pages 31-32*

Local Board WIOA Implementation

Using the questions below, describe your Local Board's efforts toward implementing the following key WIOA implementation provisions and designing a better system for customers.

5. Describe your efforts to adopt, implement, and promote the AJCC brand.

EFFORTS TO ADOPT, IMPLEMENT, AND PROMOTE THE AJCC BRAND

- **Brand Adoption**: launched co-branding to transition from local Job & Career Center (JCC) brand in July 2014; ended local JCC brand and began double-branding in July 2015 to ensure compliance with different federal and state requirements; currently well-positioned to adapt quickly and implement the approved AJCC brand when a final decision is announced



- **AJCC Logo**: implemented logo identifiers for new or redesigned visual messaging such as brochures, information cards, online banners, pull-up posters; window signage, and website links
- **Integrated Media Strategy**: created and implemented to ensure a targeted reach and maximum frequency on a limited budget; designed as region-wide messaging for communicating resources available to job seekers, workers, youth and employers
- **Online Infrastructure**: developed and maintained a solid online infrastructure for public access to regional program information and links to AJCC system services; examples: WDBVC website (www.workforceventuracounty.org) and Facebook; Ventura County Grows Business website (www.venturacountygrowsbusiness.com) and Facebook; VC Jobs with a Future website (www.vcjobswithafuture.org) and Twitter
- **Communication Platforms**: created, aligned and leveraged WDBVC outreach platforms; used new AJCC branding; examples of platforms include Workforce Wednesday monthly live radio shows; bimonthly *Workforce Update* e-blasts; Ventura County Grows Business Speakers Bureau presentations; opinion pieces by WDB members; news releases; spots on public radio, and public service announcements
- **Collateral Materials**: developed and updated format and messaging for employer, job seekers and youth brochures, information cards, online banners, print ads, broadcast and digital marketing; pull-up posters
- **Event Announcements**: posted AJCC Career Shops on local press community event schedules



QUESTIONS AND ANSWERS

2015 Ventura County Regional Economic Analysis Profile EDD Labor Market Information Division

Background

The Workforce Development Board of Ventura County (WDB) commissioned a Ventura County sub-market region occupational data report from the Labor Market Information Division (LMID) of the California Employment Development Department (EDD).

The resulting **Ventura County 2015 Regional Economic Analysis Profile** (REAP) is posted on the WDB website <http://www.workforceventuracounty.org>. The PDF document is bookmarked for easy reference to industry clusters. (*Important note:* Because of data confidentiality, the Aerospace and Biotechnology occupations are not included in the report.)

Because this is the first report of its kind in California, LMID is very interested in feedback from the Ventura County WDB. Angel Rodriguez, the LMID Research Manager in Sacramento, made a presentation at the WDB meeting on December 17, 2015. In preparation for the WDB meeting discussion, we sent Mr. Rodriguez as many WDB and WDB committee member questions/comments as possible in advance. All questions and comments received before and after the meeting are listed below with responses from the State of California LMID

WDBVC Questions/Comments and LMID Responses

GENERAL

1. Question/Comment

It is important the methodology for gathering LMID data is clearly defined, as well as the margin of error based on that methodology, so that people using the data can weigh the accuracy of the data appropriately.

LMID Response

Methodology and/or FAQ's are available on our website for each of our programs. Programs administered by the BLS, will also have additional methodology detail at www.bls.gov.

2. Question/Comment

I could not locate the methodology for compilation of the data in this report. Did I miss it and if not, is that information available?

LMID Response

- *Occupational Employment Projections Methodology:*
<http://www.labormarketinfo.edd.ca.gov/data/occupational-employment-projections-methodology.html>
- *Regional Economic Analysis Profiles Methodology:*
<http://www.labormarketinfo.edd.ca.gov/geography/regional-economic-profiles.html>

3. Question/Comment

It would be helpful if EDD explains to us the data classification and aggregation methodology so we can better judge or interpret the statistics.

QUESTIONS AND ANSWERS

2015 Ventura County Regional Economic Analysis Profile EDD Labor Market Information Division

LMID Response

We use the industry and occupational employment projections method established by the BLS. This is the same process used in all 50 states. We take staffing patterns and wages from the Occupation Employment Statistic survey (also a BLS program). Methodology and/or FAQ's are available on our website for each of our programs. Programs administered by the BLS, will also have additional methodology detail at www.bls.gov.

4. Question/Comment

How do they determine the new and replacement demand for workers?

LMID Response

New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero. Replacement needs estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced. The BLS develops replacement rates using occupational employment data from the Current Population Survey (CPS). For additional information on Occupational Employment Projections Methodology, visit the following website: http://cwdb.ca.gov/sc_green_collar_jobs_council.htm

5. Question/Comment

Are REAP reports available with data/information specific to each Ventura County city?

LMID Response

No. County Level is as detailed as we can provide. We run into confidentiality issues with the data, the more concentrated we get. However, job ads data can be provided by city.

6. Question/Comment

Was CalJOBS data included in identifying employers posting most listings?

LMID Response

Yes, but not exclusively. CalJOBS is one of the job boards that HWOL scrapes from.

7. Question/Comment

Why are so few of the largest employers not listed as employers posting most listings?

LMID Response

Not all employers go through job boards. In fact, some of these large employers may be using temp/employment agencies, which would mask the relationship to the larger employer.

8. Question/Comment

The government/military/higher education sector seems to be missing. Not sure if civilian contractors associated with our bases are included in the other sectors. Seems like a general contractor would, but perhaps not some of the more military specific work - I will defer to others in our group for this analysis.

LMID Response

Currently, only the education and Healthcare cluster have public employer data. We are discussing creating a government or public sector cluster for the next version of our reports.

QUESTIONS AND ANSWERS

2015 Ventura County Regional Economic Analysis Profile EDD Labor Market Information Division

9. Question/Comment

Looking at the list of company hires, based on the number of job ads over a 4 month period prior to July 2015, how are the hiring numbers accurately capturing the Ventura County labor market?

LMID Response

Just looking at 4 month timeframe probably does not capture much about the current labor market. A much larger time frame, with a breakdown of totals per month/year, would be more helpful in representing current trends in a labor market.

10. Question/Comment

It would be helpful to have an explanation of exactly how the data is gathered. Is it from ads and if so, where is that information coming from? (How broad of a reach is it?)

LMID Response

We use multiple data sources: Quarterly Census of Employment and Wages, Occupation Employment Statistics, Industry and Occupational Employment Projections. Job Ads are used to provide a snapshot in time of the current demand. Job Ad data is outdated the day after it is pulled. HWOL scrapes from 40,000 job boards, including CalJOBS.

11. Question/Comment

How do they account for the fact that large companies and agencies often are hiring 100 people for the same job and just post one ad?

LMID Response

One job ad does not equal one job opening. This is true for all job ad scraping tools, including CalJOBS. Some companies continuously post ads, even if they do not have an opening, in order to collect resumes.

12. Question/Comment

What information or methodology, not used for the 2015 report, would more accurately reflect our regional need and economy?

LMID Response

Additional information or clarification is needed to provide guidance/response to this question.

13. Question/Comment

The report identifies that how the clusters are defined may overlap with other clusters. Although this is not noted in the report, this placement has a serious impact on the statistics in other clusters. For example Solar and water are listed under construction, which would remove them from the Energy/Utility Cluster. Although Solar came out as having the most ads for hiring, the fact that it is placed in the construction cluster vs. Energy/Utilities cluster drives the labor market need numbers down in the energy cluster and up in the construction cluster. This goes back to the need for a common language so that education, industry and government can be looking at employment data that reflects a common definition.

LMID Response

Our clusters are not currently defined with industry overlap. Where industry overlap may occur is in the "Top Employer" listings. HWOL is responsible for categorizing the job ads and therefore employers may appear in multiple clusters.

QUESTIONS AND ANSWERS

2015 Ventura County Regional Economic Analysis Profile EDD Labor Market Information Division

14. Question/Comment

It appears that the data is not keeping pace with the new jobs and new industries that are being developed. Maybe there needs to be a section for new jobs titles in the last 10 years.

LMID Response

There will always be a lag between new occupations and official coding and recognition from the Department of Labor.

15. Question/Comment

New and emerging positions do not seem to be tracked, not just in the Ventura LMID information, but across the board. For example, Sustainability Managers are positions that have become very common but I cannot find them in LMID information. I tried to find APP developers and just assumed they must be somewhere under IT but could not find that title. The various jobs in water and wastewater do not appear to be accurately represented.

LMID Response

Sustainability Managers does not have an official SOC code so there is no official data for that occupation. APP developers are found under Software Developers, Applications (15-1132) Occupation titles that are used in Job Ads are often different from SOC titles.

16. Question/Comment

Why did they leave out our two largest employers in the Ventura County: the County Agencies and the Naval Base?

LMID Response

Those are government employers and the government sector is not included in our cluster definitions. According to HWOL, these two employers rank in the mid-20's and are not represented as the largest.

17. Question/Comment

I read LMI reports frequently, but am surprised that there was no mention (I could not find anything), of the local naval base or port. Some of the jobs related to those employers are covered (such as transportation, freight, engineering, technology), but if tourism received a top rating, should not have military installation or major seaport also been mentioned as contributing to the jobs?

LMID Response

Currently only the Healthcare and Education and Training Clusters have public employment data. Incorporating public employment into all clusters or developing a public sector cluster is something we are currently discussing.

18. Question/Comment

Is data gathered from Labor Unions? Our experience locally is that they track turnover and job availability as well as retirements and appear to have accurate data.

LMID Response

Official LMI data sources track all occupations. Online Job Ads do not do a good job of tracking Labor Union job postings.

QUESTIONS AND ANSWERS

2015 Ventura County Regional Economic Analysis Profile EDD Labor Market Information Division

19. Question/Comment

My concern is if we are using data that does not represent the current and accurate picture, the data is of no use and possibly could be detrimental, since planning decisions are being made based on a presumption of relative accuracy. So there needs to be an explanation (disclaimer) of how much this data can deviate and why it can be inaccurate, so that local areas are informed and can contract for local surveys to fill those gaps.

LMID Response

At the time of publication these data were the most current and accurate available. No data source is perfect. Labor Market Information is used to present the most current and accurate economic picture possible. We have the highest credibility standards in that we use methodology approved by the BLS.

20. Question/Comment

I reviewed the general section of the report as well as the “Hospitality” and “ICT” clusters. I found the report well written and very informative, and I have no specific questions. I just have two observations:

- I was surprised to see that the salaries for positions in the “Hospitality” and “ICT” clusters that require a bachelor’s degree are actually quite on par with each other. I don’t doubt that these numbers are correct, I was just surprised as we’ve heard for years about the low salaries in the hospitality and the high salaries in the ICT industries.

LMID Response

The program used to calculate the wages, cannot pull industry specific wages, so the wages represent an occupation across all industries. There are many occupations with varying skills and education levels in all industry clusters. When looking at occupations in any of the industry clusters sort by education level or wage in order to get a better picture of the industry cluster. For example, Auditors and Computer support Specialists are found in the majority of industry clusters. Every industry needs book keeping and every industry uses computers. Both occupations are well paid and require some form of higher education.

- Particularly when looking at the ICT cluster, I noticed that in one section the report talked about “bachelor degree or higher”, but generally it seems that advanced / graduate degrees are absent from the report.

LMID Response

We use the BLS entry level education requirements. In general there are not many occupations that require an advanced degree. For most occupations the highest level of education needed is a B.S. or B.A. Employers may require a higher level of formal education or additional years of experience. Healthcare is probably the exception where you will find many advanced degrees, doctors need PhDs, etc.

21. Question/Comment

Interesting report. I did not realize the dominance of the hospitality industry in the county although retail, health care and ag are no surprise. Another surprise is the low employment profile of the oil and gas industry here, where years ago that industry was a primary economic driver throughout Southern California. Perhaps that’s a reflection of the rock bottom price of oil lately. There is certainly opportunity for manufacturing to thrive in the county with significantly better paying jobs than three of the four top clusters.

QUESTIONS AND ANSWERS

2015 Ventura County Regional Economic Analysis Profile EDD Labor Market Information Division

As the purpose of the report “is to account for industry clusters with the largest number of projected total job openings and help the California workforce development system prepare the state’s workforce to compete for these future job opportunities” it is alarming that the median wage for a large number of jobs in the top four clusters seems insufficient to cover the basics (housing, food, clothing, transportation, etc.) for a minimum quality of life in Ventura County.

Each cluster description concludes with a statement that workers skill levels and work activities suggest potential for upward mobility within the cluster or in another industry cluster “with additional training.” Even for an optimist like me, this seems like a very optimistic projection on a worker population making \$9-\$15/hour. How does that full time worker (if she/he has the motivation and aptitude) find time for additional training, at what cost and by what means?

LMID Response

The individual would need to find creative ways to make time to be able to pursue additional education and training opportunities, including working with their employer.

CLEAN/GREEN

22. Question/Comment

It appears that data is not aligned under a common language between the Federal Government and the State. Solar is usually found under Energy and Utilities or sometimes manufacturing (if it is manufacturing of parts) but in the Ventura information it is under construction. How can we accurately project the growth of a relatively new industry in the area if alternative energy solutions are placed in construction?

LMID Response

This is something we can look at more closely. It may require looking at only one industry (not an entire cluster). Please send additional information or clarification to Theresa Salazar Vital, so that we can investigate.

23. Question/Comment

I understand that these are broken out from federal codes and sector designations. However, there are some significant limitations that are particularly apparent in the Clean/Green sector:

- I believe that we received direction from either the federal or state level about what was, and was not, appropriate for a Clean/Green WDB group to focus on - so there should be attempts by the state to start pulling those acceptable categories into a sector and footnotes on the limitations and assumptions. However, it would at least start the process of developing a workable relevant database and provide some consistency in conversations/comparisons across the state.

LMID Response

The BLS has designated NAICS codes that contain Clean/Green firms. However, we still cannot accurately determine the number of firms in a given NAICS code without an additional survey. A list of these codes as defined by BLS and used by California Energy Commission, can be made available upon request. Also, there is still no common definition of clean/green.

- This may need to be an extrapolation from the other sectors. What percentage of the building industry is related to installation of energy efficiency upgrades? Of the professional and technical

QUESTIONS AND ANSWERS

2015 Ventura County Regional Economic Analysis Profile EDD Labor Market Information Division

services group, how many are related to GHG reductions, consulting, implementation, LEED architecture design, etc.?

LMID Response

The data we have available does not allow for that level of detail. Some big assumptions would have to be made to calculate this information. We use and disseminate data under SOC's and do not have occupational groups that deal specifically with LEED architecture design. A suggestion to the committee would be to connect with the construction industry and business partners in order to develop a method to estimate the needed data, and/or possibly conduct a survey.

24. Question/Comment

For the chemical products, is there a percentage calculated for scientists working on green chemistry initiatives? This would include scientists in the biopharma sector that are reducing the toxicity of their products or waste streams.

LMID Response

We do not have any data on this type of information. The committee may want to contact the California Workforce Development Board's "Green Collar Jobs Council" on the website: http://cwdb.ca.gov/sc_green_collar_jobs_council.htm

25. Question/Comment

Where does the solar or EE salesperson/advocate/installer fit? In looking at the energy and utility employers it does not include the Gas Company. I don't see any solar.

LMID Response

*41-4011 Solar Sales Rep is an O*Net breakout code, and it falls under the Sales Rep Wholesale family.*

26. Question/Comment

In looking at the Ag community, seems like we should be tracking organic farming/food to farm efforts which require different skills and infrastructure.

LMID Response

- We are not able to build a cluster around organic farming. This would require working with more detailed industry data (6-digit instead of 4-digit). Although, we do not think there would be a significant difference from the Ag cluster we already have.*
- This "could" be a "specialized" value chain local report; although, there would be a fee. We would also need to know if the interest is in organic or "sustainable" farming. "Organic farming can generally be classified as sustainable agriculture; however, it is important to distinguish between the two. Organic products can be produced on large industrial farms that are not sustainable. Meanwhile, non-certified organic can produce food using methods that will sustain the farm's productivity for generations."*

QUESTIONS AND ANSWERS
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HEALTHCARE

27. Question/Comment

It was through the Union that it was identified we would have a Clinical Lab Scientist shortage, even though LMID stats projected 0 job growth for Ventura in the CLS field and an average of 2 replacements a year and only 2 average annual job openings a year! The Union could see by their membership how many would be retiring at the same time. While we were looking at the LMID CLS data someone from County Human Resources was at the table and said they were advertising for 12 CLS positions that same week. (So one agency was hiring 12 people in a week, which is 6 times what was predicted for the year by LMID data and that was just one agency.) So how can this LMID data be so different from what is the actual regional picture? It was confirmed that only one ad goes in when hiring 12 people and at another meeting for another position, 88 people were being hired but one ad went in, appearing in the ad as though it was one position.

LMID Response

Clinical Lab Scientist is not an official SOC title. The closest SOC title is Medical and Clinical Laboratory Technologists (29-2011).

28. Question/Comment

Can the nursing data be broken down further to determine the type of nursing positions?

LMID Response

The nursing data cannot be broken down further; the data provided is at the 6-digit standard occupational classification (SOC) code level.

29. Question/Comment

Are the [nursing] positions in acute care hospitals? If so are they surgical nurses, administrators, etc.

LMID Response

An estimate of the number of jobs can be given by Industry (NAICS) Code or Metropolitan Statistical Area (MSA)....EDD/LMID Occupational Survey Group (OSG) can provide on an AD Hoc basis. Please contact Tom Stassi at 916-651-5680 for further information.

30. Question/Comment

How many [nursing] positions are in nursing homes or outpatient clinics?

LMID Response

An estimate of the number of jobs can be given by Industry (NAICS) Code or Metropolitan Statistical Area (MSA)....EDD/LMID Occupational Survey Group (OSG) can provide on an AD Hoc basis. Please contact Tom Stassi at 916-651-5680 for further information.

31. Question/Comment

Does this data include nursing instructors and school nurses?

LMID Response

The data for Nursing Instructors and School Nurses (Registered Nurses) are found in the Education and Training Industry Cluster.

QUESTIONS AND ANSWERS

2015 Ventura County Regional Economic Analysis Profile EDD Labor Market Information Division

32. Question/Comment

The nursing data appears under Associate Degrees, as the educational category. Does this mean the data refers only to RNs with Associate Degrees?

LMID Response

The data represents all education levels; however, the educational level listed represents the typical education level most workers need to enter an occupation.

33. Question/Comment

Both Associate Degree nurses and Bachelor Degree Nurses are called RNs, so it is unclear if the data is actually separating Associate Degree RNs from Bachelor Degree RNs. This information is important since acute care hospitals are being informed that by 2020, 80% of their nurses need to have a Bachelor's Degree for the hospital to achieve Magnet status.

LMID Response

The data does not distinguish between whether a person has an AA, BA/BS, or MA/MS. The educational requirement criteria can be set at the discretion of the employer or an association.

MANUFACTURING

34. Question/Comment

I took a look at the Occupational Analysis for the Manufacturing Cluster.

- Pg. 216—interesting to note that Ventura County appears to have a higher percentage of business establishments in the manufacturing cluster (0.5%-0.6%) than the statewide percentage (0.4%), but the percentage still seems a bit low.

LMID Response

These data are derived from the quarterly tax reports submitted to the EDD by California employers.

- Pg. 211—lists the 10 top skills required for various jobs in the manufacturing cluster, which confirms what many of us knew. What is surprising is the lack of instructional programs (pg. 215) in the T.O.P. for community colleges. In my mind this shines a spotlight on the need for manufacturing-related skills training in the county.
- Pg. 214—Employer demand, as determined by job postings, seems a bit unusual as I would have expected more employers with more than just 1-3 postings. Given the word on the street about the difficulty in finding candidates, I'm wondering how manufacturers are advertising their jobs. Also, Fastsigns and Sports Authority are listed as manufacturers, which makes me question how they determine who is a manufacturer.

LMID Response

Manufacturers may be advertising their jobs through the trade unions, in which HWOL does not currently capture these jobs.

QUESTIONS AND ANSWERS

2015 Ventura County Regional Economic Analysis Profile EDD Labor Market Information Division

35. Question/Comment

Can we include parts of Los Angeles to look at the Biotech industry? Is this possible?

LMID Response

This would not be possible; since Los Angeles is one of the Economic Sub-markets we could only provide data at the county level as long it is not confidential.

36. Question/Comment

There must be more than meets the eye to the U.S. Dept. of Labor's O*NET top ten skills required for General and Operations Managers in the Fabricated/Other Metal Manufacturing cluster, but I don't have time to research it and try to make sense of it.

For one thing, only nine skills were selected and Complex Problem Solving, Judgment and Decision Making, Management of Financial Resources, Mathematics and Operations Analysis didn't make the top nine. There's no doubt that Writing, Speaking, Social Perceptiveness, etc. are important but I personally would prefer a tongue-tied manager that can't write worth beans but can solve complex problems and consistently make good judgments and decisions.

This data suggests great opportunities in Ventura County for manufacturing companies that offer good jobs and good pay.



BUSINESS/EDUCATION CONNECTION WORKGROUP

Tuesday, February 16, 2016
8:00 a.m.-9:30 a.m.

QUICK NOTES

Participants	Karen Gorback (for Rick Post) Teresa Johnson Gayle Hutchinson David Maron	Tom McCoy Cheryl Moore Tiffany Morse Celine Park	Melissa Remotti Roger Rice Mary Anne Rooney Jim Rose
Agenda	<ul style="list-style-type: none"> • Welcome and Introductions • Purpose of the Meeting • Inventory of What Education Is Requesting of Ventura County Businesses to Support Career Education Experiences <ul style="list-style-type: none"> – <i>Need information by level (high school, adult school, community college, university)</i> – <i>Types/descriptions of student and educator experiences</i> – <i>Number of each type per year</i> – <i>Timing/frequency of activities</i> – <i>Priorities by industry sector</i> – <i>Funding, equipment, facilities</i> – <i>Other</i> • What Businesses Are Saying about Coordination of Requests for Career Education Experiences <ul style="list-style-type: none"> – <i>Single site to learn about region-wide options for business involvement</i> – <i>Single site to see examples/lists of business participation</i> – <i>Single site to input/update business information and opportunities</i> – <i>Single site for guidelines on working with students and educators</i> – <i>Single point of contact for all aspects of an activity</i> – <i>Specific activity requirements, expectations, liability, special needs</i> – <i>Number of visitors and timing to fit individual business operations/needs</i> – <i>Coordinated scheduling, on-time arrival, and accessible contact person</i> – <i>Preparation by visitors in advance</i> – <i>Other</i> • Summary and Next Steps • Adjournment 		
P-20 Council Update	On February 11, 2016, the Executive Committee of the P-20 Council discussed the Business/Education Connection Workgroup, noting that its purpose and direction are in alignment with the P-20 Council action plan. The Executive Committee decided to integrate the workgroup into the P-20 plan.		
Next Steps	<ul style="list-style-type: none"> • Schedule the next workgroup meeting for April 2016. Determine a date via a Doodle Poll of workgroup members. 	<u>Cheryl</u> : Arrange for the next meeting in April and notify the workgroup.	

Next Steps (Continued)	<ul style="list-style-type: none"> At the April meeting, provide an overview of the VC Innovates website page for employer sign-ups. Describe the thinking behind the site as an easy, go-to platform for business sign-ups and career education opportunities. 	<u>Tiffany:</u> Make a presentation at the April meeting.
	<ul style="list-style-type: none"> Develop and complete a matrix to inventory the types of career education experiences in Ventura County that students at different levels need. 	<u>Tiffany:</u> Draft a matrix and send it to the workgroup for input. Compile information from the workgroup for discussion at the April workgroup meeting. <u>All:</u> Respond to Tiffany's requests for information in a timely manner.
	<ul style="list-style-type: none"> Develop a common nomenclature for all levels of career education experiences in Ventura County. <p>As a starting point during the workgroup discussion in April, refer to the WDB Clean/Green Committee definitions and the workforce readiness skill charts developed by the WDB Clean/Green, Healthcare, and Manufacturing Committees.</p>	<u>Cheryl:</u> Send the WDB documents (definitions and workforce readiness skills) the workgroup prior to the April meeting. <u>All:</u> Have suggestions for common nomenclature ready for discussion in April.
Parking Lot	<p>Other workgroup ideas to keep in mind:</p> <ul style="list-style-type: none"> Initially agree on a single platform for employer sign-ups, information, etc. Decide how to manage/process the input and make business/education connections. Determine the best way to leverage business/education opportunities. (An employer-only platform would give educators time to work on/with their different student systems and requirements.) Convene sector liaisons from all levels of education to exchange ideas and identify opportunities for alignment and partnerships. Maybe identify point persons and/or a mechanism for ongoing communication and/or coordination. Identify steps required at each level for businesses that want an intern. Engage in employer outreach that will position the sign-up platform as a “gift” to businesses—what’s in it for them. Find a way to get additional funding for the regional business sign-up platform. 	



WDB COMMITTEE 2-YEAR PLAN GUIDELINES **Workforce Development Board of Ventura County** **2016-2018**

Goal

Facilitate collaboration among partners in business, economic development, education, labor, government, and community-based organizations to develop a diverse pipeline of skilled local workers to fill industry sector positions in the Ventura County region.

Components of Plan

- 1. Engage Leaders** Engage a diverse core team of Ventura County employers, agencies and organizations to facilitate industry sector collaboration for regional workforce development.
- 2. Analyze Data** Seek local employer feedback regarding labor market data as it relates to regional industry sector workforce needs.
- 3. Take Inventory** Inventory regional education/training available to address local industry sector workforce development needs. Examples:
 - Industry-recognized certificates
 - National certificates
 - Stackable credentials
 - Apprenticeships
 - Internships
 - Externships
 - On-the-job training
 - Career awareness/outreach
 - Career pathways
 - Regional Occupational Programs
 - Adult education
 - Community colleges
 - Universities
 - Trades
 - Community organizations
- 4. Identify Gaps** Analyze the gaps between education/training available and regional industry sector workforce needs.
- 5. Determine Priorities** Determine priorities for closing the gaps between education/training available and regional industry sector workforce needs.
- 6. Take Action** Develop and implement “do-able” action plans to close the gaps.
- 7. Monitor Progress** Review progress and make updates to the Committee 2-Year Plan as needed. Report on accomplishments and insights for the annual Workforce Development Board Year-End Review.



WDB COMMITTEE 2-YEAR PLAN GUIDELINES
Workforce Development Board of Ventura County
2016-2018

Committee	
Goal	

Components of Plan

1. Engage Leaders	
2. Analyze Data	
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4. Identify Gaps	
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