



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

**Wednesday May 18, 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 <i>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.</i>	Brian Gabler
8:35 a.m.	3.0 Approval of Minutes: November 18 & March 23, 2016	Brian Gabler
8:37 a.m.	4.0 CSD/WIOA Events Update	Christy Norton
8:42 a.m.	5.0 Marketing and Outreach Update: 2015-2016 Q4 Summary	Heidi Hayes
9:00 a.m.	6.0 Action Item Recommendation that the Executive Committee Authorize Workforce Development Board of Ventura County (WDB) Staff to Develop a Program Year 2016-2017 Workforce Innovation and Opportunity Act (WIOA) Contract Renewal with the Agency, to Continue Providing Marketing and Outreach Services to the WDB	Brian Gabler
9:15 a.m.	7.0 2016 WDB Awards Update	Talia Barrera
9:25 a.m.	8.0 2016-2017 Committee Meeting Calendar	Committee Members
9:35 a.m.	9.0 WIOA Implementation: Committee 2-Year Plan Discussion	Cheryl Moore
9:50 a.m.	10.0 Committee Member Comments	Committee Members
10:00 a.m.	11.0 Adjournment	Brian Gabler

Next Meeting

Date TBD (8:30 a.m.-10:00 a.m.)

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.

For information about the Workforce Development Board of Ventura County, go to www.workforceventuracounty.org



WDB Outreach Committee Meeting **March 23, 2016**

MINUTES

Meeting Attendees

Outreach Committee

Brian Gabler* (Chair)
Bruce Stenslie*

**WDB Members*

WDB Staff

Talia Barrera
Cheryl Moore
Patrick Newburn
Ma Odezza Robite

Guests

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

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: November 18, 2015

Action for approval will be taken at next meeting when more members are present.

4.0 CSD/WIA Event Report

Christy Norton provided an oral summary of activities that the Community Services Department/WIOA accomplished in the third quarter of 2015-2016. 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 might be relocated to a professional office building in Oxnard, which would be an advantage to attracting more employers to the AJCC site.

5.0 Outreach Summary Report

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

Employer Outreach

- Workforce Wednesday
 - January 27, 2016: Business/education partnerships to support workforce and economic development – Bruce Stenslie (WDB/EDC-VC) and Tiffany Morse (VCOE)
 - March 2, 2016: Rapid Response programs and services - Martel Fraser (WDB/UFCW) and Nancy Ambriz (CSD/WIOA)
 - March 30, 2016: On-the-job training - Alex Rivera (WDB/Milgard) and Christy Norton (CSD/WIOA)
- On-the-Job Training Outreach Ads & Collateral – March 14 to April 10, 2016
 - Media Plan

- Pamphlet
 - Tent Cards
 - WDB Website Resources Page
 - Chamber Ads
 - Online Banners
 - PCBT Print Ad
 - Facebook Ads
 - KCLU PSA :30
 - OJT Radio
- Ventura County Grows Business Website – July 1 to March 17, 2016
 - Website 37% decrease in unique visitors over same time last year
 - 2,270 (3269 in 2015) sessions/1,851 (2,933 in 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 02/29/16
 - VCGB Facebook – 1,596 Fans (through 03/18/16)
 - Page Likes/Fans: gained 263 fans since January 1, 2016
 - Posts: 44 total posts since Jan 1
 - Post Reach: 2,566 most for a single day (01/18/16)
 - Various Employer Outreach
 - Simi Sunrise Rotary WDB presentation/PPT developed: Alex Rivera presented on 01/28/16
 - Clean/Green Sustainability Outreach: theAgency participated in a conference call at a C/G committee to discuss and 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 Outreach: theAgency participated in the 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 e-blasts list and dissemination options
 - Spring 2016 in development: 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.

Youth Outreach

- VC Jobs with a Future: July 1, 2015 – March 17, 2016
 - 16% decrease over the same time period 14/15 program year
 - 3,186 sessions / 2,683 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 & March))
- 27,600 impressions
- 1,380 profile visits

General Outreach

- Media Relations and Various *WDB* Activities
 - Wrote and submitted “Apprenticeship Programs Give Employers Competitive Advantage” op-ed for WDB members Anthony Mireles and Tony Skinner: ran Pacific Coast Business Times (PCBT) on January 22, 2016: <http://www.pacbiztimes.com/2016/01/22/apprenticeship-programs-give-employerscompetitive-advantage/>
 - WDB Award nominations
 - Developed new WDB Award logo and nomination form
 - Wrote and distributed a call for nominations release on February 25 (links below)
 - <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-otherbusiness-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 Rice: submitted on March 10 for Ventura County Star to publish on March 27, 2016
- Interviewed new WDB members and wrote release – Jeremy Goldberg, Richard D. Trogman, Greg Van Ness and Stephen Yeoh: distributed March 18, 2016
- 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 2015 (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%)

6.0 2016 WDB Awards

Brian Gabler selected three members to be part of an ad-hoc committee and participate in the selection of the 2016 WDB Award recipients. Talia Barrera gave a brief update on the status of the WDB award nominations. The committee decided to revise deadline for nominations to May 2, 2016. Will update committee at the next meeting.

7.0 WIOA Implementation

Cheryl Moore gave a brief update on the new WIOA requirements, including strategies to connect with more employers. The Committee concluded that it is important to reach out to businesses.

8.0 Committee Member Comments

No comments.

9.0 Adjournment

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

Next Meeting

May 18, 2016 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative–Ventura County (EDC-VC)

1601 Carmen Drive, Suite 215, Camarillo, CA



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: March 19 – May 17, 2016

Employer Outreach

- **On-the-Job Training Outreach**
 - Media Plan completed 4/10/16
 - **Facebook OJT Ads**
 1. Reach: 40,963
 2. Page Likes: 175
 3. Website Clicks: 947
 - **OJT Eblasts**
 1. 3/29 WDB Biz List: 9,791 Sent/5.8% Open Rate/4.6% CTR
 2. 3/29 LA Times List: 50,000 Sent/13.9% Open Rate/22.3% CTR
 - 2,803 Eblast Clicks
 - 618 LA Times and Advanced Targeting Clicks
- **Ventura County Grows Business Outreach – Campaign focus shifted from Internships based upon discussions in the March Outreach Committee Meeting**
 - Media Plan ran 4/18 – 5/15 (completed)
 - Re-recorded the VCGB #800
 - Banners – 15 Versions
 - Print Ads – 2 Versions
 - Facebook Ads – 3 Versions
 1. Ads results pending
 - :60 Radio – Script update and re-record
 - KCLU :30 and :10 PSA Update
 - **VCGB Eblasts**
 1. 4/20 WDB Cohorts: 211 Sent/25.7% Open Rate/8.3% CTR
 2. LA Times Eblasts (2): 50,000 Sent – Results Pending
- **Healthcare Committee – Case Manager/Care Coordinator Career Pathways Survey**
 - Investigate email list of qualified recipients
 - Negotiate costs
 - Develop and design dedicated eblast
 - Eblast 5/18 (and will go out again 5/25)
- **Workforce Wednesday**
 - **April 20 – TBD “How cities work with local businesses to provide free and low cost services”:** Brian Gabler, City of Simi Valley, and John Fraser, City of Camarillo
 - **May 25 – TBD “How federal programs impact workforce development”:** CAPT King, Naval Base Ventura, and Kristin Decas, Port of Hueneme
 - **June - TBD**
- **Workforce Update Eblast**
 - **April 26 – WDB Cohorts: 407 Sent/17.3%% Open Rate/9.7% CTR**
 - **April 26 – Biz List: 9,693 Sent/4.5% Open Rate/2.3% CTR**



Workforce Development Board Outreach Update: March 19 – May 17, 2016

- **Ventura County Grows Business Website – July 1 to May 11, 2016**
 - **Website: 25% decrease (was 37%!) in unique visitors over same time previous year**
 - 3,417 (4,275-2015) Sessions/2,876 (3,818-2015) Unique Visitors
 - 1.57 minutes average session duration
 - 2.32 pages/session
 - 57.62% Bounce Rate
- **VCGB Facebook – 1,887 Fans (through 5/12/16)**
 - Page Likes/Fans: **Gained 282 fans** since March 19, 2016 (1605)
 - Posts – 31 total posts since March 19 (approx. 17 per month)
 - Post Reach: 3,329 most for a single day (3/30/16)



- **Top Post Examples;**

Post Details

Ventura County Grows Business
Published by Pam TheAgency (1) · March 15 · ·

You Hire. You Train. We Pay. On-The-Job Training funds are available to help hire & train screened applicants. Click or call 800-500-7705

Workforce Services
The Workforce Development Board (WDB) of Ventura County offers a valuable resource for employers and job seekers to get help when they need it.
WORKFORCEVENTURACOUNTY.ORG

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,500 people.

303 people reached

7 Likes · 1 Comment · 4 Shares

Like · Comment · Share

383 People Reached

16 Likes, Comments & Shares

8 Likes	7 On Post	1 On Shares
1 Comments	1 On Post	0 On Shares
7 Shares	4 On Post	3 On Shares

2 Post Clicks

0 Photo Views	2 Link Clicks	0 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Post Details

Ventura County Grows Business
Published by Pam TheAgency (1) · March 31 · ·

Kudos to the Ventura County Credit Union! They were just named the distinguished business Leader of the Year by the Ventura County Leadership Academy (VCLA). The credit union will be honored for the achievement at the Journey to Leadership Awards luncheon on Thursday, April 7. The annual Journey to Leadership Awards seeks to identify community leaders whose actions have improved the quality of life of Ventura County residents.

Ventura County Credit Union named distinguished business Leader of the Year - CUInsight
Ventura County Credit Union (VCCU), a not-for-profit financial institution, was recently announced as the Distinguished Business Leader of the Year by the ...
OWNERS/TECHNICAL

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,500 people.

369 people reached

Alissa Hernandez, Matt Kingley and 4 others

Like · Comment · Share

369 People Reached

8 Likes, Comments & Shares

7 Likes	6 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	0 On Post	1 On Shares

6 Post Clicks

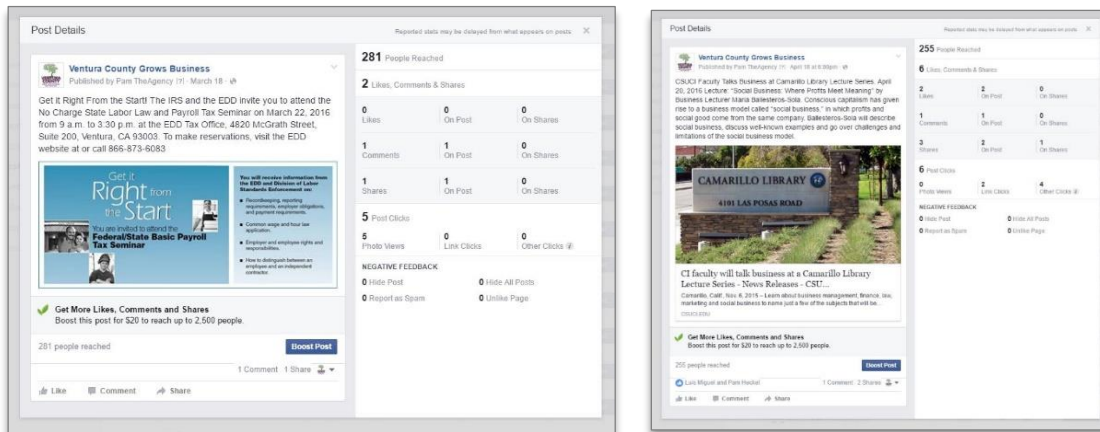
0 Photo Views	1 Link Clicks	5 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



Workforce Development Board Outreach Update: March 19 – May 17, 2016



- **Various Employer Outreach**
 - **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. **PENDING**

Employer Outreach – In Development/Consideration

- **KCLU Balance of May and June Focus?**
- **June 2016 Issue “Workforce Update”**
- **Workforce Wednesday** – Secure June 2016 topics and participants.

Youth Outreach

- **VC Jobs with a Future Website: July 1, 2015 – May 11, 2016**
 - **Website: 11% decrease (was 16%!) over same time period 14/15 program year.**
 - 3,796 (5,185-2015) Sessions/3,223 (4,685-2015) Unique Users
 - 2.14 pages per visit
 - 1.25 minutes average visit duration
 - 66.86% bounce rate
- **VCJWF Twitter – 371 followers (24 gained since March)**
 - 44 Tweets (March, April, May) (55 days)
 - 1,052 Profile Visits (March, April, May)



Workforce Development Board Outreach Update: March 19 – May 17, 2016

- 15,100 Impressions (March, April, May)



- Q1 “Top Tweet” Summaries (See graphics below)

Apr 2016 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 521 impressions

Ventura County **#ScienceFair**: 900 VC students + 796 projects = The makings of future science **#CAREERS!**
[twitter.com/VenturaCOE/sta...](https://twitter.com/VenturaCOE/status/681111111111111111)

2 3

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 6 engagements

OnDemand EG
 @DemandEg · Apr 22

Civil Engineer needed ASAP! Call 805-485-4606 for more info bit.ly/1SZN71j
@EngineersDay #engineerjobs
@vcstar_cam @VCJobsFuture

1

[View Tweet](#)

APR 2016 SUMMARY

Tweets	22	Tweet impressions	7,396
Profile visits	410	Mentions	17
New followers	7		

Top Follower followed by 225K people

PizzaRev
 @pizzarevco **FOLLOWS YOU**

Craft Your Own custom personal pizza! Homemade dough, unlimited toppings, made before your eyes in under 3 minutes!

[View profile](#) [View followers dashboard](#)

Top media Tweet earned 187 impressions

Ready to act on your **#career**? The Ventura County CEC might have your program.
bit.ly/1RNKQoW
pic.twitter.com/bYy1Q10Eu4

[View Tweet activity](#) [View all Tweet activity](#)



Workforce Development Board Outreach Update: March 19 – May 17, 2016

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
VC JOBS	Jobs with a Future @VCJobsFuture · Mar 30 Social #marketing your future career? #VenturaCollege will offer a #socialmedia degree starting the fall of 2016! bit.ly/1pL13oj View Tweet activity			921	6	0.7%
VC JOBS	Jobs with a Future @VCJobsFuture · Apr 21 Ventura County #ScienceFair: 900 VC students + 796 projects = The makings of future science #CAREERS! twitter.com/VenturaCOE/sta... View Tweet activity			656	7	1.1%
VC JOBS	Jobs with a Future @VCJobsFuture · Apr 2 #CSUCI is leading the way in teaching students how to operate #drones or UAVs! Interested? Learn more. bit.ly/1StkR71 View Tweet activity			450	2	0.4%
VC JOBS	Jobs with a Future @VCJobsFuture · Mar 24 Come see future #careers in the making! #CSUCI 2nd annual #STEM #STEAM Hackathon--for girls age 9-12, April 2. bit.ly/1RoGPrt Cool! View Tweet activity			419	4	1.0%
VC JOBS	Jobs with a Future @VCJobsFuture · Mar 29 #VCOE received a \$5.7 million Career Technical Education Incentive #Grant--check out how it will be used #students & their future #careers. View Tweet activity			418	0	0.0%
VC JOBS	Jobs with a Future @VCJobsFuture · Mar 28 Is #gamedesign your future #career? There's a new program at #MoorparkCollege, check it out! bit.ly/1XZ7EH2 View Tweet activity			409	6	1.5%
VC JOBS	Jobs with a Future @VCJobsFuture · Mar 19 Extraordinary #careeradvice (that you can learn early!)-and what I wish I knew long before now ... bit.ly/1RkBnvq View Tweet activity			396	2	0.5%
VC JOBS	Jobs with a Future @VCJobsFuture · Apr 28 Will #CSUCI get a much-needed #engineering program this fall? Currently VC employers hire from out of our area. bit.ly/1TyPPxt View Tweet activity			393	9	2.3%
VC JOBS	Jobs with a Future @VCJobsFuture · Mar 30 Is your career just starting or are you an old-timer? THE #career #advice for everyone: NEVER STOP #LEARNING. View Tweet activity			355	3	0.8%
VC JOBS	Jobs with a Future @VCJobsFuture · Mar 24 Getting #hired is a balance between #education & work experience. These jobs value #experience more. bit.ly/1XQsSH8 View Tweet activity			316	2	0.6%



Job Seeker Outreach

- Career Shops
 - May career workshops – prepared workshop listings and sent April 14.
- Clips:
- Patch.com, East County May workshop <http://patch.com/california/agourahills/caljobs-east-county-americas-job-center-workshop>
 - 805Calendar, East County May workshop <http://805calendar.com/>
 - KDAR, May workshops <http://www.kdar.com/Template3/events/default.aspx?id=77368>
 - Santa Paula Times, May workshop <http://santapaulatimes.com/calendar/index.php#event2274>



Workforce Development Board Outreach Update: March 19 – May 17, 2016

General Outreach

Media Relations & Various

- **Wrote “Investing in Business-Education Collaboration to Build Ventura County’s Workforce” Op-ed** for members Bruce Stenslie and Roger Rise

Clip:

- VCStar, March 27, <http://www.vcstar.com/opinion/columnists/bruce-stenslie-and-roger-rice-economy-depends-on-educated-skilled-workforce-2dcfaaba-9d33-4456-e053--373598171.html>
 - **Developed and distributed New board member announcement** – obtained quotes and photos from four new board members. Prepared release. Sent March 23.
- ##### Clips:
- VC Star, April 2, Four appointed to WDB board, <http://www.vcstar.com/business/property-sold-honors-given-and-personnel-changes-made-2ebf9b20-cfc6-1a0e-e053-0100007f9a59-374331891.html>
 - VCReporter, April 7, Four appointed to WDB board, http://www.vcreporter.com/cms/story/detail/biz_buzz/13957/
 - Patch.com, new board members, <http://patch.com/california/agourahills/workforce-development-board-ventura-county-adds-new-board-members>
 - **Pacific Coast Business Times** - sent suggestion to Henry Dubroff that a writer talk with Cheryl for “Professional Careers & Higher Education” section. We had nominated Cheryl for the section in January.

Other Clips:

- **2016 WDB Awards nominations release**

Clips:

- VC Reporter, March 3, Award nominations, http://www.vcreporter.com/cms/story/detail/biz_buzz/13845/
- VC Star, March 5, Award nominations (article is cut off), <http://www.vcstar.com/business/investors-award-nominations-sought-and-other-business-news-2d05d29b-dce6-6bed-e053-0100007f8fda-371024771.html>
- Camarillo Acorn, March 25, Award nominations, http://www.thecamarilloacorn.com/news/2016-03-25/Neighbors/Board_seeks_award_nominees.html
- **WDB Website Redesign/Rebranding** – Google Analytics Stats 12/14/15 to 5/11/16 (~ 5 months)
 - Audience Overview – 7,593 Sessions/5,777 Unique Users
 - **NOTE: 43% (2,508) of new users from OJT digital efforts!**
 - 2.28 pages per visit
 - 1.39 average minutes visit duration
 - 52.78% bounce rate



Workforce Development Board Outreach Update: March 19 – May 17, 2016

- **KCLU Annual Contract Coordination –**
 - April/May – VCGB
 - June -TBD
 - Begin negotiation for next contract
- **2016 WDB Award Nomination Eblast**
 - **April 5 – WDB Cohorts:** 401/15.4% open rate/7.3% CTR
- **Job Outlook Eblast:**
 - **March 18 (February 2016 Report) – WDB Cohorts:** 400/22.5% open rate/5% CTR
 - **March 18 (February 2016 Report) - Biz List:** 9,852/7.6% open rate/1.1% CTR
 - **April 15 (March 2016 Report) - WDB Cohorts:** 401/19.6% open rate/4.3% CTR
 - **April 15 (March 2016 Report) – Biz List:** 9,723/5.8% open rate/1.1% CTR
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **March 2016:**
 - **Ventura County decreased .1%** from 5.1% in February 2016 to 5.0% in March 2016 (March 2015 = 5.7%)
 - **California decreased .1%** from 5.7% in February 2016 to 5.6% in March 2016 (March 2015 = 6.7%)
 - **U.S. decreased .1%** from 5.2% in February 2016 to 5.1% in March 2016 (March 2015 = 5.5%)

General Outreach – WDB/WDB Transition Materials Status

- **WDB Collateral Lucite Displays** – Header card
- **Success Story Posters** – 8 new stories in development, waiting for feedback. PENDING
- **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. PENDING

General Outreach – In Development

- Op-Eds – Consider/discuss next op-ed topic.
- 2016 WDB Awards – Winners Release

The attached Projects in Process has been updated through 5/13/16.



WDB Outreach Annual Review July 1 – May 13, 2016

Employer Outreach

Promote Business Goals

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

The following activities were implemented to promote WDB Business Goals:

- **Paid Media Outreach** – Negotiated, planned and placed paid media for On-the-Job Training and Ventura County Grows Business.
 - Dates: 3/14/16 – 5/15/16
 - Total Cost: \$39,202
 - Total Value: \$52,269 (133% of Cost)
 - Total Impressions: 2,273,200
- **Workforce Wednesday: August 2015 to June 2016**
 - Researched/recommended topics, recruited/coordinated participants and developed discussion guide for (9) Workforce Wednesdays with (1) in development for June 2016.
- **Workforce Update E-Newsletter August 2015 to June 2016**
 - Researched and developed content, designed and disseminated (5) workforce updates to approximately 60,000 recipients with (1) more in development for June 2016. (Impressions included in above “Paid Media Outreach” summary. Open rates average 20% for WDB Cohorts and range from 5 to 8% for general business lists.
- **Ventura County Grows Business Website & Facebook – July 1, 2015 to May 11, 2016**
 - Managed content updates, corrections, events and additions.
 - Website: 25% decrease in unique visitors over same time previous year, however increase in visitor engagement:
 - 3,417 Sessions/2,876 Unique Visitors
 - 1.57 average minutes session duration (1:14/2015)
 - 2.32 pages/session (1.91/2015)
 - 57.62 Bounce Rate (70.76%/2015)
- **VCGB Facebook – 1,887 Fans (through 5/12/16)**
 - Managed content, research, development and posting.
 - Average 17 to 20 postings/month
 - **Fans: 44.3% increase over previous year.**
 - Facebook Paid Media for: (Impressions and cost included above.)
 - Fall 2015 – Dec 17, 2015 to Feb 29, 2016
 - 15 Sec Video Ads: 27,018 Views
 - Reach: 38,840
 - Spring 2016 – April 1 – May 15, 2016: Results to 5/11
 - Reach: 25,219
 - Clicks: 941



WDB Outreach Annual Review July 1 – May 13, 2016

- **VCGB Speakers Bureau** – Coordinated (3) VCGB Speakers Bureau presentations by soliciting presentation dates, recruiting/training WDB Board Member presenters and developing PPT presentation with the purpose of making members of the business community aware of the low- and no-cost services available in Ventura County to help businesses grow. 7/9 Santa Paul East Area One Educational Task Force, 9/11 Camarillo Chamber of Commerce, 1/26 Simi Sunrise Rotary

Employer Outreach – New Elements Developed

- VCGB Eblast & OJT Eblast designed and developed
- VCGB Postcard – Updated
- VCGB Print, Digital and Broadcast Elements Updated/Developed as Needed
- VCGB Website Updates – Developed graphics/content for website additions
- OJT Print, Digital and Broadcast Elements Updated/Developed as Needed
- OJT Content Landing Page for WDB website Developed/Designed
- OJT Pamphlet and Tent Card Developed/Designed
- OJT PPT Presentation Updated and Designed
- 2015 Manufacturing Day Outreach – Register all participants on the national website.
- Sector Committees: Healthcare – Researched, negotiated and acquired healthcare list, then designed custom eblast to disseminate Case Manager Career Pathways survey.

Youth Outreach

Promote Youth Goals

- Engage youth with early exposure to career pathways and options, including education, training, and work experience opportunities. Develop relevant media outreach strategies to target Ventura County youth with key messages.

The following activities were implemented to promote WDB Youth Goals:

- **VC Jobs With a Future Website – July 1, 2015 to May 11, 2016**
 - Managed content updates, corrections and additions.
 - Website: 11% decrease over same time period 14/15 program year. Note: Unlike 14/15, there was not a paid media campaign, other than the modest social media effort in 15/16.
 - 3,796 (5,185-2015) Sessions/3,223 (4,685-2015) Unique Users
 - 2.14 pages per visit
 - 1.25 minutes average visit duration
 - 66.86% bounce rate
- **VCJWF Twitter – 371 followers (125% increase!)**
 - Managed content, research, development and posting.
 - Average 17 to 20 postings/month
 - **Followers: 125% increase over previous year!**
 - Fall 2015 Facebook Campaign to Drive Web Traffic Dec 1, 2015 to Feb 29, 2016
 - Reach: 28,075
 - Clicks: 590
 - Fall 2015 Follower Campaign:
 - Impressions: 29,040
 - Followers: 42



WDB Outreach Annual Review July 1 – May 13, 2016

- **Youth Outreach – New Elements Developed**

- VCJWF Postcard – Updated
- VCJWF Website Updates – Developed graphics/content for website additions
- (3) New youth case history posters developed, designed and produced. (8) additional written waiting for client feedback.

Job Seeker Outreach

Promote Job Seeker Goals

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

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

- **Paid Media Outreach** – Negotiated, planned and placed Job Seeker messaging on KCLU as part of WDB General Outreach. See “General Outreach” for details.
- **Career Shops** – Developed and distributed (7) monthly calendar releases for Career Shops available free-of-charge at America’s Job Center of California Ventura County Locations. Note: Career Shops were unavailable for (4) months during AJC transition from January to April 2016, June is pending.
 - Calendar listings published in 33 media to date including: VCStar, Acorn (various), Patches (various), KDAR, Santa Paula Times, Sespe Sun, VC Reporter, Happenings, Fillmore Gazette, Santa Rosa Community News, 805 Coffee News

General Outreach

Promote WDB Goals

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

The following activities were implemented to promote General WDB Goals:

- **Paid Media Outreach** – Negotiated, planned and placed paid media for
 - Total Cost: \$11,554 (KCLU Contract billed direct to WDB)
 - Total Value: \$16,103 (139% of cost)
 - Total Impressions: 822,078 (Includes Op-Eds and General Outreach Eblasts)
- **New Releases, Interviews, Op-Eds: Published in 34 media** including VCStar, Pacific Coast Business Times, Acorn (Various), PRLog, Sespe Sun, PR.Com, Patches (various), PubMemo.com
 - Releases Developed and Distributed:
 - 2016 WDB Award Winners (To Come)
 - WDB Ads New Board Member, 3/18/16
 - Nominations Open for 2016 Annual WDB Awards, 2/25/16
 - WDB-VC Adds New Board Members, 11/16/15
 - Manufacturing Day Media Alert/Advisory, 9/29/16
 - WDB Names New Board Chair, 8/19/15



WDB Outreach Annual Review July 1 – May 13, 2016

- Op-Eds Developed/Coordinated Placed:
 - “Investing in Business Education,” VCStar 3/27/16
 - “Apprenticeship Programs Give Employers Competitive Advantage,” PCPT 1/1/16
 - “California and Ventura County Good for Business,” VCStar 11/4/15
 - “Why Helping Develop a Strong VCWorkforce is Good for Your Business,” VCStar 7/15/15
- **WDB Website Redesign/Rebranding**
 - Coordinated with BTD from July to December 14, 2015 to launch new WDB Website
 - Provided support, redesign as needed throughout process.
- **Job Outlook Full Report & Eblasts**
 - Researched compiled and distributed monthly Job Outlook report. (10) Completed to date, (2) to come.
 - Design Job Outlook Eblast template
 - Developed Monthly Topline Eblast summary of the Job Outlook and disseminated eblast to approximately 10,000 WDB Cohorts and Ventura County Businesses each month. (9) Completed to date, (2) to come.
- **Various Eblasts**
 - **WDB 2016 Award Nomination Eblast** – Designed and disseminated call for nominations eblast targeting approximately 400 WDB cohorts. Average open rate 15.4%
- **KCLU General Outreach PSA’s** – Develop PSA’s and online banners as needed to support promote WDB goals in employer, job seeker and youth outreach over 10 months.
- **General Outreach – Other New Elements Developed in Addition to Those Outlined Above**
 - WDB Website - Ongoing website support as needed since 12/14/16 launch
 - 2016 WDB Award Logo & Nomination Form (2 versions)
 - Job Outlook – Eblast redesigned
 - Workforce Update – Eblast Redesigned
 - Case History Poster Template - Redesign
 - WDB “Missions” Posters – Developed, placed on HOLD
 - AJC Collateral – Employer, Job Seeker, Youth pamphlets
 - Pull-Ups – (3) Employer, Job Seeker, Youth Displays redesigned (2 Times)
 - WDB Letterhead & Business Cards Redesigned
 - WDB General Services PSA’s – Updated, Edited
 - Header Card for Acrylic Pamphlet Holder

Campaign Detail Report

Subsidized On-the-Job Training

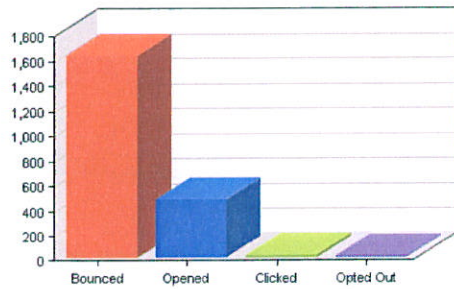
Subject: Subsidized On-the-Job Training

Sent: Mar 29, 2016 at 9:00 AM

From: Talia Barrera [info@workforceventuracounty.org]

To: Business_03-2014, Career Centers 2014, Clean Green 03-2014, General List(not in other lists), Healthcare 03-2014, Inter-Office, Manufacturing_MASTER_List, Rebekah Evans, Spyglass List, VC_Business_1012

OVERALL SUMMARY



DELIVERY

TOTAL SENT 9,791

NON-BOUNCED 8,161 83.4%

BOUNCED 1,630 16.6%

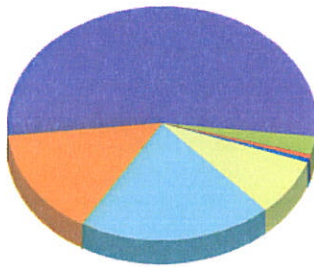
RESPONSE

OPENED 475 5.8%

CLICKED 22 4.6%

OPTED OUT 15 3.2%

BOUNCED SUMMARY



HARD BOUNCES

INVALID USER 11 0.7%

INVALID DOMAIN 10 0.6%

SOFT BOUNCES

MAILBOX FULL 39 2.4%

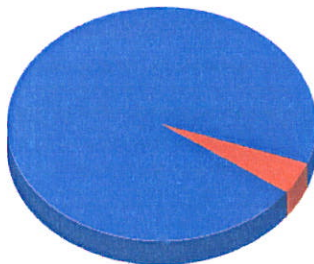
OTHER 876 53.7%

MAIL BLOCKED - SPAM 240 14.7%

MAIL BLOCKED - OTHER 329 20.2%

GENERAL 125 7.7%

CLICKED SUMMARY



CLICKS

http://workforceventuracounty.org/OJT 21 95.5%

http://americasjobcenter.ca.gov/ 1 4.5%

heidi hayes

From: Alan Jerram <ajerram@me.com>
Sent: Friday, March 25, 2016 1:12 PM
To: heidi@agency2.com
Subject: Subsidized On-the-Job Training - (HTML Preview Copy)

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 how you can take advantage of OJT:

Call **(800) 500-7705**

Email hsa-employment-srvcs-info@ventura.org

Go to workforceventuracounty.org/OJT

START HERE



Sent to heidi@agency2.com by [Workforce Development Board](#)
855 Partridge Drive | Ventura, CA 93003 United States
[unsubscribe from this list](#)



Discover no-cost
and low-cost
resources to help
your business grow.

Click to see how.



175x175

Discover
no-cost and
low-cost
resources to
help your
business grow.

Click to see how.



226x153



Click to
watch their
stories.

We helped them grow.



577x112




We helped them grow.

Discover no-cost and low-cost
resources to help your business grow.

Click to see how.




728x90



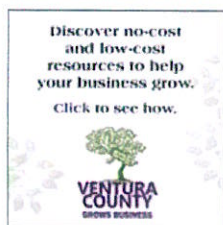
We helped them grow.

Discover no-cost and low-cost
resources to help your business grow.

Click to see how.



960x120



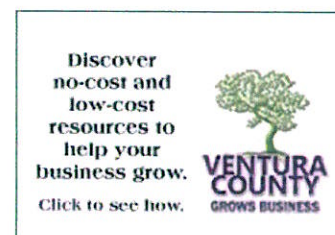
vcgb-150x150.jpg



vcgb-150x300.jpg



vcgb-175x200.jpg



vcgb-230x160.jpg



vcgb-245x257.jpg



vcgb-300x250.jpg



vcgb-300x600.jpg



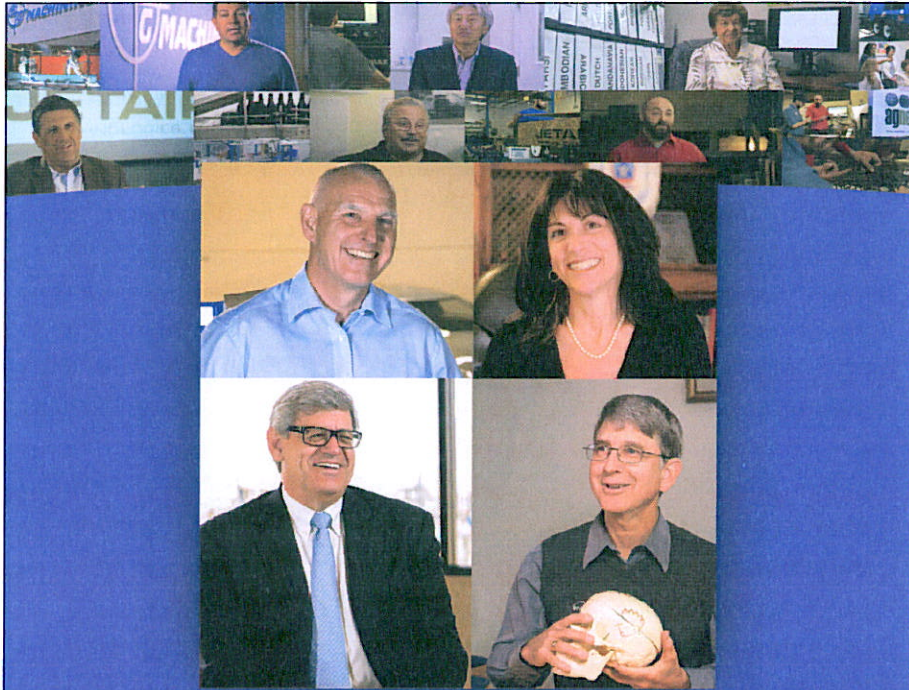
vcgb-320x50.jpg



vcgb-480x60.jpg



vcgb-600x75.jpg



We helped them grow.
We'll help you grow.

Discover the many low-cost and no-cost resources
available at venturacountygrowsbusiness.com

800-959-6395

In partnership with the
Workforce Development
Board of Ventura County



Watch their stories at venturacountygrowsbusiness.com

WDB VCGB Facebook Ads

Start 4-18-2016 – End 5-15-2016

Budget: \$415 TOTAL

Target: Ventura County Grows Business

(1) Ad Set 1 – **PAGE LIKES** – WDB-VCGB
(\$208)

- 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.



The ad features a collage of six photos on the left showing diverse business owners and workers. On the right, the headline reads 'We helped them grow. We'll help you grow.' Below this is the Ventura County Grows Business logo, which includes a tree icon and the text 'VENTURA COUNTY GROWS BUSINESS'. The phone number '800-959-6395' is displayed prominently. At the bottom, a line of text states 'Discover the low-cost and no-cost resources available at venturacountygrowsbusiness.com' and 'Consulting | Loans | Recruitment | Training'.

We helped them grow.
We'll help you grow.

**VENTURA
COUNTY**
GROWS BUSINESS

800-959-6395

Discover the low-cost and no-cost resources available at venturacountygrowsbusiness.com

Consulting | Loans | Recruitment | Training

Headline: We Help Businesses Grow (24 characters)

Text: We're in Ventura County for a reason. Discover how to grow your business here. (79)



This ad is identical to the one above, but includes a list of services in the bottom right corner: '» Consulting', '» Loans', '» Recruitment', and '» Training'.

We helped them grow.
We'll help you grow.

» Consulting
» Loans
» Recruitment
» Training

**VENTURA
COUNTY**
GROWS BUSINESS

800-959-6395

Headline: We Help Businesses Grow (24 characters)

Text: Discover no-cost & low-cost resources available at venturacountygrowsbusiness.com (81)

(2) Ad Set 2 – **WEBSITE CLICKS** – WDB-VCGB
(\$207)

- 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: We Help Businesses Grow (24 characters)

Text: Discover low-cost & no-cost resources available at venturacountygrowsbusiness.com (81)

The advertisement features a blue background with a white headline at the top. Below the headline is a collage of six images: a man in a red shirt working on a machine, a man in a blue suit, a woman in a white shirt sitting at a desk, a man in a blue shirt, a man in a red shirt, and a man in a blue shirt working on a machine. To the right of the collage is a list of services: Consulting, Loans, Recruitment, and Training. Below the collage is the Ventura County Grows Business logo, which includes a tree icon and the text 'VENTURA COUNTY GROWS BUSINESS'. At the bottom of the ad is the text 'Discover the low-cost and no-cost resources available at venturacountygrowsbusiness.com 800-959-6395'.

We helped them grow. We'll help you grow.

- » Consulting
- » Loans
- » Recruitment
- » Training

VENTURA COUNTY GROWS BUSINESS

Discover the low-cost and no-cost resources available at venturacountygrowsbusiness.com **800-959-6395**

Headline: We Help Businesses Grow (24 characters)

Text: We're in Ventura County for a reason. Discover how to grow your business here. (78)

We helped them grow. We'll help you grow.



- » Consulting
- » Loans
- » Recruitment
- » Training



800-959-6395

Headline: We'll Help You Grow (19 characters)

Text: Discover the low-cost & no-cost resources available at venturacountygrowsbusiness.com (85)



Workforce Development Board

Email Statistics
5/12/2016

Email Name: VCGB 2016

Template: - Agency Newsletter

Lists: General Interest
Allied Health Committee
Applied Basic Skills Committee
Clean Green Workforce Committee
Youth Council
Workforce Investment Board
WIB Staff
Marketing Committee
Resource Planning Committee
Executive Committee
Membership Committee
Assistants
Economic Development
Eval Committee
Chamber List
HS Career Centers - 5-7-2015
BESD-EDD
Career Centers 2014

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	211	4/20/2016	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
211	11.4% (24)	0	0	25.7% (48)	8.3% (4)	0

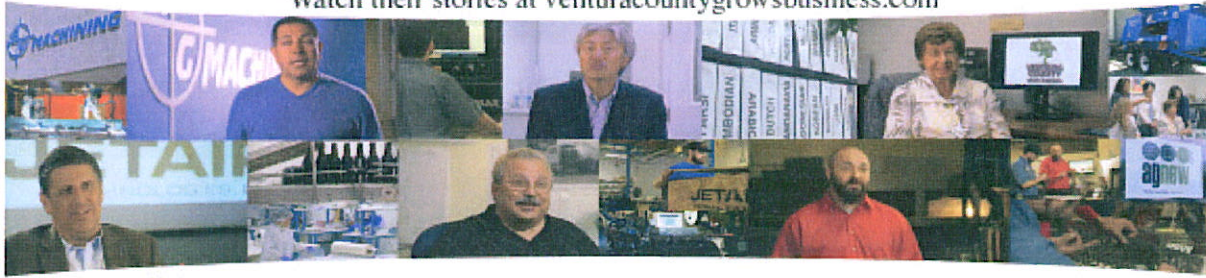
Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://venturacountygrowsbusiness.com/	2	40.0%
http://www.venturacountygrowsbusiness.com/	3	60.0%
Total Click-throughs	5	100%

Social Stats

Page Views	Share	Send	Like	Twitter	LinkedIn	(Other)
0	0	0	0	0	0	0

Trupart • JetAir • RSI • PBS Biotech • Agnew Multilingual • AG Machining
 Watch their stories at venturacountygrowsbusiness.com



We Helped Them Grow

Local Business Resources

Whether it's meeting the challenge of finding critical financing, qualified employees, or increasing operational efficiencies, Ventura County has a strong network of no-cost and low-cost resources to ensure your company has every opportunity to thrive and grow. These include:



In Ventura County, we offer easy access to business resource information and links-all in one place: www.venturacountygrowsbusiness.com.

Ventura County Grows Business is a collaborative regional initiative for business expansion and retention.



venturacountygrowsbusiness.com

800-959-6395

In partnership with the Workforce Development Board of Ventura County

Workforce Development Board of Ventura County,
855 Partridge Drive, Ventura, CA 93003

[SafeUnsubscribe™ {recipient's email}](#)

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Sent by info@workforceventuracounty.org in collaboration with

Constant Contact 

Try it free today



Please Submit Your Response by June 1st

Case Manager/Care Coordinator Workforce Development Survey

Dear Ventura County Healthcare Provider:

The Healthcare Committee of the Workforce Development Board of Ventura County is conducting a study to better understand the workforce training needs for Case Managers and Care Coordinators in the Region. We are contacting you because of your position and expertise in the healthcare field.

Our sincere thanks for participating in this five-minute survey. We will let you know the outcome.

[Click Here to Begin](#)

About the Workforce Development Board of Ventura County



Bringing People & Opportunities Together

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.



Workforce Wednesday for 4/20/16
Interview at 8:40AM
Live at KVTB 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

Competing in today's global economy is a real challenge. Having a little help can make a big difference in the success of a company. In Ventura County, the Workforce Development Board partners with local economic development professionals to connect employers with a wide range of free and low-cost business services. Here to talk about those services are:

- **Brian Gabler:** Director of Economic Development and Assistant City Manager for the City of Simi Valley, and a member of the Workforce Development Board
- **John Fraser:** Senior Management Analyst and Economic Development Coordinator for the City of Camarillo

Interview Questions

- **Brian:** From your perspective as a workforce board member and an economic development professional, what are typical challenges that our local businesses face?
- **John:** How do cities find out about local businesses that need help?
- **John:** How do you connect a local employer with workforce and business development resources? Give us an example.
- **Brian:** Tell us about one of your experiences in helping a local business.
- **Brian:** The workforce board is a champion for business support networks that reach across traditional city and geographic boundaries. Why is that important?
- **John and Brian:** What would you suggest to an employer who wants to learn more about the business resources we have in Ventura County?

Wrap-Up

To connect with no-cost and low-cost business services—all in one place—go to www.VenturaCountyGrowsBusiness.com. That's www.VenturaCountyGrowsBusiness.com.

Or call your local city hall and ask for economic development. They will welcome the opportunity to hear about your business.



Workforce Development Board

Email Statistics
5/12/2016

Email Name: 2016-04 Workforce Update

Template: - Business

Lists: General Interest
Allied Health Committee
Applied Basic Skills Committee
Clean Green Workforce Committee
Youth Council
Workforce Investment Board
WIB Staff
Marketing Committee
Resource Planning Committee
Executive Committee
Membership Committee
Assistants
Economic Development
Eval Committee
Elected Officials
Chamber List
theAgency
Ventura County School Boards
Ventura County City Councils
Superintendents
HS Career Centers - 5-7-2015
Ventura County Grows Business
Commercial RE Brokers 5-13-2014
BESD-EDD
Career Centers 2014

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	407	4/26/2016	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
407	12.0% (49)	0	0	17.3% (62)	9.7% (6)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://#	0	0.0%
http://jobcenter.usa.gov/	0	0.0%
http://portal.countyofventura.org/portal/page-/portal/WIB/Content%20-%20Home%20Body/2015-10-%20Oct%202015%20Job%20Outlook.pdf	0	0.0%
http://portal.countyofventura.org/portal/page-/portal/WIB/EmployerCenterProServ	0	0.0%
http://vcportal.ventura.org/wdb/outlook_reports/2016-03-march-2016-job-outlook.pdf	0	0.0%
http://vcportal.ventura.org/wdb/workforce-wednesday/2016/2016-04-20-connecting-a-local-employer-with-wfc-and-bus-dev-resources.mp3	1	11.1%
http://vcportal.ventura.org/WDB/WDB%20Website-%20Project/News%20Section/2016-01-27%20Career-%20Pathways%20are%20good%20for%20business.mp3	0	0.0%
http://venturacountygrowsbusiness.com/	0	0.0%
http://workforceventuracounty.org/	0	0.0%
http://workforceventuracounty.org/OJT	1	11.1%
http://www.agency2.com/	0	0.0%
http://www.business.ca.gov/Programs/CaliforniaCompetesTaxCredit.aspx	0	0.0%
http://www.calcompetes.ca.gov	0	0.0%
http://www.csuci.edu/news/releases/2015-camarillolibrarylectureseries.htm	0	0.0%
http://www.dir.ca.gov/das/	0	0.0%
http://www.entrepreneur.com/article/254560	0	0.0%
http://www.fastcompany.com/3056205/the-future-of-work/these-are-the-best-employee-benefits-	0	0.0%

-and-perks		
http://www.fastcompany.com/3057203/work-smart-6-steps-to-tame-your-email-overload	0	0.0%
http://www.fastcompany.com/3057882/lessons-learned/why-employees-and-management-have-such-different-ideas-about-company-culture	0	0.0%
http://www.gallup.com/businessjournal/190289/-employee-referrals-key-source-talented-workers.aspx?utm_source=alert&utm_medium=email&utm_content=heading&utm_campaign=syndication	0	0.0%
http://www.vcstar.com/opinion/columnists/bruce-stenslie-and-roger-rice-economy-depends-on-educated-skilled-workforce-2dcfaaba-9d33-4456-e053-373598171.html	5	55.6%
http://www.venturacountygrowsbusiness.com	0	0.0%
http://www.workforceventuracounty.org	2	22.2%
http://www.workforceventuracounty.org/	0	0.0%
http://www.workforceventuracounty.org/resources/meeting-calendar	0	0.0%
https://www.entrepreneur.com/article/273635	0	0.0%
Total Click-throughs	9	100%

Social Stats

Page Views	Share	Send	Like	Twitter	LinkedIn	(Other)
0	0	0	0	0	0	0

[Print Report](#)

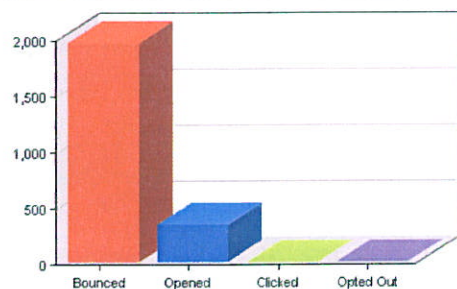
Campaign Detail Report

Workforce Update April 2016

Subject: Grow Local Talent with the Workforce Development Board
Sent: Apr 26, 2016 at 10:00 AM

From: Workforce Development Board [info@workforceventuracounty.org]
To: Business_03-2014, Career Centers 2014, Clean Green 03-2014, General List(not in other lists), Healthcare 03-2014, Inter-Office, Manufacturing_MASTER_List, Spyglass List, VC_Business_1012

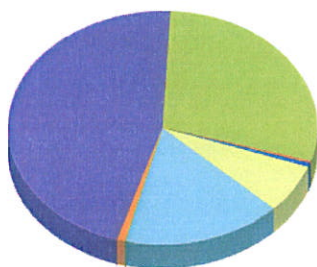
OVERALL SUMMARY



DELIVERY

TOTAL SENT	9,693	
NON-BOUNCED	7,729	79.7%
BOUNCED	1,964	20.3%
RESPONSE		
OPENED	347	4.5%
CLICKED	8	2.3%
OPTED OUT	4	1.2%

BOUNCED SUMMARY



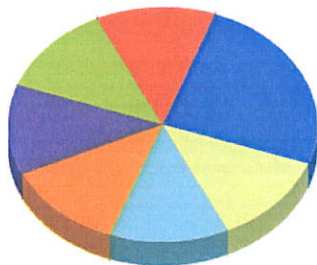
HARD BOUNCES

INVALID USER	11	0.6%
INVALID DOMAIN	7	0.4%

SOFT BOUNCES




MAILBOX FULL	566	28.8%
OTHER	907	46.2%
MAIL BLOCKED - SPAM	19	1.0%
MAIL BLOCKED - OTHER	328	16.7%
GENERAL	126	6.4%

CLICKED SUMMARY



CLICKS

http://r2o.rs6.net/tn.jsp?f=001fqor_9Tnlc6MvedDwLgIUWOevDBULSEbZxSad07h7xz7-mBYCcUqADBkdjZVhHJIDjL8EgivFtLp_IqwgBQsa9kFCMVQK3Z5yZbwdfBqj04CcyrgTtfQDaMcKXCJWELIEZBg16ge6gIx_IHyD-R5Fu9TLT-RzvGvXCoW2wa-cESumGCIFAdyWlSLY&c=&ch=	2	25.0%
http://r2o.rs6.net/tn.jsp?f=001fqor_9Tnlc6MvedDwLgIUWOevDBULSEbZxSad07h7xz7-mBYCcUtu1EyC5hEAYgonO_bciTnDOGEZQ_4NJuHODny_wmeBTyGnOKpmvT4K6PSujuf8jBq8ZGos2BOTMF6V_9lmlf8EWLsowqy8iIRL9gLPV-huk-4r_3S Z5VBQjMfoaGxhK5qw=&c=&ch=	1	12.5%
http://r2o.rs6.net/tn.jsp?f=001fqor_9Tnlc6MvedDwLgIUWOevDBULSEbZxSad07h7xz7-mBYCcUtu1EyC5hEAYgonOflRoDeny6DQHbPhrgxwPgJOoUulUuEnkySH3_ymSjQLVwFB2pYc9XHUUr-LwwX_OVVMyLjFXxZHwzjHPmxExKsrUVrQ_xG_X5ZmkSBi4CwVkiFNWl_Uq8NQlWRXVzDFLm49hmQHJerg3oOdHJZEIP1Mm6zQZozZSCoFZHg6EqRZxvVdctnxGxpTwRE8kUdity_eshBUOoNgCjy-xxWLXmZlfvG99NdzGoS_nEgQBSW8dUoSpUotogLb7uG&c=&ch=	1	12.5%
http://r2o.rs6.net/tn.jsp?f=001fqor_9Tnlc6MvedDwLgIUWOevDBULSEbZxSad07h7xz		

7-mBIYCcUtu1EyC5hEAYyg1sE fAz5D1s6mBodQvRVUJFOvmAHM 3KboEtqWhCYu_QZbx_4Cc4Xx4 PyoSFRFoGiKOVrdnJEmYOt3UkB zOq5waVlaFApaekpC14FnXas- -8CR9NWtqnohvrrqVfja9X6vp whVJ2GHCpncQTFPnz1w9lluWJg ECwEqFJJvxzwz_hfG4Pnc4-YH yUduvHZQprRNwpVgXfJaGOxL8 OqRqRihpOmyvOgNn3VDWKwUVX WuBYouVWgIbPKSFm4dYt1EPi4 bo9p8SnG9H3UEldiNUwu5cNGQ Y4gl73ro&c=&ch=	1	12.5%
 http://r2o.rs6.net/tn.jsp?f=0o1fqor_9Tnlcq6MvedDwLgIUWOevDBULSEbZxSad07h7xz7-mBIYCcUgppHQ_4UingQjoeNIPwEEYgTlctmaBUclXgVW9dPqBaLVodvUR1ImoSZerfEnTjC9-hM-OH07KjT9mVW5S1pe3JrCYTW_WtBDCo87uNon19pIZDMH_VVmVhhoM1gCgRCaJpooSQ2wvSacA7gDwwHn-g2BKINDPK33zlFvvodTAs_Gf9nDqhQXe51SoQVf29ePRwOeLmSpYt&c=&ch=	1	12.5%
 http://r2o.rs6.net/tn.jsp?f=0o1fqor_9Tnlcq6MvedDwLgIUWOevDBULSEbZxSad07h7xz7-mBIYCcUhdWD6WoEbK2AoHprXZdQCCFD8kgTfJV7gw25UDV9yx4RrQXs65dcp4y3cZILDWHZaJGvZJsXeZiOHizHV3F9lzaPdBSr-xXSo6HsRmoERm3QKVT6kx53OB7lnLC3lYr7qiDuBctWooUgQHMRJwrvGAN2dOIm9xTxdzlWc74biiMnbXR4lgs=&c=&ch=	1	12.5%
 http://r2o.rs6.net/tn.jsp?f=0o1fqor_9Tnlcq6MvedDwLgIUWOevDBULSEbZxSad07h7xz7-mBIYCcUhdWD6WoEbK2ElJnfY4Fh-yIhDMIMESuwv2eGxogEBTOl3WP56BVmmsHyZUdwCsDVPN5NF8nDSq6CC-GO-KrHUPay7aJr8-odTXX6Z_p1rOot8jhnwEoiHoqf5MoxYg9nW7M8BIFAoJ&c=&ch=	1	12.5%

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Workforce Update

April 2016



Join Our Mailing List!

Business + Education = Skilled Workforce



Over the past two years, the state of California has awarded more than \$38 million in public education grants to help build regional career pathways in Ventura County. Through collaboration between employers and educators, educational programs are being

developed and aligned to create a local pipeline of skilled, adaptable workers to help businesses compete in the complex, changing global economy. We hear from our Workforce Development Board (WDB) members that not having a ready, reliable local talent pool is costing employers money and productivity. To that end, WDB sector committees (healthcare, manufacturing, clean/green) are 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 engage employers in offering career-related experiences. [Read the complete article here.](#)

Considering layoffs?



Anticipating a layoff situation at your company? Call right away for assistance. Rapid Response professionals are ready to work with you and your employees, offering an entire network of free resources that might even help to avoid the layoff. It all starts with a confidential, no-cost transition planning session. Whether one

employee or 50 employees might lose their jobs, **the sooner you contact Rapid Response, the better. For more information, call 800-500-7705.**

Resources

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

AmericanJobCenter
California



Business loans, one-on-one consulting, seminars on manufacturing or international trade—these are just a few of the free and low-cost resources in Ventura County to help grow your business. Check them out or listen to testimonials from businesses that have used these resource. [Grow Business.](#)

Did You Know?

According to Gallup, [Employee Referrals are a Key Source for Talented Workers.](#)

Simplifying tech leads to a better employee experience, [according to this article in Entrepreneur](#), which cites

On-the-job training is smart business



According to Christy Norton, Business Services Manager for the American Job Center of California in Ventura County, using on-the-job training (OJT) is just "smart business." In a March 30th interview, Ms. Norton said

that OJT is "a proven workforce development model [that] helps employers to access referrals of qualified OJT candidates." OJT opportunities are structured to respond to a company's business operation and to offset the associated expenses of new employee training. Listen to the [interview](#) and, for more on-the-job training information, visit the Workforce Development Board website at workforceventuracounty.org/OJT or call (800) 500-7705.

Nominations open until May 2



Do you know an individual, department, organization or collaborative partnership whose actions or ideas help to build a strong workforce in Ventura County? Let us know with a 2016 WDB Award nomination. At our WDB Annual Meeting on June 26, we will honor exceptional members of the Ventura

County community with WDB Awards in several categories: WDB Youth Opportunity Award, WDB Collaborative Action Award, WDB Champion for Prosperity Award, and WDB Leadership Award. Nominations are due by May 2nd. Details and nomination forms are available on the [WDB website](#).

Congratulations!



The Pacific Coast Business Times reported that four Ventura County businesses received tax credits for creating jobs! Kudos to **PackIt LLC** in Westlake (19 jobs), **C.D. Lyon** in Ventura & Santa Maria (19 jobs), **Western Saw Manufacturers** in Oxnard (13 jobs), and **L-Acoustics** in Camarillo and Thousand Oaks (9 jobs)! For more information about the California

Competes Tax Credit, go to www.calcompetes.ca.gov.

Deloitte studies.

Quick Reads

Fast Company Advice: [Why Employees and Management Have Such Different Ideas about Company Culture](#)

[Six Steps to Tame Your Email Overload](#)

Job Outlook

March 2016 Unemployment

Not Seasonally Adjusted

U.S. = **5.1%**
California = **5.6%**
Ventura County = **5.0%**

Source:
Workforce Development Board
of Ventura County
Job Outlook Report

Workforce Wednesday

Tom Spence
KVTA 1590-AM

May 25 at 8:40AM

Topic: the value of
internships to Ventura
County employers

[Click to listen to April broadcast](#) and hear Brian Gabler and John Fraser talk about how cities work with local businesses to help them grow.

Upcoming Events

April 28, 8am
WDB Board Meeting
at VCCF

May 4, 3pm
Youth Council meeting
at HSA

May 6, 8am



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



theAgency

Created in partnership with [theAgency](http://theAgency.com).

Healthcare Committee at
VCCF

May 20, 8am
Clean/Green Committee
at VCCF

June 8, 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](http://WorkforceDevelopmentBoard.org) and click on meeting calendar.

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

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Constant Contact 

Try it free today

Location

Jul 1, 2014 - May 11, 2015

ALL » COUNTRY: United States » REGION: California

 All Users
51.11% Sessions

Map Overlay

Summary

1  338

City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,185 % of Total: 51.11% (4,275)	81.10% Avg for View: 88.28% (-8.14%)	1,772 % of Total: 46.95% (3,774)	56.11% Avg for View: 70.88% (-20.84%)	2.46 Avg for View: 1.91 (28.69%)	00:01:52 Avg for View: 00:01:14 (51.19%)	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	338 (15.47%)	81.66%	276 (15.58%)	56.80%	2.64	00:01:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Camarillo	318 (14.55%)	54.09%	172 (9.71%)	46.54%	3.31	00:03:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Los Angeles	232 (10.62%)	87.93%	204 (11.51%)	62.50%	2.01	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Thousand Oaks	216 (9.89%)	82.41%	178 (10.05%)	55.09%	2.36	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Oxnard	197 (9.02%)	80.20%	158 (8.92%)	48.73%	2.43	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Simi Valley	128 (5.86%)	86.72%	111 (6.26%)	52.34%	2.54	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Cerritos	57 (2.61%)	100.00%	57 (3.22%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Santa Barbara	56 (2.56%)	87.50%	49 (2.77%)	57.14%	2.46	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Moorpark	46 (2.11%)	95.65%	44 (2.48%)	45.65%	2.80	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Ojai	38 (1.74%)	57.89%	22 (1.24%)	63.16%	2.00	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)

Location

Jul 1, 2015 - May 11, 2016

ALL » COUNTRY: United States » REGION: California

 All Users
66.78% Sessions

Map Overlay

Summary

1  565

City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,535 % of Total: 66.78% (3,796)	81.58% Avg for View: 83.90% (-2.77%)	2,068 % of Total: 64.93% (3,185)	57.24% Avg for View: 66.68% (-14.15%)	2.14 Avg for View: 1.83 (16.81%)	00:01:25 Avg for View: 00:01:06 (29.82%)	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	565 (22.29%)	76.81%	434 (20.99%)	54.69%	2.28	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Oxnard	523 (20.63%)	82.60%	432 (20.89%)	55.26%	2.20	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Camarillo	346 (13.65%)	64.45%	223 (10.78%)	51.73%	2.17	00:02:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Thousand Oaks	215 (8.48%)	85.58%	184 (8.90%)	62.79%	1.91	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Los Angeles	157 (6.19%)	89.81%	141 (6.82%)	56.69%	2.07	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Simi Valley	120 (4.73%)	90.00%	108 (5.22%)	61.67%	2.04	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Santa Paula	80 (3.16%)	90.00%	72 (3.48%)	60.00%	1.98	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Ojai	62 (2.45%)	88.71%	55 (2.66%)	58.06%	2.11	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Moorpark	57 (2.25%)	82.46%	47 (2.27%)	57.89%	2.19	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Agoura Hills	41 (1.62%)	85.37%	35 (1.69%)	58.54%	2.12	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)



Workforce Development Board

Bringing People & Opportunities Together

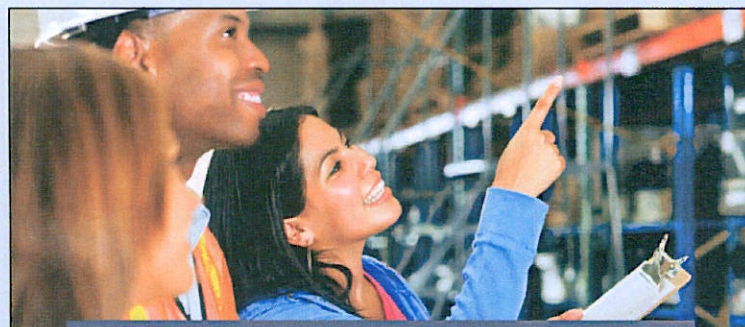
www.workforceventuracounty.org



EMPLOYER SERVICES



YOUTH PROGRAMS



ON-THE-JOB TRAINING



JOB SEEKER



Workforce Development Board

Bringing People & Opportunities Together
www.workforceventuracounty.org



EMPLOYER SERVICES



YOUTH PROGRAMS



ON-THE-JOB TRAINING



JOB SEEKER



JOB SEEKER SERVICES

- JOB SEARCH RESOURCES
- EDUCATION AND TRAINING
- CAREER PATH GUIDANCE
- FINANCIAL ASSISTANCE AND RESOURCES

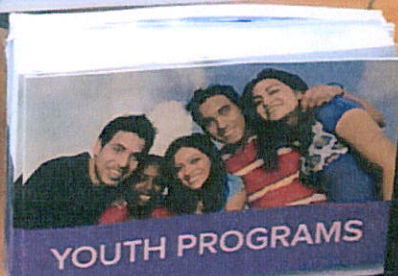
AmericanJobCenter
California



EMPLOYER SERVICES

- RECRUITMENT
- CUSTOMIZED TRAINING
- BUSINESS DEVELOPMENT
- RAPID RESPONSE

AmericanJobCenter
California



YOUTH PROGRAMS

- AT SCHOOL
- OUT OF SCHOOL
- CAREER PLANNING
- EDUCATIONAL PATHS

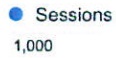
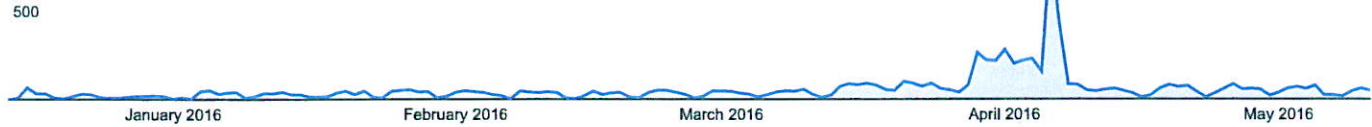
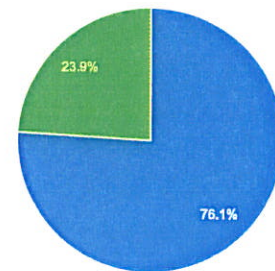
www.vcfuture.org

Audience Overview

Dec 14, 2015 - May 11, 2016

 All Users
100.00% Sessions

Overview

 Sessions
1,000Sessions
7,593Users
5,777Pageviews
19,740Pages / Session
2.60Avg. Session Duration
00:02:23Bounce Rate
48.54%% New Sessions
76.07% New Visitor Returning Visitor

Language	Sessions	% Sessions
1. en-us	7,194	94.75%
2. es-419	88	1.16%
3. en	82	1.08%
4. (not set)	59	0.78%
5. id	37	0.49%
6. es-us	33	0.43%
7. ru-ru	13	0.17%
8. zh-cn	12	0.16%
9. c	9	0.12%
10. es-es	9	0.12%

Campaigns

Dec 14, 2015 - May 11, 2016

ALL » CAMPAIGN: ojt

 All Users
35.01% Sessions

Explorer

Summary

● Sessions

800

400

January 2016

February 2016

March 2016

April 2016

May 2016

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,658 % of Total: 35.01% (7,593)	94.36% Avg for View: 76.07% (24.04%)	2,508 % of Total: 43.42% (5,776)	52.78% Avg for View: 48.54% (8.73%)	2.28 Avg for View: 2.60 (-12.45%)	00:01:39 Avg for View: 00:02:23 (-30.62%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. latimes / eblast	1,741 (65.50%)	97.70%	1,701 (67.82%)	38.71%	2.79	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. latimes / digital	797 (29.98%)	89.71%	715 (28.51%)	80.43%	1.27	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. chambers / digital	102 (3.84%)	74.51%	76 (3.03%)	72.55%	1.58	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. kclu / digital	18 (0.68%)	88.89%	16 (0.64%)	77.78%	1.33	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 4 of 4



Workforce Development Board

Email Statistics
5/12/2016

Email Name: Nomination form March 2016

Template: - UK Bank Holiday 2

Lists: General Interest
Allied Health Committee
Applied Basic Skills Committee
Clean Green Workforce Committee
Youth Council
Workforce Investment Board
WIB Staff
Marketing Committee
Resource Planning Committee
Executive Committee
Membership Committee
Assistants
Economic Development
Eval Committee
Elected Officials
Chamber List
theAgency
Ventura County School Boards
Ventura County City Councils
Superintendents
HS Career Centers - 5-7-2015
Ventura County Grows Business
Commercial RE Brokers 5-13-2014
BESD-EDD
Career Centers 2014

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	401	4/5/2016	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
401	10.7% (43)	0	0	15.4% (55)	7.3% (4)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://vcportal.ventura.org/WDB/WDB%20Website-%20Project/News%20Section/2016-02-24%202016-w-db-awards-nomination-form-fillable.pdf	0	0.0%
http://vcportal.ventura.org/WDB/WDB%20Website-%20Project/News%20Section/2016-03-30%202016-w-db-awards-nomination-fillable-form-rev-3-30-2-016.pdf	2	50.0%
http://www.wib.ventura.org	1	25.0%
http://www.wib.ventura.org	0	0.0%
http://www.workforceventuracounty.org	1	25.0%
Total Click-throughs	4	100%

Social Stats

Page Views	Share	Send	Like	Twitter	LinkedIn	(Other)
0	0	0	0	0	0	0

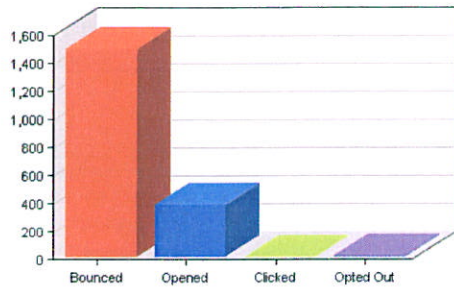
Campaign Detail Report

2016 WIB Awards

Subject: Nominations Open for 2016 Annual WIB Awards
Sent: Apr 05, 2016 at 9:00 AM

From: Workforce Development Board [info@workforceventuracounty.org]
To: Business_03-2014, Career Centers 2014, Clean Green 03-2014, General List(not in other lists), Healthcare 03-2014, Inter-Office, Manufacturing_MASTER_List, Spyglass List, VC_Business_1012

OVERALL SUMMARY



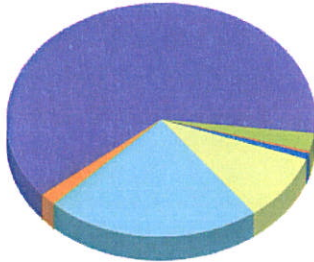
DELIVERY

TOTAL SENT	9,753	
NON-BOUNCED	8,262	84.7%
BOUNCED	1,491	15.3%

RESPONSE

OPENED	377	4.6%
CLICKED	4	1.1%
OPTED OUT	15	4.0%

BOUNCED SUMMARY



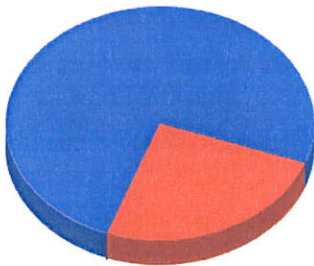
HARD BOUNCES

INVALID USER	12	0.8%
INVALID DOMAIN	3	0.2%

SOFT BOUNCES

MAILBOX FULL	39	2.6%
OTHER	939	63.0%
MAIL BLOCKED - SPAM	23	1.5%
MAIL BLOCKED - OTHER	334	22.4%
GENERAL	141	9.5%

CLICKED SUMMARY



CLICKS

http://vportal.ventura.org/WDB/WDB%20Website%20Project/News%20Section/2016-03-30%202016-wdb-awards-nomination-fillable-form-rev-3-30-2016.pdf	3	75.0%
http://r20.rs6.net/tn.jsp?f=001WH4k8Dz4LLxUojrLf_gkv8XyyawRC92D1tYN8PH2f3IZ9AvkDcH49eVIE9IkCF1ZmF-NmDpjStxjDFI-KQY5g-AaWoDvT7xnC5qjnYXWC69Jnt8WuoEFMWtIROnvVV0BLUXb99fkPlmfiSg52ttT3_Fq7xIW1522yjcOPrsYNNHn3NZOE8dU4vC4HvuEbwD&c=&ch=	1	25.0%

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



Submit Your Nominations by May 2!

2016 WDB Awards Nominations Open



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.

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

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

[Click Here to Nominate](#)

About the Workforce Development Board of Ventura County



Bringing People & Opportunities Together

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.

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

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Constant Contact 

Try it free today



Workforce Development Board

Email Statistics
5/12/2016

Email Name: Job Outlook Feb. 2016

Template: - Consulting Newsletter

Lists: General Interest
Allied Health Committee
Applied Basic Skills Committee
Clean Green Workforce Committee
Youth Council
Workforce Investment Board
WIB Staff
Marketing Committee
Resource Planning Committee
Executive Committee
Membership Committee
Assistants
Economic Development
Eval Committee
Elected Officials
Chamber List
theAgency
Ventura County School Boards
Ventura County City Councils
Superintendents
HS Career Centers - 5-7-2015
Ventura County Grows Business
Commercial RE Brokers 5-13-2014
BESD-EDD
Career Centers 2014

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	400	3/18/2016	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
400	11.0% (44)	0	0	22.5% (80)	5.0% (4)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://portal.countyofventura.org/portal/page-portal/WIB	1	20.0%
http://www.americasjobcenter.ca.gov/	0	0.0%
http://www.bloomberg.com/news/articles/2016-03-17/leading-indicators-in-u-s-rose-in-february-as-hiring-improves	0	0.0%
http://www.bls.gov/news.release/pdf/empst.pdf	0	0.0%
http://www.huffingtonpost.com/entry/jobs-report-february-2016_us_56d9830ce4b0ffe6f8e8f349?utm_hp_ref=business	1	20.0%
http://www.labormarketinfo.edd.ca.gov/	0	0.0%
http://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/localAreaProfileQSRResults.asp?selectedarea=Ventura+County&selectedindex=56&menuChoice=localareapro&state=true&geogArea=060400-0111&countyName=&submit1=View+Local+Area+Profile	0	0.0%
http://www.reuters.com/article/us-usa-economy-idUSKCN0WC1N8	0	0.0%
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http://www.venturacountygrowsbusiness.com	0	0.0%
http://www.workforceventuracounty.org	0	0.0%
http://www.workforceventuracounty.org/	2	40.0%
https://www.conference-board.org/data/helpwantedonline.cfm	0	0.0%
https://www.washingtonpost.com/business/get-the-a-retirement-crisis-when-your-career-doesnt-last-as-long-as-you-expect/2016/03/11/116-	1	20.0%

b2a46-e55a-11e5-b0fd-073d5930a7b7_story.html

Total Click-throughs

5

100%

Social Stats

Page Views	Share	Send	Like	Twitter	LinkedIn	(Other)
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[Print Report](#)

Campaign Detail Report

Job Outlook, February 2016 Report

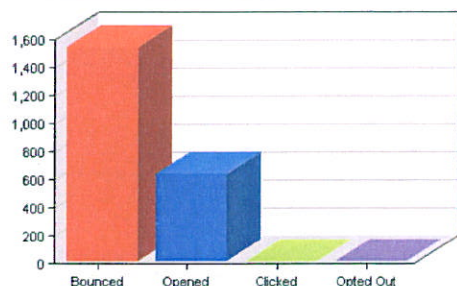
Subject: Job Outlook, February 2016 Report

Sent: Mar 18, 2016 at 5:10 PM

From: Workforce Development Board [info@workforceventuracounty.org]

To: Business_03-2014, Career Centers 2014, Clean Green 03-2014, General List(not in other lists), Healthcare 03-2014, Inter-Office, Manufacturing_MASTER_List, Spyglass List, VC_Business_1012

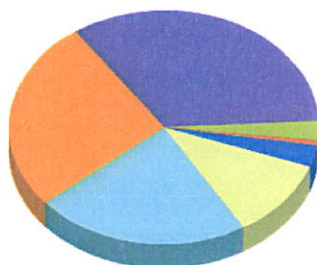
OVERALL SUMMARY



DELIVERY

TOTAL SENT	9,863	
NON-BOUNCED	8,316	84.4%
BOUNCED	1,537	15.6%
RESPONSE		
OPENED	629	7.6%
CLICKED	7	1.1%
OPTED OUT	8	1.3%

BOUNCED SUMMARY



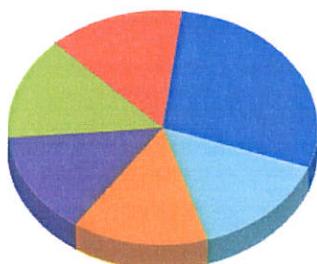
HARD BOUNCES

INVALID USER	48	3.1%
INVALID DOMAIN	8	0.5%

SOFT BOUNCES

MAILBOX FULL	44	2.9%
OTHER	522	34.0%
MAIL BLOCKED - SPAM	405	26.4%
MAIL BLOCKED - OTHER	347	22.6%
GENERAL	163	10.6%


CLICKED SUMMARY




CLICKS

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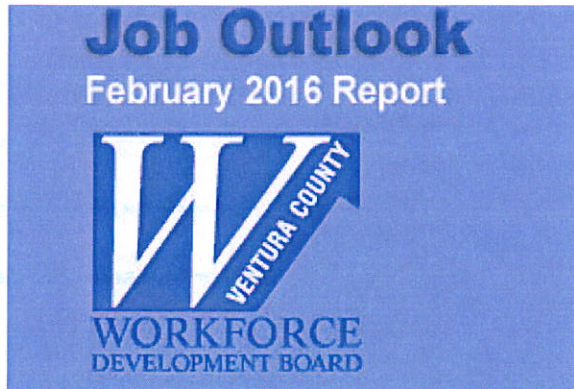
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1 14-3%

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1 14-3%

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Ventura County Labor Market Information

State Of California Employment

United States Department Of Labor

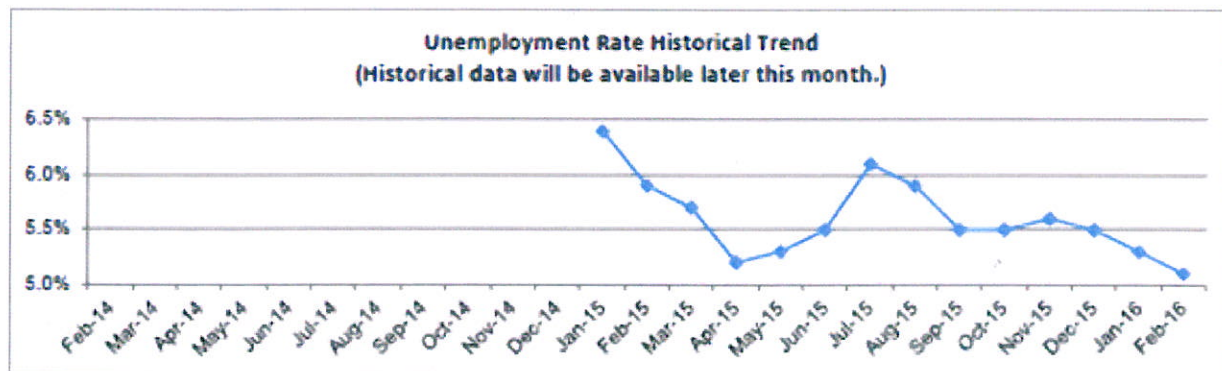
Conference Board - Help Wanted Online Data

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

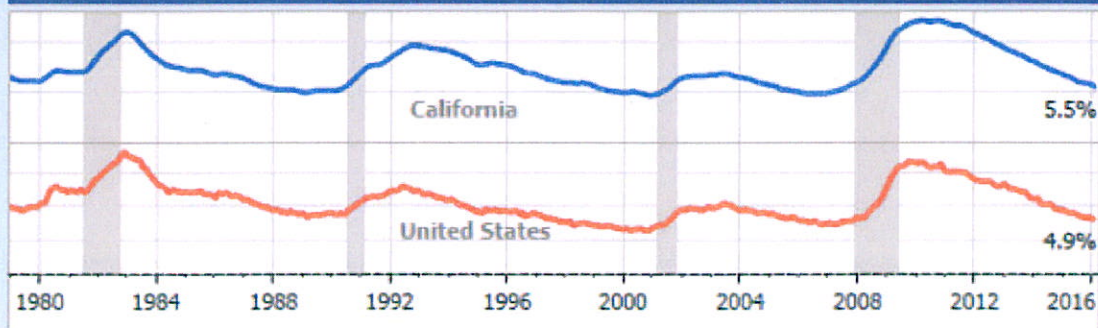
State Of California Employment Development Department (EDD) Labor

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	↓

Unemployment Rate Trend



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.

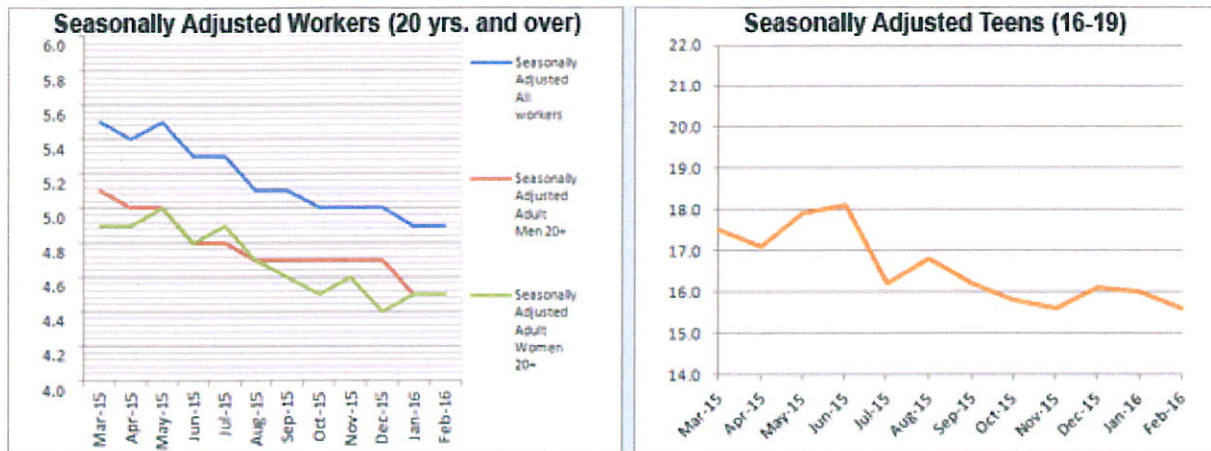
Nonfarm jobs in California totaled 16,310,000 in February, an increase of 39,900 jobs over the month, according to a survey of businesses that is larger and less variable statistically. The survey of 58,000 California businesses measures jobs in the economy.

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.

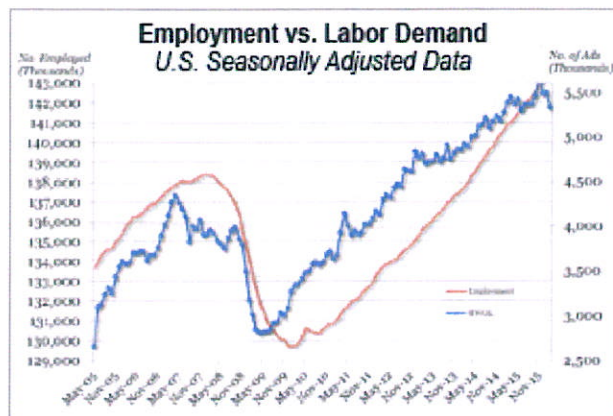
The number of long-term unemployed has shown little movement since June. In February, these individuals accounted for 27.7 percent of the unemployed.

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

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.

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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is working to Grow Business**



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



Bringing People & Opportunities Together

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

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

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Sent by info@workforceventuracounty.org in collaboration with



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Workforce Development Board

Email Statistics
5/12/2016

Email Name: Job Outlook March 2016

Template: - Consulting Newsletter

Lists: General Interest
Allied Health Committee
Applied Basic Skills Committee
Clean Green Workforce Committee
Youth Council
Workforce Investment Board
WIB Staff
Marketing Committee
Resource Planning Committee
Executive Committee
Membership Committee
Assistants
Economic Development
Eval Committee
Elected Officials
Chamber List
theAgency
Ventura County School Boards
Ventura County City Councils
Superintendents
HS Career Centers - 5-7-2015
Ventura County Grows Business
Commercial RE Brokers 5-13-2014
BESD-EDD
Career Centers 2014

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	401	4/15/2016	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
401	10.7% (43)	0	0	19.6% (70)	4.3% (3)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://portal.countyofventura.org/portal/page-/portal/WIB	0	0.0%
http://www.americasjobcenter.ca.gov/	0	0.0%
http://www.bloomberg.com/news/articles/2016-04-07/fewer-americans-filed-for-unemployment-benefits-last-week	1	14.3%
http://www.bls.gov/news.release/pdf/empst.pdf	0	0.0%
http://www.labormarketinfo.edd.ca.gov/	0	0.0%
http://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/localAreaProfileQSResults.asp?selectedarea=Ventura+County&selectedIndex=56&menuChoice=localareapro&state=true&geogArea=060400-0111&countyName=&submit1=View+Local+Area+Profile	2	28.6%
http://www.latimes.com/business/la-fi-job-mobility-declines-20160401-story.html	1	14.3%
http://www.latimes.com/business/la-fi-jobs-report-20160401-story.html	1	14.3%
http://www.nytimes.com/2016/04/02/business/economy/jobs-report-unemployment-wages.html?WT.mc_id=SmartBriefs-Newsletter&WT.mc_ev=click&ad-keywords=smartbriefs&_r=0	1	14.3%
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http://www.workforceventuracounty.org	0	0.0%
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https://www.conference-board.org/data/helpwantedonline.cfm	0	0.0%

Total Click-throughs	7	100%
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Social Stats

Page Views	Share	Send	Like	Twitter	LinkedIn	(Other)
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[Print Report](#)

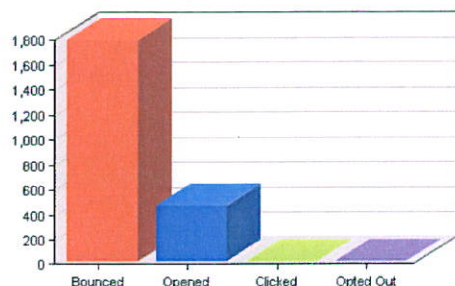
Campaign Detail Report

Job Outlook, March 2016 Report

Subject: Job Outlook, March 2016 Report
Sent: Apr 15, 2016 at 3:22 PM

From: Workforce Development Board [info@workforceventuracounty.org]
To: Business_03-2014, Career Centers 2014, Clean Green 03-2014, General List(not in other lists), Healthcare 03-2014, Inter-Office, Manufacturing_MASTER_List, Spyglass List, VC_Business_1012

OVERALL SUMMARY



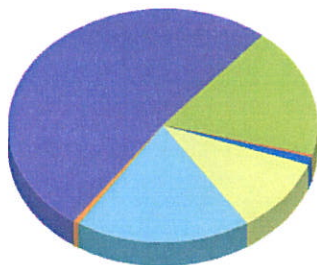
DELIVERY

TOTAL SENT	9,723	
NON-BOUNCED	7,942	81.7%
BOUNCED	1,781	18.3%

RESPONSE

OPENED	457	5.8%
CLICKED	5	1.1%
OPTED OUT	5	1.1%

BOUNCED SUMMARY



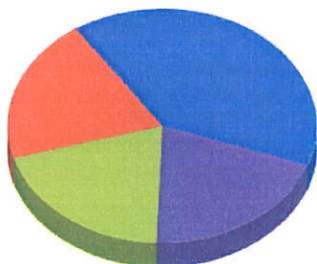
HARD BOUNCES

INVALID USER	18	1.0%
INVALID DOMAIN	7	0.4%

SOFT BOUNCES

MAILBOX FULL	321	18.0%
OTHER	916	51.4%
MAIL BLOCKED - SPAM	9	0.5%
MAIL BLOCKED - OTHER	327	18.4%
GENERAL	183	10.3%

CLICKED SUMMARY




CLICKS

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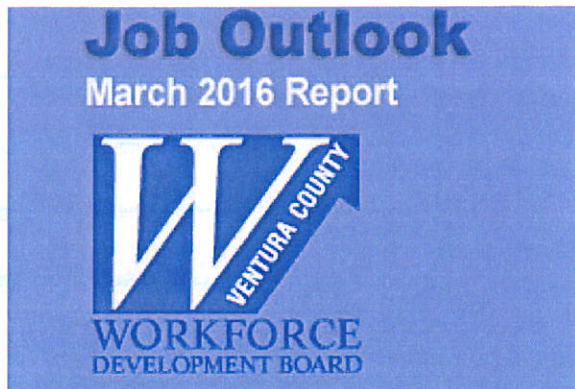
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Ventura County Labor Market Information

State Of California Employment

United States Department Of Labor

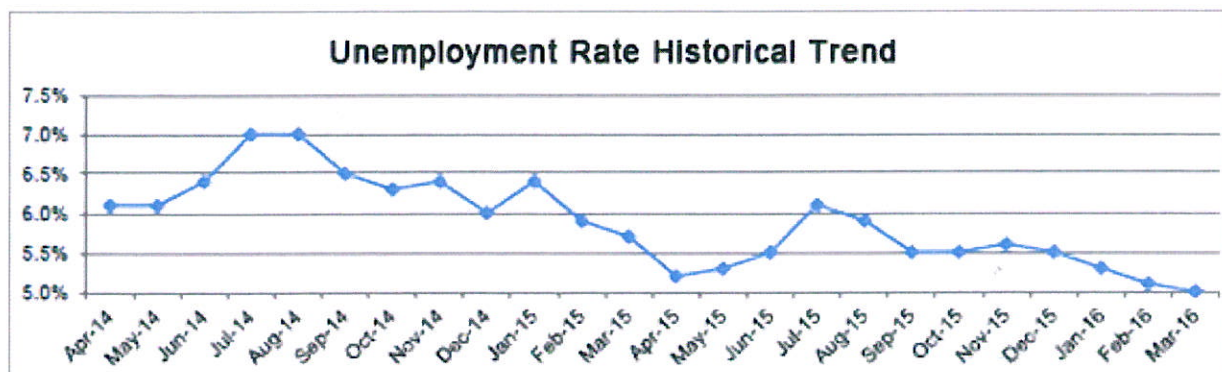
Conference Board - Help Wanted Online Data

Relevant News



Ventura County Labor Market Information:

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

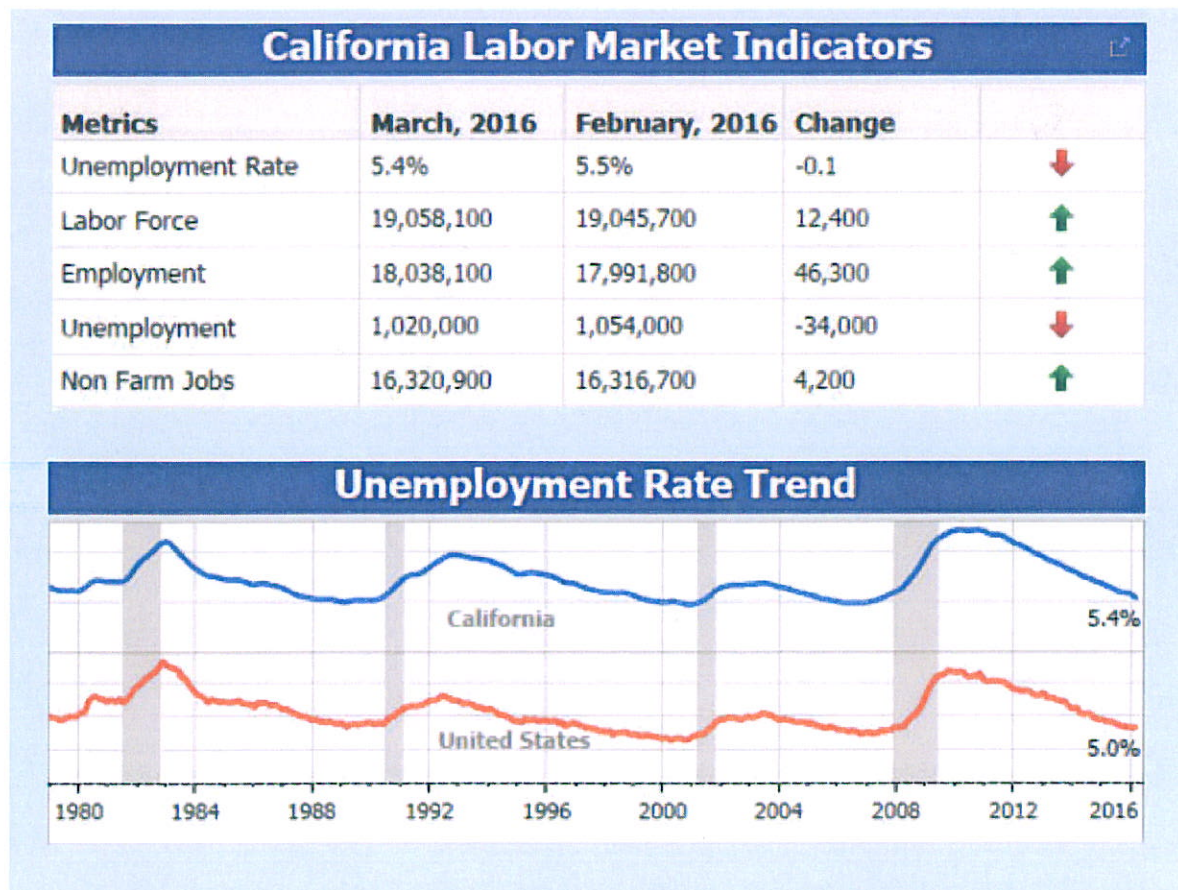


The unemployment rate in Ventura County was 5.0 percent in March 2016, down from a revised 5.1 percent in February 2016, and below the year-ago estimate of 5.7 percent. This compares with an unadjusted unemployment rate of 5.6 percent for California and 5.1 percent for the nation during the same period.

Source: labormarketinfo.edd.ca.gov

State Of California Employment Development Department (EDD) Labor

Market Information



California's unemployment rate decreased to 5.4 percent in March, and nonfarm payroll jobs increased by 4,200 during the month for a total gain of 2,134,400 jobs since the recovery began in February 2010, according to data released April 15th by the California Employment Development Department (EDD) from two separate surveys.

In February, the state's unemployment rate was 5.5 percent, and in March 2015, the unemployment rate was 6.6 percent. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm jobs in California totaled 16,320,900 in March, an increase of 4,200 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, March 2015 to March 2016, shows an increase of 420,800 jobs (up 2.6 percent).

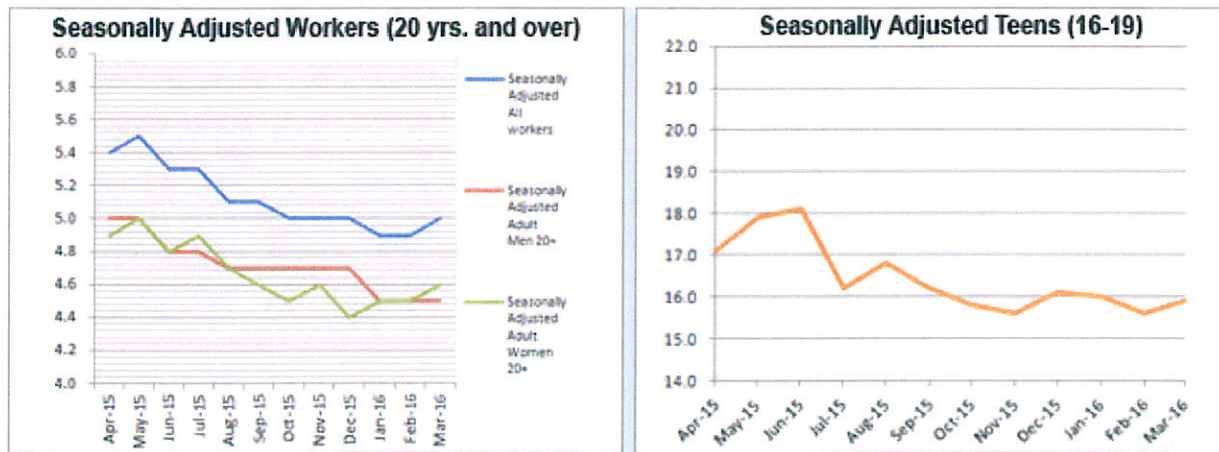
The federal survey of households, done with a smaller sample than the survey of employers, shows an increase in the number of employed people. It estimates the number of Californians holding jobs in March was 18,038,000, an increase of 46,000 from February, and up 350,000 from the employment total in March of last year. The number of people unemployed in California was 1,020,000 - down by 34,000 over the month, and down by 222,000 compared with March of last year.

Source: labormarketinfo.edd.ca.gov

United States Department Of Labor - The Employment Situation: March 2016

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

nonfarm establishments.



Total nonfarm payroll employment rose by 215,000 in March, and the unemployment rate was little changed at 5.0 percent, the U.S. Bureau of Labor Statistics reported on April 1st.

In March, the unemployment rate (5.0 percent) and the number of unemployed persons (8.0 million) were little changed. Both measures have shown little movement since August.

The number of long-term unemployed was essentially unchanged at 2.2 million in March and has shown little movement since June. In March, these individuals accounted for 27.6 percent of the unemployed.

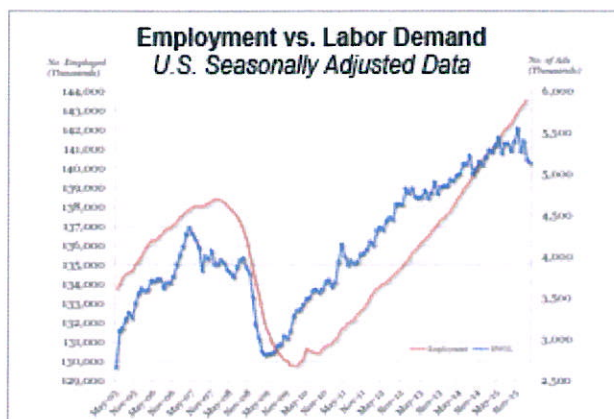
In March, the labor force participation rate (63.0%) and the employment-population ratio (59.9%) changed little. Both measures were up by 0.6 percentage point since September.

In March, 1.7 million persons were marginally attached to the labor force, down by 335,000 from a year earlier. Among the marginally attached, there were 585,000 discouraged workers in March, down by 153,000 from a year earlier.

Total nonfarm payroll employment rose by 215,000 in March. Employment gains occurred in retail trade, construction, and health care, while job losses occurred in manufacturing and mining.

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 31,500 to 5,130,500 in March, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released March 30th.

The February Supply/Demand rate stands at 1.51 unemployed for each advertised vacancy with a total of 2.7 million more unemployed workers than

the number of advertised vacancies. The number of unemployed was around 7.8 million in February.

"The last three quarters of revised data for 2015 were essentially flat, with the first quarter of 2016

showing a loss of 137,000," said Gad Levanon, Chief Economist, North America, at The Conference Board. "For about the past year, employer demand has been in a hold pattern, but the most recent quarter's data indicates some additional weakness in demand."

The West increased 5,200 in March. California decreased 300 to 615,000. Los Angeles increased 2,600 to 187,600.

Source: ConferenceBoard.org

Relevant News

April 15, 2016, *The Sacramento Bee*, [California unemployment falls to 5.4 percent](#), Dale Kasler

April 7, 2016, *Bloomberg.com*, [Fewer Americans Filed for Unemployment Benefits Last Week](#), Sho Chandra

April 1, 2016, *New York Times*, [Jobs and Wages Notch Gains as the Economy Tries to Heal](#), Nelson D. Schwartz and Neil Irwin

April 1, 2016, *Los Angeles Times*, [Laid-off Americans are finally returning to the labor market: Will they find jobs?](#), Don Lee

April 1, 2016, *Los Angeles Times*, [Why American workers aren't changing jobs, and what it means for the economy](#), Don Lee

Resources



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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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WDB OUTREACH COMMITTEE
EVALUATION PROCESS FOR TheAgency
PROGRAM YEAR (PY) 2015-2016

PURPOSE

- Establish criteria for successful outcomes and contract renewal consideration for the period July 1, 2015 through June 30, 2016.

EFFECTIVE DATE

- July 1, 2015: Marketing and Outreach Services

SCOPE

Evaluation process applies to the Scope of Services for Marketing and Outreach Services under the Workforce Innovation and Opportunity Act (WIOA) Program Year (PY) 2015-2016 contract with theAgency.

EVALUATION FACTORS

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

- Compilation of job outlook and employment data
- Clipping reports
- Billing summaries
- Attendance at meetings of the WDB, WDB Outreach Committee, WDB Staff, and other as appropriate

EVALUATION

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

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

PLAN TIMELINE

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

2016-2017 WDB MEETING CALENDAR
Board and Committees

	WORKFORCE DEVELOPMENT BOARD	EXECUTIVE COMMITTEE	CLEAN/GREEN COMMITTEE	HEALTHCARE COMMITTEE	MANUFACTURING COMMITTEE	MEMBERSHIP COMMITTEE	OUTREACH COMMITTEE	BUSINESS SERVICES COMMITTEE	PROGRAM COMMITTEE
JULY 2016									
AUGUST 2016									
SEPTEMBER 2016									
OCTOBER 2016									
NOVEMBER 2016									
DECEMBER 2016									
<u>Locations</u> EDC-VC = Economic Development Collaborative -Ventura County, 1601 Carmen Drive, #215, Camarillo HSA = Human Services Agency, 855 Partridge Drive, Ventura VCCF = VCCF Nonprofit Center, 4001 Mission Oaks Boulevard, Camarillo VCOE = Ventura County Office of Education, 5100 Adolfo Road, Camarillo								CANCELED	RE-SCHEDULED
								NEW	CHANGED

2016-2017 WORKFORCE DEVELOPMENT BOARD MEETING CALENDAR
Board and Committees

	WORKFORCE DEVELOPMENT BOARD	EXECUTIVE COMMITTEE	CLEAN/GREEN COMMITTEE	HEALTHCARE COMMITTEE	MANUFACTURING COMMITTEE	MEMBERSHIP COMMITTEE	OUTREACH COMMITTEE	BUSINESS SERVICES COMMITTEE	PROGRAM COMMITTEE
JANUARY 2017									
FEBRUARY 2017									
MARCH 2017									
APRIL 2017									
MAY 2017									
JUNE 2017									
<u>Locations</u> EDC-VC = Economic Development Collaborative - Ventura County, 1601 Carmen Drive, #215, Camarillo HSA = Human Services Agency, 855 Partridge Drive, Ventura VCCF = VCCF Non-Profit Center, 4001 Mission Oaks Boulevard, Camarillo VCOE = Ventura County Office of Education, 5100 Adolfo Road, Camarillo								CANCELED	RE-SCHEDULED
								NEW	CHANGED



2015-2016 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB OUTREACH COMMITTEE

2015-2016 Members

WDB Members: Brian Gabler, Chair (City of Simi Valley), Victoria Jump, Vice Chair (Area Agency on Aging), Will Berg (Port of Hueneme), and Bruce Stenslie (Economic Development Collaborative-Ventura County)

Committee Accomplishments

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

Employer Outreach

- Outreach messaging to raise employer awareness of WIOA-funded services in Ventura County. Collateral described the coordinated, no-cost/low-cost services provided through collaborative efforts of the American Job Center of California.
- Published the WDB bimonthly e-newsletter, "*Workforce Update*", featuring employer success stories, business-friendly practices and programs, WDB meetings and activities. Sent a total of five e-blasts reaching approximately 60,000 recipients, WDB cohorts, and stakeholders in Ventura County. Open rates were 17% for WDB cohorts and 4.5% for general business lists.
- Promoted Ventura County Grows Business (VCGB) website and Facebook. Facebook fans increased 44.3% over the previous year. Messaging targeted employers through print ads, online banners, Facebook ads, KCLU radio spots, and Eblasts. The business-focused website (www.venturacountygrowsbusiness.com) had 3,417 unique visitors spending an average of 1.57 minutes per visit on the site and had a 57.62% bounce rate.
- Promoted and developed new employer outreach material for on-the-job-training (OJT). Approved the design and development of new pamphlets, tent cards, digital broadcast, a PowerPoint presentation template and the OJT content on the WDB website.
- Supported the Manufacturing Committee and Manufacturing Roundtable of Ventura County by through press coverage and promoting Manufacturing Day 2015 on the national website.

Youth Outreach

- Developed youth-focused media outreach strategies to raise awareness of career resources. Updated VC Jobs With a Future (VCJWF) outreach material, including postcards and website.
- Monitored effectiveness of VCJWF website (www.vcjobswithafuture.org), which had 3,223 unique users, an average visit duration of 1.25 minutes and a 66.86% bounce rate.
- Continued outreach through the VCJWF Twitter account, with 371 followers (125% increase over last year) and an average of 17-20 postings per month.
- Worked with WIOA youth program providers to gather case stories for WDB outreach messaging and posting on local and national workforce development sites.



2015-2016 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB OUTREACH COMMITTEE

Job Seeker Outreach

- Developed and implemented a new regional job seeker outreach initiative for on-the-job training (OJT), creating new brochures, online banners, radio PSAs, and updating the WDB website.
- Supported the Community Services Department/WIOA with distribution of monthly calendars for Career Shops available free-of-charge at the American Job Centers of California. Calendar listings were published in 33 different media sources throughout the Ventura County region.

General Outreach

- Fully implemented the American Job Center of California/America's Job Center of California. Created a double-branding strategy to comply with the state requirement to use the California brand, and the federal requirement to use the national identifier. (Both are known as AJCC.)
- Rebranding included creation of new outreach materials with the AJCC brand. Logo identifiers appeared on outreach messaging (e.g., brochures, banners, window signage, WDB website).
- Continued the WDB's successful Workforce Wednesday (WW) live interview series on KVTB-1590 AM, the only all-news/talk radio station in Ventura County. Aired segments featuring WDB and WDB committee members discussing such topics as education and career readiness, WIOA programs and services, and the impact of workforce development on business and economic development in Ventura County. In ten broadcasts, WW reached a total of 298,000 impressions.
- Focused general messaging on key WDB-supported employer, job seeker, and youth services and partnerships on KCLU AM Edition and All Things Considered, through public service announcements. Also achieved an additional 78,750 online impressions through targeted KCLU banner placements, connecting users directly with the services described.
- Encouraged WDB members to establish a more visible presence in the community for collaborative workforce and economic development, including participation in such activities as Workforce Wednesday, press articles, opinion pieces, written and video testimonials, meetings with state and national representatives, presentations at community events, and participation in state and national conferences.
- Placed opinion pieces (four in the Ventura County Star and one in the Pacific Coast Business Times), authored by WDB members focusing on different workforce development issues in the Ventura County region.
- Developed and distributed five news releases (published in 34 media sources) and interview guides featuring new WDB members.
- Conducted the outreach, screening, selection, and public recognition process for the 2016 WDB Awards to recognize outstanding contributions to workforce development in Ventura County.
- Implemented the new and improved WDB website, which launched on December 14, 2015.



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

WDB OUTREACH COMMITTEE

Insights

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DRAFT

CALIFORNIA'S #1 WORKFORCE DEVELOPMENT TOOL

ETP is the state's most valuable economic development resource.

Many companies have located or expanded in California with the assistance of ETP's job training funds.

Our program supports the California economy by funding training for frontline, incumbent workers in companies challenged by out-of-state competition.

Independent research supports the value of ETP-funded training, citing a \$5 return on investment for every \$1 in ETP training funds, as measured in benefits to companies, workers and California's economy.

ETP has a streamlined application process, and our staff will help you every step of the way.



"...the ETP funded training program helped us commit to doing much-needed training. The company is now benefitting from the skills and knowledge employees have gained from it.."

*-Ms. Andrade, Human Resources
Klassen Corporation*

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CALIFORNIA'S PREMIER ECONOMIC DEVELOPMENT RESOURCE

The Employment Training Panel (ETP) is a business and labor-supported state agency that assists employers in strengthening their competitive edge by providing funds to off-set the costs of job skills training.

ETP training funds are used to support customized job training delivered to full-time California employees.

Training may be delivered by internal and/or external training providers.

ETP uses a simple Fixed-Fee rate to reimburse employers for training.

Training Methods Include:

- ◇ Classroom Training
- ◇ Productive Laboratory
- ◇ Non-Productive Laboratory
- ◇ Interactive Training/Webinar
- ◇ Computer-Based Training



WHO CAN CONTRACT WITH ETP?

- ◆ **Employers**
- ◆ **Groups of Employers**, including Chambers of Commerce, Joint Apprenticeship Training Committees, Trade Associations or Economic Development Corporations
- ◆ **Training Agencies** including Community Colleges or Community College Districts; Universities or University foundations; Adult Schools; Regional Occupational Programs; and Private Training Agencies
- ◆ **Workforce Investment Boards;**
- ◆ **Workforce Investment Act Grant Recipients or Administrative Entities** including One Stop Centers

WHO CAN BE TRAINED?

1. Unemployed workers trained and placed into full-time employment
2. Incumbent workers of companies threatened by out-of-state competition
3. Special Employment Training programs for Frontline workers in
 - a. High-wage, high-skill jobs
 - b. High unemployment areas
 - c. Individuals with multiple barriers to full-time employment
 - d. Owners of small businesses

ETP IS SMALL BUSINESS FRIENDLY!

ETP is an essential resource for small employers who otherwise may have no means to train their workers.

ETP funds entrepreneurial training for small business owners, equipping them with the tools necessary to successfully run their business in addition to providing employee job skills.

Small Business Program contracts are streamlined and expedited, have flexible training hours of instruction, enjoy increased reimbursement rates and allow small business owners to be trained along with their employees.



What Others Say About ETP...

"Ecologic is excited to partner with the Employment Training Panel in funding training for our newly expanded workforce. ETP support is critical in our continuous development of a highly-skilled workforce that's able to respond to market demand with ever improving efficiency and increased customer satisfaction."

- Julie Corbett, Founder & CEO of Ecologic