



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

### MANUFACTURING COMMITTEE MEETING

Thursday, April 20, 2017

8:00 a.m. - 9:30 a.m.

United Food and Commercial Workers International Union (UFCW)  
816 Camarillo Springs Rd. (Suite A), Camarillo, CA

### AGENDA

- |           |                                                                                                                                                                                                                                                                                                    |                                                                      |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| 8:00 a.m. | <b>1.0 Call to Order and Agenda Review</b>                                                                                                                                                                                                                                                         | Alex Rivera                                                          |
| 8:02 a.m. | <b>2.0 Public Comments</b><br><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>                                                                                                                | Alex Rivera                                                          |
| 8:05 a.m. | <b>3.0 Approval of Minutes:</b> February 16, 2017                                                                                                                                                                                                                                                  | Alex Rivera                                                          |
| 8:10 a.m. | <b>4.0 Alignment with 2-year Plan (Planning Discussion)</b>                                                                                                                                                                                                                                        | Alex Rivera &<br>Committee Members                                   |
| 8:45 a.m. | <b>5.0 WIOA Workforce Development Planning</b> <ul style="list-style-type: none"><li>• National Association of Workforce Board – Forum 2017</li><li>• Regional Partnership: AMP SoCal</li><li>• MRVC: Planning Update<ul style="list-style-type: none"><li>- Networking Events</li></ul></li></ul> | Byron Lindros &<br>Greg Liu<br><br>Jason Miller<br><br>Byron Lindros |
| 9:15 a.m. | <b>6.0 Committee Member Comments</b>                                                                                                                                                                                                                                                               | Committee Members                                                    |
| 9:30 a.m. | <b>7.0 Adjournment</b>                                                                                                                                                                                                                                                                             | Alex Rivera                                                          |

#### Next Meeting

**NEW DATE: Tuesday, June 13, 2017** (8:00 a.m.-9:30 a.m.)

United Food and Commercial Workers International Union  
816 Camarillo Springs Rd. (Suite A), Camarillo, CA

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



**WDB Manufacturing Committee Meeting**  
**February 16, 2017**

**MINUTES**

**Meeting Attendees**

Committee Members

Alex Rivera\* (Chair)  
Dr. Greg Gillespie\*  
Patrick Grimes  
Cindy Guenette\*  
Marybeth Jacobsen

Byron Lindros\*  
Jason Miller  
Dr. Tiffany Morse  
Bill Pratt\*  
Scot Rabe  
Mary Anne Rooney

WDB Staff

Patrick Newburn

Guest

Lisa Eklund

\*WDB Members

**1.0 Call to Order and Agenda Review**

Chair Alex Rivera called the meeting to order at 8:07 a.m.

**2.0 Public Comments**

No public comments.

**3.0 Approval of Minutes:** December 15, 2016

Motion to approve: Bill Pratt  
Second: Scot Rabe  
Abstained: Mary Anne Rooney  
Motion approved

**4.0 Career Pathways Presentation**

Dr. Tiffany Morse, Executive Director, Career Education, Ventura County Office of Education (VCOE) provided a PowerPoint presentation focused on Career Pathways in Manufacturing. Dr. Morse explained the overview of Career Technical Education (CTE) courses that are funded and coordinated through VC Innovates. Highlighted were courses offered in Welding, Engineering, and Robotics. Dr. Morse identified several specific high schools, adult schools, and community colleges that offer manufacturing and related sector classes, with student interest and enrollment steadily increasing. Additionally over 50 summer camps are planned for incoming freshman to attract enrollments into career pathways courses. The recruitment and certification of qualified CTE teachers was also discussed.

Scot Rabe from Ventura College, provided explanation about college courses offered in Manufacturing Technology curriculum, Biomedical Device Manufacturing, and a 10 week program, *Steps 2 Work*, providing manufacturing work readiness overview. Scot credited the Manufacturing Committee's previous work in creating the *Manufacturing Work Readiness Skills* matrix as a driver for developing Ventura College's *Steps 2 Work* curriculum.

Committee members had engaging discussion about career pathway courses that included the need to expand outreach to women and girls interested in manufacturing careers and STEM related occupations. Remarks included that the Workforce Economic Coalition (WEC) sponsors STEM Equity Tours focus on girls. Additionally that Oxnard Union High School District sponsored Naval Base Ventura County tours to over 300 girls from local middle schools. Members additionally discussed the

rapid growth in Robotics competitions that serve as an onramp for students to take other manufacturing and related career pathway courses. The interest in joining robotics clubs at both private and public schools results in students becoming interested in taking for credit courses at the associated high schools. Ventura College is co-sponsoring Robotic Competitions this year.

Committee members also reviewed a draft chart of available manufacturing certificates available from Ventura county adult schools and community colleges. Patrick Newburn emphasized that the WIOA California State Unified Plan calls for an emphasis in the attainment of industry valued certificates and the need to produce one million more workers with middle skilled credentials over the next ten years, and that our regional and local plans will be in alignment with the state plan once approved.

## 5.0 WIOA Workforce Development Planning

- Regional Partnership: AMP SoCal
  - Jason Miller provided updates about AMP SoCal. CSUCI and Naval Base Ventura County are in discussions about offering curriculum in Model Based Engineering. Additionally that AMP SoCal has elected new leadership, and the Bi-Annual Meeting of Amp SoCal will be hosted at the California Science Center on March 9. The meeting focuses on aerospace as an industry in transition, with several speakers and panels highlighting advanced technology.
- MRVC: Planning Update
  - Byron Lindros reported that the Manufacturing Roundtable Ventura County (MRVC) had its recent Networking Event at Haas Automation on February 7. Sixteen attendees representing 8 manufacturing companies, discussed need for training future machinists and need for recruiting experienced machinists. Peter Zierhut, WDB member and Vice President at Haas Automation provided an extensive tour of the Haas facility, engineering design area, and manufacturing floor. Another Networking Event is being planned in late spring.
  - Byron also explained that National MFG DAY tours will be coordinated through VC Innovates this year. MRVC was proud to have initiated the tours over recent years, and is looking forward to VC Innovates expanding the youth outreach. Byron remarked that MRVC now has an opportunity to consider additional outreach to other populations including veterans and adults in career transition that might be attracted to manufacturing careers.
- WIOA Sector Planning
  - Patrick Newburn provided explanation of the WIOA 2017-2020 Regional and Local Plans that are being submitted for approval as required to the Workforce Development Board, Ventura County Board of Supervisors, and California Workforce Development Board. The three policy objectives outlined in the plans are 1) Fostering Demand Driven Skills Attainment, 2) Enabling upward mobility for Ventura county workforce, and 3) Aligning, coordinating, and integrating programs to economize limited resources. Both plans are posted online at [www.workforceventuracounty.org](http://www.workforceventuracounty.org).
  - Additionally Committee members reviewed the WDB Committee 2-Year Draft Plan Guidelines and agreed that the Committee should include the plan as a dedicated topic for thorough discussion at a future meeting.

## **6.0 Committee Member Comments**

Dr. Tiffany Morse invited interested employers to attend VC Innovates' *Entre to Employment* dinners, where career pathway students from high schools and colleges meet and discuss industry sector careers directly with business executives, hosted at California Lutheran University and California State University, Channel Islands. Please contact Tess Davidson-Henney at Ventura County Office of Education, (805)437-1432.

## **7.0 Adjournment**

Alex Rivera adjourned the meeting at 9:30 a.m.

### Next Meeting

April 20, 2017 (8:00 a.m. – 9:30 a.m.)  
United Food and Commercial Workers International Union (UFCW)  
816 Camarillo Springs Rd. (Suite A), Camarillo, CA



**Workforce Development Board of Ventura County  
Manufacturing Committee  
April 20, 2017**

**National Association of Workforce Boards - Forum 2017  
Washington D.C., March 26-28, 2017**

WDB Members in Attendance: Jim Faul, Vic Anselmo, Byron Lindros, Greg Liu, and Tracy Perez

WDB Staff in Attendance: Talia Barrera and Patrick Newburn

Congressional Visits:

- Rep. Julia Brownley (26<sup>th</sup> District); Rep. Steve Knight (25<sup>th</sup> District); and Rep. Salud Carbajal (24<sup>th</sup> District)

Attendee Observations for Discussion:

- Regarding manufacturing workforce development, we might focus on two parallel paths:
  - Long-term: career pathways, Manufacturing Day, etc.
    - Key focus needs to be on 1) Parents, and 2) Math/Science teachers (guidance counselors also, but they have a 400:1 student ratio and limited engagement). We need new strategies here.
  - Short-term: address the “training and retention” issue
    - Make sure small manufacturers are aware of available training funds / resources
    - Work on relevant apprenticeship programs (we have now, but I think more for union trades)
    - Advertise current programs already available through community colleges, or partner to get certifications in place in near term (0-2 years).
- We might focus our manufacturing networking effort on “bringing manufacturing business to Ventura County”.
  - Increase the regularity and focus on our networking events
    - What capabilities do we have in the county, and are members aware of work that we (collectively) could be targeting locally?
    - Focus on topics to improve performance / capabilities – lean manufacturing, staff retention, etc.
- Many WDBs are trying to increase availability of apprenticeships and relevant training / certifications. Haas Automation in our region is a huge strategic advantage that other counties would envy. We might do everything possible to support their vision of a local skills-training center. This will probably require a lot of industry / government partnership.
- Soft-skills: One area that might be relevant is using software that supports “online” soft skills evaluation. Two varieties observed:
  - End user “interactive” – here are the soft skills employers need, assess yourself, view video content, complete the course and print a certificate.
  - Employer focused: Evaluate your “best” employees for their attributes, then screen applicants who have these same attributes.
  - (Is WIOA funding available to support either option? Perhaps it would be done as part of the American Job Centers. Already in use?)
- Retail industry provides large numbers of opportunities for people entering the workforce, and provide excellent training in customer service, cashiering, inventory, work readiness, etc. How can manufacturers take advantage of the potential pool of retail workers and build or adapt for manufacturing occupations?
- American Job Centers – could be good for committee / board members to visit Oxnard AJCC and/or Simi Valley AJCC. Perhaps we discuss holding an upcoming Committee meeting at the AJCC?



## **MANUFACTURING COMMITTEE 2-YEAR PLAN** **Workforce Development Board of Ventura County** **2016-2018**

### **Goal**

Champion the creation, support, and training of a diverse pipeline of skilled workers to fill in-demand manufacturing positions in Ventura County. Align educational skills development with hiring trends and emerging technologies. Foster an environment that will engage and bring together Ventura County partners to advocate manufacturing workforce needs and support a robust manufacturing sector.

### **Components of Plan**

- 1. Engage Leaders**

Maintain a core team of Ventura County employers, key agencies, and organizations most involved in manufacturing workforce development: Invite others to participate in topic-specific discussions.

  - Ventura County manufacturers
  - Manufacturing Roundtable of Ventura County
  - Economic Development Collaborative-Ventura County
  - Chambers of Commerce
  - California State University, Channel Islands
  - Ventura County Community College District
  - Adult education
  - Ventura County Office of Education
  - Career pathways programs
  - Maker Spaces
  - Professional Societies
  - Labor Unions
  - Ventura County STEM Network
  - City Incubators
  - Naval/ Military Command Staff
- 2. Analyze Data**

Update labor market data annually. Seek local employer feedback regarding data as it relates to regional industry sector workforce needs.

  - Form a workgroup to analyze labor market data and report to the committee.
  - Interpret data in relation to local business needs.
  - Form a workgroup to provide forums for feedback from manufacturers on workforce needs and opportunities.
  - Disseminate findings and data analyses.
- 3. Take Inventory**

For the list below, inventory current manufacturing training programs and providers in the region. Develop a matrix and/or Venn diagram for communicating easily. Develop a one-stop, online catalog of manufacturing training/education in Ventura County for easy reference by employers and job seekers.



## **MANUFACTURING COMMITTEE 2-YEAR PLAN** **Workforce Development Board of Ventura County** **2016-2018**

- Industry-recognized certificates
- National certificates
- Stackable credentials
- Apprenticeships
- Internships
- Externships
- On-the-job training
- Career pathways
- Regional Occupational Programs
- Adult education
- Community colleges
- Universities
- Trades
- Community organizations

- Inventory business/education participation opportunities. Develop a one-stop, online resource for employers to see descriptions of the opportunities and register to participate.
- Inventory key manufacturing leaders. Develop a list and a strategy for outreach.

#### **4. Determine Priorities**

Group priorities into three areas:

- Linking Business and Educational Communities
  - Develop opportunities for classroom participation (e.g., real world problem solving)
  - Facilitate mentoring and coaching opportunities
  - Internships
  - Externships
  - Job shadowing
  - Manufacturing Day tours
- Promoting the Manufacturing Sector
  - Foster manufacturing networks
  - Find out what manufacturers are willing to do to help promote/support manufacturing in Ventura County
  - Raise business and community awareness of what manufacturing brings to the county
  - Leverage and coordinate communication channels (e.g., Manufacturing Roundtable of Ventura County; Manufacturing Day; Workforce Wednesday; Ventura County Grows Business; government and education activities)
  - Provide inventory of manufacturing support resources (training support, etc.)
  - Identify opportunities to raise awareness of the value of manufacturing sector



## MANUFACTURING COMMITTEE 2-YEAR PLAN Workforce Development Board of Ventura County 2016-2018

- Manufacturing Workforce Development
  - Sector workforce readiness skills
  - Career pathways
  - Sector certifications
  - Apprenticeship programs
  - Curriculum development
  - Preferred applicant programs

### 5. Identify Gaps

- Identify gaps between education preparedness and manufacturing workforce needs
- Identify gaps in manufacturing support resources

### 6. Take Action

*Note to Manufacturing Committee: We need to develop an action plan that is “achievable” in a two-year window. A suggestion would be to form workgroups that could report progress to the Manufacturing Committee:*

- Employer Needs Workgroup Analyze labor market data and report to the committee, Offer forums for hearing feedback from manufacturers on workforce needs and opportunities.
- Manufacturing Roundtable of Ventura County (MRVC): Continue to support Manufacturing Day (Week), including a meeting of manufacturing and educational leaders. Convene informal evening mixers for networking. Participate in the regional manufacturing expo event in spring 2016. Work toward the development of private resources to support MRVC.
- Business/Education: Continue to provide input for the development of manufacturing courses, manufacturing certificates, manufacturing apprenticeships, and other workforce development opportunities. Continue to provide input for career pathways curriculum development and promote manufacturer participation in learning experiences at school and business locations. Explore development of a website that would enable employers to volunteer to offer hands-on learning experiences (all levels of education).
- Regional Partnerships Workgroup Participate in/stay connected with the research and activities of the Advanced Manufacturing Partnership of Southern California (AMP SoCal) and its pillar committees.

### 7. Monitor Progress

The Manufacturing Committee will report on progress through the annual Workforce Development Board Year-End Review process and a review of the Committee’s 2-Year Plan.