



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

EXECUTIVE COMMITTEE MEETING

**Thursday, April 13, 2017
8:00 a.m.-9:30 a.m.**

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

AGENDA

8:00 a.m.	1.0 Call to Order and Agenda Review	Jim D. Faul
8:02 a.m.	2.0 Public Comments Procedure: The public is welcome to comment. All comments not related to items on the agenda may be made at the beginning of the meeting only.	Jim D. Faul
8:05 a.m.	3.0 WDB Chair Comments	Jim D. Faul
8:10 a.m.	4.0 Consent Items 4.1 Approve Executive Committee Minutes: February 9, 2017 4.2 Receive and File: WDB Committee Reports	Jim D. Faul
8:15 a.m.	5.0 Finance Report and Committee Discussion	Bryan Gonzales
8:45 a.m.	6.0 Performance Report PY 2016-2017 <i>Economic Development Collaborative – Ventura County Rapid Response Allowable Activities: Business Retention and Layoff Aversion Activities (PY 2016-2017 Q3) Bruce Stenslie</i>	Talia Barrera
9:00 a.m.	7.0 Action Items 7.1 Recommendation that the Workforce Development Board of Ventura County (WDB) Approve the Renewal of a Contract with the Economic Development Collaborative-Ventura County to Provide Business Services to the WDB in an Amount Not to Exceed \$95,000 in Program Year July 1, 2017, through June 30, 2018 7.2 Recommendation that the Workforce Development Board of Ventura County (WDB) Approve the Renewal of a Contract with the Agency to Provide Marketing and Public Relations Services to the WDB in an Amount Not to Exceed \$150,000 in Program Year July 1, 2017, through June 30, 2018	Talia Barrera Brian Gabler

9:10 a.m.	8.0 WIOA Implementation <ul style="list-style-type: none"> • One Stop Operator MOU Status • AJCC MOU Phase II • Regional Training Coordinator Project - subgrant modification • High Performing WDB Award 	Patricia Duffy
9:20 a.m.	9.0 WDB Administration <p>Perspectives from Washington, DC NAWB Forum 2017 Conference and meetings with Congressional Representatives</p> <ul style="list-style-type: none"> • On the Calendar: <ul style="list-style-type: none"> <u>April 27, 2017</u> (8:00 a.m.-10:00 a.m.) Workforce Development Board Meeting Ventura County Office of Education,(Salon C), Camarillo, CA <u>April 28, 2017</u> WDB Award Nominations Due <u>June 2017</u> (Time Certain: TBA) WDB Study Session with the Board of Supervisors County of Ventura (Hall of Administration), Ventura, CA 	Jim D. Faul Vic Anselmo
9:25 a.m.	10.0 Committee Member Comments	Committee Members
9:30 a.m.	11.0 Adjournment <p><u>Next Meeting</u> May 18, 2017 (8:00 a.m.-9:30 a.m.) Ventura County Community Foundation 4001 Mission Oaks Blvd, Camarillo</p>	Jim Faul

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 <http://www.workforceventuracounty.org/>



WDB Executive Committee Meeting
February 9, 2017

MINUTES

Meeting Attendees

Executive Committee

Jim D. Faul (Chair)
Vic Anselmo (Vice Chair)
Greg Barnes
Victor Dollar
Brian Gabler
Alex Rivera
Patty Schulz
Jesus Torres

WDB Administration

Talia Barrera
Patricia Duffy
Tracy Johnson
Patrick Newburn
Ma. Odezza Robite
Theresa Salazar Vital

Guests

Nancy Ambriz (HSA Adult and Family
Services Department – WIOA)
Jamié Duncan (HSA Adult and Family
Services Department – WIOA)
Sally Harrison (Office of the Ventura
County CEO)
Melissa Livingston (County of Ventura
Human Services Agency)
Heidi Hayes (theAgency)

1.0 Call to Order and Agenda Review

Jim Faul called the meeting to order at 8:00 a.m. No changes were made to the agenda.

2.0 Public Comments

No comments.

3.0 WDB Chair Comments

Jim Faul welcomed Melissa Livingston, County of Ventura Human Services Agency (HSA) Chief Deputy Director. Ms. Livingston introduced herself to the Committee and briefly shared her 20+ years of experience with the Human Services Agency. Due to the recent WDB administration and staff shortage, Ms. Livingston will be temporarily supporting the WDB and WDB staff.

Mr. Faul and the Committee congratulated and thanked WDB staff Theresa Salazar Vital as she announced her retirement effective February 21, 2017. Mr. Faul thanked the remaining staff for stepping up in the absence of the two positions and expressed his confidence and support for WDB staff moving forward.

4.0 Consent Items

4.1 Approve Executive Committee Minutes: December 2, 2016

4.2 Receive and File: WDB Committee Reports

Motion to approve the Consent Items: Victor Dollar

Second: Alex Rivera

Motion carried

5.0 Financial Status Report

The following information was shared and discussed with Committee members:

- FY 2016-17 Financial Status Report: December 2016

2016-2017 WIOA Budget Plan Expenditures

The Committee reviewed and discussed the Financial Status Report (FSR) for Fiscal Year 2016-2017, reflecting year-to-date expenditures from July 1, 2016 through December 31, 2016.

The status of expenditures at 50% into the fiscal year was:

<u>WIOA Core Funds</u>	<u>2016-2017 Plan</u>	<u>YTD Expended</u>	<u>% Expended vs. Plan</u>
Dislocated Worker	2,490,057	1,010,965	41%
Adult	1,833,707	773,451	42%
Youth	2,022,093	936,289	46%
Rapid Response	520,810	234,595	45%
<u>WIOA Non-Core Funds</u>			
DOL Bridges 2 Work Grant	240,857	117,472	49%
CWDB Steps 2 Work Grant	234,149	71,764	31%
VC I-E3	138,466	65,527	47%
CWDB Regional Capacity Bldg.	82,927	8,379	10%

DOL Bridges 2 Work: Creates a specialized in-jail AJCC and augments current services by adding employment-focused activities and services to pre-release offenders. Multiple program year grant.

CWDB Step 2 Work: Provides training opportunities for ex-offenders at VCCCD and with local businesses in WDB priority Manufacturing and Clean Green industry sectors. Multiple program year grant.

VC Innovates: Expand, Enhance, Extend (VCI-E3) funding, through the California Career Pathways Trust: Department of Education, is for a two-year fixed-term WDB Manager position. Multiple program year grant.

CWDB Regional Capacity Building: For the Ventura County WIOA regional plan development and training coordination with the State. Multiple program year grant.

- WIOA Training Expenditures

As shown in the table below, the summary of WIOA training expenditures, as of December 31, 2016, indicated appropriate spending against the required Adult/Dislocated Worker training expenditure targets (25% in 2012-2013 through 2015-2016; 30% in 2016-2017 and each performance year thereafter) and against WIOA core grants across the overlapping federal two-year grant cycles.

	Core Grant FY 14-16	Core Grant FY 15-17	Core Grant FY 16-18
Total Adult and Dislocated Worker Formula Fund Allocations	4,092,349	4,133,724	4,012,696
Training Expenditure Requirement	1,023,087 25%	1,240,117 30%	1,203,809 30%
Formula Fund Training Expenditures	1,128,877	912,707	195,139
Leveraged Resources			
• Total Leveraged Resources Used Toward Training Expenditures	425,933	324,632	85,446
• Maximum Allowed Leveraged Resources (10%)	409,235	413,372	401,270
Total Leveraged Resources Used Toward Training Expenditures	409,235	324,632	85,446
• Total Amount Spent on Training	1,538,112	1,237,339	280,585
• % of Training Requirement Met (Final goal = 100%)	150%	100%	23%

6.0 Action Items

The Executive Committee considered background information, asked questions, and discussed the following item before taking action. The meeting packet with background information on the action items is available on the WDB website: www.workforceventuracounty.org.

- **Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend Board of Supervisors Approval of the Ventura County Workforce Innovation and Opportunity Act (WIOA) Regional and Local Workforce Development Plans for Program Years 2017-2020**

Motion to approve: Brian Gabler
Second: Greg Barnes
Motion carried

- **Recommendation the Workforce Development Board of Ventura County (WDB) Recommend Board of Supervisors Approval to Submit a Request for Approval to the California Workforce Development Board for the Human Services Agency (HSA) to be the WDB's America's Job Center of California Adult and Dislocated Worker Career Services Provider**

Motion to approve: Brian Gabler
Second: Patty Schulz
Motion carried

- **Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend Board of Supervisors Approval of Contracts to Provide Comprehensive Workforce Innovation and Opportunity Act (WIOA) Youth Services under Request for Proposals (RFP # 1617.01.WIOA) in Program Year July 1, 2017 Through June 30, 2018**

Motion to approve: Alex Rivera
Second: Brian Gabler
Motion carried

7.0 Committee Member Comments

Theresa Salazar Vital responding to member questions, reported that the AJCC MOU Phase II (cost sharing) deadline is September 2017 and confirmed that we were on track and moving forward.

Nancy Ambriz invited the Committee to attend the February 15, 2017 Open House of the America's Job Center of California at 2901 N. Ventura Road (Third floor), Oxnard, CA, at 3:00 p.m.

8.0 Adjournment

Motion to adjourn at 9:45 a.m.: Brian Gabler
Second: Alex Rivera
Motion carried

Next Meeting

April 13, 2017 (8:00 a.m.-9:30 a.m.)
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4001 Mission Oaks Blvd., Camarillo, CA



Executive Committee
Workforce Development Board of Ventura County
April 13, 2017

WDB COMMITTEE REPORTS

- Business Services Committee
- Clean/Green Committee
- Healthcare Committee
- Manufacturing Committee
- Membership Committee
- Outreach Committee
- Programs Committee



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

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TO: EXECUTIVE COMMITTEE

**FROM: JESUS TORRES, CHAIR
BUSINESS SERVICES COMMITTEE**

DATE: APRIL 13, 2017

SUBJECT: BUSINESS SERVICES COMMITTEE REPORT

The next Business Services meeting is scheduled for May 31, 2017, from 8:30 a.m. to 10:00 a.m., at the Ventura County Community Foundation, 4001 Mission Oaks Blvd., Camarillo. The Business Services Committee report for that meeting will be provided at the Workforce Development Board meeting on June 8, 2017.

If you have questions or need more information, please call me at (805) 583-6701, or contact Talia Barrera at (805) 477-5341 or Talia.Barrera@ventura.org.



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TO: EXECUTIVE COMMITTEE

**FROM: ANTHONY MIRELES, CHAIR
CLEAN/GREEN COMMITTEE**

DATE: APRIL 13, 2017

SUBJECT: CLEAN/GREEN COMMITTEE REPORT

The Clean/Green Committee met on March 17, 2017. In attendance were Committee members Anthony Mireles (Chair), John Brooks, Rebekah Evans, Victor Dollar, Grant Leichtfuss, Doug O'Brien and Wayne Pendrey; WDB staff Patricia Duffy; and guest Darrell Gooden (VCOE). Topics of discussion included:

Ventura County Regional Strategic Workforce Development Plan

- Employer Awareness Workgroup Report
The Employer Awareness Workgroup shared their progress on ways to help businesses understand the value of incorporating sustainability into their business practices. The workgroup was exploring a way to create short videos of local industry success stories on how sustainable practices in business saves money, grows business, and creates jobs. John Brooks reported that the Ventura Adult Continuing Education multi-media program, did the first on-site video for the Clean/Green Committee project. The interviews were at the Himalaya Restaurant in Thousand Oaks and at Conejo Awards, at least two more video interviews are being scheduled.
- Hospitality Update
Rebekah Evans (Ventura County Lodging Association) gave an update on the hospitality industry, reporting the success of on-going marketing campaigns increasing occupancy rates at hotels in Ventura. Occupancy rates have increased from 60% to 79.3% in 5 years. They have also been promoting Agritourism by partnering with Farm Day events. In addition, they have partnered with VC Innovates for hospitality week, which will be held on April 21st, allowing high school students to visit hotels and learn about the various occupations and opportunities available in the hospitality industry.
- Water/Wastewater Survey Update
Patricia Duffy discussed the completed Water/Wastewater Survey Report for the South Central Coast Region, provided for distribution by Holly Chavez (DSN for Agriculture, Water and Environmental Technologies). The results reported a high need for employees in the industry with a 3.7% employment growth rate for Ventura. Regionally there are anticipated high rates of retirements in the industry, with from 29.8% to 37.6% (percentages broken out based on occupation) of employees eligible for retirement in the next three years. A shortage of relevant skills and a need for offsite customized training was reported.
- Career Pathways Update: VC Innovates
Darrell Gooden, Energy, Environment and Utilities Liaison, VC Innovates, gave an update on the accomplishments of the Career Pathways Program. One hundred eighteen pathways created and 352 classes have been aligned within pathways. Energy, Environment and Utilities Pathways in grades 9-12 are being articulated to the community college programs. CSUCI will be establishing a mechatronics program leading to opportunities to develop pathways from high schools and community colleges, into

the program. The drone agribusiness collaborative was discussed, as well as other programs giving middle school and high school students opportunities to explore numerous career opportunities.

The next meeting of the Clean/Green Committee is scheduled for May 19, 2017, from 8:00 a.m. to 9:30 a.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo, CA.

If you have questions or need more information, please call Patricia Duffy at (805) 477-5350, email Patricia.Duffy@ventura.org.



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TO: EXECUTIVE COMMITTEE

**FROM: RICHARD TROGMAN, VICE CHAIR
HEALTHCARE COMMITTEE**

DATE: APRIL 13, 2017

SUBJECT: HEALTHCARE COMMITTEE REPORT

The WDB Healthcare Committee met on March 3, 2017. Attending the meeting were Committee members Richard Trogman (Vice Chair), John Cordova, Irene Ornelas, Michele Reynolds, Lisa Safaeinili, and Bill Werner; WDB staff Patricia Duffy; and guests Charlyn Gutierrez (Westminster Free Clinic), Marybeth Jacobsen (Workforce Education Coalition), Anthony Millcop (Westminster Free Clinic Guest) and Jim Rose (Oxnard Chamber of Commerce). The following is a summary of topics discussed:

Ventura County Regional Strategic Workforce Development Plan

- LAEDC Future Forum: New Health Economy:
Lisa Safaeinili presented on the LAEDC Future Forum: New Health Economy. The Forum was held in LA on September 28th 2016 and some of the topics discussed included, new technologies changing the healthcare system, innovative companies disrupting the status quo and a need for a new interdisciplinary approach to healthcare labor needs.
- Regional Healthcare Case Manager/Care Coordinator Pathway Project:
Patricia Duffy gave an update on the LA/Ventura Healthcare Coordinator Sling Shot Project. The Leadership Team met on February 6th. Charts indicating the proposed career pathways, the career pathway profile and the three certification levels were distributed and discussed.
- Collaborating To Bring Together Healthcare Industry Advisory Groups:
The California Community Colleges Health Workforce Initiative (HWI), VC Innovates (VCOE) and the WDB Healthcare Committee are working to bring together the numerous healthcare industry advisory groups for education, that currently meet separately throughout the County. This effort is to create an opportunity for the healthcare industry to come together with healthcare educators in a larger forum, to identify the skills needed for the 21st century healthcare jobs in Ventura County.
- Healthcare Deputy Sector Navigator Update:
John Cordova provided details on the nurse specialty training program that is being proposed throughout the SCCRC region for the colleges that have nursing programs that would like to participate. The program will be on-line. Colleges can focus on different training based on local needs. A survey of healthcare industries will identify local training needs. Apprenticeship funding will provide an apprenticeship for the nurse specialty track.

- WIOA Sector Planning:

The Committee members continued their discussion to identify and prioritize regional healthcare workforce training needs. The question came up, due to the rapidly changing healthcare industry needs, “how do we get the workforce development infrastructure to keep up with the rapid changes in healthcare, so schools can provide the necessary skills?” The committee decided to explore if in this region, we are able to provide a workforce pipeline for the healthcare technology needs. Guest speakers, familiar with regional programs on Health IT and cybersecurity were identified by committee members and will be invited to speak at future meetings.

The next meeting of the Healthcare Committee is scheduled for May 12, 2017, from 8:00 a.m. to 9:30 a.m., at VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo.

If you have questions or need more information, please contact Patricia Duffy at (805) 477-5306, e-mail Patricia.Duffy@ventura.org.



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TO: EXECUTIVE COMMITTEE

**FROM: ALEX RIVERA, CHAIR
MANUFACTURING COMMITTEE**

DATE: APRIL 13, 2017

SUBJECT: MANUFACTURING COMMITTEE REPORT

The next Manufacturing Committee meeting is scheduled for April 20, 2017, from 8:00 a.m. to 9:30 a.m., at the United Food and Commercial Workers International Union (UFCW), 816 Camarillo Springs Rd., Camarillo.

The Manufacturing Committee report for that meeting will be provided at the Workforce Development Board meeting on April 27, 2017.

If you have questions or need more information, please contact Patrick Newburn at (805) 477-5470, email patrick.newburn@ventura.org.



TO: EXECUTIVE COMMITTEE

**FROM: PATTY SCHULZ, CHAIR
MEMBERSHIP COMMITTEE**

DATE: APRIL 13, 2017

SUBJECT: MEMBERSHIP COMMITTEE REPORT

The Membership Committee met on April 4, 2017. In attendance were Committee members Patty Schulz (Chair), Capt. Doug King, and Jesus Torres as well as Workforce Development Board (WDB) staff Patrick Newburn. The following summarizes topics discussed at the meeting:

Appointments and Reappointments

- Reappointments: The Committee reviewed current WDB member attendance records and discussed participation on WDB committees. WDB staff were asked to contact one WDB member in good standing whose term would be ending June 2017, regarding interest in possible reappointment to the WDB. As previously directed by the Committee, letters regarding interest in reappointment were sent to two WDB members in good standing whose terms ended in March 2017. Both WDB members expressed interest in reappointment and provided updated resumes as requested. The Committee is recommending that the Board of Supervisors consider reappointment of Victor Dollar and Tony Skinner for new three year terms. Lastly, Barry Zimmerman (Non-Voting) will not seek reappointment at the end of his current term as of March 2017.
- Appointments: Committee members discussed board composition, categories of representation, required business member and workforce member ratios, and the engagement/recruitment process. Two new WDB appointments are in process at the time of reporting. The Committee is recommending that the Board of Supervisors consider new WDB member appointment of Sumantra Sengupta (Workforce/CBO Sector) and Dona Toteva Lacayo (Non-Voting Sector) for three year terms.
- Recruitments: Committee members discussed the engagement of one workforce / union sector candidate for recommended appointment to the WDB. As directed by the Committee, WDB staff will engage and provide an application to the individual. Members also discussed one candidate for a Non-Voting Sector WDB appointment, with no action recommended at this time.

WIOA Development and Implementation Planning

Committee members discussed 2-Year Plan Guidelines and agreed to continue to use the document as a reference in outlining the Membership Committee action plan.

The next Membership Committee meeting is scheduled for June 6, 2017, from 8:30 a.m. to 10:00 a.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo, CA.

If you have questions or need more information, please contact Patrick Newburn at (805) 477-5470, email patrick.newburn@ventura.org.



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TO: EXECUTIVE COMMITTEE

**FROM: BRIAN GABLER, CHAIR
OUTREACH COMMITTEE**

DATE: APRIL 13, 2017

SUBJECT: OUTREACH COMMITTEE REPORT

The WDB Outreach Committee met on March 15, 2017. Attending the meeting were Committee members Brian Gabler, Bruce Stenslie, Victoria Jump and Tracy Perez; WDB staff Talia Barrera; and guests Heidi Hayes (theAgency), and Nancy Ambriz (Human Services Adult and Family Services Department). The following is a brief summary of Workforce Development Board of Ventura County (WDB) outreach activities from January 14, 2017 through March 10, 2017.

Employer Outreach

- **Manufacturing Roundtable**

- Manufacturing Networking Event at Haas Automation Eblast:
 - Press release/calendar announcement distributed 1/23/17
 - VC Star – Manufacturing Roundtable open house January 29
 - Manufacturing Roundtable open house:
<https://patch.com/california/moorpark/manufacturing-roundtable-hold-networking-event-haas-automation-february-9>
 - PRlog.org – Manufacturing Roundtable open house
<https://patch.com/california/moorpark/manufacturing-roundtable-hold-networking-event-haas-automation-february-9>
 - Eblast #1 – 1/23: 1895 sent, 805% open rate
 - Eblast #2 – 2/1: 410 sent, 13% open rate
- **MRVC LinkedIn**
 - Page Growth & Content Development – ongoing
 - Sent requests to MRVC members to post
 - WDB staff continue to post
 - Agency continues to post Job Outlook and Workforce updates as applicable

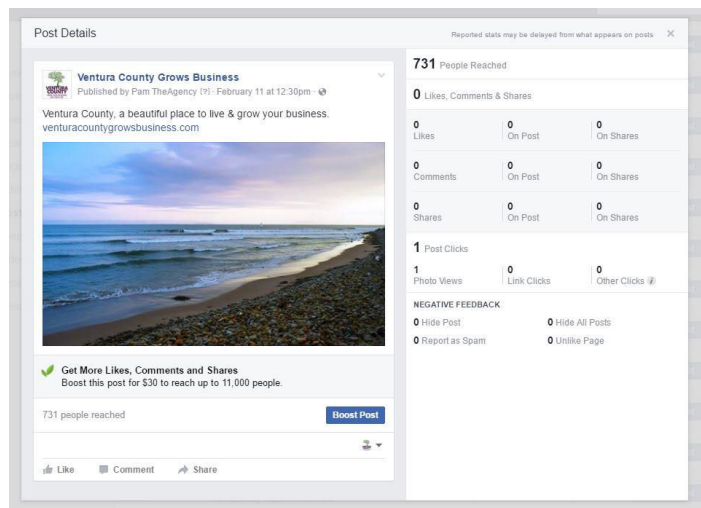
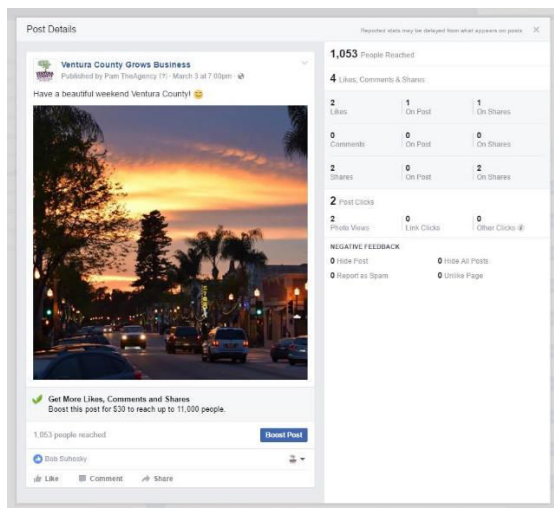
- **KCLU**

- WDB General PSA restarted on 1/18/17

- **Workforce Wednesday**

- January 25 – Career Exploration: Greg Van Ness & Richard Trogman
- February 22 – Staffing Challenges and Skill Gaps: Tracy Perez & Carolyn Vang Walker
- March 29 – 2017 WDB Awards: 2016 Award Winner Silvia Faulstich & Alex Rivera

- **Workforce Update Eblast**
 - February 21 – WDB Cohorts: 930 sent 20.7% open rate
 - February 21 – Biz List: 6,139 sent 5% open rate
- **Ventura County Grows Business Website**
 - Site Redesign & Relaunch Completed 3/6/17
 - Approved digital outreach and Search Engine Optimization (SEO)
 - Creative elements in development
 - Banner assets
 - :30 PSA
 - :30 Digital Radio
 - :30 Whiteboard
 - Custom blast
- **VCGB Facebook**
 - Page Likes/Fans: 2,313
 - Posts – 38 total posts since January 14, 2017
 - Top Post Examples



Employer Outreach – In Development

- MRVC Eblast list – Update with networking event attendees
- MRVC Networking Event #5 – TBD
- 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 businesses see the financial value in identifying and adopting clean/green business practices (Pending)
- April 2017 “Workforce Update”

Youth Outreach

- VC Jobs with a Future Website
 - Developed updated site design and content recommendation – on Hold
 - Career Pathways One-Sheet – Agency developed catalog sheet highlighting key sector career pathways.
 - VCJWF Twitter January 14 - March 8, 2017 – 769 followers
 - 73 Total Tweets
 - 982 Profile visits
 - 47,281 Impressions

Job Seeker Outreach

- **Career Shops**
 - January: Sent out January and February workshop listings
 - February: Sent out March listings
- Clips
 - KDAR FM- February workshops
 - VC Star
 - Simi Acorn – Simi CalJOBS workshop – January 20
 - Patch – February 28 Power of CalJOBS listing posted
 - 805Calendar.com
 - Santa Paula Times

General Outreach

Media Relations and Various:

- Op-ed on Disconnected youth – pulled information from radio program. Interviewed Tom van Meeuwen.
- Career Exploration – transcribed radio interview with Richard Trogman and Greg Van Ness, prepared op-ed piece and submitted to the Star on 2/13/17

Nominations:

PCBT's Who's Who in Business Leadership – nomination submitted January 20 for Cheryl Moore who was feature in the February 14th issue.

Press Release

2017 WDB Awards news release – prepared and distributed release on 3/3/17

2017 WDB Nomination Form and Logo – see attached

JOB SEEKER OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

- Potential New Outreach Programs Targeting
 - AJCC Awareness Plan –
 - Internships
 - Older worker, long-term unemployed, displaced homemaker
 - Out-of-school-youth
 - Emerging Careers & Pathways
 - Spanish Language

Collateral

Success Story Posters – 12 new in 2016 stories developed from CSD, VACE, PathPoint and BGC.

- Workforce Ventura County Website
 - Google Analytics July 1, to March 9, 2017 (7 months + 1 week)
 - Audience Overview – 6,367 Sessions 4,346 Unique users
 - Average Sessions 600/month
 - 2.63 pages per visit
 - 2.31 average minutes visit duration
 - 48.87% bounce rate
- WDB Website –
 - Key Sector & Standing Committee Website Updates
 - Add Spanish translation widget to live site
- **Job Outlook Eblast**
 - Jan 20 – WDB Cohorts: 708/21.8% open rate
 - Jan 20 – Biz List: 6,178 6.% open rate
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for December 2016:
 - Ventura County Decreased .2% from 5.0% in November 2016 to 3.8% in December 2016
 - California remained unchanged from 5.0% in November 2016 to 5.0% in December 2016
 - U.S. increased .1% from 4.4% in November 2016 to 4.5% in December 2016

The next meeting of the WDB Outreach Committee is scheduled for May 17, 2017 from 8:30 a.m. to 10:00 a.m., at the Economic Development Collaborative-Ventura County, 1601 Carmen Drive, #215, Camarillo, CA.

If you have questions or need more information, please call me at (805) 583-6701, or contact Talia Barrera at (805) 477-5341, email Talia.Barrera@ventura.org.



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TO: EXECUTIVE COMMITTEE

**FROM: TONY SKINNER, CHAIR
PROGRAMS COMMITTEE**

DATE: APRIL 13, 2017

SUBJECT: PROGRAMS COMMITTEE REPORT

The Programs Committee held two meetings since the Executive Committee last convened on February 9, 2017. You will find below two separate reports for Program Committee meetings held March 1, 2017 and April 5, 2017:

MARCH 1, 2017 REPORT

The Programs Committee met on March 1, 2017. In attendance were Committee members Tony Skinner (Chair); Kathy Harner, Mary Navarro-Aldana, Tressie Nickelberry, and Leslie Webster; WDB staff Patrick Newburn and Patricia Duffy; and guests Nancy Ambriz, (Human Services Agency/Adult and Family Services Department) and Sheri Long (Vista Real Charter High School). The following summarizes topics discussed at the meeting:

New Youth Contracts for 2017-2018 Update

Tony Skinner announced that two providers, PathPoint and the Boys and Girls Clubs of Oxnard and Port Hueneme, were selected from a pool of proposals in the Youth Contracts procurement process and were recently approved for new contracts by the Workforce Development Board of Ventura County (WDB) at its February meeting.

WIOA Overview Presentation

Patrick Newburn presented a PowerPoint overview of Ventura County's Regional/Local structure of the *Workforce Innovation and Opportunity Act* (WIOA). Patrick explained top-down structure from the U.S. Department of Labor to State of California down to the County of Ventura Board of Supervisors and the local WDB. Ventura County is one of 14 Regional Planning Units (RPU) in the State. The purpose of the presentation was to provide the Committee members guidance as they begin the new WIOA oversight of several programs including: Adult and Dislocated-Worker, Rapid Response, One-Stop (AJCC) Operator, the Eligible Training Provider List, and Youth programs. As part of the WIOA overview, Patrick provided draft Executive Summaries of the recently completed 2017-2020 Regional and Local Workforce Plans.

Oversight of Client Centered Programs Discussion

Patrick Newburn facilitated discussion about the committee's duties for programs oversight. Nancy Ambriz, WIOA Program Manager from the Human Services Agency's Adult and Family Services Department, provided a brief overview of Common Measures and Outcomes and explained some of

the new WIOA Performance Measures that are currently in effect and a preview of new measures in the planning stage.

Committee members discussed the differences between program oversight versus monitoring activity. Members agreed that the committee duties for program oversight need additional definition and clarity. Members requested future discussions to include additional explanation of program measures, need to establish a chart of work in manageable blocks, and establishing timelines for reporting outcomes. The committee requested that the program providers be invited to present introductions and overview of their youth service programs at future meetings. The oversight/monitoring discussion “wall notes” are shown below:

OVERSIGHT	MONITORING
** Under Construction **	
<ul style="list-style-type: none"> • Responsibility of the Programs Committee • To insure accountability • Determine if program providers are meeting their mandated goals • Insure that program operations, activities, and outcomes are compliant with law and contract guidelines • A mechanism to insure transparency • To insure that data is transparent • Reviewers must be un-biased in their oversight duties • Reviewers must avoid conflict of interest • Reviewers must know the contract guidelines • Reviewers should be knowledgeable about program provider services and programs • Workload should be in manageable batches to allow thoughtful analysis • Oversight outcomes should have timelines established in advance to avoid rushed analysis and to stay on track 	<ul style="list-style-type: none"> • Audit of Fiscal budgets & Programs • An interview to check files and proper documentation to meet contract requirements • Conducted by: State Authority, County Agency, or Independent entity, or a collaboration of multiple entities • Conducted annually • To validate that oversight and internal controls are working

APRIL 5, 2017 REPORT

The Programs Committee last met on April 5, 2017. In attendance were: Committee members Tony Skinner (Chair), Roger Rice (Vice Chair), Jerry Beckerman, Kathy Harner, Leslie Webster; WDB staff Patrick Newburn and Patricia Duffy; and guests Kim Whitaker (PathPoint, Inc.), Pierrette Authier (PathPoint, Inc.), Jessica Gallardo (PathPoint, Inc.), Marixza Juarez (PathPoint, Inc.), and Sheri Long (Vista Real Charter High School). The following summarizes topics discussed at the meeting:

PathPoint, Inc. Presentation

Kim Whitaker, Director Program Services, presented a PowerPoint overview of PathPoint's Workforce Innovation and Opportunity Act (WIOA) contracted Youth Services program. PathPoint has provided successful WIA and WIOA services to high risk youth since 2001 in Ventura County. Since 1964, PathPoint is a leader in employment and independent living services in five southern California counties. Ms. Whitaker introduced three Youth Specialists, Pierrette Authier, Jessica Gallardo, and Marixza Juarez. The Youth Specialists each provided program insights.

PathPoint was successful in the recent County RFP to be selected along with the Boys and Girls Clubs of Greater Oxnard and Port Hueneme (BGCOP), to provide youth services to out-of-school youth ages 16-24. WIOA eligibility requirements include barriers such as low income, basic skills deficient, pregnancy/parenting, disability, foster, probation, or homeless. PathPoint serves all of Ventura County except Oxnard and Port Hueneme, which is served by BGCOP. PathPoint expects to enroll more than 90 youth in the WIOA PY 17-18. WIOA mandates that youth participants receive as many as 14 program elements such as paid internships, alternative secondary school and drop-out recovery services, supportive services, and follow-up services after exit. PathPoint is expected to meet high levels of four successful outcomes which include employment reported in 2nd and 4th quarters after program exit, Median earnings reporting, credential attainment, and measurable skills gain.

Committee members had thoughtful discussion and several questions for the PathPoint team. Committee Members provided resource suggestions for PathPoint's program consideration including paid apprenticeships via local labor unions, and entrepreneurial skills training available from Economic Development Collaborative-Ventura County, Aspire 3 K12 Entrepreneur Program, and Young Entrepreneurs Academy – Oxnard Chamber of Commerce. Committee members expressed encouragement and gratitude to PathPoint for their continuing efforts to offer high quality services for high risk youth.

WIOA Implementation and Development

Patrick Newburn provided Committee Members information of the new WIOA 14 Program Elements and the 5 performance indicators (outcomes). The program elements and performance indicators are mandated programs offered to adult, dislocated worker, and youth participants. Committee members will use this information to conduct the oversight necessary to ensure that providers are effective and fulfilling the intent of WIOA and the WDBVC Regional and Local Plans. Program providers report their services and outcomes into the automated management system CalJOBS, and reports will be generated for oversight by the Committee at periodic intervals. Lastly, Committee Members reviewed the Client Centered Oversight/Monitoring Discussion Notes from the March 1, 2017 meeting.

The next meeting of the Programs Committee is scheduled for June 7, 2017, from 3:00 p.m. to 4:30 p.m., at the Human Services Agency (Redwood Room), 855 Partridge Drive, Ventura, CA.

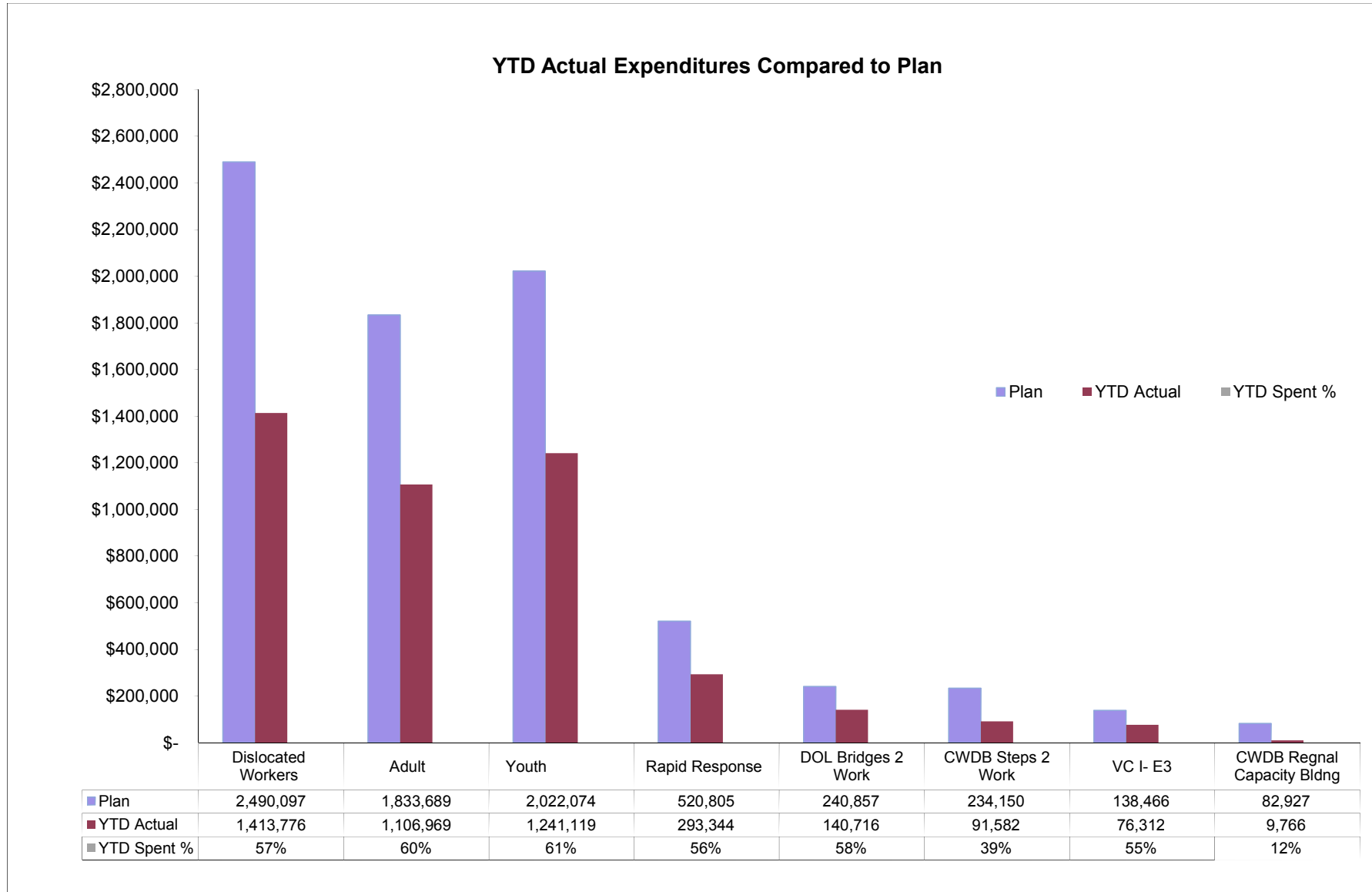
If you have questions or need more information, please contact Patrick Newburn at (805) 477-5470, email patrick.newburn@ventura.org.



FINANCIAL STATUS REPORT for FISCAL YEAR 2016-2017
Year to Date Expenditures from 07/01/16 to 2/28/2017 (67% into the Fiscal Year)
Submitted on: March 20, 2017

FINANCIAL STATUS REPORT for FISCAL YEAR 2016-2017

Year to Date Expenditures from 07/01/16 to 2/28/2017 (67% into the Fiscal Year)



FINANCIAL STATUS REPORT for FISCAL YEAR 2016-2017

Year to Date Expenditures from 07/01/16 to 2/28/2017 (67% into the Fiscal Year)

Name of Grants	Salaries and Benefits			Direct Program/WIOB Special Projects			Other Operating Expenses			Total			
	Plan	YTD Actual	%	Plan	YTD Actual	%	Plan	YTD Actual	%	Plan *	YTD Actual	%	Plan Balance
Core Grants:													
Dislocated Worker	1,464,819	932,980	64%	715,625	276,677	39%	309,653	204,119	66%	2,490,097	1,413,776	57%	1,076,321
Adult	1,095,740	689,370	63%	512,531	266,087	52%	225,418	151,511	67%	1,833,689	1,106,969	60%	726,720
Youth	482,678	317,847	66%	1,287,083	739,443	57%	252,312	183,830	73%	2,022,074	1,241,119	61%	780,954
Rapid Response	333,708	192,409	58%	120,263	59,616	50%	66,834	41,319	62%	520,805	293,344	56%	227,461
Others:													
DOL Bridges 2 Work	11,424	105,089	920%	220,581	17,797	8%	8,852	17,830	201%	240,857	140,716	58%	100,140
CWDB Steps 2 Work	101,146	62,644	62%	125,578	18,062	14%	7,426	10,876	146%	234,150	91,582	39%	142,568
VC I- E3	134,040	76,000	57%	-	-	0%	4,426	312	7%	138,466	76,312	55%	62,154
CWDB Regnal Capacity Bldng	43,444	8,383	19%	29,250	-	0%	10,232	1,383	14%	82,927	9,766	12%	73,160
Total WIOA Grants	\$ 3,667,000	\$ 2,384,722	65%	\$ 3,010,912	\$ 1,377,682	46%	\$ 885,152	\$ 611,180	69%	\$ 7,563,064	\$ 4,373,585	58%	\$ 3,189,479

Submitted on:

Submitted on: March 20, 2017

FINANCIAL STATUS REPORT for FISCAL YEAR 2016-2017

Year to Date Expenditures from 07/01/16 to 2/28/2017 (67% into the Fiscal Year)

	Salaries and Benefits			Direct Program/Client Expenses			Other Operating Expenses			Total		
	Paid	Accrued	YTD Total	Paid	Accrued	YTD Total	Paid	Accrued	YTD Total	Paid	Accrued	YTD Total
CORE GRANTS:												
Dislocated Worker	867,440	65,540	932,980	248,677	28,000	276,677	166,165	37,954	204,119	1,282,282	131,494	1,413,776
Adult	640,944	48,427	689,370	213,087	53,000	266,087	123,339	28,172	151,511	977,370	129,599	1,106,969
Youth	295,519	22,328	317,847	640,358	99,085	739,443	149,649	34,181	183,830	1,085,525	155,594	1,241,119
Rapid Response	178,893	13,516	192,409	54,011	5,605	59,616	33,636	7,683	41,319	266,540	26,804	293,344
OTHERS:												
DOL Bridges 2 Work	97,707	7,382	105,089	2,797	15,000	17,797	14,515	3,315	17,830	115,019	25,698	140,716
CWDB Steps 2 Work	58,243	4,401	62,644	3,062	15,000	18,062	8,854	2,022	10,876	70,159	21,423	91,582
VC I- E3	70,661	5,339	76,000	-	-	-	254	58	312	70,915	5,397	76,312
CWDB Regnal Capacity Bldng	7,794	589	8,383	-	-	-	1,126	257	1,383	8,920	846	9,766
Total WIOA Grants	\$ 2,217,200	\$ 167,522	\$ 2,384,722	\$ 1,161,992	\$ 215,690	\$ 1,377,682	\$ 497,537	\$ 113,643	\$ 611,180	\$ 3,876,730	\$ 496,855	\$ 4,373,585

WIOA Training Activity Summary (Expended and Leveraged)

(based on annual report "Summary of Leveraged Resources - Attachment 6 - page 35 of WSD12-3)

Year to Date Expenditures from 07/01/16 to 2/28/2017 (67% into the Fiscal Year)

Rpt Line #	Program Year Funding and Traing Expenditures	FY 12-14 Grant Due 10/01/14	FY 13-15 Grants Due 10/01/15	14-16 Grants (Due 10/1/16)	15-17 Grants K698402 (Due 10/1/17)	16-18 Grants K7102079 (Due 10/1/18)
4)	Adult and Dislocated Worker Formula Fund Allocations	4,503,559	4,346,991	4,092,349	4,133,724.00	4,012,696.00
5)	Training Expenditures Required	1,125,890	1,086,748	1,023,087	1,240,117	1,203,809
	<i>Training Expenditures % Required</i>	25%	25%	25%	30%	30%
6)	Formula Fund Training Expenditures	921,243	1,053,524	1,128,877	926,680	369,565
	Leveraged Resources					
	- Total Leveraged Resources	562,187	400,025	425,933	323,765	123,455
	- Maximum Allowed Leveraged Resources (10%)	450,356	434,699	409,235	413,372	401,270
7)	- Total Leveraged Resources Used Towards Training Expenditures	450,356	400,025	409,235	323,765	123,455
8)	Total Amount Spent On Training (should equal/exceed Line 5)	1,371,599	1,453,549	1,538,112	1,250,446	493,020
	% of Training Requirement Met (final goal is 100%)	122%	134%	150%	101%	41%

9)	Leveraged Resources Detail (notes)					
	(a) Pell Grant	116,771	233,994	135,654	135,761	38,912
	(b) Programs Authorized by the Workforce Investment Act (VETP)	200,457	0	0		
	(c) Trade Adjustment Assistance (EDD)	129,548	0	0		
	(e) Match Fund from Employers, and Industry Associations (OJT 50%)	115,411	166,031	290,279	188,004	84,543
	Total	562,187	400,025	425,933	323,765	123,455
	Legends/Coding for Source/Type of Leveraged Resources: 9a) = Pell Grant 9b) = Programs Authorized by the Workforce Investment Act (specify) 9c) = Trade Adjustment Assistance 9d) = Dept of Labor National Emergency Grants 9e) = Match funds from employers, industry, and industry associates (specify) 9f) = Match funds from joint labor-management trusts (specify) 9g) = Employment Training Panel grants					

NOTES:

Early in the year, the "% of Training Requirement Met..." shown above may appear to "understate" the degree to which the organization is actually accomplishing its planned training goals (i.e. the organization is likely doing better than it looks here). This is because the training expenditures shown in this report do NOT include costs related to two areas of current year training activities that are in the current year Plan:

- 1) Current year training activities (in current year Plan) that have been paid with prior year grant funds
- 2) Current year training activities (in current year Plan) that have been committed to but not yet paid

FY 2016-17 WIOA BUDGET PLAN (Approved on 5/19/16, updated on 10/27/16)											Year to Date Expenditures from 07/01/16 to 2/28/2017 (67% into the Fiscal Year)		
		Dislocated Worker	Adult	Youth	Rapid Response	DOL Bridges 2 Work	CWDB Steps 2 Work	VC I- E3	CWDB Regnal Capacity Bldng	FY 16-17 Plan			
Revenue Projection:													
FY16-17 Grants (WSIN15-45 & -51) -5.0%		2,269,724	1,742,972	1,906,759	480,753	500,000	400,000	240,940	82,927	7,624,075			
FY16-17 Mgmt Reserve:(5% DW, Adult, & 6% Youth)		(113,486)	(87,149)	(117,618)	-					(318,253)			
Grant balance rollover						(50,000)	(50,000)	(97,476)		(197,476)			
FY 15-16 Spent for non core grants						(210,667)	(119,705)	(39,716)		(370,088)			
Balance rolled over from prior year grants:										-			
FY15-16 Mgt Reserve		172,007	132,097	76,747						380,851			
Additional rollover - Salaries Savings/(CSD Overage)		16,020	8,349	94,011	14,582	(23,605)	3,854	34,718		147,929			
Overhead Saving/(Overage)			6,420		19,524					25,944			
FY 15-16 Unspent Direct expense		95,832	13,000	62,175	5,946	25,129				202,082			
ITA/OJT Committed FY15-16 Spent in FY16-17		50,000	18,000							68,000			
Total Available Grants to to be Spent		2,490,097	1,833,689	2,022,074	520,805	240,857	234,149	138,466	82,927	7,563,064			
Grants %		32.9%	24.2%	26.7%	6.9%	3.2%	3.1%	1.8%	1.1%	100%			
CSD FTEs Assigned to the programs		12.08	9.00	1.74	2.67	0.05	1.00		0.46	27.00			
% Direct FTES Allocated to Grants		44.7%	33.3%	6.4%	9.9%	0.2%	3.7%	0.0%	1.7%				
% Admin Staff Allocated to Grants		29.0%	22.0%	28.50%	7.30%	0.6%	0.6%	12.0%		100.00%			
Expenditure Projection:											-		
Salaries and Benefits:											-		
CSD-WIOA 2,550,000		1,140,889	850,000	164,333	252,167	4,722	94,444	-	43,444	2,550,000	1,610,675	63%	
WDB Administration 1,117,000		323,930	245,740	318,345	81,541	6,702	6,702	134,040		1,117,000	774,047	69%	
Subtotal Salaries and Benefits		1,464,819	1,095,740	482,678	333,708	11,424	101,146	134,040	43,444	3,667,000	2,384,722	65%	
Direct Expenses:													
Grant Specific Contracts													
EDC-VC Business Services					95,000					95,000	50,440	53%	
Boys and Girls Club: Core Program				475,000						475,000	283,685	60%	
Pathpoint: Core Program				475,000						475,000	247,766	52%	
VACE Core Program				260,000						260,000	173,786	67%	
CSD-CalWORKs Activities						159,081	41,405			200,486	30,000	15%	
Subtotal - Contracted Program Expense		-	-	1,210,000	95,000	159,081	41,405	-	-	1,505,486	785,677	52%	
Client Expenses:											-		
ITA / OJT (30% required - 10% leverage)		511,566	380,937			40,000	32,000			964,503	383,297	40%	
ITA / OJT Committed 15-16 Spent in 16-17		50,000	18,000			-				68,000	68,000	100%	
Others/ChildCare/Trans - JTA		31,000	24,000	-		21,500	10,924			87,424	26,014	30%	
Subtotal - Client Expense		592,566	422,937	-	-	61,500	42,924	-	-	1,119,927	477,311	43%	
Other Allocated/Contracted Expenses											-		
Geographic Solutions		-	-	-	-					-			
Capacity Building Contractual Services									24,250	24,250	-	0%	
S2W CCD Training 41,248							41,249			41,249	-	0%	
Outrch/Mktg: theAgency 150,000		52,500	40,500	45,000	12,000					150,000	94,472	63%	
Outreach -WDB 50,000		21,066	12,123	13,368	3,443					50,000	14,850	30%	
WDB Expense - Non Staff 20,000		8,426	4,849	5,347	1,377					20,000	5,372	27%	
Program Outreach-CSD 50,000		20,000	20,000		5,000				5,000	50,000	-	0%	
State Project(s): Update Pending 50,000		21,066	12,123	13,368	3,443					50,000	-	0%	
Subtotal - other allocated expense 361,248		123,059	89,594	77,083	25,263	-	41,249	-	29,250	385,499	114,694	30%	
Subtotal- Program/Clients Expenses		715,625	512,531	1,287,083	120,263	220,581	125,578	-	29,250	3,010,912	1,377,682	46%	
Total Direct Program Expense		2,180,444	1,608,271	1,769,762	453,971	232,005	226,724	134,040	72,694	6,677,912	3,762,404	56%	
Overhead/Administration:		35.27%	25.75%	28.63%	7.55%	1.00%	0.50%	0.50%	0.80%	100.00%			
Communication/Voice/data 65,000		22,923	16,737	18,613	4,908	650	325	325	520	65,000	42,935	66%	
Insurance 18,612		6,564	4,792	5,330	1,405	186	93	93	149	18,612	21,714	117%	
Facilities Maint. 95,090		33,534	24,485	27,229	7,180	951	475	475	761	95,090	63,314	67%	
Membership and dues 12,350		4,355	3,180	3,536	932	124	62	62	99	12,350	18,575	150%	
Education allowance (consolidated w 0		-	-	-	-	-	-	-	-	-	-		
Indirect cost recovery(County A87) 96,670		34,091	24,892	27,681	7,299	967	483	483	773	96,670	64,448	67%	
Books and Publication 2,000		705	515	573	151	20	10	10	16	2,000	1,839	92%	
Furniture/Fixtures<5000 (\$44,020) 23,130		8,157	5,956	6,623	1,746	231	116	116	185	23,130	15,334	66%	
Mail Center - ISF 5,000		1,763	1,287	1,432	378	50	25	25	40	5,000	4,230	85%	
Purchase Charges - ISF 3,800		1,340	978	1,088	287	38	19	19	30	3,800	2,311	61%	
Copy Machine - ISF 15,000		5,290	3,862	4,295	1,133	150	75	75	120	15,000	10,267	68%	
Information Tech - ISF 20,000		7,053	5,150	5,727	1,510	200	100	100	160	20,000	13,091	65%	
Computer Services Non ISF 2,000		705	515	573	151	20	10	10	16	2,000	1,333	67%	
Building Lease/Rental 85,500		30,152	22,015	24,483	6,456	855	428	428	684	85,500	67,310	79%	
Storage Charges - ISF 7,000		2,469	1,802	2,004	529	70	35	35	56	7,000	4,300	61%	
Mileage Reimb. - Staffs only 33,500		10,314	7,126	8,442	2,529	335	2,168	168	2,419	33,500	22,311	67%	
Conference/Seminars - CSD Staffs 25,000		7,816	5,437	7,159	1,888	250	1,125	125	1,200	25,000	16,491	66%	
Conference and Seminars - WDB Staffs 35,500		12,519	9,141	10,165	2,680	355	178	178	284	35,500	23,206	65%	
Fiscal/HR/BTD/ET (HSA) 325,000		114,613	83,684	93,064	24,539	3,250	1,625	1,625	2,600	325,000	203,759	63%	
Attorney Fees 10,000		3,527	2,575	2,863	755	100	50	50	80	10,000	11,055	111%	
Other misc Admin Services 5,000		1,763	1,287	1,432	378	50	25	25	40	5,000	3,357	67%	
Subtotal Overhead 885,152		309,653	225,418	252,312	66,834	8,852	7,426	4,426	10,232	885,152	611,180	69%	
Planned Total Grant Expenses		2,490,097	1,833,689	2,022,074	520,805	240,857	234,150	138,466	82,927	7,563,064	4,373,585	58%	
Admin Rate for State Reporting		8%	8%	8%	9%	2%	1%	2%	5%	8%	0.1		
Admin Rate (State Reported + Other)		12%	12%	12%	13%	4%	3%	3%	12%	12%			
Work in Progress: Grant Balances		-	-	-	-	-	(1)	-	-	-			

FY 2016-17 YTD Paid and Accrued Expenditures from 07/01/16 to 2/28/2017 (67% into the Fiscal Year)

		Dislocated Worker	Adult	Youth	Rapid Response	DOL Bridges 2 Work	CWDB Steps 2 Work	VC I- E3	CWDB Regnal Capacity Bldng	Total	Adjusted Plan
1	Program Revenues:										
2	FY16-17 Grants (WSIN15-45 & -51) -0.05	2,269,724	1,742,972	1,906,759	480,753	500,000	400,000	240,940	82,927	7,624,075	7,624,075
3	FY16-17 Mgmt Reserve:(5% DW, Adult, & 6% Youth)	(113,486)	(87,149)	(117,618)	-	-	-	-	-	(318,253)	(318,253)
4	Grant balance rollover	-	-	0.000%	-	(50,000)	(50,000)	(97,476)	-	(197,476)	(197,476)
5	FY 15-16 Spent for non core grants	-	-	-	-	(210,667)	(119,705)	(39,716)	-	(370,088)	(370,088)
6	Balance rolled over from prior year grants:	-	-	-	-	0	-	-	-	-	-
7	FY15-16 Mgt Reserve	172,007	132,097	76,747	-	-	-	-	-	380,851	380,851
8	Additional rollover - Salaries Savings/(CSD Overage)	16,020	8,349	94,011	14,582	(23,605)	3,854	34,718	-	147,929	147,929
9	Overhead Saving/(Overage)	-	6,420	-	19,524	-	-	-	-	25,944	25,944
10	FY 15-16 Unspent Direct expense	95,832	13,000	62,175	5,946	25,129	-	-	-	202,082	202,082
11	ITA/OJT Committed FY15-16 Spent in FY16-17	50,000	18,000	-	-	-	-	-	-	68,000	68,000
12	Total Available Grants to to be Spent	2,490,097	1,833,689	2,022,074	520,805	240,857	234,149	138,466	82,927	7,563,064	7,563,064
13	% BESD FTES Allocated to Grants 100%									-	
14	% Admin Staff Allocated to Grants(Per C 100%										
15	Expenditures: 43.5										
16	Salaries and Benefits:										
17	Direct Salaries- Costed in VCHRP	532,730	397,067	2,244	115,298	90,843	47,474	-	3,764	1,189,421	2,550,000
18	Direct costs (non costed in VCHRP) 391,661	138,695	102,134	112,627	29,008	13,415	13,042	7,712	4,619	421,254	-
19	WDB Program (Per VCHRP) 640,169	253,896	184,601	197,032	46,694	806	2,066	68,184	-	753,278	1,117,000
20	WDB Admin (Per VCHRP) 19,310	7,659	5,568	5,943	1,409	24	62	104	-	20,769	
21	Subtotal Salaries and Benefits	932,980	689,370	317,847	192,409	105,089	62,644	76,000	8,383	2,384,722	3,667,000
22	Contracted Services (Grant Specific)										
23	EDC-VC	-	-	-	50,440	-	-	-	-	50,440	95,000
24	Boys and Girls Club: Core Program	-	-	283,685	-	-	-	-	-	283,685	475,000
25	PathPoint: Core Program	-	-	247,766	-	-	-	-	-	247,766	475,000
26	VACE: Allied Hlth Youth(Vta Unified)	-	-	173,786	-	-	-	-	-	173,786	260,000
27	CSD CalWORKS Activity	-	-	-	-	15,000	15,000	-	-	30,000	200,486
28	Subtotal - Contracted Services	-	-	705,237	50,440	15,000	15,000	-	-	785,677	1,505,486
29	Client Expenses:										
30	Classroom Training - ITA	168,834	113,377	-	-	-	-	-	-	282,211	1,032,503
31	On The Job Training -OJT	57,593	111,492	-	-	-	-	-	-	169,086	
32	Supportive Services -	9,904	10,250	-	-	2,797	3,062	-	-	26,014	87,424
33	Subtotal - Client Expense	236,332	235,120	-	-	2,797	3,062	-	-	477,311	1,119,927
34	Other Allocated/Contracted Expenses										
35	Geographic Solutions Per Plan -	-	-	-	-	-	-	-	-	-	-
36	Capacity Building Contractual Svcs	-	-	-	-	-	-	-	-	-	24,250
37	S2W CCd Training	-	-	-	-	-	-	-	-	-	41,249
38	The Agency(Bill Hamilton) 94,472	33,065	25,507	28,342	7,558	-	-	-	-	94,472	150,000
39	Outreach - WDB 14,850	5,346	4,010	4,307	1,188	-	-	-	-	14,850	50,000
40	WDB Expense - Non Staff 5,372	1,934	1,450	1,558	430	-	-	-	-	5,372	20,000
41	Program Outreach - CSD	-	-	-	-	-	-	-	-	-	50,000
42	Special Project - AJCC Staff Devel	-	-	-	-	-	-	-	-	-	50,000
43	Subtotal - Allocated Services	40,345	30,967	34,206	9,176	-	-	-	-	114,694	385,499
44	Subtotal- Contracted/Clients Services	276,677	266,087	739,443	59,616	17,797	18,062	-	-	1,377,682	3,010,912
45	Overhead/Administration:										
46	Communication/Voice/data 42,935	14,339	10,644	12,914	2,903	1,253	764	22	97	42,935	65,000
47	Insurance A 9,306	7,252	5,383	6,531	1,468	633	386	11	49	21,714	18,612
48	Facilities Maint. 55,390	21,145	15,696	19,044	4,280	1,847	1,127	32	143	63,314	95,090
49	Membership and dues 18,575	6,204	4,605	5,587	1,256	542	331	9	42	18,575	12,350
50	Education Allowance -	-	-	-	-	-	-	-	-	-	-
51	Indirect cost recovery A 48,336	21,524	15,977	19,384	4,357	1,880	1,147	33	146	64,448	96,670
52	Books and Publication 1,839	614	456	553	124	54	33	1	4	1,839	2,000
53	Office Supplies/Equipment 9,552	5,121	3,801	4,612	1,037	447	273	8	35	15,334	23,130
54	Mail Center - ISF 4,230	1,413	1,049	1,272	286	123	75	2	10	4,230	5,000
55	Purchase Charges - I: A 2,311	772	573	695	156	67	41	1	5	2,311	3,800
56	Copy Machine - ISF 5,267	3,429	2,545	3,088	694	300	183	5	23	10,267	15,000
57	Information Tech - ISF 4,757	4,372	3,245	3,937	885	382	233	7	30	13,091	20,000
58	Computer Services/Equip 0	445	331	401	90	39	24	1	3	1,333	2,000
59	Building Lease/Rental 67,310	22,480	16,686	20,245	4,550	1,964	1,198	34	152	67,310	85,500
60	Storage Charges - ISF 3,717	1,436	1,066	1,293	291	125	77	2	10	4,300	7,000
61	Mileage Reimb. - Staffs only 16,727	7,451	5,531	6,711	1,508	651	397	11	50	22,311	33,500
62	Conference and Seminars - CSD Staffs 6,074	5,508	4,088	4,960	1,115	481	293	8	37	16,491	25,000
63	Conference and Seminars - WDB Staffs 11,373	7,750	5,753	6,980	1,569	677	413	12	53	23,206	35,500
64	Fiscal/HR/BTD/ET (H) A 176,676	68,051	50,512	61,286	13,775	5,944	3,626	104	461	203,759	325,000
65	Attorney Fees A 11,055	3,692	2,741	3,325	747	323	197	6	25	11,055	10,000
66	Other Admin (2206,2302,2303) 2,107	1,121	832	1,010	227	98	60	2	8	3,357	5,000
67	Subtotal Overhead 497,537	204,119	151,511	183,830	41,319	17,830	10,876	312	1,383	611,180	885,152
68	Ratio for Overhead/WDB salary based on expenditu	33.4%	24.8%	30.1%	6.8%	2.9%	1.8%	0.1%	0.2%		
69	WIB Special Projects										
70	Total Grant Expenses	1,413,776	1,106,969	1,241,119	293,344	140,716	91,582	76,312	9,766	4,373,585	7,563,064

FY 2017-18 WIOA BUDGET PLAN (Draft as of 04/10/17)													
												FY16-17 Plan	Var%
		Dislocated Worker	Adult	Youth	Rapid Response	DOL Bridges 2 Work	CWDB Steps 2 Work	VC I- E3	High Perfrmnce Board	Regnal Capacity Bldng	FY 17-18 Plan		
Revenue Projection:													
FY17-18 Grants (EDD Est.)	-5.0%	2,042,141	1,669,659	1,822,429	480,753	500,000	400,000	317,920	54,838	282,927	7,570,667	7,624,075	99%
FY17-18 Mgmt. Reserve:(5% DW, Adult, Youth)		(102,107)	(83,483)	(91,121)	-						(276,711)	(318,253)	87%
Grant balance rollover											-	(197,476)	0%
Spent in prior years						(316,261)	(281,740)	(135,338)		(14,592)	(747,931)	(370,088)	202%
Balance rolled over from prior year grants:											-		
FY16-17 Mgt Reserve		113,486	87,149	117,618							318,253	380,851	84%
Additional rollover - Salaries Savings/		122,638	110,987	28,281	-						261,906	147,929	177%
Overhead Saving/(Overage)		-	-		4,338						4,338	25,944	17%
FY 15-16 Unspent Direct expense				37,000	10,000						47,000	202,082	23%
ITA/OJT Committed FY16-17 Spent in FY17-18		60,000	50,000								110,000	68,000	162%
Total Available Grants to be Spent		2,236,158	1,834,312	1,914,207	495,091	183,739	118,260	182,582	54,838	268,335	7,287,522	7,563,064	96%
Grants %		30.7%	25.2%	26.3%	6.8%	2.5%	1.6%	2.5%	0.8%	3.7%	100%		
AFS FTEs Assigned to the programs		11.00	9.00	1.90	2.20	1.00	0.90	-	0.40	0.60	27.00		
% Direct FTES Allocated to Grants		40.7%	33.3%	7.0%	8.1%	3.7%	3.3%	0.0%	1.5%	2.2%			
% Admin Staff Allocated to Grants		21.0%	20.0%	27.00%	9.00%	0.5%	0.5%	11.0%		11.0%	100.00%		
Expenditure Projection:												-	
Salaries and Benefits:												-	
AFSWIOA (27 filled)	2,599,285	1,058,968	866,428	182,913	211,794	96,270	86,643	-	38,508	57,762	2,599,285	2,550,000	102%
WDB Admin (6 reg +2 fixed +1 vacant)	1,163,944	244,428	232,789	314,265	104,755	5,820	5,820	128,034	-	128,034	1,163,944	1,117,000	104%
Subtotal Salaries and Benefits		1,303,396	1,099,217	497,178	316,549	102,090	92,463	128,034	38,508	185,796	3,763,229	3,667,000	103%
Direct Expenses:													
Grant Specific Contracts													
EDC-VC Business Services					90,000						90,000	95,000	95%
Boys and Girls Club: Core Program				565,000							565,000	475,000	119%
Pathpoint: Core Program				565,000							565,000	475,000	119%
VACE Core Program											-	260,000	0%
AFS-CalWORKs Activities						50,000	10,000				60,000	200,486	30%
Subtotal - Contracted Program Expense		-	-	1,130,000	90,000	50,000	10,000	-	-	-	1,280,000	1,505,486	85%
Client Expenses:		0.263											
ITA / OJT (30% required - 10% leverage)		490,000	375,000			10,000	5,000				880,000	964,503	91%
ITA / OJT Committed 16-17 Spent in 17-18		60,000	50,000			-					110,000	68,000	162%
Others/Childcare/Trans - JTA		31,000	24,000	-		5,000	1,000				61,000	87,424	70%
Subtotal - Client Expense		581,000	449,000	-	-	15,000	6,000	-	-	-	1,051,000	1,119,927	94%
Other Allocated/Contracted Expenses												-	
Capacity Building Contractual Services										47,000	47,000	24,250	194%
S2W CCD Training											-	41,249	0%
Outrch/Mktg: theAgency	150,000	52,500	40,500	45,000	12,000						150,000	150,000	100%
Outreach -WDB	25,000	10,442	6,293	6,567	1,698						25,000	50,000	50%
WDB Expense - Non Staff	10,000	4,177	2,517	2,627	679						10,000	20,000	50%
Program Outreach-AFS	25,000	10,000	10,000		5,000						25,000	50,000	50%
State Project(s): Update Pend	-	-	-	-	-						-	50,000	0%
Subtotal - other allocated exps	210,000	77,119	59,310	54,193	19,378	-	-	-	-	47,000	257,000	385,499	67%
Subtotal- Program/Clients Expenses		658,119	508,310	1,184,193	109,378	65,000	16,000	-	-	47,000	2,588,000	3,010,912	86%
Total Direct Program Expense		1,961,515	1,607,527	1,681,371	425,926	167,090	108,463	128,034	38,508	232,796	6,351,229	6,677,912	95%
Overhead/Administration:		31.88%	26.31%	27.47%	7.21%	1.13%	0.71%	1.02%	0.61%	3.67%	100.00%		
Communication/Voice/data	75,000	23,913	19,733	20,605	5,405	848	531	762	455	2,749	75,000	65,000	115%
Insurance	14,043	4,477	3,695	3,858	1,012	159	99	143	85	515	14,043	18,612	75%
Facilities Maint.	95,090	30,319	25,019	26,124	6,852	1,075	673	966	577	3,485	95,090	95,090	100%
Membership and dues	12,350	3,938	3,249	3,393	890	140	87	125	75	453	12,350	12,350	100%
Education allowance (consolic	0	-	-	-	-	-	-	-	-	-	-	-	
Indirect cost recovery(County	98,670	31,460	25,961	27,108	7,110	1,116	698	1,002	598	3,617	98,670	96,670	102%
Books and Publication	2,000	638	526	549	144	23	14	20	12	73	2,000	2,000	100%
Furniture/Fixtures<5000	20,000	6,377	5,262	5,495	1,441	226	142	203	121	733	20,000	23,130	86%
Mail Center - ISF	6,000	1,913	1,579	1,648	432	68	42	61	36	220	6,000	5,000	120%
Purchase Charges - ISF	3,800	1,212	1,000	1,044	274	43	27	39	23	139	3,800	3,800	100%
Copy Machine - ISF	9,000	2,870	2,368	2,473	649	102	64	91	55	330	9,000	15,000	60%
Information Tech - ISF	10,000	3,188	2,631	2,747	721	113	71	102	61	367	10,000	20,000	50%
Computer Services Non ISF	2,000	638	526	549	144	23	14	20	12	73	2,000	2,000	100%
Building Lease/Rental	95,000	30,290	24,995	26,100	6,846	1,074	672	965	576	3,482	95,000	85,500	111%
Storage Charges - ISF	5,000	1,594	1,316	1,374	360	57	35	51	30	183	5,000	7,000	71%
Mileage Reimb. - Staffs only	26,000	6,790	5,341	5,992	1,874	294	2,184	264	158	3,104	26,000	33,500	78%
Conference/Seminars - AFS S	11,000	2,507	1,894	3,022	793	124	1,078	112	67	1,403	11,000	25,000	44%
Conference and Seminars - W	20,000	6,377	5,262	5,495	1,441	226	142	203	121	733	20,000	35,500	56%
Fiscal/HR/BTD/ET (HSA)	350,000	111,594	92,087	96,156	25,222	3,958	2,477	3,556	2,122	12,829	350,000	325,000	108%
Attorney Fees	10,000	3,188	2,631	2,747	721	113	71	102	61	367	10,000	10,000	100%
Other misc. Admin Services	5,000	1,594	1,316	1,374	360	57	35	51	30	183	5,000	5,000	100%
Subtotal Overhead	869,953	274,876	226,389	237,853	62,691	9,838	9,157	8,838	5,275	35,038	869,953	885,152	98%
Planned Total Grant Expenses		2,236,391	1,833,916	1,919,223	488,617	176,927	117,620	136,872	43,783	267,834	7,221,182	7,563,064	95%
Admin Rate for State Reporting		7%	7%	7%	7%	3%	3%	4%	7%	7%	7%		
Admin Rate (State Reported + Other)		12%	12%	12%	13%	5%	8%	5%	10%	13%	12%		
Work in Progress: Grant Balances		(233)	396	(5,017)	6,474	6,812	640	45,710	11,055	501	66,340		



Business Retention/Layoff Aversion Services Program Year 2016 – 2017 Quarterly Review

Quarter Cumulative July, 2016 through September, 2016	Quarter Cumulative July, 2016 through December, 2016	Quarter Cumulative July, 2016 through March 31, 2017 WDB EVALUATION May 3, 2017	Quarter Cumulative July, 2016 through June, 2017
		X	

Plan vs. Actual Outcomes for the Contract Period of July 1, 2016 – June 30, 2017

	# At-Risk Employers Served (with 1 or more At-Risk Workers) Provided Layoff Aversion Services	# Jobs At-Risk and Retained after Completion of all Employer Services and at 6 Weeks Retention for Employers Served *	# At-Risk Workers provided non- WIOA Incumbent Worker Training (IWT) for Job Retention by all Providers	(A) Contract Expenditures (B) In- Kind Expenditures	Average Customer Satisfaction Score for Employers Served
Plan to Actual					
Program Year (PY) Plan (July 1, 2016 through June 30, 2017)	20	80 *	50	A = \$95,000 B = \$69,250	4 on 5 point scale
Minimum Number For WDB Evaluation	15	60 *	38	A = \$71,250 B = \$51,938	4 on 5 point scale
Cumulative Actual	14	85	10	A = \$45,708.98 B = \$22,715.00	4.81
Plan to Actual and Average Score	70%	107%	20%	A = 48% B = 33%	

* Number of Jobs Saved by Layoff Aversion Activity for 122 State Report

ECONOMIC DEVELOPMENT COLLABORATIVE-VENTURA COUNTY
RAPID RESPONSE BUSINESS RETENTION/LAYOFF AVERSION

2016-2017 Second Quarter July, 2016 through June, 2017													
	Employer	City	Date(s) of Employer Visit(s)	# of Employees	# Jobs At-Risk	# At-Risk Employers Served (with 1 or more At-Risk Workers) Provided Layoff Aversion Services	# Jobs At-Risk and Retained after Completion of All Employer Service and at 6 Weeks Retention for Employers Served	At-Risk Workers provided Incumbent Worker Training (IWT) for Job Retention by all Providers (A) WIOA (B) non-WIOA	Average Customer Satisfaction Score for Employers Served (4 on 5 point scale)	IWT Provided in (A) Healthcare (B) Manufacturing (C) Clean Green "multi sector" (D) Other Sector	# At-Risk Employers Served (with 1 or more At-Risk Workers) Referred to BESD for Required Rapid Response Activity	Industry	Classifications Affected (list 3 major)
1	GoldCoast Rooters EDC1160	Ventura	08/09/16	23	23	1	22		4.6			Service Establishment	Technical, Customer Service, Management
2	Road Runner Shuttle EDC1495	Camarillo	07/06/16	451	50	1	50		5			Transportation	Accounting, Management, Drivers
3	Sheroes Entertainment EDC1836g	Simi Valley	07/01/16	20	5	1			5			Arts and Entertainment	Management, Accounting, Customer Service
4	Salon D'Mar EDC2241	Oxnard	08/01/16	2	1	1	0					Beauty Salon	Management, Accounting, Customer Service
5	5 Day Tire Store EDC2306	Ventura	07/29/16	4	2	1			5			Service Establishment	Management, Accounting, Technical
6	Juliana Ramirez EDC1964	Ventura	08/19/16	6	3	1	3		5			Professional Technical	Management, Customer Service, Technical
7	Coffee Doc Post EDC2273	Ventura	07/20/16	5	5	1			5			Restaraunt	Customer Service, Management, Accounting
8	Hot Section EDC2141	Oxnard	08/08/16	10	5	1	10		5			Manufacturer	Management, Accounting, Technical
9	Rivas Fishing Company EDC1915	Camarillo	12/06/16	2	2	1			5			Agriculture	Customer Service, Management, Accounting
10	Anacapa Ukulele EDC2416	Ventura	11/18/16	2	2	1			4.4			Retail	Technical, Customer Service, Management
11	YCE Inc EDC2415	Ventura	11/17/16	8	3	1			4.5			Pro-Tech	Technical, Customer Service, Management
12	Savage Maghining Inc. EDC2235	Simi Valley	07/11/16	15	2	1						Manufacturer	Technical, Customer Service, Management
13	Fro-Yo and Treats EDC2015	Fillmore	11/16/16	2	4	1			4.34			Food Service	Customer Service, Management, Accounting
14	Gravity Plus Products EDC1289	Simi Valley	01/17/17	2	1	1						Manufacturer	Technical, Customer Service, Management
15													
16													
17													
18													
19													
20													
21													
22													
	Totals/Average			552	108	14	85		4.81				

Layoff Aversion 122 Report

Name of Reporting Local Area: VTA
Local Area Contact Person: Talia Barrera
Email address: Talia.Barrera@ventura.org
Telephone Number: 805-477-5341
Fax Number: 805-477-5386

Date Submitted:
Quarter Ending: 3/31/2017

INSTRUCTIONS: Activities reported on the Layoff Aversion 122 Report are those relating to business visits by Local Workforce Investment Area (local area) staff to conduct business outreach activities and/or layoff aversion activities during any stage of the business cycle. Activities reported on this form are those relating to business visits when an activity or resource is introduced, planned, or involves follow-up or wrap-up of a prior activity. It is important that local area staff consider and document how layoff aversion activities will result in a positive outcome before allocating resources. For completion of the layoff aversion activity, documentation from the business receiving service is required to be submitted for validation of outcomes (retained at the local area).

Date of Employer Contact	Reason (drop-down menu)	Type of Contact (drop-down)	Industry Sector Code/Title (drop down)	Local Area Priority Sector? Yes/No (drop down)	Company Name	Street Address	City	Zip Code	What business area of need was addressed? (drop down) - explain "other" in Comments	Did layoff aversion activity result in successful outcome? Yes/No (drop down)	Number of jobs saved by layoff aversion activity	Testimonial letter/ documentation of jobs saved provided by employer? Yes/No (drop down)	Comments
8/9/2016	Follow-up meeting/ progress report	On-site	54=Professional, Scientific, and Technical Services	Yes	GoldCoast Rooters	3989 Market Street	Ventura	93003-5616	Strategic Business Plans/5-Yr Strategic Planning	Yes	22	Yes	
7/6/2016	Follow-up meeting/ progress report	On-site	81=Other Services (except Public Administration)	Yes	Roadrunner Shuttle	95 Dawson Drive	Camarillo	93012	Process improvement	Yes	50	Yes	
8/19/2016	Follow-up meeting/ progress report	On-site	54=Professional, Scientific, and Technical Services	Yes	JR Bookkeeping	3639 Harbor Blvd Suite 214	Ventura	93001-4200	Strategic Business Plans/5-Yr Strategic Planning	Yes	3	Yes	
8/8/2016	Follow-up meeting/ progress report	On-site	54=Professional, Scientific, and Technical Services	Yes	Hot Section	4082 Southbank Road Suite A	Oxnard	93036-0977	Process improvement	Yes	10	Yes	



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: EXECUTIVE COMMITTEE

**FROM: TALIA BARRERA, STAFF
WORKFORCE DEVELOPMENT BOARD**

DATE: APRIL 13, 2017

SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) APPROVE THE RENEWAL OF A CONTRACT WITH THE ECONOMIC DEVELOPMENT COLLABORATIVE-VENTURA COUNTY TO PROVIDE BUSINESS SERVICES TO THE WDB IN AN AMOUNT NOT TO EXCEED \$95,000 IN PROGRAM YEAR JULY 1, 2017, THROUGH JUNE 30, 2018

RECOMMENDATION

Recommend that the Workforce Development Board of Ventura County (WDB) approve the renewal of a contract with the Economic Development Collaborative-Ventura County (EDC-VC) to provide business services to the WDB from July 1, 2017, through June 30, 2018 in an amount not to exceed \$95,000.

DISCUSSION

At the May 19, 2016 meeting, the WDB Executive Committee approved renewal of a contract with the Economic Development Collaborative-Ventura County (EDC-VC), in an amount not to exceed \$95,000 in WOIA funds. This is the third year contract, through Request for Proposals-RFP #RR1415 funded from July 1, 2015, through June 30, 2016.

The EDC-VC Business Retention and Layoff Aversion program provides Workforce Innovation and Opportunity Act (WIOA) services designed to reduce job losses (Layoff Aversion) in Ventura County. Business services includes business layoff aversion support, focusing on (but not limited to) employers with healthcare; technology-related jobs (e.g., manufacturing); and clean/green-related jobs (e.g., energy/recycling, building/design; tourism/agriculture). Program activities and outcomes are conducted and reported in alignment with the California Workforce Development Board's policy framework for Local Workforce Development Boards Rapid Response systems.

OUTCOMES

The following evaluation factors for EDC-VC to meet by today's meeting:

- Rapid Response (Allowable) Outcomes – Meet a minimum 70% of program plan goal for at-risk employers served, at-risk jobs retained, at-risk Incumbent Workers trained, contract expenditures, and in-kind expenditures. Average customer satisfaction score is minimum of 4 on a 5 point scale.

The status of EDC-VC's program outcomes July 1, 2016 through March 31, 2017 are detailed in the attached Business Retention/Layoff Aversion Services Quarterly Review/business logs.

Executive Committee action today recommends that the Workforce Development Board (WDB) approves a third-year contract term for EDC-VC to be submitted for Board of Supervisors (BOS) consideration and approval.

If you have questions, please contact Talia Barrera at 805-477-5341, email talia.barrera@ventura.org



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: EXECUTIVE COMMITTEE

**FROM: BRIAN GABLER, CHAIR
OUTREACH COMMITTEE**

DATE: APRIL 13, 2017

SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD APPROVE THE RENEWAL OF A CONTRACT WITH theAGENCY TO PROVIDE MARKETING AND PUBLIC RELATIONS SERVICES TO THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) IN AN AMOUNT NOT TO EXCEED \$150,000 IN PROGRAM YEAR JULY 1, 2017, THROUGH JUNE 30, 2018

RECOMMENDATION

Recommend that the Workforce Development Board of Ventura County (WDB) approve the renewal of a contract with theAgency to provide marketing and public relations services to the WDB from July 1, 2017, through June 30, 2018 in an amount not to exceed \$150,000.

DISCUSSION

On March 15, the Outreach Committee reviewed and evaluated the year-to-date deliverables and performance of theAgency under the 2016-2017 contract. Indicators of success were applied to the plan timeline and project deliverables:

- Timely delivery of projects achieved
- Project completion on budget
- Creative design and media negotiation aligned with budget
- Status reports on projects presented to the Outreach Committee on a timely basis
- Ability of theAgency to adapt and respond to changes in marketing and outreach needs for the WDB

Working in alignment with the WDB goals, and program support described in the WDB-approved plan, and with the WDB Outreach Committee, theAgency had provided creative design, production and copywriting (e.g., brochures, flyers, ads), media negotiation and placement (e.g., newspapers, newsletters, English radio, public access programming), and public relations (e.g., press releases, media placements, public service announcements and placement) for targeted outreach to youth, job seekers, employers, and the community.

The Committee determined that theAgency had completed all deliverables on time, on budget, and according to plan, while also demonstrating creativity and flexibility in responding to changing marketing and outreach needs as the year progressed. Committee members then approved a recommendation to the Executive Committee.

Executive Committee action today recommends that the Workforce Development Board (WDB) approves a contract for the Agency to be submitted for Board of Supervisors (BOS) consideration and approval.

If you have questions, please call me at (805) 583-6701, or contact Talia Barrera (805) 477-5341, talia.barrera@ventura.org.



WDB OUTREACH COMMITTEE
EVALUATION PROCESS FOR TheAgency
PROGRAM YEAR (PY) 2016-2017

PURPOSE

- Establish criteria for successful outcomes and contract renewal consideration for the period July 1, 2016 through June 30, 2017.

EFFECTIVE DATE

- July 1, 2016: Marketing and Outreach Services

SCOPE

Development, Implementation and standardization of marketing and outreach strategies to promote programs, services and accomplishments of the WDB. Promoting business goals by developing and implementing business, economic development and job seeker outreach strategies to raise awareness of and participation in, workforce development programs and services.

EVALUATION FACTORS

Evaluation process applies to the Scope of Services for Marketing and Outreach Services under the Workforce Innovation and Opportunity Act (WIOA) Program Year (PY) 2016-2017 contract with theAgency.

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's adaptability to changes in marketing and outreach needs for the WDB.



PLAN TIMELINE

8. PLAN TIMELINE: Project Name	Days	Start	End
<i>WDB Outreach Ongoing Support Tactics</i>	365	July 1	June 30
Press Releases/Bylines/interviews	365	July 1	June 30
Content Development/Maintenance/Social Media	365	July 1	June 30
Job Outlook – Web/Eblast	365	July 1	June 30
Workforce Update Eblast	365	July 1	June 30
Workforce Wednesday	365	July 1	Jun3 30
<i>Youth Outreach – Fall</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	April 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	March 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



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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 Ventura County Grows Business.
 - Dates: April to June 2017
 - Total Cost: \$34,415
 - Total Value: \$46,344 **(135% of Cost)**
 - Total Impressions: 2,635,598 (Includes 3 months of KCLU)
- **Workforce Wednesday: August 2016 to June 2017**
 - Researched/recommended topics, recruited/coordinated participants and developed discussion guides for (7) Workforce Wednesdays with (3) in development for April-June 2017.
- **Workforce Update E-Newsletter August 2016 to June 2017**
 - Researched and developed content, designed and disseminated (4) workforce updates to approximately 30,787 recipients with (2) more in development for April and June 2017. Open rates average 20% for WDB Cohorts and range from 5 to 8% for general business lists.
- **Manufacturing Key Sector Outreach Support**
 - MRVC Networking Event Eblasts – Designed and disseminated (4) custom event eblasts to 6,477 manufacturers and cohorts with (1) more pending for May/June 2017.
 - Developed and distributed MRVC release (1) published in (3) media.
 - October 2017 Manufacturing Week Support including:
 - Draft and narratives uploaded for each participating manufacturer to national site
 - Distribute and manage the media advisory (1) published in (4) media.
 - Developed a slider graphic for WDB home page (not approved in time for event)
 - MRVC Linked In Page
 - Developed content strategy involving WDB staff, MRVC members and agency staff.
 - Sent monthly reminders/encouragement to post and invite other manufacturers
- **Ventura County Grows Business Website & Facebook – July 1, 2016 to March 9, 2017**
 - Managed content updates, corrections, events and additions.
 - Website: 12% decrease in unique visitors over same time previous year, however 43% increase in visitor engagement:
 - 2,193 Sessions/1,583 Unique Visitors
 - 3.37 average minutes session duration +111% (1:43/2016)
 - 3.13 pages/session +44% (2.17/2016)
 - 48.02 Bounce Rate -25% (64.28%/2016)



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- **Ventura County Grows Business Website Relaunch**
 - Site Redesign & Relaunch Completed 3/6/17
 - Creative elements in development:
 - Banner assets
 - :30 PSA
 - :30 Digital Radio
 - :30 Whiteboard or Slide Share Video
 - Custom Eblast
- **VCGB Facebook – 2,313 Fans (through 3/8/17)**
 - New timeline header design for new VCGB Site Launch
 - Managed content, research, development and posting
 - Average 17 to 20 postings/month
 - **Fans: 22.1% increase over previous year.**
 - Facebook Paid Media for July 1 to March 9, 2017
 - Reach: 42,750
 - Clicks/Engagements: 1,666

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, 2016 to March 9, 2017**
 - Managed content updates, corrections and additions.
 - Updated photos to address WIOA 16-24-year-old priority.
 - Website: 33% decrease over same time-period 15/16 program year.
 - 2,158 Sessions/1,752 Unique Users
 - 2.27 pages per visit
 - 1.42 minutes average visit duration
 - 50% bounce rate
 - Develop updated site design and content recommendation. Site redevelopment on track for next program year if possible, including outreach/relaunch strategy.
- **VCJWF Twitter March 8, 2017 – 769 followers (98% increase!)**
 - Managed content, research, development and posting.
 - Average 35 postings/month
 - 113,861 Impressions (Jul 1 2016 to March 9, 2017)
 - **Followers: 98% increase over previous year**



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- **Youth Outreach – New Elements Developed**

- Key Sector/Top Career Pathways One Sheet (1)
- Top Career Pathways Landing Pages (4) for VCFWF Website to connect with Social Media
- Disconnected Youth Focus Groups Discussion Guide
- VCJWF Website Updates – Developed graphics/content for website additions

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:

- **Career Shops** – Developed and distributed (8) monthly calendar releases for Career Shops available free-of-charge at American Job Center of California Ventura County Locations with (3) calendar releases to come for April-June 2017. Note: Career Shops were unavailable for (1) month during Oxnard service center location transition.
 - Calendar listings published in 20 media to date including: VCStar, Acorn (various), The Patch (various), KDAR, Santa Paula Times, Sespe Sun, VC Reporter, Happenings, Fillmore Gazette

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 general outreach:
 - Total Cost: \$10,300 (KCLU Contract billed direct to WDB)
 - Total Value: \$15,173 (**147% of cost**)
 - Total Impressions: 2,777,861 (Includes 7 months KCLU and General Outreach Eblasts)
- **New Releases, Interviews, Op-Eds: Published in various media** including VCStar, Pacific Coast Business Times, Acorn (Various), PRLog, Sespe Sun, PR.Com, Patches (various)
 - **Releases Developed and Distributed:**
 - WDB New Board Members, 7/19/16
 - WDB Planning Documents Open for Review 12/22/16
 - 2017 WDB Awards Call for Nominations, 3/3/17
 - Re-appointment/New Board Member Release to come April 2017
 - **Op-Eds Developed/Coordinated Placed:**
 - “CLS Field Experience Program: Good Things Happen” Greg Barnes & Dawn Neuman, published 11/8/16 in the PCBT
 - “Dropping Drop-Out Rates” Roger Rice & Jason Peplinski, VCStar 10/8/16
 - “Disconnected Youth” Juan Mercado & Teresa Johnson, cancelled 3/15/17
 - “Career Explorations” Greg Van Ness & Richard Trogman, scheduled to publish 3/12/17 in the VCStar
 - “Staffing Challenges/Skill Gaps” Tracy Perez & Carolyn Vang Walker in development



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- **Nominations**
 - Develop/Submit El Concilio Latino Leadership nomination for Alex Rivera
 - Develop/Submit Who's Who is Business Leadership for Cheryl Moore, published in the PCBT on 2/14/17
- **Various**
 - Pacific Coast Business Times, 7/15/16, "Regulations, pay rules take toll on growers" coordinated resources and contacts
 - #WkDevWeek – Developed (4) social media posts to support CWA Workforce Development Week
- **Workforce Ventura County Website – New site so year-over-year stats unavailable**
 - Google Analytics Stats July 1, to March 9, 2017 (7 months + 1 week)
 - Audience Overview – 6,367 Sessions/4,346 Unique Users
 - Average Sessions 600/month
 - 2.63 pages per visit
 - 2.31 average minutes visit duration
 - 48.87% bounce rate
- **Job Outlook Full Report & Eblasts**
 - Researched compiled and distributed monthly Job Outlook report. (7) Completed to date, (4) to come.
 - Developed Monthly Topline Eblast summary of the Job Outlook and disseminated eblast to approximately 57,347 WDB Cohorts and Ventura County Businesses. (7) Completed to date, (4) to come.
- **Various Eblasts**
 - **WDB 2017 Award Nomination Eblast – (1)** to be designed and disseminated in late March call for nominations eblast.
- **KCLU General Outreach PSA's – Negotiate annual contract. 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
 - WDB Website – Key Sector & Standing Committee landing page development, design and launch. Home page navigation revised accordingly.
 - WDB Website – Spanish translation site widget in development
 - 2016 WDB Award Logo & Nomination Form
 - Success Stories – (12) copyedited, designed featuring, youth and dislocated workers
 - WDB General Services PSA's – Updated, Edited
 - WDB "Mission Posters" (4) developed and designed. Client cancelled.
 - Refresh/Update Eblast Lists – Ongoing as needed/directed by WDB staff