



**WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY**  
**OUTREACH COMMITTEE MEETING**

**Wednesday July 20, 2016**  
**8:30 a.m. – 10:00 a.m.**

Economic Development Collaborative-Ventura County (EDC-VC)  
1601 Carmen Drive, Suite 215, Camarillo

**AGENDA**

8:30 a.m.	<b>1.0 Call to Order and Agenda Review</b>	Acting Chair
8:32 a.m.	<b>2.0 Public Comments</b> <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>	Acting Chair
8:35 a.m.	<b>3.0 Approval of Minutes: May 18, 2016</b>	Acting Chair
8:42 a.m.	<b>4.0 Marketing and Outreach Update: 2015-2016 Q4 Summary</b>	Heidi Hayes
9:20 a.m.	<b>5.0 2015-2016 Year-End Review</b>	Talia Barrera
9:30 a.m.	<b>6.0 WIOA Implementation: Planning Discussion (Continued)</b>	Cheryl Moore
9:50 a.m.	<b>7.0 Committee Member Comments</b>	Committee Members
10:00 a.m.	<b>8.0 Adjournment</b>	Acting Chair

**Next Meeting**

September 21, 2016 (8:30 a.m.-10:00 a.m.)  
Economic Development Collaborative-Ventura County  
1601 Carmen Dr. Suite 215, 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.

For information about the Workforce Development Board of Ventura County, go to [www.workforceventuracounty.org](http://www.workforceventuracounty.org)



## **WDB Outreach Committee Meeting** **May 18, 2016**

### **MINUTES**

#### **Meeting Attendees**

##### Outreach Committee

Brian Gabler\* (Chair)  
Bruce Stenslie\*  
Will Berg\*  
Tracy Perez\*  
Victoria Jump\*

##### WDB Staff

Talia Barrera  
Cheryl Moore

##### Guests

Heidi Hayes (theAgency)  
Christy Norton (Community Services  
Department/WIOA)  
Yvonne Jonason (Employment Training  
Panel – ETP)

*\*WDB Members*

#### **1.0 Call to Order**

Brian Gabler called the meeting to order at 8:35 a.m.

#### **2.0 Public Comments**

No public comments

#### **3.0 Approval of Minutes:** November 18, 2015 and March 23, 2016

Motion to Approve: Victoria Jump  
Second: Bruce Stenslie  
Motion carried

#### **4.0 CSD/WIOA Event Report**

Christy Norton provided an oral summary of activities that the Community Services Department/WIOA accomplished in the third quarter of 2015-2016. Ms. Norton noted that local employers are inquiring more about how to access the OJT (on-the-job-training) program.

#### **5.0 Outreach Summary Report**

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

##### Employer Outreach

- Workforce Wednesday
  - April 20, 2016: How cities work with local businesses to provide free and low-cost services - Brian Gabler (City of Simi Valley) and John Fraser (City of Camarillo)
  - May 25: How federal programs impact workforce development – Capt. Doug King (Naval Base Ventura County) and Kristin Decas (Port of Hueneme)
- On-the-Job Training Outreach Ads and Collateral – March 14 to April 10, 2016



- Media Plan completed
- Facebook OJT Ads
  1. Reach: 40,963
  2. Page likes: 175
  3. Website clicks: 947
- OJT E-blasts
  1. 3/29 WDB Biz List: 9,791 Sent/5.8% Open Rate
  2. 3/29 LA Times List: 50,000 Sent/13.9% Open Rate
- Ventura County Grows Business Outreach – Campaign focus shifted from internships based on discussions at the March Outreach Committee Meeting
  - Media Plan ran 4/18 – 5/15
  - Re-recorded the VCGB #800 number
  - Banners – 15 versions
  - Print Ads – 2 versions
  - Facebook ads – 3 versions
  - :60 Radio – Script updated and recorded
  - KCLU :30 and :10 PSA
    - VCGB1. 4/20 WDB Cohorts: 211 sent/25.7 Open Rate
    - 2. LA Times Eblasts (2): 50,000 sent – results pending
- Healthcare Committee – Case Manager/Case Coordinator Career Pathways Survey
  - Investigate email list of qualified candidates
  - Negotiate costs
  - Developed and designed dedicated eblast
  - Eblast 5/18te
- Digital Advertising – Agency implemented social media advertising on VCGB Facebook starting mid-December and ending 02/29/16
- VCGB Facebook – 1,596 Fans (through 03/18/16)
  - Page Likes/Fans: gained 263 fans since January 1, 2016
  - Posts: 44 total posts since Jan 1
  - Post Reach: 2,566 most for a single day (01/18/16)
- Various Employer Outreach

Clean/Green Sustainability Outreach: theAgency participated in a conference call at a C/G committee to discuss and explore strategies to target small businesses with 1) the value of hiring new employees with a ‘sustainability’ skill set and 2) help small business see the financial value in identifying and adopting clean/green business practices.

### Youth Outreach

- VC Jobs with a Future: July 1, 2015 – March 17, 2016
  - 16% decrease over the same time period 14/15 program year
  - 3,796 sessions / 3,223 unique users
  - 1.25 minutes average visit duration
  - 66.86% bounce rate
- VCJWF Twitter – 371 followers

- 44 tweets
- 1,052 profile visits
- 15,100 Impressions (March, April, May)

## General Outreach

- Media Relations and Various \*WDB\* Activities
  - Wrote and submitted "Investing in Business-Education Collaboration to Build Ventura County's Workforce" Op-ed for members Bruce Stenslie and Roger Rice:
    - o VCStar, March 27, <http://www.vcstar.com/opinion/columnists/bruce-stenslie-and-roger-rice-economy-depends-on-educated-skilled-workforce-2dcfaaba-9d33-4456-e053--373598171.html>
  - Developed and distributed new Board Member announcement – obtained quotes and photos from four new board members:
    - o VC Star, April 2, Four appointed to WDB board, <http://www.vcstar.com/business/property-sold-honors-given-and-personnel-changes-made-2ebf9b20-cfc6-1a0e-e053-0100007f9a59-374331891.html>
    - o VCReporter, April 7, Four appointed to WDB board, [http://www.vcreporter.com/cms/story/detail/biz\\_buzz/13957/](http://www.vcreporter.com/cms/story/detail/biz_buzz/13957/)
    - o Patch.com, new board members, <http://patch.com/california/agourahills/workforce-development-board-ventura-county-adds-new-board-members>
- 2016 WDB Awards nominations release: clips
  - o VC Reporter, March 3, Award nominations, [http://www.vcreporter.com/cms/story/detail/biz\\_buzz/13845/](http://www.vcreporter.com/cms/story/detail/biz_buzz/13845/)
  - o VC Star, March 5, Award nominations (article is cut off), <http://www.vcstar.com/business/investors-award-nominations-sought-and-other-business-news-2d05d29b-dce6-6bed-e053-0100007f8fda-371024771.html>
  - o Camarillo Acorn, March 25, Award nominations, [http://www.thecamarilloacorn.com/news/2016-03-25/Neighbors/Board\\_seeks\\_award\\_nominees.html](http://www.thecamarilloacorn.com/news/2016-03-25/Neighbors/Board_seeks_award_nominees.html)
- WDB Website Redesign/Rebranding – Google Analytics Stats 12/14/15 to 5/11/16 (~ 5 months)
  - Audience Overview – 7,593 Sessions/5,777 Unique Users  
[NOTE: 43% (2,508) of new users from OJT digital efforts!]
  - 2.28 pages per visit
  - 1.39 average minutes visit duration
  - 52.78% bounce rate
- 2016 WDB Award Nomination E-blast
  - April 5 – WDB Cohorts: 401/15.4% open rate
- Job Outlook E-blast
  - March 18 (February 2016 Report) – WDB Cohorts: 400/22.5% open rate/5% CTR
  - March 18 (February 2016 Report) - Biz List: 9,852/7.6% open rate/1.1% CTR
  - April 15 (March 2016 Report) - WDB Cohorts: 401/19.6% open rate/4.3% CTR

- April 15 (March 2016 Report) – Biz List: 9,723/5.8% open rate/1.1% CTR
- Job Outlook: The following highlights local, state and national data in terms of NOT seasonally adjusted rates for March 2016:
  - Ventura County decreased .1% from 5.1% in February 2016 to 5.0% in March 2016 (March 2015 = 5.7%)
  - California decreased .1% from 5.7% in February 2016 to 5.6% in March 2016 (March 2015 = 6.7%)
  - U.S. decreased .1% from 5.2% in February 2016 to 5.1% in March 2016 (March 2015 = 5.5%)

## **6.0 Action Item**

The Committee reviewed and discuss the 2015-2016 performance of the Agency through third quarter, approving a recommendation that the Executive Committee authorize Workforce Development Board (WDB) staff to develop a Program Year 2016-2017 Workforce Innovation and Opportunity Act (WIOA) Contract Renewal with the Agency, to continue providing marketing and outreach services to the WDB.

## **7.0 WDB Awards Update**

Talia Barrera provided an update on the status of the WDB awards.

## **8.0 2016-2017 Committee Meeting Calendar**

Committee members agreed to continue with committee meetings in 2016-2017 on a bi-monthly basis, the third Wednesday of the month.

## **9.0 WIOA Implementation: Committee 2-Year Plan Discussion**

The Committee discussed plans to identify workforce development priorities for Ventura County. Committee members will try to visit sector committees in order to identify the workforce needs and outreach strategies. Committee members will continue the discussion at the next meeting.

## **10.0 Adjournment**

Brian Gabler adjourned the meeting at 10:00 a.m.

### Next Meeting

July 20, 2016 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative–Ventura County (EDC-VC)  
1601 Carmen Drive, Suite 215, Camarillo, CA



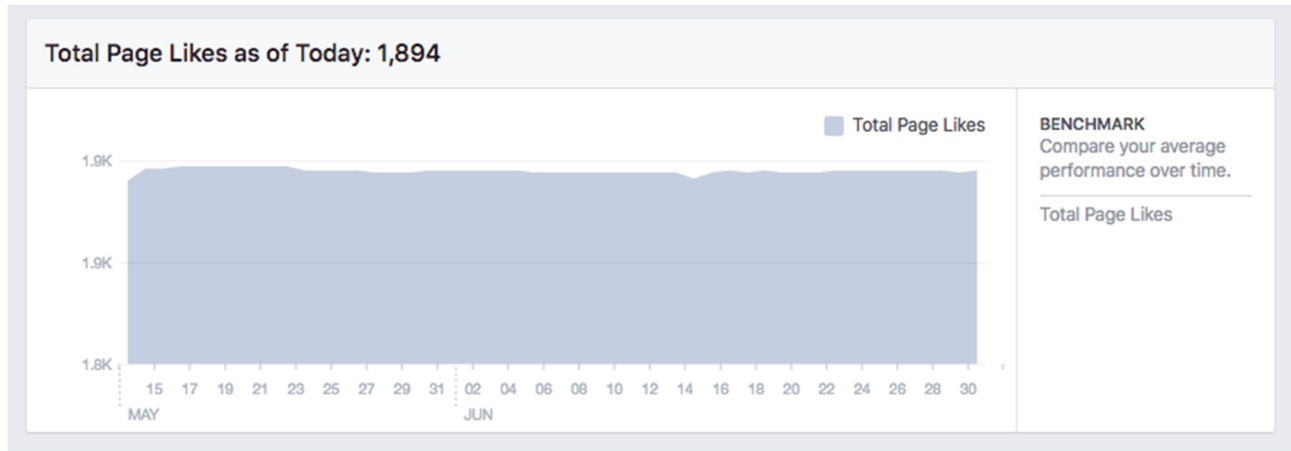
## Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17

### **Employer Outreach – Balance of 15/16**

- **Ventura County Grows Business Outreach**
  - KCLU :30 and :10 PSA Update
    1. 4/18-5/30 VCGB clicks: 593
    2. 5/31 – 6/30 clicks: 352
  - **VCGB Eblasts**
    1. LA Times Eblasts (2): 50,000 Sent – 12,019 opened (between the two eblasts)
      - 1,307 eblast clicks
      - 803 LA Times and Advanced Targeting Clicks
- **Healthcare Committee – Case Manager/Care Coordinator Career Pathways Survey**
  - Eblast Results
    - 5/18: 3,652 deployed, 546 opened (15%), 78 clicks (14.3 CTR)
    - 5/25: 3,652 deployed as a reminder, 361 opened (9.9%), 48 clicks (13.3% CTR)
- **Workforce Wednesday**
  - **May 25 – “How federal programs impact workforce development”:** CAPT King, Naval Base Ventura, and Kristin Decas, Port of Hueneme
  - **June 22 – WDB Award Winner Highlight/Internships:** Victor Dollar and Karen Clark, Macy’s
- **Workforce Update Eblast**
  - **June 13 – WDB Cohorts: 412 Sent/23.9% Open Rate/9.4% CTR**
  - **June 13 – Biz List: 9,589 Sent 7.7% Open Rate/2.4% CTR**
- **Ventura County Grows Business Website – July 1 to June 30, 2016: Complete program year**
  - **Website: 12% decrease (was -37%!) in unique visitors over same time previous year**
    - 4,364 (4,812-2015) Sessions/3,740 (4,260-2015) Unique Visitors
    - 1.57 minutes average session duration (Increased 23%)
    - 2.34 pages/session (Increased 15%)
    - 55.20% Bounce Rate (Improved over 69.56% in 2015)
- **VCGB Facebook May 13 to June 30 – 1,895 Fans (through June 30, 2016)**
  - Page Likes/Fans: **Gained 5 fans** since May 13, 2016
  - Posts – 30 total posts since May 13 (approx. 15 per month)
  - Post Reach: 1,343 most for a single day (5/13/16) Paid
  - Post Reach: 1,066 most for a single day (6/30/16) Organic



# Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17



## ○ Top Post Examples;

**Post Details**

Reported stats may be delayed from what appears on posts

**Ventura County Grows Business**  
Published by Pam TheAgency [?] · June 27 · [?] · [?]

Agriculture has always been an important & valuable part of this county--this hurts.

**Hundreds of strawberry farmers to lose jobs in Oxnard**  
Mandalay Berry Farms announced that it will be permanently closing its operations at nine ranches in Oxnard, California.

ABC7.COM | BY JOVANA LARA

1,686 people reached

**62** Reactions, Comments & Shares

37 Like	10 On Post	27 On Shares
1 Wow	1 On Post	0 On Shares
9 Sad	4 On Post	5 On Shares
3 Angry	0 On Post	3 On Shares
6 Comments	3 On Post	3 On Shares
6 Shares	3 On Post	3 On Shares

**255** Post Clicks

0 Photo Views	95 Link Clicks	160 Other Clicks [?]
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**NEGATIVE FEEDBACK**

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

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 2,900 people.

Boost Post

Like Comment Share

**Post Details**

Reported stats may be delayed from what appears on posts

**Ventura County Grows Business**  
Published by Pam TheAgency [?] · June 24 at 7:00pm · [?]

Part of living & working in Ventura County is appreciating what we have here ... have a glorious weekend! [?]

**564** People Reached

**5** Likes, Comments & Shares

5 Likes	5 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

**3** Post Clicks

2 Photo Views	0 Link Clicks	1 Other Clicks [?]
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**NEGATIVE FEEDBACK**

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

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 2,900 people.

Boost Post

564 people reached

Bruce Raymond Wright, Bradley Witt and 3 others

Like Comment Share




## Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17

**Post Details**

Reported stats may be delayed from what appears on posts

**Ventura County Grows Business**  
Published by Pam TheAgency 171 · June 3 ·

Great news for Simi Valley & Ventura County! After a year on the market, a large studio and production facility in the western end of Simi Valley has sold for \$11.5 million. The building has extensive studio and production space and will be rented out to the entertainment industry. It will keep the industry's interest in Simi Valley and will bring well-paying jobs to the community.



**Media center sells for \$11.5M**  
After a year on the market, a large studio and production facility in the western end of Simi Valley most recently occupied by the Seventh-day Adventist Church has sold for \$11.5 million.  
SIMIValleyACORN.COM

350 People Reached

8 Likes, Comments & Shares

5 Likes	5 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	1 On Post	2 On Shares

18 Post Clicks

0 Photo Views	7 Link Clicks	11 Other Clicks (i)
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NEGATIVE FEEDBACK

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

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 2,900 people.

350 people reached

Brenda Duncan Cusick, Yuri Venegas and 3 others · 1 Share


Like Comment Share

**Post Details**

Reported stats may be delayed from what appears on posts

**Ventura County Grows Business**  
Published by Pam TheAgency 171 · May 12 ·

Do you know about Entertainment Earth? This Simi Valley company did \$55 million in sales last year and has grown an average of more than 30 percent a year for the past four years. They are now four times larger than when they moved to Simi Valley from the San Fernando Valley in 2011. Ventura County Grows Business!



**Movie and comic figures supply action for Simi Valley toy company**  
Two brothers started Entertainment Earth 20 years ago as a website selling Star Wars figures. Now the Simi Valley company sells more than 27,000 items.  
VCSTAR.COM

308 People Reached

7 Likes, Comments & Shares

7 Likes	7 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

9 Post Clicks

0 Photo Views	6 Link Clicks	3 Other Clicks (i)
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NEGATIVE FEEDBACK

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

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 2,900 people.

308 people reached

7 · Like Comment Share

### EMPLOYER OUTREACH NEW 16/17 PROGRAM YEAR

- **Various Employer Outreach**
  - **Manufacturing Roundtable**
    - Manufacturing Networking Event Eblast
      - **July 13 – 441 sent/13.9% Open Rate/3.6% CTR**
      - **July 18 – Scheduled to resend for 7/21 RSVP Deadline**
    - **Manufacturing Ongoing**
      - MRVC & Manufacturing Network Events
      - Manufacturing Week
      - Manufacturing Landing Pages – WDB & VCGB Websites, VCGB Facebook Posts
      - Editorial Workforce Wednesday
      - Workforce Update
      - LinkedIn Page Growth & Content Development
      - KCLU – MRVC direct to manufacturing resources/information - HOLD
  - **Clean Green/Sustainability Outreach** – Agency participated in a conference call at bi-monthly meeting to discuss/explore strategies to target small businesses with 1) the value of hiring new employees with a 'sustainability' skill set and 2) help small business see the financial value in identifying and adopting clean/green business practices. **PENDING**
  - **Healthcare - PENDING**
  - **Business Services - PENDING**



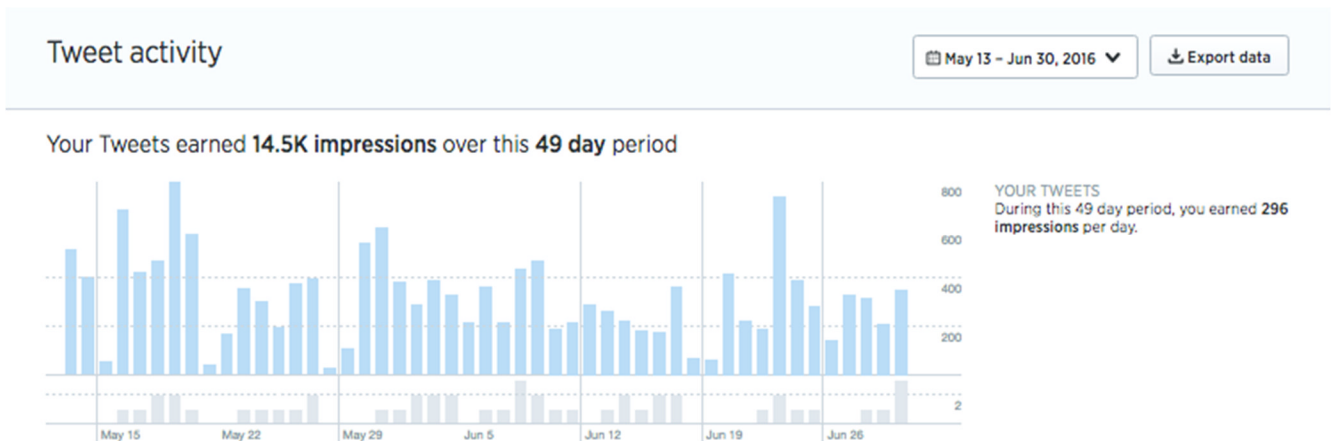
## Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17

### Employer Outreach – In Development/Consideration

- **Ventura County Grows Business Website** – Site makeover, expand priorities.
- **KCLU** – Status of new P.O. – July “Dark”
- **August 2016 Issue** “Workforce Update”
- **Workforce Wednesday**
  - July – Dark
  - August 24 – Success in lowering the dropout rate: Roger Rice, TBD District Superintendent
  - September – Secure topic and participants.

### Youth Outreach – Balance of 15/16

- **VC Jobs with a Future Website: July 1, 2015 – June 30, 2016**
  - **Website: 36% decrease** over same time period 14/15 program year.
    - 4,293 (6,350-2015) Sessions/3,664 (5,736-2015) Unique Users
    - 1.83 pages per visit
    - 1.83 minutes average visit duration
    - 67.62% bounce rate
- **VCJWF Twitter May 13 – June 30, 2016 – 388 followers**
  - Followers - 28 gained since May 13
  - 49 Total Tweets (May 13-June 30) (49 days)
  - 823 Profile Visits (May 13-June 30)
  - 14,500 Impressions (May 13-June 30)

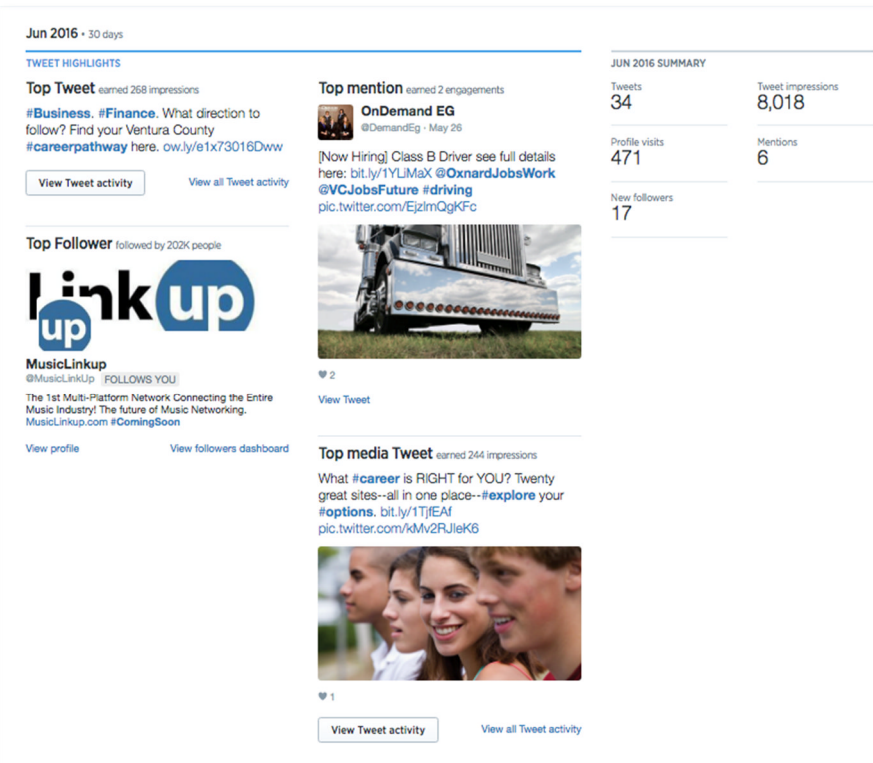
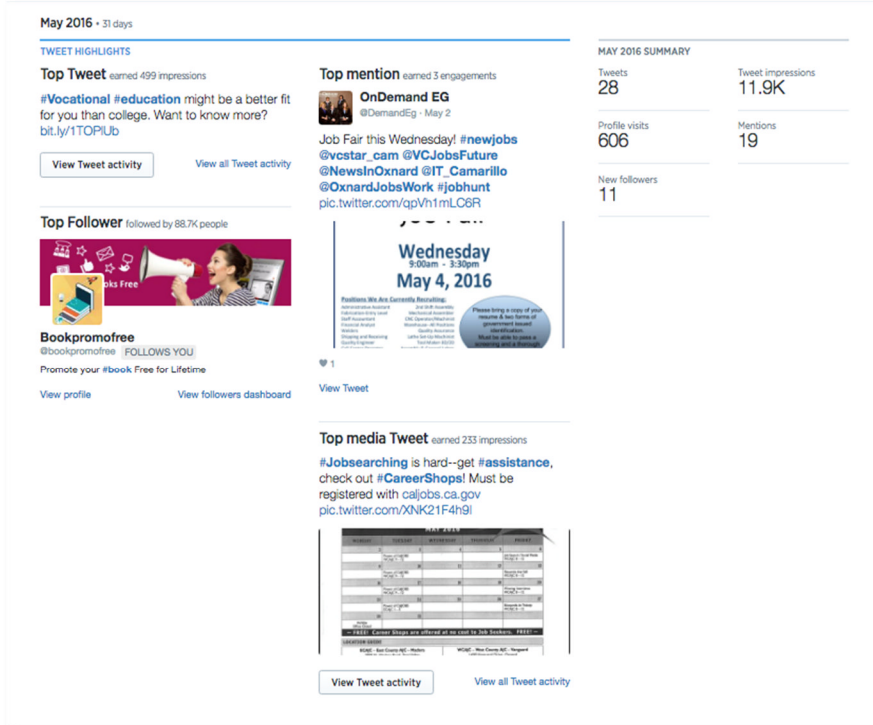






# Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17

## ○ May & June “Top Tweet” Summaries (See graphics below)







# Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17

Analytics
Home
Tweets
Audiences
Events
More

Tweets
Top Tweets
Tweets and replies
Promoted
Impressions
Engagements
Engagement rate

<div>VC JOBS</div> <b>Jobs with a Future</b> @VCJobsFuture · May 20 Deciding what to do (career) is tough. College? Trade-school? Check out possible <a href="#">#career #pathways</a> in VC. <a href="#">bit.ly/1rZIB1t</a> View Tweet activity <div>Promote</div>	323	2	0.6%
<div>VC JOBS</div> <b>Jobs with a Future</b> @VCJobsFuture · Jun 22 <a href="#">#Internship</a> , <a href="#">#apprenticeship</a> , <a href="#">#jobshadow</a> & <a href="#">#externship</a> . Your <a href="#">#path</a> to a <a href="#">#job</a> ? <a href="#">bit.ly/28Yo0yT</a> Find out more! View Tweet activity <div>Promote</div>	303	2	0.7%
<div>VC JOBS</div> <b>Jobs with a Future</b> @VCJobsFuture · Jun 17 What's the best time to learn about <a href="#">#collegeapps</a> ? Yep, before the deadline to submit them. Great <a href="#">#resources</a> here: <a href="#">bit.ly/1tuoVOS</a> View Tweet activity <div>Promote</div>	288	0	0.0%
<div>VC JOBS</div> <b>Jobs with a Future</b> @VCJobsFuture · Jun 10 <a href="#">#Business</a> , <a href="#">#Finance</a> . What direction to follow? Find your Ventura County <a href="#">#careerpathway</a> here. <a href="#">ow.ly/e1x73016Dww</a> View Tweet activity <div>Promote</div>	282	0	0.0%
<div>VC JOBS</div> <b>Jobs with a Future</b> @VCJobsFuture · Jun 3 Are the <a href="#">#ARTS</a> your love? Check out the <a href="#">#CareerPathway</a> : <a href="#">bit.ly/24i11kE</a> and the standards: <a href="#">bit.ly/25DEPYT</a> View Tweet activity <div>Promote</div>	274	1	0.4%
<div>VC JOBS</div> <b>Jobs with a Future</b> @VCJobsFuture · Jun 11 Everyone has at least one <a href="#">#unglamorous</a> job. What will yours be--everyone starts somewhere! <a href="#">ow.ly/pmr73016DDn</a> View Tweet activity <div>Promote</div>	274	1	0.4%
<div>VC JOBS</div> <b>Jobs with a Future</b> @VCJobsFuture · Jun 9 <a href="#">#Piru</a> school to get cutting edge Apple tech devices, helping <a href="#">#kids</a> to compete in our complex <a href="#">#digital</a> world! <a href="#">bit.ly/1UEgWVx</a> View Tweet activity <div>Promote</div>	269	3	1.1%
<div>VC JOBS</div> <b>Jobs with a Future</b> @VCJobsFuture · Jun 14 Reality: college isn't for everyone. We actually have a <a href="#">#shortage</a> of <a href="#">#skilledworkers</a> in many fields. <a href="#">bit.ly/21kXlyM</a> View Tweet activity <div>Promote</div>	263	0	0.0%
<div>VC JOBS</div> <b>Jobs with a Future</b> @VCJobsFuture · Jun 8 Want a job? Got a <a href="#">#resume</a> ? Check out 5 ways resume <a href="#">#bulletpoints</a> could help you get <a href="#">#hired</a> . <a href="#">bit.ly/1VNIJd</a> View Tweet activity <div>Promote</div>	263	1	0.4%
<div>VC JOBS</div> <b>Jobs with a Future</b> @VCJobsFuture · May 19 Odyssey of the Mind is about creativity and teamwork, great skills for future careers. Congrats Lang Ranch students! <a href="#">bit.ly/208aJ8l</a> View Tweet activity <div>Promote</div>	256	3	1.2%

## Engagements

Showing 49 days with daily frequency

### ENGAGEMENT RATE

0.4%

Jun 30  
0.3% engagement rate



### LINK CLICKS

13

Jun 30  
0 link clicks



On average, you earned 0 link clicks per day

### RETWEETS

2

Jun 30  
0 Retweets



On average, you earned 0 Retweets per day

### LIKES

23

Jun 30  
0 likes



On average, you earned 0 likes per day

### REPLIES

1

Jun 30  
1 reply



On average, you earned 0 replies per day



## Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17

### **Job Seeker Outreach – Balance of 15/16**

- **Career Shops**

- June career workshops – prepared workshop listings and sent May 17

#### **June Clips:**

- Simi Acorn (CalJOBS workshop) [http://www.simivalleyacorn.com/news/2016-06-17/Business/Job\\_center\\_to\\_offer\\_free\\_career\\_workshop.html](http://www.simivalleyacorn.com/news/2016-06-17/Business/Job_center_to_offer_free_career_workshop.html)
- VC Star (CalJOBS workshop), ran three times <http://www.vcstar.com/business/business-happenings-ep-1123888448-342031401.html> , <http://www.vcstar.com/news/local/film-screening-art-contest-and-other-events-planned-3427e429-4323-020b-e053-0100007fabb4-382976431.html> , <http://www.vcstar.com/business/mixer-seminars-and-class-offered-35454a00-e42c-4b2e-e053-0100007f356c-383077431.html>
- 805Calendar, East County June workshop <http://805calendar.com/>
- Patch.com, East County June workshop <http://patch.com/california/moorpark/power-caljobs-june-28-simi-valley-0>
- Simi Valley Acorn – ran CalJOBS May 24 workshop info on May 13 [http://www.simivalleyacorn.com/news/2016-05-13/Business/Free\\_CalJOBS\\_workshop.html](http://www.simivalleyacorn.com/news/2016-05-13/Business/Free_CalJOBS_workshop.html)
- Santa Paula Times – running June workshops listing
- VCReporter – running May workshops listing
- May career workshops – prepared workshop listings and sent April 14.

### **JOB SEEKER OUTREACH NEW 16/17 PROGRAM YEAR**

- **Potential New Outreach Programs Targeting**

- Internships
- Older worker, long-term unemployed, displaced homemaker (perhaps three groups with similar needs)
- Disconnected youth?
- Emerging Careers & Pathways
- Spanish Language Outreach?

### **General Outreach – Balance of 15/16**

#### **Media Relations & Various**

- **WDB Award Winners news release** – obtained quotes from winners and prepared news release. Distributed with photo on June 16.

#### **Clips:**

- Tri-County Sentry <http://tricontysentry.com/blog/congratulations-to-2016-wdb-award-winners/>
- Moorpark Patch <http://patch.com/california/moorpark/congratulations-2016-wdb-award-winners-0>



## Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17

- PRLog.org <https://www.prlog.org/12566242-congratulations-to-2016-wdb-award-winners.html> (190 views)
- VC Star (our posting) <http://www.vcstar.com/your-news/383425781.html>
- VC Star published in paper 7/16/16 <http://www.vcstar.com/topstories/awards-staffing-changes-and-other-business-news-announced-37802355-8f0f-7332-e053-0100007f8bd1-386592291.html>
- **WDB Website** – Google Analytics Stats 12/14/15 to 6/30/16 (6.5 months)
  - Audience Overview – 9,093 Sessions/6,794 Unique Users (Note: 30% of sessions were from the OJT outreach campaign)
  - Average 1,045/month
  - 2.62 pages per visit
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  - 47.99% bounce rate
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- **Job Outlook Eblast:**
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### **GENERAL OUTREACH NEW 16/17 PROGRAM YEAR**

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- **Refresh/Update Eblast Lists**
  - **Stakeholders**
    - WDB Board/Committee members
    - Cohorts & Stakeholders
    - Educators
    - Local, State and Federal Representatives
    - MOU, RSA, Contract groups
  - **Employers**
    - Review opt-in graphic/positioning on WDB website
    - List/Eblast Purchase options discussion
      - LA Times – include opt-in to build email list
      - Categories in general: educators, CBO's, etc.

### **Current WDB Outreach Ongoing Toolbox Elements**

- Workforce Update – Six times/year
- Job Outlook – 10 to 11 times/year
- Workforce Wednesday – 10 times/year
- KCLU – 10 to 11 months
- WDB Website
- VCGB Website
- VCGB Facebook
- VCJWF Website
- VCJWF Twitter
- Editorial/Bylines – four to five times/year
- Releases – five to six times/year (focus primarily on new members and awards)
- Speakers Bureau Re-Boot!
  - Focus – AJCC MOU System
  - Need
    - New speaker participants
    - New PPT

**Projected in process is being finalized for the 15/16 program year (PY) and developed for the 16/17 PY.**





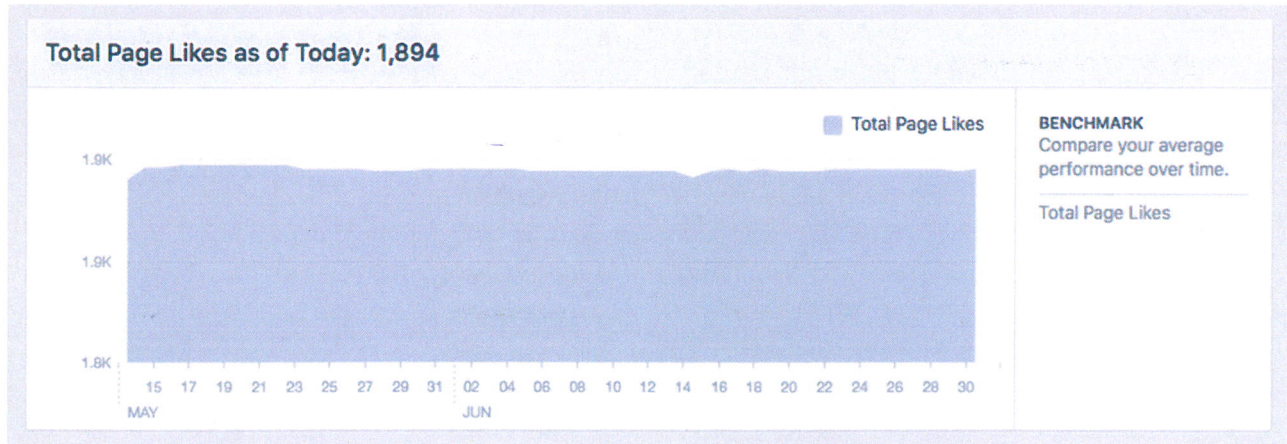
## Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17

### **Employer Outreach – Balance of 15/16**

- **Ventura County Grows Business Outreach**
  - KCLU :30 and :10 PSA Update
    1. 4/18-5/30 VCGB clicks: 593
    2. 5/31 – 6/30 clicks: 352
  - **VCGB Eblasts**
    1. LA Times Eblasts (2): 50,000 Sent – 12,019 opened (between the two eblasts)
      - 1,307 eblast clicks
      - 803 LA Times and Advanced Targeting Clicks
- **Healthcare Committee – Case Manager/Care Coordinator Career Pathways Survey**
  - Eblast Results
    - 5/18: 3,652 deployed, 546 opened (15%), 78 clicks (14.3 CTR)
    - 5/25: 3,652 deployed as a reminder, 361 opened (9.9%), 48 clicks (13.3% CTR)
- **Workforce Wednesday**
  - **May 25 – “How federal programs impact workforce development”:** CAPT King, Naval Base Ventura, and Kristin Decas, Port of Hueneme
  - **June 22 – WDB Award Winner Highlight/Internships:** Victor Dollar and Karen Clark, Macy’s
- **Workforce Update Eblast**
  - **June 13 – WDB Cohorts: 412 Sent/23.9% Open Rate/9.4% CTR**
  - **June 13 – Biz List: 9,589 Sent 7.7% Open Rate/2.4% CTR**
- **Ventura County Grows Business Website – July 1 to June 30, 2016: Complete program year**
  - **Website: 12% decrease (was -37%!) in unique visitors over same time previous year**
    - 4,364 (4,812-2015) Sessions/3,740 (4,260-2015) Unique Visitors
    - 1.57 minutes average session duration (Increased 23%)
    - 2.34 pages/session (Increased 15%)
    - 55.20% Bounce Rate (Improved over 69.56% in 2015)
- **VCGB Facebook May 13 to June 30 – 1,895 Fans (through June 30, 2016)**
  - Page Likes/Fans: **Gained 5 fans** since May 13, 2016
  - Posts – 30 total posts since May 13 (approx. 15 per month)
  - Post Reach: 1,343 most for a single day (5/13/16) Paid
  - Post Reach: 1,066 most for a single day (6/30/16) Organic



# Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17



## ○ Top Post Examples;

**Post Details**

Reported stats may be delayed from what appears on posts

**Ventura County Grows Business**  
Published by Pam TheAgency 171 · June 27 · 0 · 0

Agriculture has always been an important & valuable part of this county-- this hurts.

**Hundreds of strawberry farmers to lose jobs in Oxnard**  
Mandalay Berry Farms announced that it will be permanently closing its operations at nine ranches in Oxnard, California.

ABC7.COM | BY JOVANA LARA

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 2,900 people.

1,686 people reached

Boost Post

15 Reactions

2 Comments 3 Shares

Like Comment Share

**1,686** People Reached

**62** Reactions, Comments & Shares

37 Like	10 On Post	27 On Shares
1 Wow	1 On Post	0 On Shares
9 Sad	4 On Post	5 On Shares
3 Angry	0 On Post	3 On Shares
6 Comments	3 On Post	3 On Shares
6 Shares	3 On Post	3 On Shares

**255** Post Clicks

0 Photo Views	95 Link Clicks	160 Other Clicks
---------------	----------------	------------------

**NEGATIVE FEEDBACK**

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

**Post Details**

Reported stats may be delayed from what appears on posts

**Ventura County Grows Business**  
Published by Pam TheAgency 171 · June 24 at 7:00pm · 0

Part of living & working in Ventura County is appreciating what we have here ... have a glorious weekend! ☺

**564** People Reached

**5** Likes, Comments & Shares

5 Likes	5 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

**3** Post Clicks

2 Photo Views	0 Link Clicks	1 Other Clicks
---------------	---------------	----------------

**NEGATIVE FEEDBACK**

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

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 2,900 people.

564 people reached

Boost Post

Bruce Raymond Wright, Bradley Witt and 3 others

Like Comment Share






## Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency 11 - June 2 - 4h

Great news for Simi Valley & Ventura County! After a year on the market, a large studio and production facility in the western end of Simi Valley has sold for \$11.5 million. The building has extensive studio and production space and will be rented out to the entertainment industry. It will keep the industry's interest in Simi Valley and will bring well-paying jobs to the community.



**Media center sells for \$11.5M**  
After a year on the market, a large studio and production facility in the western end of Simi Valley most recently occupied by the Seventh-day Adventist Church has sold for \$11.5 million.  
SIMIValleyACORN.COM

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 2,900 people.

350 people reached

Boost Post

Strends Duncan Cutlick, Yuri Venegas and 3 others

1 Share

Like Comment Share

**350 People Reached**

8 Likes, Comments & Shares

5 Likes	5 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	1 On Post	2 On Shares

18 Post Clicks

0 Photo Views	7 Link Clicks	11 Other Clicks
---------------	---------------	-----------------


**NEGATIVE FEEDBACK**

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

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency 11 - May 12 - 4h

Do you know about Entertainment Earth? This Simi Valley company did \$55 million in sales last year and has grown an average of more than 30 percent a year for the past four years. They are now four times larger than when they moved to Simi Valley from the San Fernando Valley in 2011. Ventura County Grows Business!



**Movie and comic figures supply action for Simi Valley toy company**  
Two brothers started Entertainment Earth 20 years ago as a website selling Star Wars figures. Now the Simi Valley company sells more than 20,000 items.  
VCSTAR.COM

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 2,900 people.

308 people reached

Boost Post

Like Comment Share

**308 People Reached**

7 Likes, Comments & Shares

7 Likes	7 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

9 Post Clicks

0 Photo Views	6 Link Clicks	3 Other Clicks
---------------	---------------	----------------

**NEGATIVE FEEDBACK**

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

### EMPLOYER OUTREACH NEW 16/17 PROGRAM YEAR

- **Various Employer Outreach**
  - **Manufacturing Roundtable**
    - Manufacturing Networking Event Eblast
      - **July 13 – 441 sent/13.9% Open Rate/3.6% CTR**
      - **July 18 – Scheduled to resend for 7/21 RSVP Deadline**
    - **Manufacturing Ongoing**
      - MRVC & Manufacturing Network Events
      - Manufacturing Week
      - Manufacturing Landing Pages – WDB & VCGB Websites, VCGB Facebook Posts
      - Editorial Workforce Wednesday
      - Workforce Update
      - LinkedIn Page Growth & Content Development
      - KCLU – MRVC direct to manufacturing resources/information - HOLD
  - **Clean Green/Sustainability Outreach** – Agency participated in a conference call at bi-monthly meeting to discuss/explore strategies to target small businesses with 1) the value of hiring new employees with a 'sustainability' skill set and 2) help small business see the financial value in identifying and adopting clean/green business practices. **PENDING**
  - **Healthcare - PENDING**
  - **Business Services - PENDING**





## Workforce Development Board Outreach Update: May 13 – June 30, 2016: Balance of 15/16 July 1 to July 15, 2016: Start of 16/17

### Employer Outreach – In Development/Consideration

- **Ventura County Grows Business Website** – Site makeover, expand priorities.
- **KCLU** – Status of new P.O. – July “Dark”
- **August 2016 Issue** “Workforce Update”
- **Workforce Wednesday**
  - July – Dark
  - August 24 – Success in lowering the dropout rate: Roger Rice, TBD District Superintendent
  - September – Secure topic and participants.

### Youth Outreach – Balance of 15/16

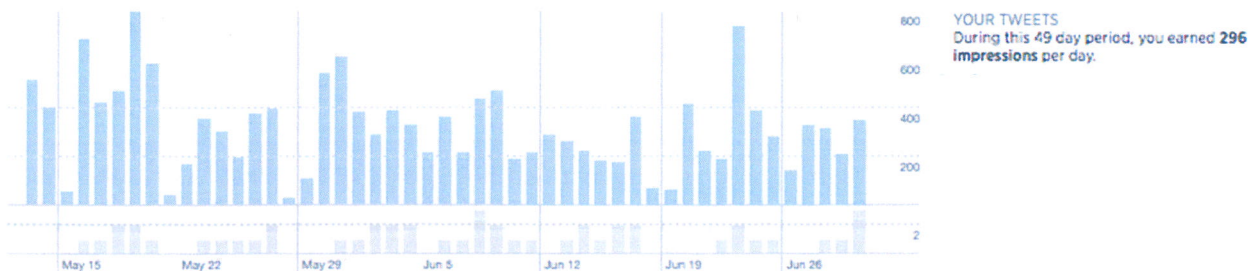
- **VC Jobs with a Future Website: July 1, 2015 – June 30, 2016**
  - **Website: 36% decrease** over same time period 14/15 program year.
    - 4,293 (6,350-2015) Sessions/3,664 (5,736-2015) Unique Users
    - 1.83 pages per visit
    - 1.83 minutes average visit duration
    - 67.62% bounce rate
- **VCJWF Twitter May 13 – June 30, 2016 – 388 followers**
  - Followers - 28 gained since May 13
  - 49 Total Tweets (May 13-June 30) (49 days)
  - 823 Profile Visits (May 13-June 30)
  - 14,500 Impressions (May 13-June 30)

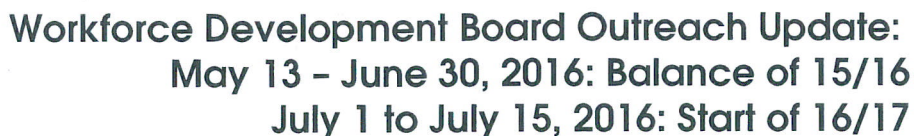
### Tweet activity

May 13 – Jun 30, 2016 ▼

Export data

Your Tweets earned 14.5K impressions over this 49 day period







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Analytics Home Tweets Audiences Events More

Tweets Top Tweets Tweets and replies Promoted

Impressions Engagements Engagement rate

<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · May 20 Deciding what to do (career) is tough. College? Trade-school? Check out possible #career #pathways in VC. bit.ly/1rZB1t	323	2	0.6%	Promote
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 22 #Internship, #apprenticeship, #jobshadow & #externship. Your #path to a #job? bit.ly/28Yo0yT Find out more!	303	2	0.7%	Promote
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 17 What's the best time to learn about #collegeapps? Yep, before the deadline to submit them. Great #resources here: bit.ly/1tuoVOS	288	0	0.0%	Promote
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 10 #Business, #Finance. What direction to follow? Find your Ventura County #careerpathway here. ow.ly/e1x73016Dww	282	0	0.0%	Promote
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 3 Are the #ARTS your love? Check out the #CareerPathway: bit.ly/24111kE and the standards: bit.ly/25DEPYT	274	1	0.4%	Promote
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 11 Everyone has at least one #unglamorous job. What will yours be--everyone starts somewhere! ow.ly/pmr73016DDn	274	1	0.4%	Promote
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 9 #Piru school to get cutting edge Apple tech devices, helping #kids to compete in our complex #digital world! bit.ly/1UEgWVx	269	3	1.1%	Promote
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 14 Reality: college isn't for everyone. We actually have a #shortage of #skilledworkers in many fields. bit.ly/21kXlyM	263	0	0.0%	Promote
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 8 Want a job? Got a #resume? Check out 5 ways resume #bulletpoints could help you get #hired. bit.ly/1VNIJd	263	1	0.4%	Promote
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · May 19 Odyssey of the Mind is about creativity and teamwork, great skills for future careers. Congrats Lang Ranch students! bit.ly/208aJ8l	256	3	1.2%	Promote

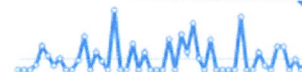
## Engagements

Showing 49 days with daily frequency

### ENGAGEMENT RATE

0.4%

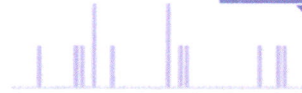
Jun 30 0.3% engagement rate



### LINK CLICKS

13

Jun 30 0 link clicks



On average, you earned 0 link clicks per day

### RETWEETS

2

Jun 30 0 Retweets

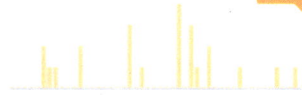


On average, you earned 0 Retweets per day

### LIKES

23

Jun 30 0 likes



On average, you earned 0 likes per day

### REPLIES

1

Jun 30 1 reply



On average, you earned 0 replies per day





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### **Job Seeker Outreach – Balance of 15/16**

- **Career Shops**
- June career workshops – prepared workshop listings and sent May 17
- **June Clips:**
  - Simi Acorn (CalJOBS workshop) [http://www.simivalleyacorn.com/news/2016-06-17/Business/Job\\_center\\_to\\_offer\\_free\\_career\\_workshop.html](http://www.simivalleyacorn.com/news/2016-06-17/Business/Job_center_to_offer_free_career_workshop.html)
  - VC Star (CalJOBS workshop), ran three times <http://www.vcstar.com/business/business-happenings-ep-1123888448-342031401.html> , <http://www.vcstar.com/news/local/film-screening-art-contest-and-other-events-planned-3427e429-4323-020b-e053-0100007fabb4-382976431.html> , <http://www.vcstar.com/business/mixer-seminars-and-class-offered-35454a00-e42c-4b2e-e053-0100007f356c-383077431.html>
  - 805Calendar, East County June workshop <http://805calendar.com/>
  - Patch.com, East County June workshop <http://patch.com/california/moorpark/power-caljobs-june-28-simi-valley-0>
  - Simi Valley Acorn – ran CalJOBS May 24 workshop info on May 13 [http://www.simivalleyacorn.com/news/2016-05-13/Business/Free\\_CalJOBS\\_workshop.html](http://www.simivalleyacorn.com/news/2016-05-13/Business/Free_CalJOBS_workshop.html)
  - Santa Paula Times – running June workshops listing
  - VCReporter – running May workshops listing
  - May career workshops – prepared workshop listings and sent April 14.

### **JOB SEEKER OUTREACH NEW 16/17 PROGRAM YEAR**

- **Potential New Outreach Programs Targeting**
  - Internships
  - Older worker, long-term unemployed, displaced homemaker (perhaps three groups with similar needs)
  - Disconnected youth?
  - Emerging Careers & Pathways
  - Spanish Language Outreach?

### **General Outreach – Balance of 15/16**

#### **Media Relations & Various**

- **WDB Award Winners news release** – obtained quotes from winners and prepared news release. Distributed with photo on June 16.
- **Clips:**
  - Tri-County Sentry <http://tricountysentry.com/blog/congratulations-to-2016-wdb-award-winners/>
  - Moorpark Patch <http://patch.com/california/moorpark/congratulations-2016-wdb-award-winners-0>



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  - **Employers**
    - Review opt-in graphic/positioning on WDB website
    - List/Eblast Purchase options discussion
      - LA Times – include opt-in to build email list
      - Categories in general: educators, CBO's, etc.

### Current WDB Outreach Ongoing Toolbox Elements

- Workforce Update – Six times/year
- Job Outlook – 10 to 11 times/year
- Workforce Wednesday – 10 times/year
- KCLU – 10 to 11 months
- WDB Website
- VCGB Website
- VCGB Facebook
- VCJWF Website
- VCJWF Twitter
- Editorial/Bylines – four to five times/year
- Releases – five to six times/year (focus primarily on new members and awards)
- Speakers Bureau Re-Boot!
  - Focus – AJCC MOU System
  - Need
    - New speaker participants
    - New PPT

Projected in process is being finalized for the 15/16 program year (PY) and developed for the 16/17 PY.



# Workforce Update

June 2016



## "We're here to help!"



Having a little help to compete in our global economy can make a big difference in the success of a company. According to **Brian Gabler**, Director of Economic Development/**Simi Valley** Assistant City

Manager (and WDB member) and **John Fraser**, Senior Management Analyst/Economic Coordinator for **Camarillo**, the cities in Ventura County are ready to help. Whether challenged by state regulations or supply chain issues, worker's comp, production or staffing, businesses have easy access to no-cost and low-cost solutions—right here in Ventura County. For information, go to [VenturaCountyGrowsBusiness.com](http://VenturaCountyGrowsBusiness.com) or call the WDB, the EDC-VC, or your city's economic development manager. To hear more, listen to the April 20th [Workforce Wednesday](#) radio interview with Brian Gabler and John Fraser.

## Federal Grants = Civilian Jobs



We often think of big companies doing big business with big government. In reality, government contracts come in all sizes. According to **Captain Douglas King**, Chief Staff Officer for **Naval Base Ventura County** (and

WDB member), and **Kristin Decas**, CEO for the **Port of Hueneme**, businesses large and small are working on government-funded projects. For example, businesses relating to construction, engineering and food service are employed by both the port and the base. For information about business opportunities with Naval Base Ventura County, contact Lieutenant Lee Howard at (805) 982-3742. For the Port of Hueneme, call (805) 488-3677. You also may go online to [Planet Bids](#). Listen to the interview with Capt. King and Kristin Decas on [Workforce Wednesday](#).

Join Our Mailing List!

## Resources

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

**American Job Center**  
California



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

[Grow Business](#).

## Did You Know?

["A new poll says more than 40 percent of America's baby boomers have worked for their employer for 20 years or more,"](#) by Adam Allington for the Associated Press

## Quick Reads

Quick Reads about Millennials in the Workplace

Gallup Opinion article,



## Success Story: AeroVironment/Simi Valley



As a leading supplier to the government of small unmanned aircraft systems, **AeroVironment** is required to comply with rigorous export regulations. To help the company run more efficiently, more than 60 employees participated in **EDC-VC's Small Business Development Center** lean trainings

to learn new skills, improve gaps in processes, streamline processes and reduce cycle times. In addition, a series of export compliance training programs was developed. As a result, AeroVironment is seeing higher production volumes over shorter periods, reduced lead time for product sell-off and consistent achievement of repair turnaround time commitments for customer equipment. For more information about AeroVironment, go to [www.avinc.com](http://www.avinc.com).

"Millennials: How They Live and Work," recommends six changes in the business' culture.

Gallup's latest report, "What Millennials Want from Work and Life," highlights key characteristics of this generation as well as employee engagement and other timely topics.

### Local SCORE Workshops

Workshops range from Marketing to Cybercrime, Purchasing and Inventory Control and more.

[Click here for more information.](#)

## WDB Awards Presentation on June 16th



Thank you for the nominations! At this month's WDB Annual Meeting, we will recognize six Ventura County leaders who are helping to grow a strong local workforce. Whether providing youth internships and work opportunities, collaborating on programs to meet workforce needs, or supporting business

expansion, job creation or job retention, these 2016 WDB Award winners are making a real difference. Please join us for the presentation of awards at the WDB meeting on June 16th at 8AM, at the Ventura County Office of Education, 5100 Adolfo Road, Camarillo.

### Job Outlook

#### April 2016 Unemployment

Not Seasonally Adjusted

U.S. = 4.7%

California = 5.2%

Ventura County = 4.8%

Note: The May 2016 Job Outlook will be available on the WDB website on 6/18. [Workforce Development Board.](#)

### Workforce Wednesday

Tom Spence  
KVTA 1590-AM

**June 22 at 8:40AM**

Topic: How internships are good for business

[Click to listen to May broadcast](#) and hear NBVC Capt. Douglas King and Port Hueneme's Kristen Decas talk about how federal grants affect the local workforce.

### Upcoming Events

**June 16, 8am**  
WDB Board Meeting  
at VCOE with WDB Awards



Workforce Update is brought to you by the Workforce Development Board of Ventura County (WDB). The Workforce Development Board administers federal funds that help to support American Job Center locations and other free adult, youth, and employer programs and services in Ventura County.

### Workforce Development Board

Bringing People and Opportunities Together  
55 Partridge Drive, Ventura, California 93003  
805.477.5306 or visit [workforceventuracounty.org](http://workforceventuracounty.org)



theAgency

Created in partnership with [theAgency](#).

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

# 805 CALENDAR

**Tue, Jun 28: The Power of CalJOBS** CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration required by calling the East County America's Job Center at [805-955-2282](tel:805-955-2282) to enroll. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. 1:00 p.m. – 5:00 p.m. at East County America's Job Center, 2900 N. Madera Rd., Simi Valley. Info: [805-955-2282](tel:805-955-2282) or [click here](#). Career Shops are sponsored by the Human Services Agency, EDD Workforce Services and the Workforce Development Board. This is an Equal Opportunity Employer/Program/Service. TDD/TT inquiries call [1 \(800\) 735-2922](tel:18007352922). Auxiliary aids and services are available upon request to individuals with disabilities.





## The Power of CalJOBS - June 28 - Simi Valley

Free CalJOBS workshop in Simi Valley - June 28.



**Tuesday, June 28 - The Power of CalJOBS**, 1:00 p.m. – 5:00 p.m. - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

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Location: East County America's Job Center

2900 N. Madera Rd., Simi Valley

## **Santa Paula Times**

### [Free Job & Career Workshops](#)

Location: West County America's Job Center

Contact tel.: 805-204-5171

Contact: [Talia Barrera](#)

Free Career Shops For Job Seekers - presented throughout June by the America's Job Center of California with support from the Workforce Development Board, EDD Workforces Services and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. For more job search opportunities, go to <https://www.caljobs.ca.gov>. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration is required. Call the America's Job Center of California at 805-204-5171 (west county) or 805-955-2282 (east county) to enroll.



## **East County America's Job Center May 2016 Career Shop**

### **Event Information**

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**Date** 05/24/16 to 05/24/16 - Tue

**Time** 1 P.M. - 5 P.M.

**Phone** 805-955-2282

**Email** Vivian.Pettit@ventura.org

# Simi Valley Acorn

2016-05-13 / Business

## **Free CalJOBS workshop**

A free career workshop will be held from 1 to 5 p.m. Tues., May 24 at the East County America's Job Center, 2900 N. Madera Road, Simi Valley.

The class is called "The Power of CalJOBS." CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information.

The newly enhanced system allows users to easily search for jobs, build résumés, access career resources and find information on education and training programs.

Career workshops are offered at no cost to job seekers. Space is limited.

Preregistration required by calling the East County America's Job Center at (805) 955-2282.

Participants must first sign up with CalJOBS at [www.caljobs.ca.gov](http://www.caljobs.ca.gov) before registering for the class.

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# Simi Valley Acorn

2016-06-17 / Business

## **Job center to offer free career workshop**

Pre-registration required

East County America's Job Center will offer a career workshop titled "The Power of CalJOBS" from 1 to 5 p.m. Tues., June 28 at 2900 N. Madera Road, Simi Valley.

CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information.

The newly enhanced system allows users to easily search for jobs, build résumés, access career resources and find information on education and training programs.

The classes, called career shops, are offered at no cost to job seekers. Preregistration is required by calling the job center at (805) 955-2282.

Before registering for the career shop, participants must first sign up with CalJOBS at [www.caljobs.ca.gov](http://www.caljobs.ca.gov).

For TDD/TT inquiries, call (800) 735-2922.

Auxiliary aids and services are available upon request to individuals with disabilities.





## Business happenings

June 06, 2015

### SIMI VALLEY

#### **Job center offers CalJOBS class**

The East County Job & Career Center will hold The Power of CalJOBS class from 9 a.m. to 12:30 p.m. June 24 at 980 Enchanted Way, Simi Valley.

CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. This class will show attendees how to use the website.

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Participants must first sign up with CalJOBS at <https://www.caljobs.ca.gov> before registering for the class.



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive  
Ventura, CA 93003  
(805) 477-5306  
[workforceventuracounty.org](http://workforceventuracounty.org)

Contacts:  
Heidi Hayes  
805.383.4550 ext. 204  
[heidi@agency2.com](mailto:heidi@agency2.com)

Diane Rumbaugh  
805.493.2877  
[diane@agency2.com](mailto:diane@agency2.com)

For Immediate Release: June 16, 2016

### **Congratulations to 2016 WDB Award Winners**

Ventura, Calif.— The 2016 WDB Awards were presented by the Workforce Development Board (WDB) of Ventura County at its annual meeting on June 16 at the Ventura County Office of Education. The annual awards program recognizes individuals, employers, organizations and partnerships for their extraordinary efforts to advance workforce development in the Ventura County region.

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#### WDB Champion for Prosperity Award

The WDB Champion for Prosperity Award is presented to an individual or organization for supporting workforce development in Ventura County through job creation, job retention and business expansion or attraction.

This year, there are two winners. The first is Renee Meriaux, a building official at Charles Abbott Associates, Inc. in Camarillo. Meriaux was instrumental in providing on-the-job (OJT) training through with the Workforce Innovation and Opportunity Act (WIOA) program. Working with the WIOA American Job Center of California staff, Abbott Associates has hired seven employees through the program. "The training has allowed us to hire staff and give them time to learn their positions prior to an increase in business. It has also allowed us the funds to send them to several training seminars," says Meriaux. "The trainees have been great. They are motivated to learn and have been a great fit for the company. I strongly recommend the program to any company. It is a win/win for everyone involved."

Ventura County Community Development Corporation (VCCDC) is the second winner. VCCDC assists low and moderate-income families to buy affordable homes. The organization hired four employees after they successfully completed on-the-job training under the WIOA program.

"As a small private nonprofit organization, we understand the importance of maximizing all of our limited resources, especially our most important resource, our employees," says Bertha Garcia, VCCDC executive director. "Without the on-the-job training program, VCCDC would not have had the resources to hire new staff or to invest in costly industry-specific training. WIOA OJT has allowed VCCDC to develop a top-notch, cross-trained group of employees who contribute to our organization's direction, success and passion for the work that we do."

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Faulstich has been instrumental in promoting STEM careers to students of all ages, and especially to young women. She helped to start monthly STEM tours at NAVAIR. As a member of the Society of Hispanic Professional





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Engineers, she coordinated a STEM event for Hueneme and Santa Paula high school students who had the opportunity to discuss career opportunities with a panel of engineering professionals.

"Expanding the interest of STEM as a career, especially for females and minorities, is essential for the United States to remain at the forefront of 21st century advancements, and to confront global threats," says Faulstich. "As a female Hispanic engineer, I am a living example to girls and minorities of a successful person not usually seen on TV or in magazines."

Award winner Neuman is a member of WDB Healthcare Committee and professor of biology at Cal State Channel Islands (CSUCI). While developing a Ventura County workforce pipeline for Clinical Laboratory Scientists (CLS), the committee discovered that students needed local in-hospital, one-year clinical internships after graduation from CSUCI. Certification and program coordination among local hospital labs was essential to prepare the local workforce for high-demand jobs in Ventura County.

"While the demand for qualified lab staff continues to outpace supply, we can only teach as many students as we can place in clinical rotations," says Neuman. "I'm very grateful to Los Robles Hospital and Medical Center, Community Memorial Hospital, Ventura County Medical Center and Simi Valley Hospital for working with the university to create clinical placements. We hope to initiate the program in fall 2016. The networks and relationships that have emerged through my work with the WDB Healthcare Committee has not only connected me with the community, but has also been one of the most gratifying experiences of my academic life."

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###

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## Congratulations to 2016 WDB Award Winners

Posted date: **June 23, 2016** In: [Front Page](#) | comment : [0](#)



From left to right: Victor Dollar (WDB Chair), Silvia Faulstich (NAVAIR), Michelle Morehouse-Bass (Macy's), Karen Clark (Macy's), Renee Meriaux (Charles Abbott Associates), Alex Vega (VCCDC), Bertha Garcia (VCCDC), Brian Gabler (WDB Outreach Committee Chair), Dr. Dawn Neuman (CSUCI), Jim Faul (WDB Vice-Chair)

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Moorpark, CA

By [Diane Rumbaugh \(Star Patcher\)](#) - June 16, 2016 4:09 pm ET  
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WDB Award winners

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#### About the Workforce Development Board of Ventura County

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



## **Congratulations to 2016 WDB Award Winners**



By Diane Rumbaugh  
June 17, 2016

The 2016 WDB Awards were presented by the Workforce Development Board (WDB) of Ventura County at its annual meeting on June 16 at the Ventura County Office of Education. The annual awards program recognizes individuals, employers, organizations and partnerships for their extraordinary efforts to advance workforce development in the Ventura County region.

“This year’s winners are exceptional examples of how, through dedication and commitment, individuals, businesses and organizations can prepare our local workforce to contribute to Ventura County’s economic growth and prosperity,” says Cheryl Moore, executive director of



the WDB.

#### WDB Champion for Prosperity Award

The WDB Champion for Prosperity Award is presented to an individual or organization for supporting workforce development in Ventura County through job creation, job retention and business expansion or attraction.

This year, there are two winners. The first is Renee Meriaux, a building official at Charles Abbott Associates, Inc. in Camarillo. Meriaux was instrumental in providing on-the-job (OJT) training through with the Workforce Innovation and Opportunity Act (WIOA) program. Working with the WIOA American Job Center of California staff, Abbott Associates has hired seven employees through the program. "The training has allowed us to hire staff and give them time to learn their positions prior to an increase in business. It has also allowed us the funds to send them to several training seminars," says Meriaux. "The trainees have been great. They are motivated to learn and have been a great fit for the company. I strongly recommend the program to any company. It is a win/win for everyone involved."

Ventura County Community Development Corporation (VCCDC) is the second winner. VCCDC assists low and moderate-income families to buy affordable homes. The organization hired four employees after they successfully completed on-the-job training under the WIOA program.

"As a small private nonprofit organization, we understand the importance of maximizing all of our limited resources, especially our most important resource, our employees," says Bertha Garcia, VCCDC executive director. "Without the on-the-job training program, VCCDC would not have had the resources to hire new staff or to invest in costly industry-specific training. WIOA OJT has allowed VCCDC to develop a top-notch, cross-trained group of employees who contribute to our organization's direction, success and passion for the work that we do."

#### WDB Leadership Award

The WDB Leadership Award provides special recognition for a role model whose efforts and accomplishments embody the spirit and purpose of workforce development in Ventura County.

The two winners of the 2016 award are Silvia Faulstich, a flight test engineer with the U.S. Navy Naval Air Systems Command (NAVAIR) at Pt. Mugu, and Dr. Dawn Neuman, a professor in the biology program at California State University, Channel Islands (CSUCI).

Faulstich has been instrumental in promoting STEM careers to students of all ages, and especially to young women. She helped to start monthly STEM tours at NAVAIR. As a member of the Society of Hispanic Professional Engineers, she coordinated a STEM event for Hueneme and Santa Paula high school students who had the opportunity to discuss career opportunities with a panel of engineering professionals.

"Expanding the interest of STEM as a career, especially for females and minorities, is essential

for the United States to remain at the forefront of 21st century advancements, and to confront global threats,” says Faulstich. “As a female Hispanic engineer, I am a living example to girls and minorities of a successful person not usually seen on TV or in magazines.”

Award winner Neuman is a member of WDB Healthcare Committee and professor of biology at Cal State Channel Islands (CSUCI). While developing a Ventura County workforce pipeline for Clinical Laboratory Scientists (CLS), the committee discovered that students needed local in-hospital, one-year clinical internships after graduation from CSUCI. Certification and program coordination among local hospital labs was essential to prepare the local workforce for high-demand jobs in Ventura County.

“While the demand for qualified lab staff continues to outpace supply, we can only teach as many students as we can place in clinical rotations,” says Neuman. “I’m very grateful to Los Robles Hospital and Medical Center, Community Memorial Hospital, Ventura County Medical Center and Simi Valley Hospital for working with the university to create clinical placements. We hope to initiate the program in fall 2016. The networks and relationships that have emerged through my work with the WDB Healthcare Committee has not only connected me with the community, but has also been one of the most gratifying experiences of my academic life.”

#### WDB Youth Opportunity Award

The WDB Youth Opportunity Award goes to an individual or organization that provides internships, work experience or employment opportunities that will grow and strengthen Ventura County’s future workforce. This year, Macy’s in Ventura was recognized and in particular, Karen Clark, human resources manager and Michelle Morehouse, vice president of sales and marketing. Both coordinate more than a dozen semester-long internships each year for Ventura Unified School District students.

Members of the WDB are appointed by the Ventura County Board of Supervisors and include leaders from business, economic development, education, labor, government and community-based organizations.

#### About the Workforce Development Board of Ventura County

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## Awards, staffing changes and other business news announced

July 16, 2016

### CAMARILLO

#### Workforce board bestows honors

2016 WDB Awards were presented by the Workforce Development Board of Ventura County at its annual meeting on June 16 at the Ventura County Office of Education in Camarillo.

The awards recognize individuals, employers, organizations and partnerships for their extraordinary efforts to advance workforce development.

#### The recipients:

**Champion for Prosperity Award:** Renee Meriaux, a building official at Charles Abbott Associates Inc. in Camarillo, and Ventura County Community Development Corp. Meriaux was instrumental in providing on-the-job training through with the Workforce Innovation and Opportunity Act program. Ventura County Community Development Corp. hired four employees after they completed on-the-job training under the Workforce Innovation and Opportunity Act program.

**Leadership Award:** Silvia Faulstich, a flight test engineer with the Naval Air Systems Command at Point Mugu, and Dawn Neuman, a professor in the biology program at CSU Channel Islands. Faulstich has been instrumental in promoting science, technology, engineering and math careers to students of all ages and especially to young women. Neuman is a member of WDB Health Care Committee, which was involved in getting in-hospital, one-year clinical internships for clinical laboratory scientist students after graduation from CSUCI.

**Youth Opportunity Award:** Macy's in Ventura was recognized and in particular, Karen Clark, human resources manager and Michelle Morehouse, vice president of sales and marketing. Both

coordinate more than a dozen semester-long internships each year for Ventura Unified School District students.

The Workforce Development Board administers federal funds that help to support America's Job Center locations and other free adult, youth, and employer programs and services in Ventura County. Call 800-500-7705 or visit <http://www.workforceventuracounty.org>.





The Workforce Development Board of Ventura County congratulates the winners of the 2016 WDB Awards for their extraordinary efforts to advance workforce development in the Ventura County region.

## Youth Opportunity Awards

Providing internships for youth

### **Michelle Morehouse-Bass**

*Vice President of  
Sales & Marketing  
Macy's Ventura*

### **Karen Clark**

*Human Resources Manager  
Macy's Ventura*

## Leadership Awards

Role model for workforce development

### **Silvia T. Faulstich**

*Flight Test Engineer  
U.S. Navy (NAVAIR)*

### **Dr. Dawn Neuman**

*Biology Program  
California State University  
Channel Islands*

## Champion for Prosperity Awards

Workforce development through job creation

### **Rene Meriaux**

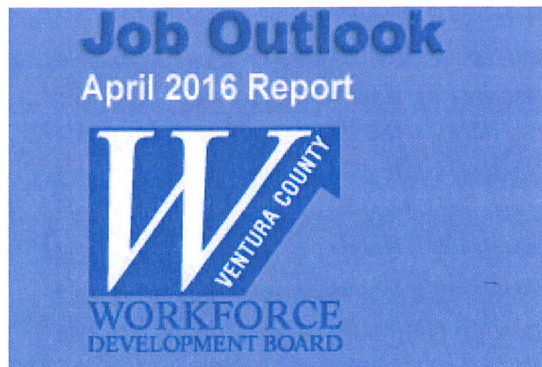
*Manager  
Charles Abbott  
Associates, Inc.*

### **Ventura County Community Development Corporation**



**Workforce Development Board**  
*Bringing People & Opportunities Together*  
[www.workforceventuracounty.org](http://www.workforceventuracounty.org)





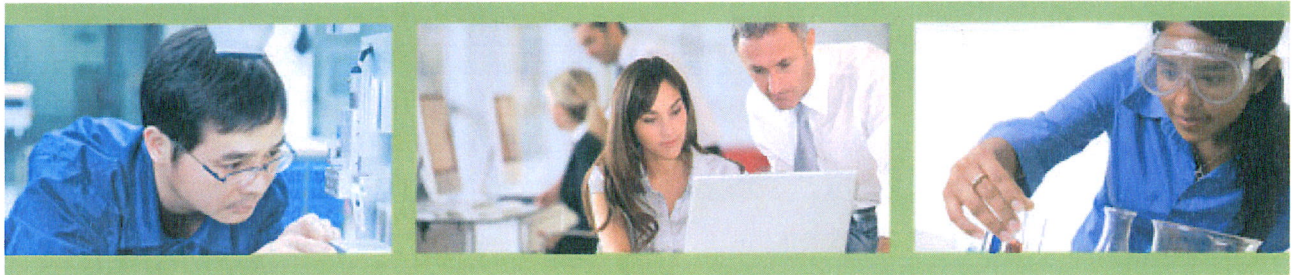
**Ventura County Labor Market Information**

**State Of California Employment**

**United States Department Of Labor**

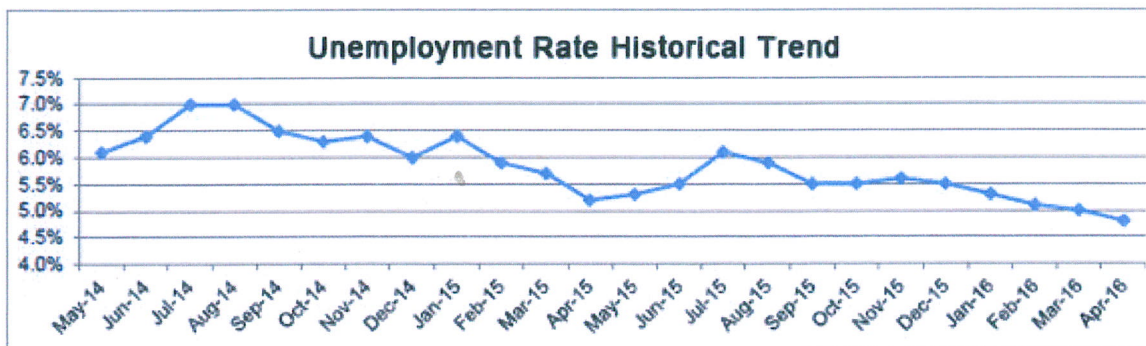
**Conference Board - Help Wanted Online Data**

**Relevant News**



## Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 4.8 percent in April 2016, down from a revised 5.0 percent in March 2016, and below the year-ago estimate of 5.2 percent. This compares with an unadjusted unemployment rate of 5.2 percent for California and 4.7 percent for the nation during the same period.

**Source:** [labormarketinfo.edd.ca.gov](http://labormarketinfo.edd.ca.gov)

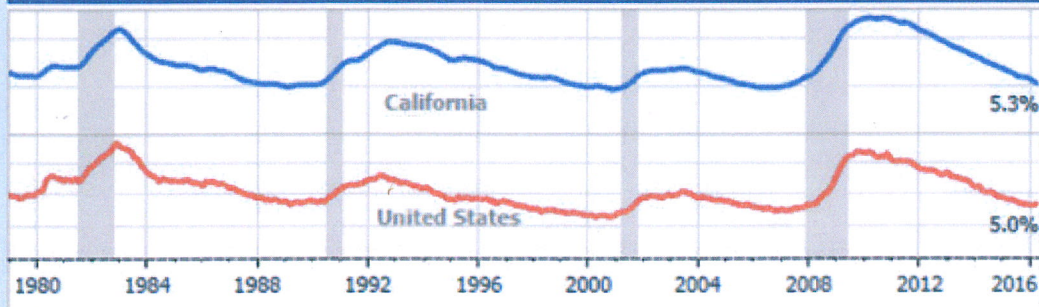
**State Of California Employment Development Department (EDD) Labor Market Information**



## California Labor Market Indicators

Metrics	April, 2016	March, 2016	Change	
Unemployment Rate	5.3%	5.4%	-0.1	↓
Labor Force	19,084,200	19,059,300	24,900	↑
Employment	18,070,900	18,038,500	32,400	↑
Unemployment	1,013,400	1,020,800	-7,400	↓
Non Farm Jobs	16,381,500	16,321,900	59,600	↑
UI Initial Claims	196,427	196,707	-280	↓

## Unemployment Rate Trend



California's unemployment rate decreased to 5.3 percent in April, and nonfarm payroll jobs increased by 59,600 during the month for a total gain of 2,195,000 jobs since the recovery began in February 2010, according to data released May 20 by the California Employment Development Department (EDD) from two separate surveys.

In March, the state's unemployment rate was 5.4 percent, and in April 2015, the unemployment rate was 6.5 percent. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm jobs in California totaled 16,381,500 in April, an increase of 59,600 jobs over the month, according to a survey of businesses that is larger and less variable statistically. The survey of 58,000 California businesses measures jobs in the economy.

The year-over-year change, April 2015 to April 2016, shows an increase of 450,200 jobs (up 2.8%).

The federal survey of households, done with a smaller sample than the survey of employers, shows an increase in the number of employed people. It estimates the number of Californians holding jobs in April was 18,071,000, an increase of 33,000 from March, and up 355,000 from the employment total in April of last year. The number of people unemployed in California was 1,013,000 - down by 8,000 over the month, and down by 211,000 compared with April of last year.

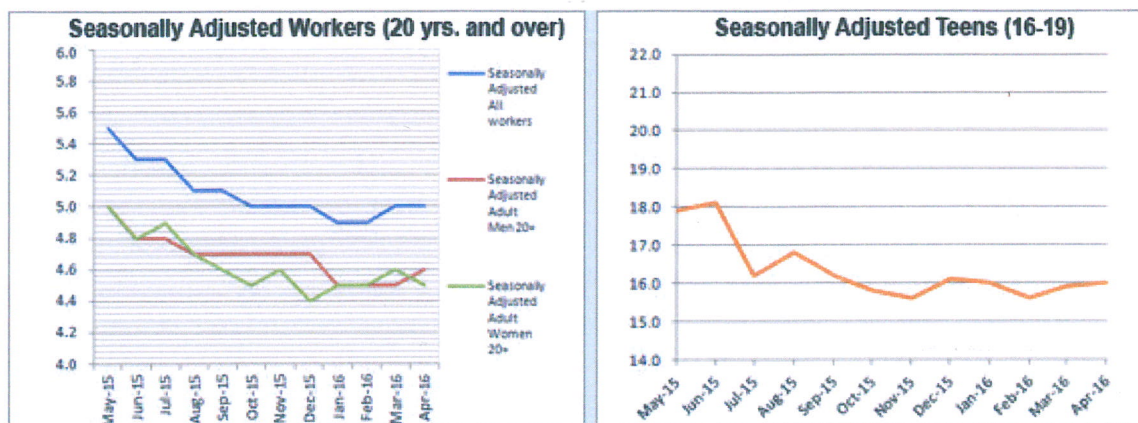
EDD's report on payroll employment (wage and salary jobs) in the nonfarm industries of California totaled 16,381,500 in April, a net gain of 59,600 jobs since the April survey. This followed a gain of 5,200 jobs (as revised) in March.

**Source:** [labormarketinfo.edd.ca.gov](http://labormarketinfo.edd.ca.gov)

## United States Department Of Labor - The Employment Situation: April 2016

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





Total nonfarm payroll employment increased by 160,000 in April, and the unemployment rate was unchanged at 5.0 percent, the U.S. Bureau of Labor Statistics reported on May 6th.

Job gains occurred in professional and business services, health care, and financial activities.

In April, the unemployment rate held at 5.0 percent, and the number of unemployed persons was little changed at 7.9 million. Both measures have shown little movement since August.

The number of long-term unemployed declined by 150,000 to 2.1 million in April. These individuals accounted for 25.7 percent of the unemployed.

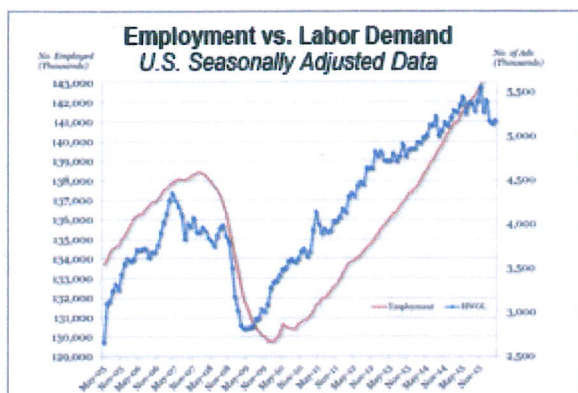
In April, the labor force participation rate decreased to 62.8 percent, and the employment-population ratio edged down to 59.7 percent.

The number of persons employed part time for economic reasons (also referred to as involuntary part-time workers) was about unchanged in April at 6.0 million and has shown little movement since November.

In April, 1.7 million persons were marginally attached to the labor force, down by 400,000 from a year earlier. Among the marginally attached, there were 568,000 discouraged workers in April, down by 188,000 from a year earlier.

**Source: Dept. of Labor**

## Conference Board - Help Wanted Online Data



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

Online advertised vacancies increased 39,600 to 5,170,100 in April, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released May 4th.

The March Supply/Demand rate stands at 1.55 unemployed for each advertised vacancy with a total of 2.8 million more unemployed workers than

the number of advertised vacancies. The number of unemployed was around 8.0 million in March.

April's gain offsets March's small loss.

"With employer demand showing little change since April 2015, the unemployment levels have now also flattened over the past six months," said Gad Levanon, Chief Economist, North America, at The Conference Board. "While both labor demand and unemployment levels remain in healthy ranges, we



are now seeing a pause in the pattern of continued monthly improvements for these indicators that have been characteristic of the past few years."

The West increased 11,600 in April. California increased 1,800 to 616,800 and Los Angeles decreased 1,700 to 185,900.

**Source: Conference-Board.org**

## Relevant News

May 20, 2016, *Los Angeles Times*, [California adds 59,600 jobs in April, unemployment ticks down to 5.3%](#), Natalie Kitroeff

May 18, 2016, *The Washington Post*, [Millions more workers will be eligible for overtime pay under the new federal rule](#), Jonnelle Marte

May 12, 2016, *Reuters*, [U.S. jobless claims hit 14-month high; analysts blame Verizon strike](#), Lucia Mutikani

May 4, 2016, *MarketWatch*, [ADP reports private-sector job gains slowed in April](#), Greg Robb

May 2, 2016, *Reuters*, [U.S. manufacturing shows signs of stability as export orders rise](#), Lucia Mutikani

## Resources



**See how Ventura County  
is working to Grow Business**

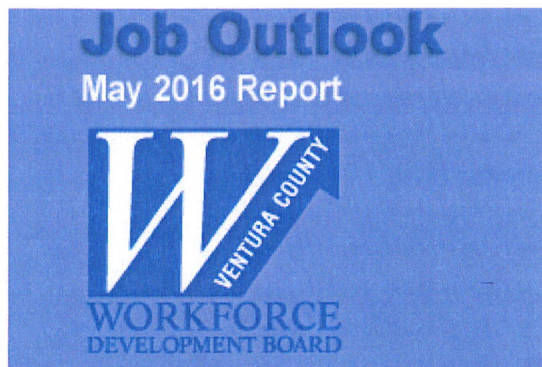


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### Bringing People & Opportunities Together

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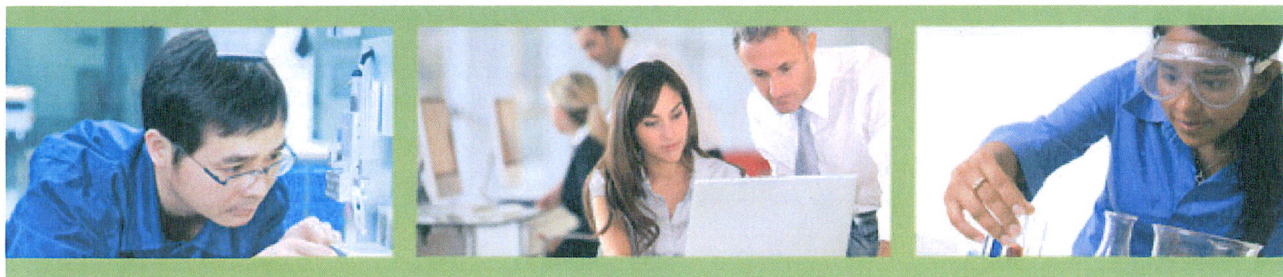
**Ventura County Labor Market Information**

**State Of California Employment**

**United States Department Of Labor**

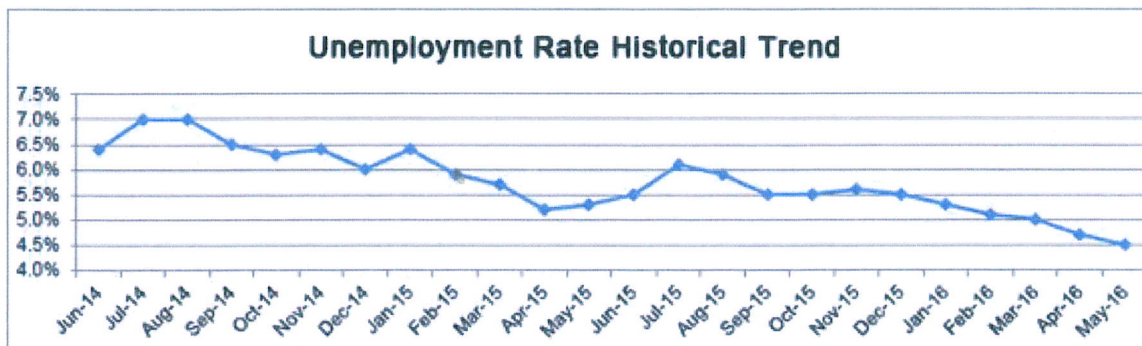
**Conference Board - Help Wanted Online Data**

**Relevant News**



## Ventura County Labor Market Information:

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

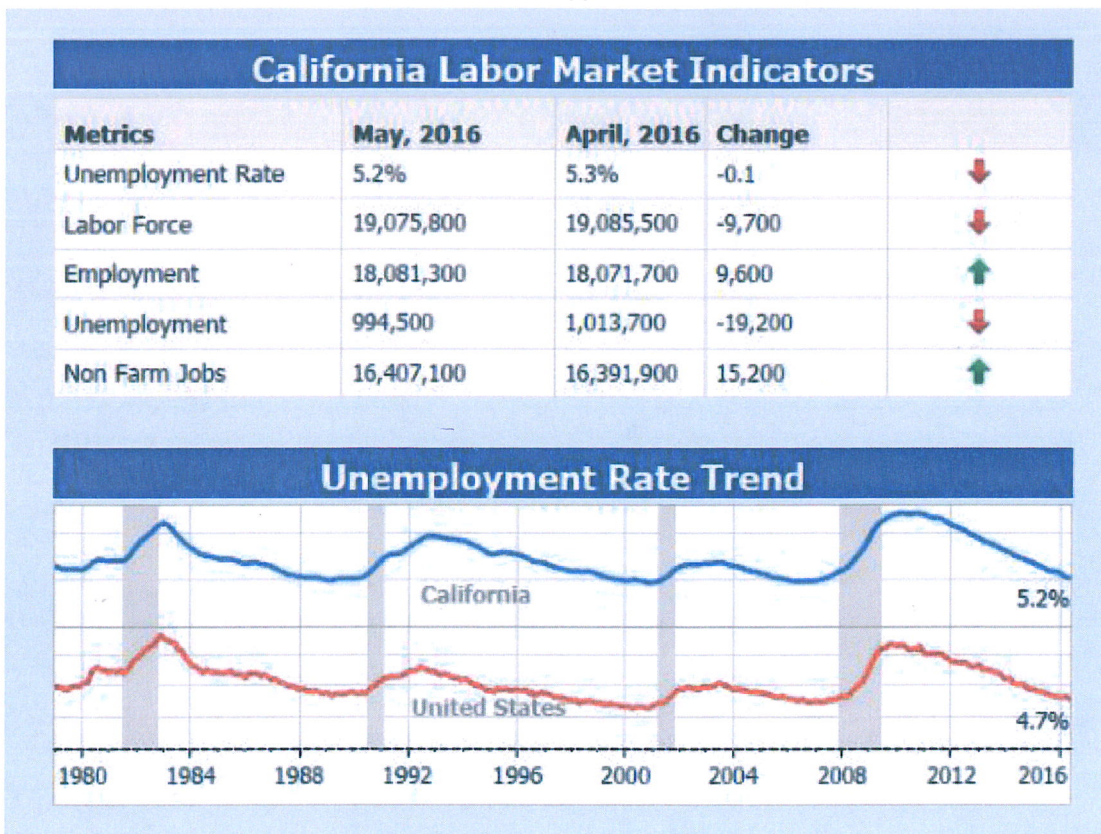


The unemployment rate in Ventura County was 4.5 percent in May 2016, down from a revised 4.7 percent in April 2016, and below the year-ago estimate of 5.3 percent. This compares with an unadjusted unemployment rate of 4.7 percent for California and 4.5 percent for the nation during the same period.

**Source:** [labormarketinfo.edd.ca.gov](http://labormarketinfo.edd.ca.gov)

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





California's unemployment rate decreased to 5.2 percent in May, and nonfarm payroll jobs increased by 15,200 during the month for a total gain of 2,220,600 jobs since the recovery began in February 2010, according to data released June 17th by the California Employment Development Department (EDD) from two separate surveys.

The U.S. unemployment rate was 4.7 percent in May.

The state's unemployment rate declined from 5.3 percent in April and 6.4 percent in May 2015. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm jobs in California totaled 16,407,100 in May, an increase of 15,200 jobs over the month, according to a survey of businesses that is larger and less variable statistically. The survey of 58,000 California businesses measures jobs in the economy. The state added 440,300 jobs, a 2.8 percent increase, from May 2015 to May 2016.

The federal survey of households, done with a smaller sample than the survey of employers, shows an increase in the number of employed people. It estimates the number of Californians holding jobs in May was 18,081,000, an increase of 9,000 from April, and up 337,000 from May of last year.

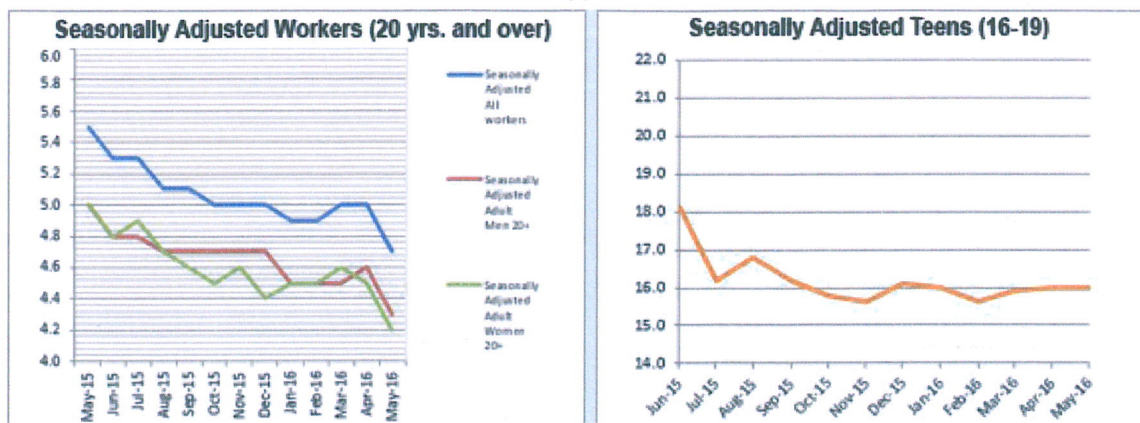
The number of people unemployed in California was 995,000 - down by 19,000 over the month, and down by 208,000 compared with May of last year

**Source:** [labormarketinfo.edd.ca.gov](http://labormarketinfo.edd.ca.gov)

## United States Department Of Labor - The Employment Situation: May 2016

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





In May, the unemployment rate declined by 0.3 percentage point to 4.7 percent, and the number of unemployed persons declined by 484,000 to 7.4 million. Both measures had shown little movement from August to April.

The number of long-term unemployed (those jobless for 27 weeks or more) declined by 178,000 to 1.9 million in May. These individuals accounted for 25.1 percent of the unemployed. The number of persons unemployed less than 5 weeks decreased by 338,000 to 2.2 million.

The number of job losers and persons who completed temporary jobs declined by 282,000 over the month to 3.6 million.

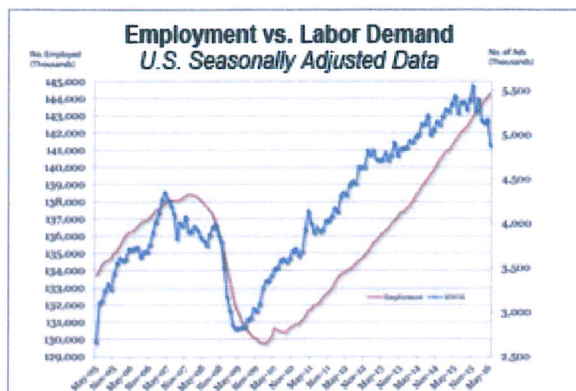
In May, the civilian labor force participation rate decreased by 0.2 percentage point to 62.6 percent. The rate has declined by 0.4 percentage point over the past 2 months, offsetting gains in the first quarter. The employment-population ratio, at 59.7 percent, was unchanged in May.

The number of persons employed part time for economic reasons (also referred to as involuntary part-time workers) increased by 468,000 to 6.4 million in May, after showing little movement since November.

In May, 1.7 million persons were marginally attached to the labor force, little changed from a year earlier. These individuals were not in the labor force, wanted and were available for work, and had looked for a job sometime in the prior 12 months. They were not counted as unemployed because they had not searched for work in the 4 weeks preceding the survey.

**Source: Dept. of Labor**

## Conference Board - Help Wanted Online Data



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

Online advertised vacancies decreased 285,800 to 4,884,200 in May, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released June 1st.

The April Supply/Demand rate stands at 1.53 unemployed for each advertised vacancy with a total of 2.7 million more unemployed workers than

the number of advertised vacancies.

The number of unemployed was around 7.9 million in April.

"The large May loss continues a pattern of weak employer demand in 2016," said Gad Levanon,

Chief Economist, North America, at The Conference Board. "Following relatively slow growth in 2014 and 2015, we are now seeing some clear signs of softness in labor demand in recent months."

The West decreased 50,400 in May. California decreased 33,900 to 582,900 and Los Angeles decreased 9,800 to 176,100.

**Source:** [Conference-Board.org](http://www.conference-board.org)

## Relevant News

June 16, 2016, *Bloomberg*, [Initial Jobless Claims Increased More Than Forecast Last Week](#), Victoria Stilwell

June 10, 2016, *MarketWatch*, [Why the job market is actually pretty good for the class of 2016](#), Jillian Berman

June 8, 2016, *Reuters*, [Hiring in April at slowest pace in nearly two years](#), Lucia Mutikani

June 3, 2016, *CNBC*, [US created 38,000 jobs in May vs. 162,000 expected](#), Jeff Cox

## Resources



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# Regulations, pay rules take toll on growers

By Marissa Nail  
Staff Writer

The Ventura County agriculture sector will lose around 815 jobs this month as Mandalay Berry Farms and Hiji Brothers shut down operations on nearly 2,500 acres in Oxnard.

The closures, following the loss of 161 jobs earlier in the year when Coastal Green Vegetables and Alma Farms shut down, come as increasing costs and regulations shrink profit margins for growers.

"It just got to the point where (Hiji Brothers) decided that they'd had enough of conducting business in the regulatory climate in

California," said Robert Roy, president and general counsel for the Ventura County Agricultural Association.

New regulations have increased payroll costs for growers as they incorporate wage requirements for rest periods and

see **AGRICULTURE** on page 17A

## AGRICULTURE

Continued from page 1A

nonproductive time, paid sick leave and new overtime rules. A rising minimum wage and health care benefits also make it difficult for California agriculture to compete with other states and Mexico, Roy said.

Water and land-use restrictions added to a ban on pest control and fertilizer chemicals on which growers have traditionally relied have also reduced profits from crop production. That's on top of a strong dollar that made imports 65 to 70 percent less costly than homegrown produce, James Pickworth, president and general manager for Coastal Green, previously told the Business Times.

"They either shift to other states that don't have these restrictions, they move to Mexico and rely on other farming practices, or they go out of business," Roy said. "Those are your three options anymore."

Mandalay Berry Farms owner John Dullam and his wife Linda said the closure is the result of their decision to retire, rather than particular economic pressures. Dullam Nurseries, which produces vegetable transplants, will remain open as a "retirement job," Linda Dullam said in March.

Many operations may follow suit as the average farmer reaches retirement age, said Ventura County Farm Bureau CEO John Krist. He said high land rents on the Oxnard Plain narrow growers' choices of profitable crops and, rather than close down operations, some might begin to shift their companies outside the region due to "regulatory decisions and simple economics."

"I think what will be interesting is, when a bunch of ground becomes available, what will happen with pricing?" Krist said.

Strawberry acreage in Ventura County declined more

than 14 percent between 2013 and 2014 and Roy predicted a decrease of another 500 acres this year.

Some of the land left by strawberry grower Mandalay has already been leased to growers like Salitcoy Berries and Pierpont Produce. Hiji Brothers produced celery, cabbage and green leaf lettuce on around 2,000 acres and Coastal Green processed peppers, kale, spinach, broccoli and cauliflower from regional growers.

Fewer acres don't necessarily mean fewer jobs, though, said Bruce Stenslie, president and CEO of the Economic Development Collaborative-Ventura County. Many growers have switched to higher-value delicate crops like berries, celery and lettuce that have to be hand-harvested.

Recent innovations in water and applied materials have also allowed growers to produce more on less land, meaning more hands are needed to pick fruit at specific harvest times. Several growers reported plowing fields under because they were unable to find laborers to harvest crops before they spoiled.

"When I see layoffs in field operations in Ventura County, it simply reminds me that the existing labor production relationships in agriculture in Ventura County aren't going to last forever," Stenslie said.

Automation for these crops is still well out on the horizon, he said, but the county will inevitably need to think of a way to maintain jobs for its 25,000 ag workers. Recent technological developments have made jobs easier and safer for workers, Roy said, but haven't reduced demand for labor.

"The question of moving toward mechanization is going to be dependent on a lot of research and development," he said. "There will be developments down the road that make the jobs easier but they will not completely take the place of skilled workers."

A majority of the employees at Mandalay were harvesters and pickers, less than 70 positions such as forklift and truck drivers, irrigators, foremen and ad-

ministrators. Hiji Brothers and its subsidiary Seaview Growers had 38 full-time positions including executives, sales, management and accounting staff, mechanics and quality assurance representatives, with around 50 seasonal line workers and material handlers. Another subsidiary, Richview, laid off 18 employees, primarily forklift drivers.

The layoffs are a blow to ancillary service providers, Roy said, but none of the workers will be unemployed for long.

"We have a significant labor shortage right now and it's true throughout other parts of the state," Krist said. Though currently between berry seasons, the workforce has hovered at around 75 percent of full demand in the sector for the past few years.

In its California State Regional Economic Analysis Profile published last July, the Economic Development Department estimated a total of 12,199 job openings in the Ventura County agriculture, food and beverage processing sector between 2012 and 2022.

Almost 70 percent of those jobs are farmworkers and laborers for crops, nurseries and greenhouses, or farmers, ranchers and other agricultural managers.

Around 60 percent of the expected jobs have annual salaries of less than \$20,000. Positions like equipment operators, landscapers or accounting professionals make up the 13.7 percent who could expect \$20,000-\$50,000 per year, and about a quarter of the jobs are expected to earn more than \$50,000 annually. Around 43 percent are new jobs and 57 percent are anticipated to be replacements for current farmers and ranchers.

A report the EDC-VC released in January estimated that the county could create an additional 4,500 jobs and \$1.33 billion in total revenue by changing the "allowable operations" within the zoning of ag land to include functions like farm education and research, onsite cooking and light processing.



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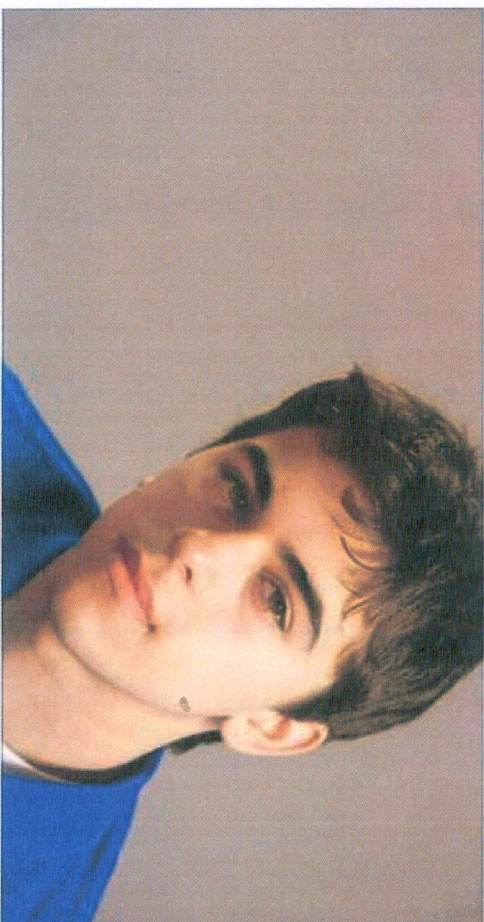
Scheduled Posts 1

Post DESKTOP PREVIEW MOBILE PREVIEW

Ventura County Grows Business

July 12, 2016 at 6:30pm

Do you know, nationally over 5 million young people ages 16 to 24 are both out of school and out of work - a statistic with dire economic and social consequences? Our youth workforce investments help prepare young people for post-secondary education and career-ladder employment. Find out how you can help. #WkDevWeek



Open Doors to Youth

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

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Scheduled (PDT)

Jul 12, 2016 at 6:30pm  
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Scheduled Posts 2

Post DESKTOP PREVIEW MOBILE PREVIEW



Ventura County Grows Business

July 14, 2016 at 6:30pm

Do you know, there has been a 40% decline in youth employment over the past 12 years? We partner with the business community to encourage development of meaningful, paid work experiences to help young people develop the skills necessary to succeed in today's world of work. Find out how you can help. #WkDevWeek



Open Doors to Youth

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

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Scheduled Jul 12 at 12:32pm • Pam TheAgency

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Jul 12, 2016 at 6:30pm  
Pam TheAgency

Jul 14, 2016 at 6:30pm  
Pam TheAgency





Jobs with a Future @VCJobsFuture · Jul 12

From a halfway house to completing her CNA to employment--via Pathpoint YNS! #WkDevWeek [bit.ly/2a6XvGX](http://bit.ly/2a6XvGX)





Nicole Frazier

Another Great WDB  
**Success Story**  
Type of Customer: Youth





1



2







Jobs with a Future @VCJobsFuture · 18h

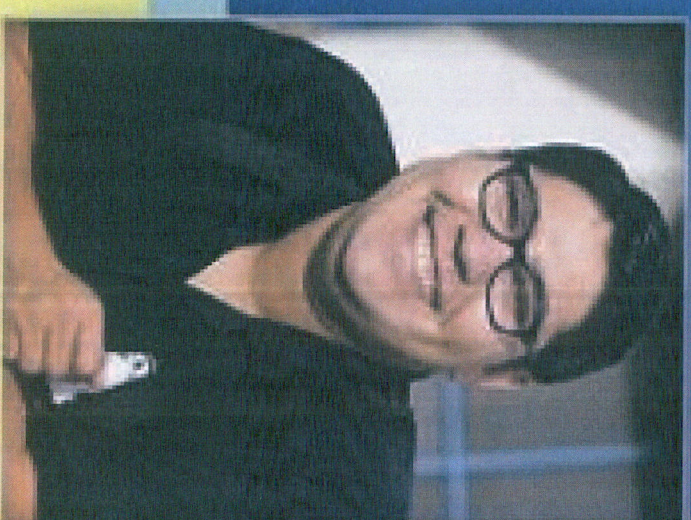
#VACE helped Miguel overcome obstacles and get his #GED. Read his story!  
#WkDevWeek [bit.ly/29Ni3YX](https://bit.ly/29Ni3YX)

Another Great WDB

# Success Story

Miguel Macias

Type of Customer: Youth



2



4

