



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

### OUTREACH COMMITTEE MEETING

**Wednesday September 21, 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>	Brian Gabler
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>	Brian Gabler
8:35 a.m.	<b>3.0 Approval of Minutes:</b> July 20, 2016	Committee Members
8:42 a.m.	<b>4.0 Marketing and Outreach Update:</b> 2016-2017 Q1 Summary	Heidi Hayes
9:00 a.m.	<b>5.0 2015-2016 Year-End Review:</b> Insights	Committee Members
9:10 a.m.	<b>6.0 WIOA Implementation: Outreach Plan</b> <ul style="list-style-type: none"><li>• Joint Sector Meeting Feedback</li><li>• WDB Self-Assessment Feedback</li><li>• Out-of-School Youth Focus</li><li>• AJCC System Awareness</li><li>• Considerations for Regional/Local Plans</li></ul>	Cheryl Moore
9:50 a.m.	<b>7.0 Committee Member Comments</b>	Committee Members
10:00 a.m.	<b>8.0 Adjournment</b>	Brian Gabler

#### Next Meeting

November 16, 2016 (8:30 a.m.-10:00 a.m.)  
Economic Development Collaborative-Ventura County  
1601 Carmen Dr. Suite 215, Camarillo, CA

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



## **WDB Outreach Committee Meeting** **July 20, 2016**

### **MINUTES**

#### **Meeting Attendees**

##### Outreach Committee

Bruce Stenslie\*  
Tracy Perez\*

##### WDB Staff

Talia Barrera  
Cheryl Moore

##### Guests

Karen Bluffer (theAgency)  
Heidi Hayes (theAgency)  
Pam Heckel (theAgency)

*\*WDB Members*

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

Acting Chair Bruce Stenslie called the meeting to order at 8:39 a.m.

#### **2.0 Public Comments**

No public comments

#### **3.0 Approval of Minutes: May 20, 2016**

Motion to Approve: Bruce Stenslie  
Second: Tracy Perez  
Motion carried

#### **4.0 Marketing and Outreach Update: 2015-2016 Q4 Summary**

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

##### Employer Outreach

- Workforce Wednesday
  - May 25: “How federal programs impact workforce development”: Capt. Doug King, Naval Base Ventura County, and Kristin Decas, Port of Hueneme
  - June 22: WDB Award Winner Highlight/Internships: Victor Dollar WDB Chair and Karen Clark, Macy’s
- Ventura County Grows Business Outreach
  - KCLU :30 and :10 PSA Update
  - Facebook OJT Ads
    - 4/18-5/30 VCGB clicks: 593
    - 5/31 – 6/30 clicks: 352
  - VCGB Eblasts
    - 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. Doug King, Naval Base Ventura County, 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

#### 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
  - VC Reporter – running May workshops listing

- May career workshops – prepared workshop listings and sent April 14

### General Outreach

#### Media Relations and 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>
  - 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
  - 2.27 average minutes visit duration
  - 47.99% bounce rate
- 2016 WDB Awards
  - Pacific Coast Business Times: 3/8 pg. 4/C thank you print ad 6/17/15
- Job Outlook Eblast
  - May 20 (April 2016 Report) – WDB Cohorts: 412/19.2% open rate/8.6% CTR
  - May 20 (April 2016 Report) - Biz List: 9,669/6.4% open rate/.4% CTR
  - June 20 (May 2016 Report) - WDB Cohorts: 413/21.5% open rate/3.8% CTR
  - June 20 (May 2016 Report) – Biz List: 9,523/6.1% open rate/2% CTR
- Job Outlook: The following highlights local, state and national data in terms of NOT seasonally adjusted rates for May 2016:
  - Ventura County decreased .2% from a revised 4.7% in April 2016 to 4.5% in May 2016 (May 2015 = 5.3%)
  - California decreased .5% from 5.2% in April 2016 to 4.7% in May 2016 (May 2015 = 6.1%)
  - U.S. decreased .2% from 4.7% in April 2016 to 4.5% in May 2016 (May 2015 = 5.3%)

## **5.0 2015-2016 Year-End Review**

The Committee will continue the discussion of the 2015-2016 Year-End Review at their next meeting on September 21, 2016.

## **6.0 WIOA Implementation: Planning Discussion**

Cheryl Moore provided an update on WIOA. Committee members will continue the discussion at the next meeting.

## **7.0 Adjournment**

Bruce Stenslie adjourned the meeting at 10:00 a.m.

### Next Meeting

September 21, 2016 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative–Ventura County (EDC-VC)

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## Workforce Development Board Outreach Update: July 16 to September 15, 2016

### **Employer Outreach**

- **Manufacturing Roundtable**
  - Manufacturing Networking Event #1 Eblast
    - July 25 Reminder Eblast – 1890 sent/9.2% Open Rate/3% CTR
  - Manufacturing Networking Event #2 Eblast
    - Sept 7 – 468 sent/15.1% Open Rate/0% CTR
    - Sept 21 Reminder Eblast – Scheduled to be resent, 9/26 RSVP deadline
  - Manufacturing Week Event Support
    - Drafted and uploaded narrative, logos and details for each participating Manufacturing Week partner and event details on the national MD site
    - Manufacturing Week Slider Graphic – Developed a slider graphic for placement on the WDB home page, which links to a landing page detailing local events. **Waiting for client feedback.**
    - Media Advisory – **Waiting in client feedback.** Agency recommends distribution no later than 9/26
  - MRVC LinkedIn
    - Page Growth & Content Development
    - In development
- **KCLU**
  - Insertion Order issued on 8/24
  - Contract 8/29/16-6/30/17
  - WDB General PSA running
  - VCGB banners running
  - MRVC direct to manufacturing resources/information - HOLD
- **Workforce Wednesday**
  - July – dark
  - August 24 – Success in lowering the dropout rate: Roger Rice and Jason Peplinski
  - September 28 – Manufacturing Week: Alex Rivera and Byron Lindros. Discussion guide submitted for review. **Waiting for client feedback.**
  - October 19 – TBD, review 2016 WDB Award Recipients for recommendation
- **Workforce Update Eblast**
  - August 23 – WDB Cohorts: 551 Sent/20.1% Open Rate/8.3% CTR
  - June 13 – Biz List: 9,366 Sent 5.3% Open Rate/3.1% CTR
- **Ventura County Grows Business Website**
  - Site Design Makeover in Development
  - Expand priorities
    - Manufacturing Resources Landing Page – Draft sent to client for review. Awaiting client feedback





# Workforce Development Board Outreach Update: July 16 to September 15, 2016

- Next Steps VCGB Website Redesign:
  - Design approach
  - Site Map Redesign
  - Timeline
- **VCGB Facebook July 15 – 1,894 Fans (through September 15, 2016)**
  - Page Likes/Fans: **Gained 4 fans** since July 14, 2016
  - Posts – 32 total posts since July 15 (approx. 15 per month)
  - Post Reach: **Paid re-started 9/14, no stats as yet**
  - Post Reach: 372 most for a single day (8/24/16) Organic
- **Top Post Examples;**

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · August 23 at 6:00pm

What job sectors will be in high demand in the next 3-5 years? And what actions are being taken to fill those jobs? This article and more in the just released August 2016 edition of the Workforce Update.  
<http://conta.cc/2BSCbWf>

**Workforce Update** August 2016

**Regional Sectors for Workforce Development**

What do manufacturing, information technology, healthcare, and other sectors have in common? They all need a workforce that is skilled, trained, and ready to work. That's why the VCGB is focused on a few priority and key components in their business strategies, with that in mind, the VCGB held a joint public meeting of the regional sector committees to identify jobs that will be in high demand in the next three to five years. Sessions which of those jobs could be difficult to fill, and talk about what actions might be taken to attract and train workers and industries – all in one place. Next steps will be discussed by the four VCGB sector committees: Business Services, OpenSpace, Healthcare, and Manufacturing. Round meeting? Join us at a committee meeting on **Wednesday, September 21st** at a committee meeting on **Wednesday, September 21st** at 6:00pm. For more information, call 805.477.9208 or visit <http://conta.cc/2BSCbWf>.

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 11,000 people

547 people reached

Like Comment Share

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · 19 hrs

Opportunity knocks. Now What? Four dynamic speakers will speak about areas of great uncertainty for most businesses, both large and small, by presenting best practices for quantifying, staffing, and funding new growth opportunities. Wednesday, Sept. 21 from 8:30am till noon. Register here <http://conta.cc/2qgZhd>

**RUSSELL FISCHER BUSINESS COLLECTION**

Opportunity knocks. Now What? Four dynamic speakers will speak about areas of great uncertainty for most businesses, both large and small, by presenting best practices for quantifying, staffing, and funding new growth opportunities. Wednesday, Sept. 21 from 8:30am till noon. Register here <http://conta.cc/2qgZhd>

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 11,000 people

413 people reached

Like Comment Share

**Post Details**

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

How much of your business comes from being found online? If you suspect you aren't being found, think about this free workshop at the Camarillo Library: Why Your Business Isn't Being Found Online. Tues July 19. Register today.

**Why Your Business Isn't Being Found Online**

How do you know if your business isn't being found online? Are you looking for the right keywords? Are you using the right social media? Are you using the right SEO? This free workshop will help you answer these questions and more. The workshop will be held at the Camarillo Library, 1000 E. Main St., Camarillo, CA 93010. Register today at <http://conta.cc/2qgZhd>.

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 11,000 people

122 people reached

Like Comment Share

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · September 2 at 6:00pm

Do you have what it takes to be a successful entrepreneur? Find out at this free 2-hour business seminar on Tues, Sept. 6, 2016 from 6:30 PM to 8:30 PM. Register here <http://conta.cc/2qgZhd>

**Do You Have What It Takes To Be In Your Own Business?**

Learn what it takes to start and grow a successful business. This free 2-hour seminar will cover everything you need to know to get started. Register today at <http://conta.cc/2qgZhd>.

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 11,000 people

172 people reached

Like Comment Share



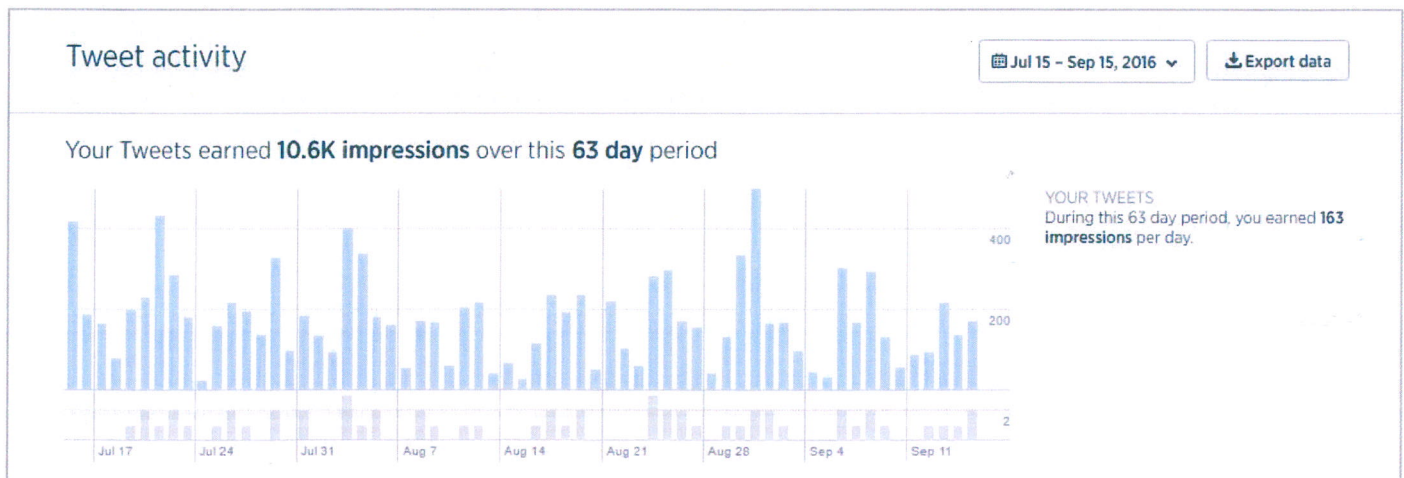
## Workforce Development Board Outreach Update: July 16 to September 15, 2016

### Employer Outreach – In Development/Consideration

- **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**
- **October 2016 Issue** “Workforce Update”

### Youth Outreach

- **VC Jobs with a Future Website**
  - Designed new home page approach to add the VCJWF Twitter feed and ‘feature’ links to new resources and key sector career information. **Waiting for client feedback.**
- **Identified photos in need of updating** – to be consistent with ‘older’ youth target of new WIOA guidelines. Submitted optional photos to consider. **Waiting for client feedback.**
- **VCJWF Twitter July 15 – September 15, 2016 – 395 followers**
  - Followers - 7 gained since July 15
  - 58 Total Tweets (July 15-Sept 15) (63 days)
  - 1064 Profile Visits (July 15-Sept 15)
  - 10,600 Impressions (July 15-Sept 15)
  - **Paid outreach to restarted 9/16**





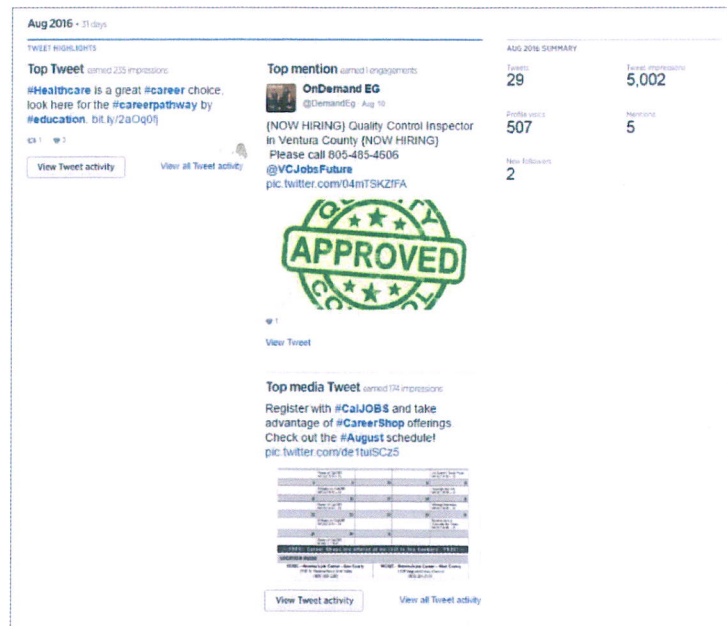


# Workforce Development Board Outreach Update: July 16 to September 15, 2016

## ○ July "Top Tweet" Summaries (See graphics below)



## ○ August "Top Tweet" Summaries (See graphics below)





# Workforce Development Board Outreach Update: July 16 to September 15, 2016

	Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · 36m				10	0	0.0%
	Need #jobtraining assistance? Find a list of eligible training providers (ETPL) and their programs here: <a href="http://bit.ly/2d1LPT">bit.ly/2d1LPT</a>						
	<a href="#">View Tweet activity</a>						
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · 16h				25	0	0.0%
	#Jobsearching is part of every career--check out these things to remember in the #digitalage! <a href="http://sharethis.com">sharethis</a> via @sharethis						
	<a href="#">View Tweet activity</a>						
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Sep 14				37	0	0.0%
	Need technological #careertraining & #education? Do not overlook your local #communitycolleges. <a href="http://bit.ly/2cYoBBB">bit.ly/2cYoBBB</a>						
	<a href="#">View Tweet activity</a>						
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Sep 13				44	3	6.8%
	Want a high salary? These are the college majors with the #highest2016startingsalaries. <a href="http://bit.ly/2cTvn3n">bit.ly/2cTvn3n</a>						
	<a href="#">View Tweet activity</a>						
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Sep 12				77	0	0.0%
	There are #goodjobs that require #nocollegedegree, on-the-job-training a path. <a href="http://usat.ly/2ciob7C">usat.ly/2ciob7C</a> via @vcstar						
	<a href="#">View Tweet activity</a>						
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Sep 9				58	0	0.0%
	Do you know about #VACE? A local adult #careereducation resource here in #VenturaCounty? <a href="http://bit.ly/2cJvqz">bit.ly/2cJvqz</a> Your career is waiting!						
	<a href="#">View Tweet activity</a>						
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Sep 8				58	0	0.0%
	You want to get ahead, but you need more #education, so where do you go? See a few #VenturaCounty resources here ... <a href="http://bit.ly/1nWibli">bit.ly/1nWibli</a>						
	<a href="#">View Tweet activity</a>						
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Sep 8				70	0	0.0%
	#Education can happen OUTSIDE of a classroom--see these #online (and #free) #resources. Now go learn something :) <a href="http://bit.ly/2caJqrY">bit.ly/2caJqrY</a>						
	<a href="#">View Tweet activity</a>						
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Sep 7				63	0	0.0%
	Thinking a #vocationalcareer is for you? Do your homework & find out. Here's a good #resource: <a href="http://bit.ly/2buycjb">bit.ly/2buycjb</a>						
	<a href="#">View Tweet activity</a>						
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Sep 6				110	0	0.0%
	Thought about #manufacturing for a #career choice? #ManufacturingDay is 10/7. Participate & get inspired! <a href="http://bit.ly/1rYcSVz">bit.ly/1rYcSVz</a>						
	<a href="#">View Tweet activity</a>						







## Workforce Development Board Outreach Update: July 16 to September 15, 2016

### Job Seeker Outreach

- **Career Shops**
  - September job workshops – received September workshop information and sent/posted information on August 25.
  - August job workshops – received August workshop information and sent/posted information on July 28.

#### **Clips:**

- Moorpark Patch
- KDAR
- Moorpark Patch
- 805 Calendar
- Simi Acorn – August 26 – CalJOBS

### JOB SEEKER OUTREACH – In Development/Under Consideration

- **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

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

- **Op-ed on CLS Field Experience Program** – interviewed Dawn Neuman, Greg Barnes and Cheryl Moore. Prepared draft of op-ed and finalized.
- **Op-ed on Dropping Drop-out Rates** – Drafted op-ed, reviewed with Roger Rice, Jason Peplinski and Cheryl Moore and finalized.
- **WDB new board members** – Chair, Vice-Chair, three new members, prepared news release and sent with photos on July 19.

#### **Clips:**

- Moorpark Patch
- PRLog.org - (162 views)
- VC Star (Your News post)
- Tri County Sentry - ran July 21
- **Planning National Apprenticeship Week (NAW)** - Nov. 14-20<sup>th</sup> Regional Support
  - Develop Workforce Update feature, recognize WDB members with apprenticeship programs and include a sidebar/link on October/November networking events.



## Workforce Development Board Outreach Update: July 16 to September 15, 2016

### Collateral

- **Success Story Posters** – 8 new stories in development, **waiting for feedback**. PENDING
- **WDB “Mission” Posters** – Agency suggested development of three posters, for display at WDB board meetings, that each focus on goals of the three target segment missions. 4 new versions in development. **Waiting for client feedback**. PENDING
- **Refresh/Update Eblast Lists**
  - **Stakeholders – Updated August 31 as provided by WDB Staff** – List updates ongoing
    - WDB Board/Committee members
    - Cohorts & Stakeholders
    - Educators
    - Local, State and Federal Representatives
    - MOU, RSA, Contract groups
- **WDB Website** – Google Analytics Stats July 1, to September 15, 2016 (2.5 months)
  - Audience Overview – 1,772 Sessions/1,313 Unique Users
  - Average 525/month (approx. ½ the previous report, doesn't include OJT promotion)
  - 2.61 pages per visit (unchanged)
  - 2.22 average minutes visit duration (unchanged)
  - 46.16% bounce rate (unchanged)
- **WDB Website Content Updates**
  - 8/16: Developed sub-page content to address sector strategies and resources. Submitted Key Sector Landing Page copy. Waiting for client feedback.
    - Client mentioned a ‘wallpaper’ background with key sector phrases
  - Contacted VACE with new logo and request to update old WIB identity. 9/13
- **Job Outlook Eblast:**
  - **July 22 (June 2016 Report)** – WDB Cohorts: 468/22.3% open rate/7.7% CTR
  - **July 22 (June 2016 Report)** - Biz List: 9,517/7.5% open rate/1.3% CTR
  - **Aug 19 (July 2016 Report)** - WDB Cohorts: 469/25.2% open rate/4.9% CTR
  - **Aug 19 (July 2016 Report)** – Biz List: 9,448/6.2% open rate/1.8% CTR
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **August 2016:**
  - **Ventura County remained unchanged** from 5.8% in July 2016 to 5.8% in August 2016 (August 2015 = 5.9%)
  - **California decreased .3%** from 5.9% in July 2016 to 5.6% in August 2016 (August 2015 = 6.1%)
  - **U.S. decreased .1%** from 5.1% in July 2016 to 5.0% in August 2016 (August 2015 = 5.2%)



## Workforce Development Board Outreach Update: July 16 to September 15, 2016

### **General Outreach – In Development**

- **KCLU Sponsorship Script Updates** - Discuss key target audiences and programs
  - WDB
  - Dislocated Workers
  - OJT
  - VCGB
  - Youth (Out of School)
  - Job Seekers
  - Career Pathways
  - Credentials/Certificates
- **Op-Eds** – Consider/discuss next op-ed topic.
  - MOU partners – the AJCC System in Ventura County
  - Internships/Job Shadowing – Survey board members regarding internship program participation. **Waiting on client feedback.**
- **WDB Website**
  - Does the site address the needs of the newly defined job seeker target populations?
  - New slider graphics targeting key services/programs/target populations? i.e.
    - Community Colleges
    - Adult Education
    - VC Innovates
    - CalLu/CSUCI
  - Develop section for success story sharing
  - Facilitate the addition of a Spanish-language plug-in for page translation

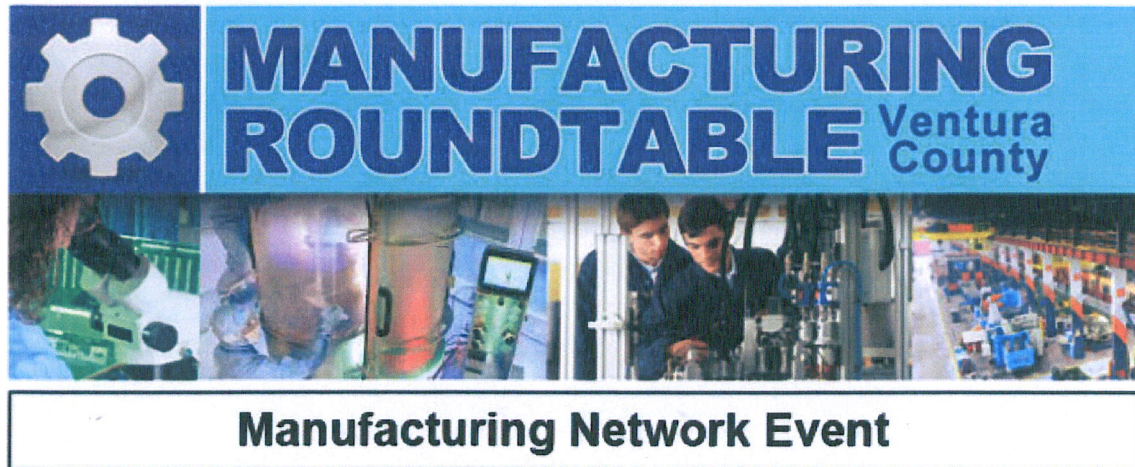
### **Collateral**

- **New Collateral**
  - **Emerging Careers, Pathways/Pipelines** – Two versions targeting youth and mature job seekers
    - Flyer and/or Eblast
  - **Case Histories**
    - At risk employers who were 'saved' (EDC-VC)
  - **Posters** targeting sector strategies for display at cohorts and stakeholders with
    - MOUs, Contracts, RSAs
- **Refresh/Update Eblast Lists**
  - **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.

Projected in process is updated through 9/15/16.



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



**Hosted by:**



The Manufacturing Roundtable of Ventura County (MRVC) invites you to connect with other manufacturing professionals through a new series of MRVC Manufacturing Network events.

**Where & When**

**Date:**

Thursday, July 28, 2016

**Time:**

5:30 p.m. - 7:00 p.m.  
*Informal reception and networking; optional site tour at 6:00 p.m.*

**Location:**

Kinamed, Inc.  
820 Flynn Road  
Camarillo, CA



**[Click for Directions](#)**

In partnership with the  
Workforce Development  
Board of Ventura County  
[workforceventuracounty.org](http://workforceventuracounty.org)

**For Manufacturers Only**

- Hosted by and for manufacturing businesses
- Informal networking — no formal agenda
- Manufacturing site tours

**RSVP by July 21**

The first event will be held on July 28, hosted by Kinamed, Inc., in Camarillo from 5:30 p.m. to 7:00 p.m. Space is limited. Please email [MaOdezza.Robite@ventura.org](mailto:MaOdezza.Robite@ventura.org) or call 805.477.5306 to reserve your spot.

**Future Events**

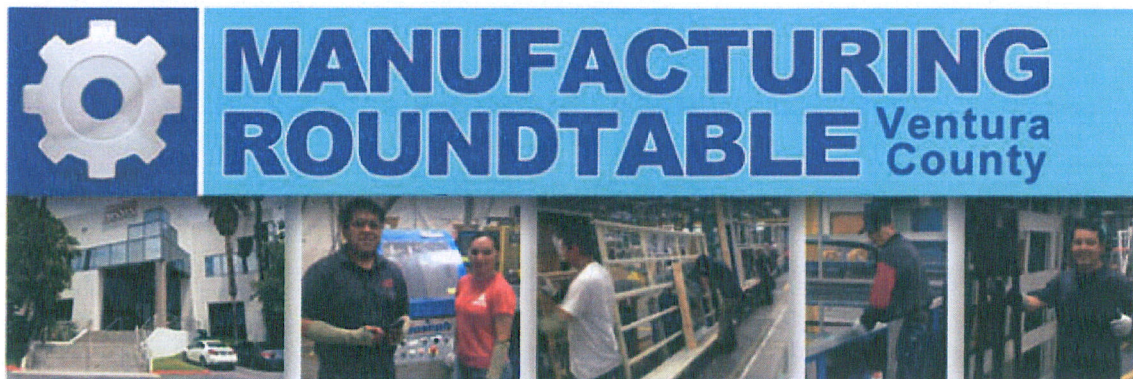
Milgard Manufacturing, Inc., Simi Valley (Sept. 29, 2016)  
High-Tech Engineering, Camarillo  
Dynamic Automation, Simi Valley  
Haas Automation, Inc., Oxnard

**About MRVC**

MRVC members are manufacturing leaders who are committed to developing a skilled local workforce, strengthening regional networks, and advancing manufacturing business success in Ventura County.



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## Manufacturing Network Event at Milgard!

### Hosted by:



### Where & When

#### Date:

Thursday, Sept. 29, 2016

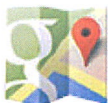
#### Time:

5:30 p.m. - 7:00 p.m.

*Informal reception and networking; optional site tour at 6:00 p.m.*

#### Location:

Milgard  
Windows & Doors  
355 E. Easy Street  
Simi Valley, CA



[Click for Directions](#)

In partnership with the  
Workforce Development  
Board of Ventura County



Join fellow manufacturers at Milgard Windows & Doors in Simi Valley for a networking event. Share perspectives on local manufacturing issues, discover business opportunities, and more!

### For Manufacturers Only

- Hosted by and for manufacturing businesses
- Informal networking — no formal agenda
- Manufacturing site tours

### RSVP by September 26

Event to be held at Milgard Windows & Doors in Simi Valley on Sept. 29 from 5:30 p.m. to 7:00 p.m. Please email [MaOdezza.Robite@ventura.org](mailto:MaOdezza.Robite@ventura.org) or call 805.477.5306 to reserve your spot.

### Future Events

High-Tech Engineering, Camarillo  
Dynamic Automation, Simi Valley  
Haas Automation, Inc., Oxnard

### About MRVC

MRVC members are manufacturing leaders who are committed to developing a skilled local workforce, strengthening regional networks, and advancing manufacturing business success in Ventura County.





**OPENING  
DOORS & MINDS**  
**GET STARTED NOW!**

Check out our Manufacturing WEEK Partners in Ventura County!  
**MANUFACTURING WEEK - OCTOBER 3-7, 2016**

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## Amgen Event



### EVENT DETAILS

Facility Tour / Presentation

October 7, 2016 9:30am - 12:30pm

Invitation-Only Event

1 Amgen Center Dr  
Thousand Oaks, CA 91320

Discussion of manufacturing workforce needs, career opportunities, and skill requirements, hosted in partnership with the Manufacturing Roundtable of Ventura County. Manufacturing continues to face a critical skilled labor shortage. Learn about the changing skills needed for current opportunities in high-tech manufacturing and how to plan a skills development pathway to work toward a future of well-paying manufacturing jobs and careers. To register, contact your local high school teacher or counselor. Students will visit the site in assigned groups that are registered through their schools.

[Add to Calendar](#)

### For More Event Information

Patrick Newburn

805-477-5306

[patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org)

### ABOUT AMGEN



Amgen is the world's largest biotechnology company pioneering new therapies to meet unmet medical needs. Amgen strives to serve patients by transforming the promise of science and biotechnology into therapies that have the power to restore health or even save lives. In everything we do, we aim to fulfill our mission to serve patients. And every step of the way, we are guided by the values that define us.

<http://www.amgen.com>

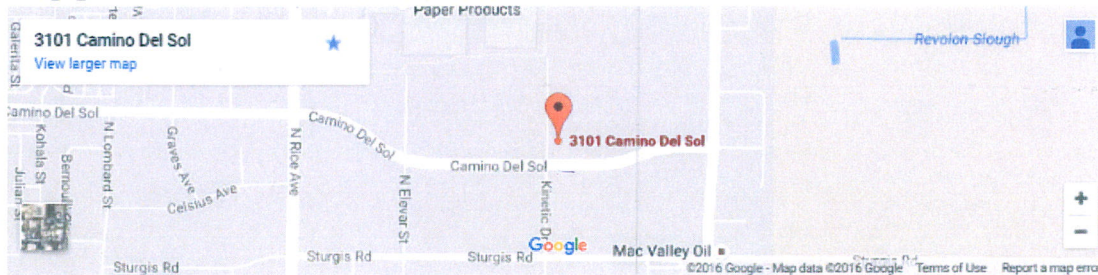


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## Applied Powdercoat Event



### EVENT DETAILS

Facility Tour / Presentation

October 3, 2016 9:30am - October 6, 2016 10:30am

Invitation-Only Event

**3101 Camino Del Sol**  
**Oxnard, CA 93030**

Discussion of manufacturing workforce needs, career opportunities, and skill requirements, hosted in partnership with the Manufacturing Roundtable of Ventura County. Manufacturing continues to face a critical skilled labor shortage. Learn about the changing skills needed for current opportunities in high-tech manufacturing and how to plan a skills development pathway to work toward a future of well-paying manufacturing jobs and careers. To register, contact your local high school teacher or counselor. Students will visit the site in assigned groups that are registered through their schools.

[Add to Calendar](#)

### For More Event Information

Vic Anselmo

805-477-5306

[patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org)

### ABOUT APPLIED POWDERCOAT



Let us take the opportunity to introduce you to Applied Powdercoat. Founded in 1989, our twenty seven years of experience have firmly established us in the powder coating job-shop industry. We base our professionalism on the principles of quality, responsiveness and customer service. Our new 30,000 sf facility offers FIVE STATE-OF-THE-ART SYSTEMS which assure you, the customer, the highest level of quality in our industry.

<http://www.appliedpowder.com/contact/>

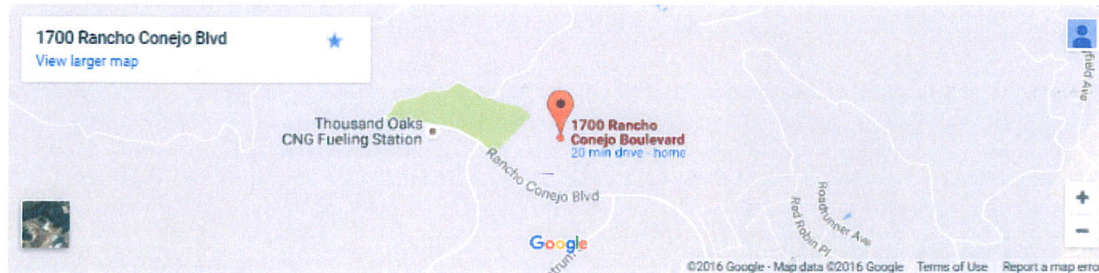


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## Baxalta (Shire) Event



### EVENT DETAILS

Facility Tour / Presentation

October 6, 2016 9:30am - 12:30pm

Invitation-Only Event

1700 Rancho Conejo Blvd  
Thousand Oaks, CA 91320

Discussion of manufacturing workforce needs, career opportunities, and skill requirements, hosted in partnership with the Manufacturing Roundtable of Ventura County. Manufacturing continues to face a critical skilled labor shortage. Learn about the changing skills needed for current opportunities in high-tech manufacturing and how to plan a skills development pathway to work toward a future of well-paying manufacturing jobs and careers. To register, contact your local high school teacher or counselor. Students will visit the site in assigned groups that are registered through their schools.

[Add to Calendar](#)

### For More Event Information

Patrick Newburn

805-477-5306

[patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org)

### ABOUT BAXALTA (SHIRE)



Newly combined with Baxalta, Shire is now the leading global biotechnology company focused on serving people affected by rare diseases and highly specialized conditions. These diseases are often misunderstood, under-diagnosed, and potentially life-threatening. Our 22,000 employees come to work every day with a common purpose: to develop and deliver breakthrough therapies that enable people with life-altering conditions to live their lives to the fullest.

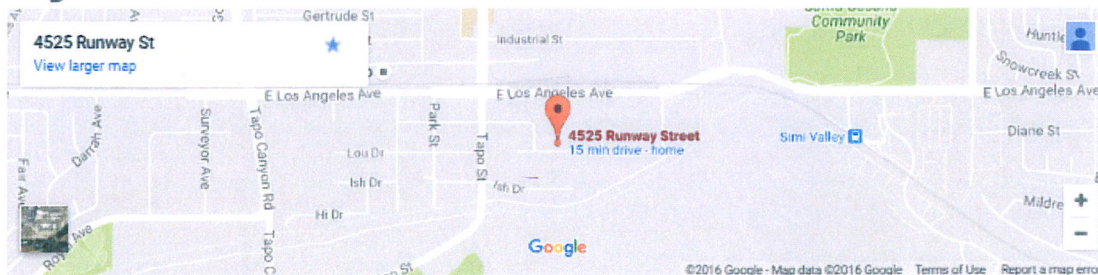
<https://www.shire.com/>

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## Dynamic Automation Event



### EVENT DETAILS

Facility Tour / Presentation

October 4, 2016 9:30am - October 5, 2016 12:30pm

Invitation-Only Event

4525 Runway St  
Simi Valley, CA 93063

Discussion of manufacturing workforce needs, career opportunities, and skill requirements, hosted in partnership with the Manufacturing Roundtable of Ventura County. Manufacturing continues to face a critical skilled labor shortage. Learn about the changing skills needed for current opportunities in high-tech manufacturing and how to plan a skills development pathway to work toward a future of well-paying manufacturing jobs and careers. To register, contact your local high school teacher or counselor. Students will visit the site in assigned groups that are registered through their schools.

[Add to Calendar](#)

### For More Event Information

Patrick Newburn

805-477-5306

[patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org)

### ABOUT DYNAMIC AUTOMATION



Dynamic Automation was founded in Simi Valley, California in 1986 by an inventor and innovative machine builder. His focus on customer satisfaction and designing for maintainability and reliability set the stage for 13 years of steady growth. In 1999, Dynamic Automation was purchased by Marc Freedman. Marc's background in nuclear engineering brought a drive for continued innovation in achieving our vision of improving the world through excellence in automation.

<http://dynamicautomation.com/>

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## Haas Automation Event



### EVENT DETAILS

Facility Tour / Presentation

October 3, 2016 9:30am - October 6, 2016 12:30pm

Invitation-Only Event

2800 Sturgis Rd  
Oxnard, CA 93030

Discussion of manufacturing workforce needs, career opportunities, and skill requirements, hosted in partnership with the Manufacturing Roundtable of Ventura County.

[Add to Calendar](#)

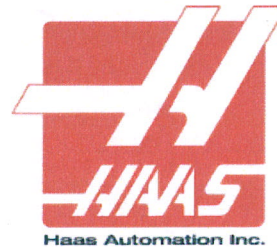
#### For More Event Information

Patrick Newburn

805-477-5306

[patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org)

### ABOUT HAAS AUTOMATION



Gene Haas founded Haas Automation, Inc., in 1983 to manufacture economical and reliable machine tools. Haas Automation is the largest machine tool builder in the western world, manufacturing a complete line of CNC vertical machining centers, horizontal machining centers, CNC lathes and rotary products. The company also builds a variety of specialty machines, including 5-axis machining centers, mold making machining centers, toolroom machines, and gantry routers.

<http://www.haascnc.com/home.asp#gsc.tab=0>



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## Hi-Tech Engineering Event



### EVENT DETAILS

Facility Tour / Presentation

October 4, 2016 11:30am - October 5, 2016 12:30pm

Invitation-Only Event

4610 Calle Quetzal  
Camarillo, CA 93012

Discussion of manufacturing workforce needs, career opportunities, and skill requirements, hosted in partnership with the Manufacturing Roundtable of Ventura County. Manufacturing continues to face a critical skilled labor shortage. Learn about the changing skills needed for current opportunities in high-tech manufacturing and how to plan a skills development pathway to work toward a future of well-paying manufacturing jobs and careers. To register, contact your local high school teacher or counselor. Students will visit the site in assigned groups that are registered through their schools.

[Add to Calendar](#)

### For More Event Information

Patrick Newburn

805-477-5306

[patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org)

### ABOUT HI-TECH ENGINEERING

#### Hi-Tech Engineering

A HTE Manufacturing Company

HTE is your single source manufacturing solution for precision parts and complex sub-assemblies. HTE also serves as an extension of a company's in house manufacturing capabilities. HTE manufacturing quality control processes ensures specifications are met or exceeded.

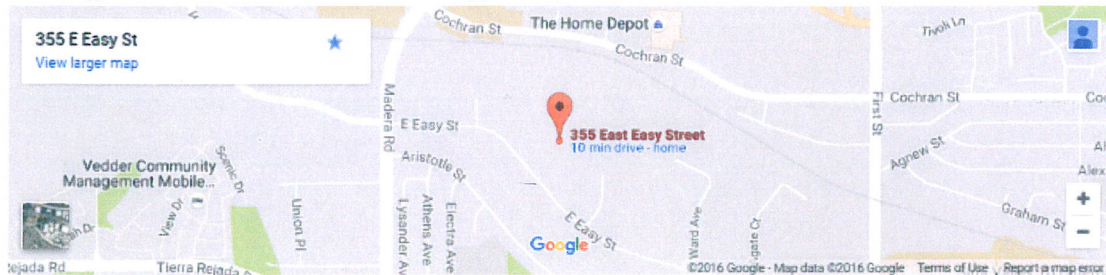
[http://www.hitechcorp.com/Home\\_Page.html](http://www.hitechcorp.com/Home_Page.html)

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## Milgard Manufacturing Event



### EVENT DETAILS

Facility Tour / Presentation

October 7, 2016 9:30am - 12:30pm

Invitation-Only Event

355 E Easy St  
Simi Valley, CA 93065

Discussion of manufacturing workforce needs, career opportunities, and skill requirements, hosted in partnership with the Manufacturing Roundtable of Ventura County. Manufacturing continues to face a critical skilled labor shortage. Learn about the changing skills needed for current opportunities in high-tech manufacturing and how to plan a skills development pathway to work toward a future of well-paying manufacturing jobs and careers. To register, contact your local high school teacher or counselor. Students will visit the site in assigned groups that are registered through their schools.

[Add to Calendar](#)

### For More Event Information

Patrick Newburn

805-477-5306

[patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org)

### ABOUT MILGARD MANUFACTURING



Milgard is one of the largest and most trusted names in windows and doors. Whether you're doing a full home remodel, new construction, or replacement, we have windows and doors in shapes and styles that can be used in combinations to improve the beauty, comfort and energy efficiency of your home.

<http://www.milgard.com/>





Workforce Wednesday for 8/24/16  
Interview with Tom Spence at 8:40AM  
Live at KVTM 1590-AM Studio  
2284 Victoria Avenue, Ventura

## **Workforce Wednesday Interview Guide**

Welcome back to Workforce Wednesday, a monthly broadcast from the Workforce Development Board of Ventura County.

### **Opening**

Having a skilled and ready workforce is a major factor for economic vitality. In building that local capability, a critical step is the completion of high school. Dropping out of school limits individual career options. It also affects employer access to a skilled workforce, loss of income tax revenue, incarceration and welfare rates, and more. Here to talk about what Ventura County is doing to reduce the high school dropout rate are:

- **Dr. Roger Rice**, Deputy Superintendent of Student Services for the Ventura County Office of Education—and a member of the Workforce Development Board
- **Dr. Jason Peplinski**, Superintendent of the Simi Valley Unified School District

### **Interview Questions**

- **Roger:** We have great high schools in Ventura County but, unfortunately, not all of our kids graduate. What is the extent of our dropout problem?
- **Roger:** Why do kids drop out? What are the schools doing about it?
- **Jason:** How is Simi Valley Unified keeping kids in school? What is working?
- **Jason:** What kind of feedback have you received?
- **Roger:** What state or regional efforts are underway to reduce the dropout rate?
- **Jason and Roger:** If you were talking with a student, or the parent of a student, who is considering dropping out of school, what advice would you give?

### **Wrap-Up**

For information on district programs and services helping to reduce the dropout rate in your area, contact your local school district superintendent.

And, to learn more about Workforce Development Board programs and services, visit their website at [workforceventuracounty.org](http://workforceventuracounty.org). That is [workforceventuracounty.org](http://workforceventuracounty.org).



Workforce Wednesday for 9/28/16  
Interview at 8:40AM  
Live at KVTM 1590-AM Studio  
2284 Victoria Avenue, Ventura

## Workforce Wednesday Interview Guide

Welcome back to Workforce Wednesday, a monthly broadcast from the Workforce Development Board of Ventura County.

### Opening

As part of a coordinated nationwide effort to show what manufacturing is - and what it isn't - seven Ventura County manufacturers will open their doors next week for Manufacturing Day – what has become in Ventura County - Manufacturing Week. For the third year, students and educators will visit Ventura County businesses for a look at the rewarding jobs in high-tech manufacturing. Two of the manufacturers who are opening their doors are with us today:

- **Alex Rivera:** Human Resources Manager at Milgard Windows & Doors Manufacturing and Workforce Development Board, Manufacturing Committee, and MRVC member
- **Byron Lindros:** Engineering Projects Director at Amgen and also a Workforce Development Board, Manufacturing Committee, and MRVC member

### Interview Questions

- **Alex:** Manufacturing Day represents a nation-wide, business-driven effort to help people understand what's real in the world of modern manufacturing. What is the driving force behind the national effort?
- **Byron:** This will be the second year you opened the doors to Amgen; can you tell us a little bit about Amgen (as a manufacturer) and what the students will see?
- **Alex:** Tell us about the student experience at Milgard Manufacturing.
- **Byron:** What types of jobs are growing in high tech manufacturing and how can someone prepare for an entry-level job? (*What skills are needed—and where can you get them?*)
- **Alex:** What types of advanced technology do you use to manufacture your products?
- **Byron:** What would you say to other employers about the value of opening their doors to students?
- **Alex,** if employers want to get involved with National Manufacturing Day or the WDB Manufacturing Committee, what should they do?

### Wrap-Up

For more information about the work of the Manufacturing Committee, visit the Workforce Development Board website at [workforceventuracounty.org](http://workforceventuracounty.org). (*Not sure if we should mention the MRVC.*) That's [workforceventuracounty.org](http://workforceventuracounty.org).





## Workforce *Update*

August 2016


[Join Our Mailing List!](#)

### Regional Sectors for Workforce Development



What do manufacturing, IT, construction, and healthcare employers have in common? Ready access to skilled local talent is a top priority and a key component in their business strategies. With that in mind, the WDB held a joint public meeting of its regional sector

committees to identify jobs that will be in high demand in the next three to five years, determine which of those jobs could be difficult to fill, and talk about what actions might be taken—within and across sectors and industries—to fill those jobs. Next steps will be discussed by the four WDB sector committees: **Business Services**, **Clean/Green**, **Healthcare**, and **Manufacturing**. Sound interesting? Join us at a committee meeting (go to [Workforce Development Board](#) and click on meeting calendar), or call 805.477.5306 for information.

### Resources

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

**AmericanJobCenter**  
California



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

### Did You Know?

[What employers need to know about the Family and Medical Leave Act](#)

### Quick Reads

[7 Facts about the Minimum Wage](#)

[10 Simple Habits of Insanely Productive People](#)

### Welcoming New Chair & Vice Chair



**Jim D. Faul**



**Vic Anselmo**

WDB chair **Jim D. Faul** will lead the August 25th WDB meeting at the VCCF Nonprofit Center. A WDB member for seven years, the civil engineering department manager at **LC Engineering Group, Inc.** says, "What attracted me to the WDB is seeing how the board draws

business, labor, economic development, education and government together to the benefit of the workforce of Ventura County. My civil engineering career started in a similar collaborative fashion by working at Naval Base Ventura County while in college. Being able to foster these opportunities in Ventura County is an ongoing goal."

Prior to joining the board, WDB vice chair **Vic Anselmo**, owner and



CEO of **Applied Powdercoat, Inc.**, was able to train workers successfully through WDB-sponsored programs. "WDB reached out to our business and told us about training program opportunities. It's the WDB's responsibility to raise awareness and help companies take advantage of subsidized training programs, and to ensure that the federal training funds are dispersed properly."

## Congratulations 2016 WDB Award Winners!



Each year, the WDB Awards recognize exceptional contributions made by members of the community to help build a strong Ventura County workforce. Congratulations to the 2016 recipients who have made a real difference by providing youth internships and work opportunities, supporting business expansion, job creation or job retention and being a role model for workforce development:

### WDB Youth Opportunity Award

- **Michelle Morehouse-Bass**, VP of Sales and Marketing, Macy's Ventura
- **Karen Clark**, Human Resources Manager, Macy's Ventura

### WDB Champion for Prosperity Award

- **Renee Meriaux**, Manager Charles Abbott Associates, Inc.
- **Ventura County Community Development Corporation**

### WDB Leadership Award

- **Silvia T. Faulstich**, Flight Test Engineer, U.S. Navy
- **Dr. Dawn Neuman**, Biology Program, California State University, Channel Islands

## Manufacturing Network Launched

Are you a manufacturer who wants to connect with other Ventura County manufacturers to discuss business building opportunities, strategies to build a steady stream of qualified workers, the industry, and your business? According to WDB member **Byron Lindros** (Amgen, Inc.) the Manufacturing Roundtable of Ventura County

## Welcome New Board Members!

- **Charles Harrington**, executive board member of Service Employees International Union Local 721, Simi Valley
- **Tracy Perez**, branch manager, United Staffing Associates, Oxnard
- **Peter Zierhut**, vice president of motorsports marketing for Haas Automation, Inc., Oxnard

## Job Outlook

### July 2016 Unemployment

Not Seasonally Adjusted

U.S. = **5.1%**

California = **5.9%**

Ventura County = **5.8%**

Source:

[Workforce Development Board of Ventura County Job Outlook Report](#)

## Workforce Wednesday

Tom Spence  
KVTA 1590-AM

**August 24 at 8:40AM**

Topic: Ventura County's progress in reducing the student dropout rate

[Click to listen to June broadcast](#) about how internships are good for Macy's business.

## Upcoming Events

**August 25, 8am**  
WDB Board Meeting  
at VCCF

**September 16, 8am**  
Clean/Green Committee  
Meeting at VCCF

**September 23, 8am**  
Healthcare Committee  
Meeting at VCCF





(MRVC) has launched the MRVC Manufacturing Network, featuring a series of informal events at manufacturing sites, hosted by and for local manufacturers. Thanks to WDB member **Bill Pratt** for hosting the first MRVC

**October 20, 8am**  
Manufacturing Committee  
Meeting at UFCW, Camarillo

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.

Manufacturing Network event on August 5th at **Kinamed, Inc.** WDB member **Alex Rivera** will host the next event on September 29th at **Milgard Manufacturing, Inc.** in Simi Valley. Space is limited. For more information and to RSVP, email [MaOdezza.Robite@ventura.org](mailto:MaOdezza.Robite@ventura.org) or call 805.477.5306.

### Macy's Internships Good for Business



Taking high school students under their wing and mentoring youth who have barriers to employment earned **Macy's Ventura and Thousand Oaks** a WDB Youth Opportunity Award this year. As Human Resources Manager, **Karen Clark**, said, "the mentors love it" and some of the youth are offered jobs when they complete their internships. On June's KVTA Workforce Wednesday

broadcast, Karen, accompanied by WDB immediate past chair and **Brighton Management** executive, **Victor Dollar**, talked about the benefits of hiring an intern and the importance of introducing young people to jobs they might—or might not—like. Victor described the wide range of internships available in Ventura County's hospitality industry, including those in culinary, sales, front desk, housekeeping, and more. For more information about the benefits of building a skilled workforce through youth opportunities, go to [workforceventuracounty.org](http://workforceventuracounty.org).



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)

# Simi Valley Acorn

2016-08-26 / Business

## **CalJOBS hosts free class**

East County America's Job Center will offer a Career Shop workshop from 1 to 4:30 p.m. Tues., Aug. 30 at the center, 2900 N. Madera Road, Simi Valley.

The class is "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 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.

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

Before registering for the class, participants must first sign up with CalJOBS at the website [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.



## West County America's Job Center Free Career Workshop

**Free Career Shops For Job Seekers - presented throughout August by the America's Job Center of California,**

By [Diane Rumbaugh \(Star Patcher\)](#) - July 28, 2016 6:47 pm ET

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**Tuesday, August 30 - The Power of CalJOBS, 1:00 p.m. – 4:30 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.

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





## Free Career Shops For Job Seekers

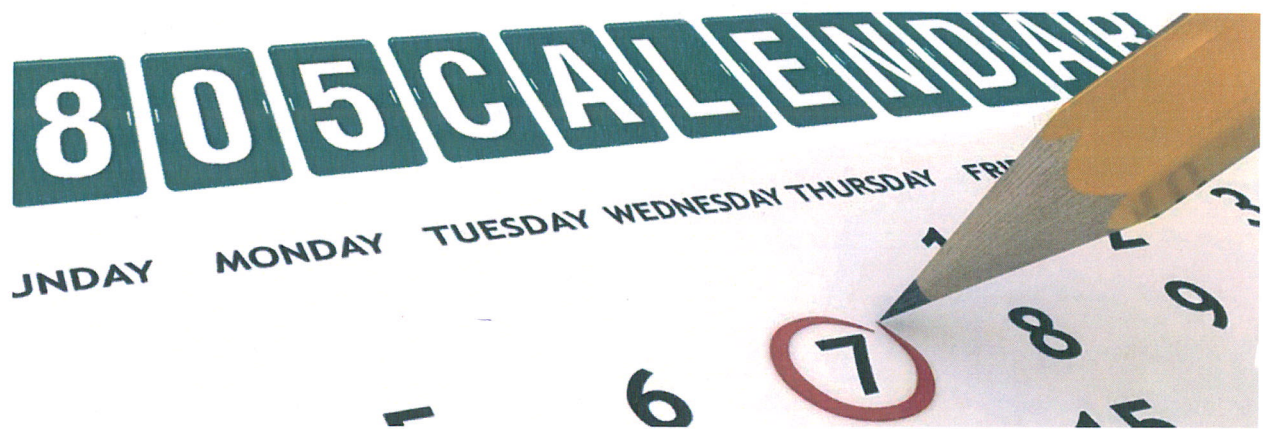
Free Career Shops For Job Seekers - presented throughout August by the America's Job Center of California with support from the Workforce Development Board, EDD Workforces Services and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. For more job search opportunities, go to [www.caljobs.ca.gov](http://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.

**Event Start Time:** 08:30 AM

**Event End Time:**

**West County America's Job Center**

1400 Vanguard Dr.  
Oxnard, CA 93003



**Tue, Sep 27: 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. 1:00 p.m. – 4:30 p.m. at East County America's Job Center, 2900 N. Madera Rd., Simi Valley. [805-955-2282](tel:805-955-2282). 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.



## Free Job Workshop: The Power of CalJOBS

**Aug 26, 2016 at 1:00pm (Free Event)**

East County America's Job Center, 2900 N. Madera Rd., Simi Valley Simi Valley, CA 93065

Tuesday, September 27 - The Power of CalJOBS, 1:00 p.m. – 4:30 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.

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

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

[For further information, click here.](#)





## 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: (Date)

### **Workforce Development Board of Ventura County Names New Chair, Vice-Chair; Adds Three New Members**

VENTURA, CALIF.--The Workforce Development Board (WDB) of Ventura County recently elected new officers including Jim Faul as the new chair and Vic Anselmo as vice chair. In addition, the Ventura County Board of Supervisors has appointed three new board members at its June 14 meeting.

Faul is the civil engineering department manager at LC Engineering Group, Inc. in Thousand Oaks. "It's an honor to serve as the WDB chair after being on the board for the past seven years," says Faul. "What attracted me to the WDB is seeing how the board draws business, government and education together to the benefit of the workforce of Ventura County. My civil engineering career started in a similar collaborative fashion by working at Naval Base Ventura County while in college. Being able to foster these opportunities in Ventura County is an ongoing goal."

Incoming vice-chair Anselmo is owner and CEO of Applied Powdercoat, Inc. in Oxnard. His company was able to successfully train workers through WDB-sponsored programs. "WDB reached out to our business and told us about available training programs," says Anselmo. "Many employers don't know that the state has designated funds to Ventura County for worker training. It's WDB's responsibility to make sure companies can take advantage of the training programs and that the state training funds are dispersed properly."

Faul takes over from outgoing chair Victor Dollar, vice-president of sales for Brighton Management. "Victor did an outstanding job as chair to bring businesses, education and government entities together to collaborate on training and education programs," says Cheryl Moore, WDB executive director. "These programs are critically important to job growth and business retention in the county."

New WDB board members are Charles Harrington, executive board member of Service Employees International Union (SEIU) Local 721 in Simi Valley, Tracy Perez, branch manager, Employer United Staffing Associates in Oxnard and Peter Zierhut, vice president of motorsports marketing for Haas Automation, Inc. in Oxnard.

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

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### About the Workforce Development Board

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



## Workforce Development Board of Ventura County Names New Chair, Vice Chair; Adds Three New Members

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By [Diane Rumbaugh \(Star Patcher\)](#) - July 19, 2016 6:33 pm ET

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## Your News

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By Diane Rumbaugh  
July 19, 2016

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Posted date: **July 21, 2016** In: [Local](#) | comment : [0](#)



Vic Anselmo

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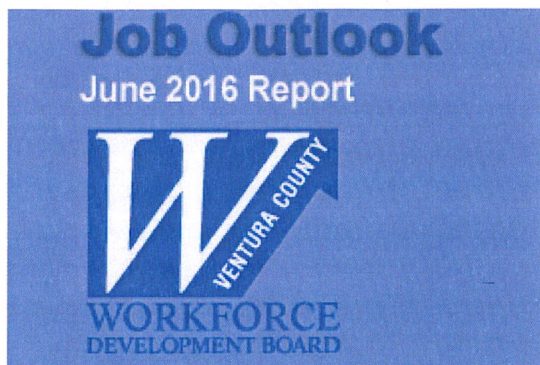


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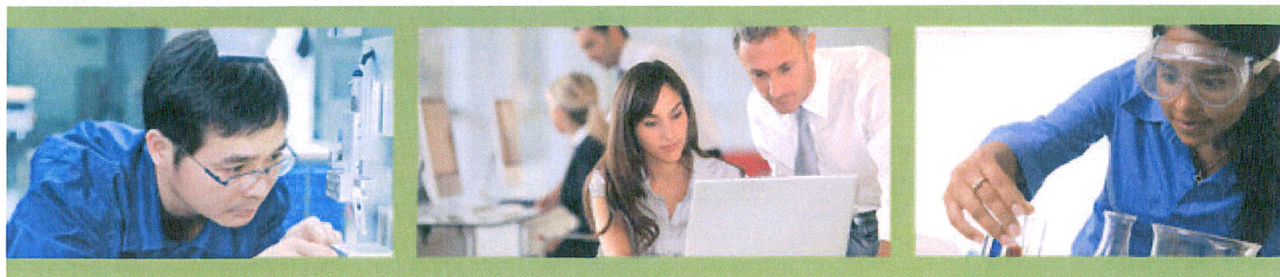
## Ventura County Labor Market Information

State Of California Employment

United States Department Of Labor

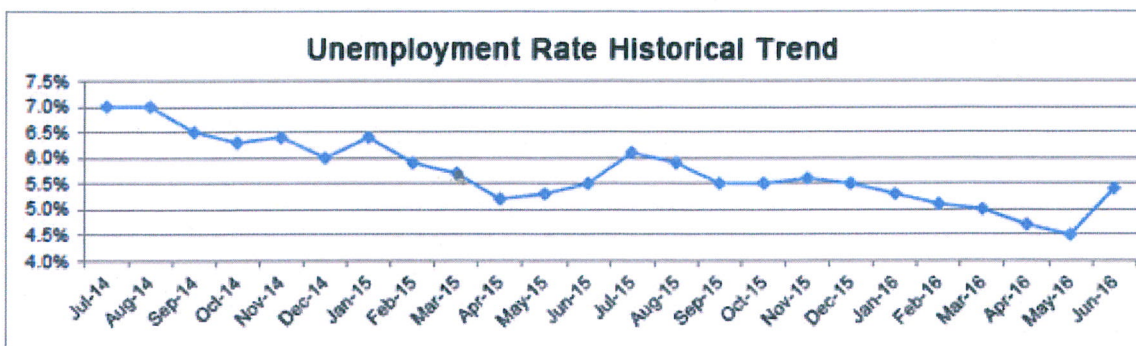
Conference Board - Help Wanted Online Data

Relevant News



## Ventura County Labor Market Information:

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

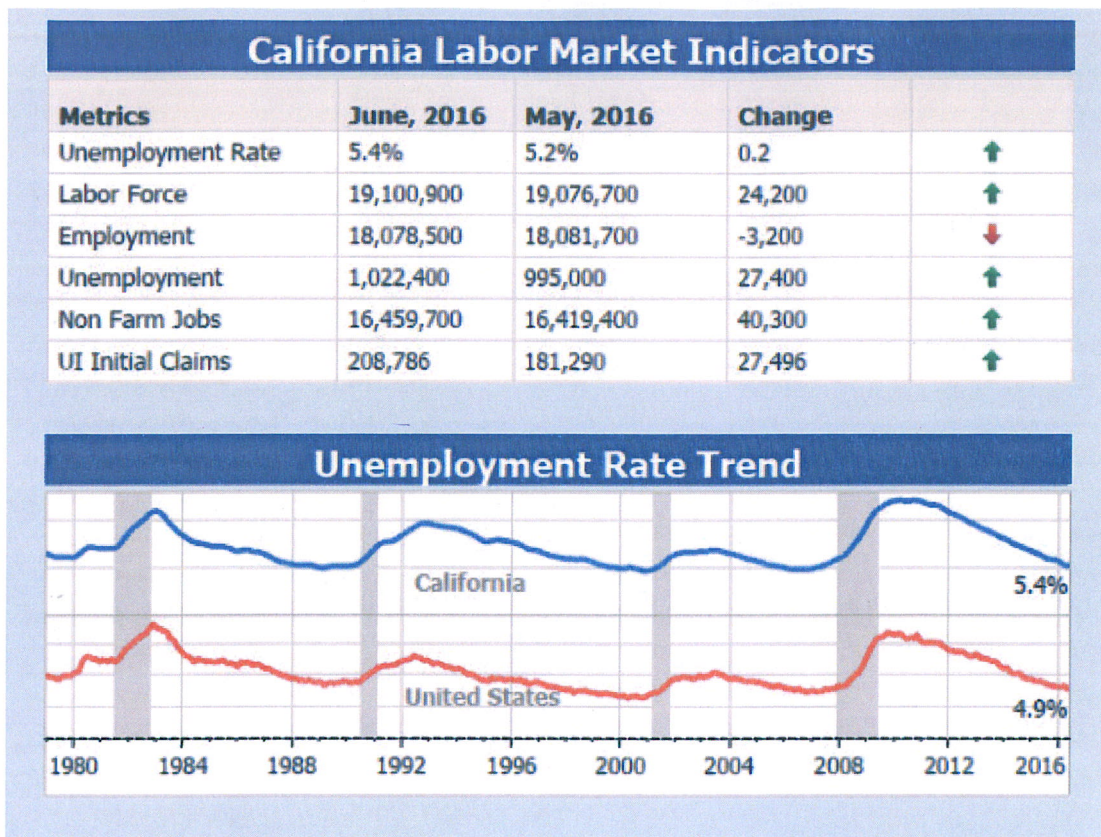


The unemployment rate in Ventura County was 5.4 percent in June 2016, up from a revised 4.5 percent in May 2016, and below the year-ago estimate of 5.5 percent. This compares with an unadjusted unemployment rate of 5.7 percent for California and 5.1 percent for the nation during the same period.

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

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





California's nonfarm payroll jobs increased by 40,300 in June for a total gain of 2,273,200 jobs since the recovery began in February 2010, as the unemployment rate rose to 5.4 percent for the month, according to data released July 22nd by the California Employment Development Department (EDD) from two separate surveys.

The U.S. unemployment rate increased 0.2 percentage point in June to 4.9 percent. In May, the state's unemployment rate was 5.2 percent, and in June 2015, the unemployment rate was 6.2 percent. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm jobs in California totaled 16,459,700 in June, an increase of 40,300 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, from June 2015 to June 2016, shows an increase of 461,100 jobs (up 2.9 percent).

The federal survey of households, done with a smaller sample than the survey of employers, shows a decrease in the number of employed people. It estimates the number of Californians holding jobs in June was 18,078,000, down 4,000 from May but up 308,000 jobs from the employment total in June of last year.

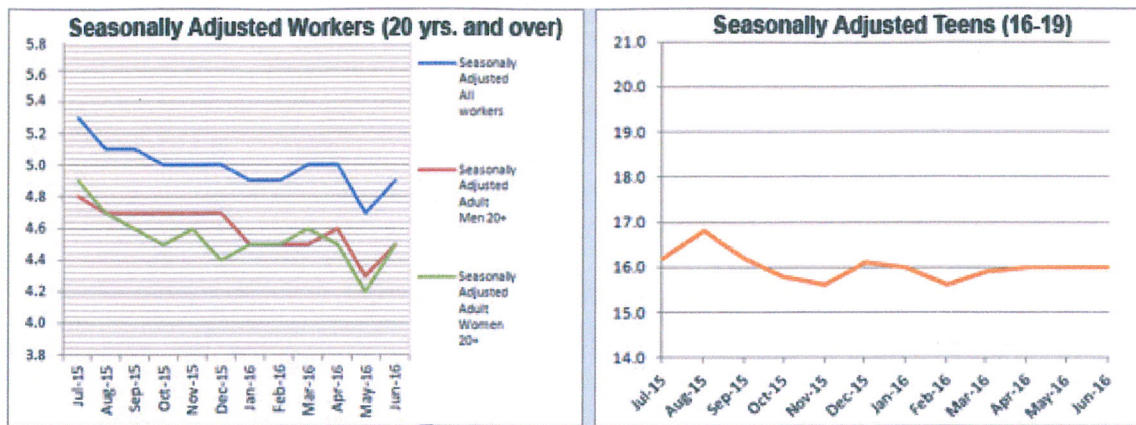
The number of people unemployed in California was 1,022,000 in June, up 27,000 from May, but down 160,000 from June of last year. In a year-over-year comparison (June 2015 to June 2016), nonfarm payroll employment in California increased by 461,100 jobs (up 2.9 percent).

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

## United States Department Of Labor - The Employment Situation: June 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 287,000 in June, and the unemployment rate rose to 4.9 percent, the U.S. Bureau of Labor Statistics reported July 7th.

The unemployment rate increased by 0.2 percentage point to 4.9 percent in June, and the number of unemployed persons increased by 347,000 to 7.8 million. These increases largely offset declines in May and brought both measures back in line with levels that had prevailed from August 2015 to April.

The number of persons unemployed less than 5 weeks increased by 211,000 in June, following a decrease in the prior month.

At 2.0 million, the number of long-term unemployed (those jobless for 27 weeks or more) changed little in June and accounted for 25.8 percent of the unemployed.

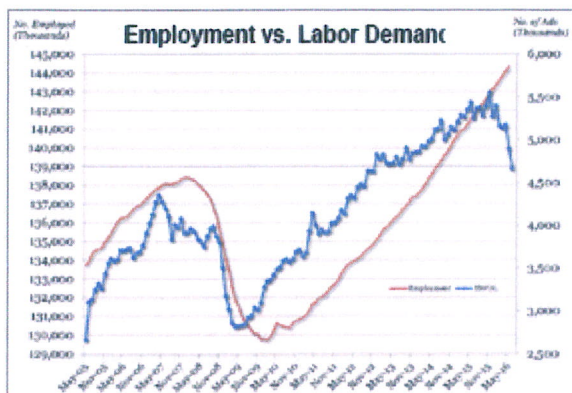
In June, the number of job losers and persons who completed temporary jobs rose by 203,000 to 3.8 million, after a decline in May.

The number of persons employed part time for economic reasons decreased by 587,000 to 5.8 million in June, offsetting an increase in May.

In June, 1.8 million persons were marginally attached to the labor force, about unchanged from a year earlier. (The data are not seasonally adjusted.) Among the marginally attached, there were 502,000 discouraged workers in June, down by 151,000 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 decreased 226,700 to 4,657,500 in June, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released July 6th.

The May Supply/Demand rate stands at 1.52 unemployed for each advertised vacancy with a total of 2.6 million more unemployed workers than

the number of advertised vacancies.

The number of unemployed was around 7.4 million in May.

The June loss follows a larger drop in May of 285,800.

The May and June losses have been widespread across online job boards.



Both the Professional and the Services/Production occupations have been hard hit.

The West decreased 64,300 in June. California decreased 45,900 to 537,000. Los Angeles decreased 15,800 to 160,300.

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

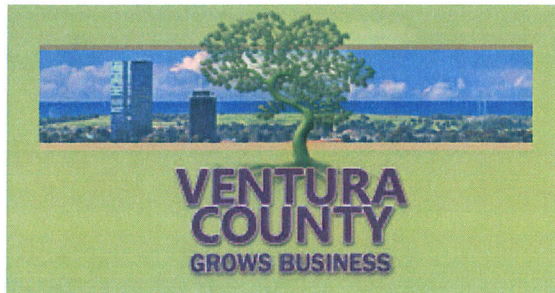
## Relevant News

July 22, 2016, *Los Angeles Times*, [California boosts payrolls by 40,300 workers in June, but unemployment rises to 5.4%](#), Natalie Kitroeff

July 12, 2016, *Marketwatch Opinion*, [Why Howard Schultz and Jamie Dimon decided to lift worker pay](#), Steve Goldstein

July 8, 2016, *Bloomberg*, [Payrolls in U.S. rose 287,000 in June, most in eight months](#), Victoria Stilwell

## Resources



See how Ventura County  
is working to Grow Business

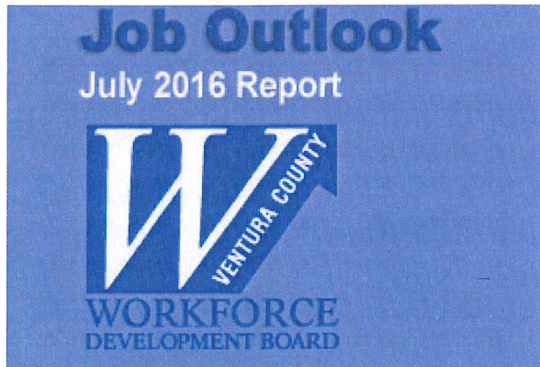


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### Bringing People & Opportunities Together

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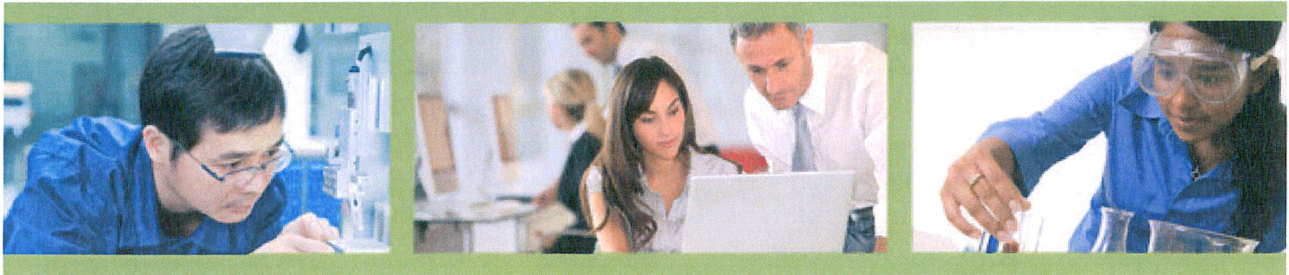
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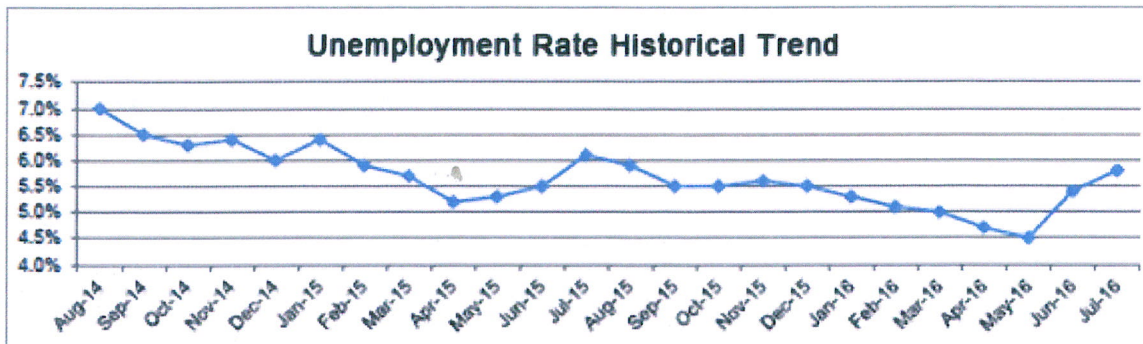
**Conference Board - Help Wanted Online Data**

**Relevant News**



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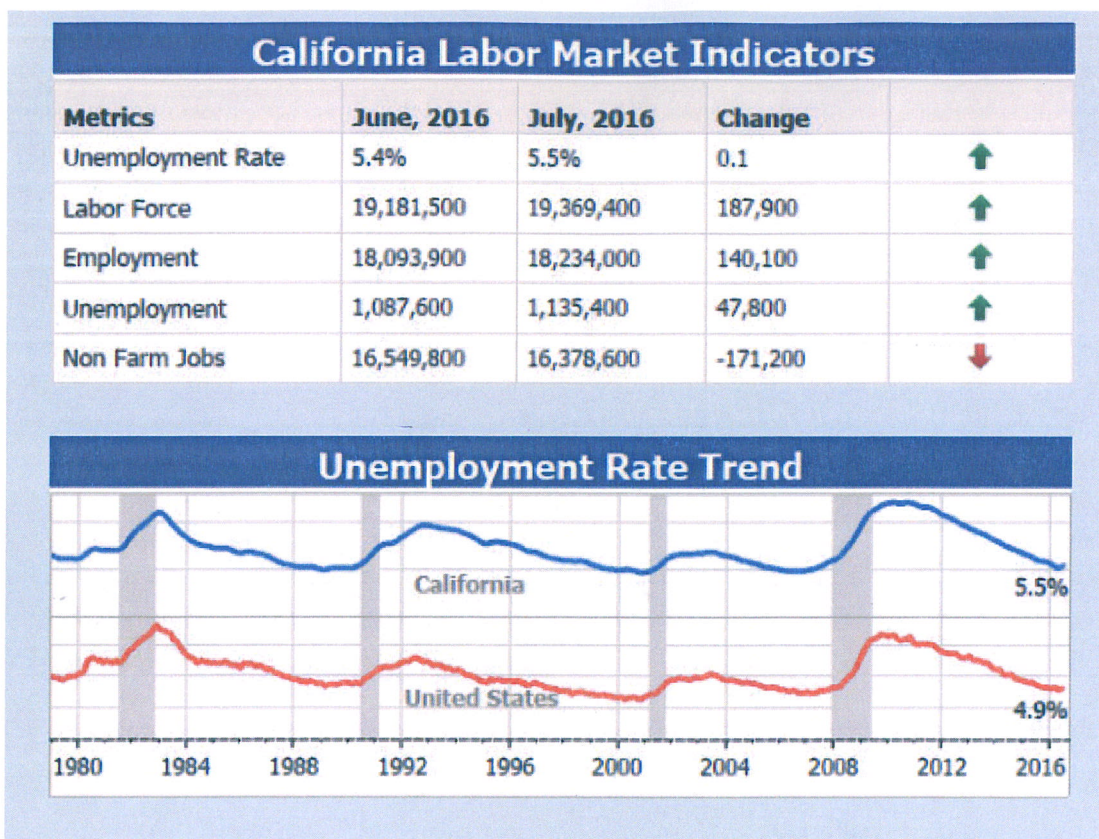


The unemployment rate in Ventura County was 5.8 percent in July 2016, up from a revised 5.4 percent in June 2016, and below the year-ago estimate of 6.1 percent. This compares with an unadjusted unemployment rate of 5.9 percent for California and 5.1 percent for the nation during the same period.

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

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





California's nonfarm payroll jobs increased by 36,400 in July for a total gain of 2,302,500 jobs since the recovery began in February 2010, as the unemployment rate rose 0.1 percentage point to 5.5 percent for the month, according to data released August 19th by the California Employment Development Department (EDD) from two separate surveys.

In June, the state's unemployment rate was 5.4 percent, and in July 2015, the unemployment rate was 6.1 percent. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm jobs in California totaled 16,489,000 in July, an increase of 36,400 jobs over the month, according to a survey of businesses that is larger and less variable statistically. The survey of 58,000 California businesses measures jobs in the economy.

The year-over-year change, from July 2015 to July 2016, shows an increase of 374,600 jobs (up 2.3 percent). The federal survey of households, done with a smaller sample than the survey of employers, shows an increase in the number of employed people. It estimates the number of Californians holding jobs in July was 18,114,000 up 35,000 from June and up 320,000 from July of last year.

The number of people unemployed in California was 1,048,000 in July, up 25,000 from June, but down 113,000 from July of last year.

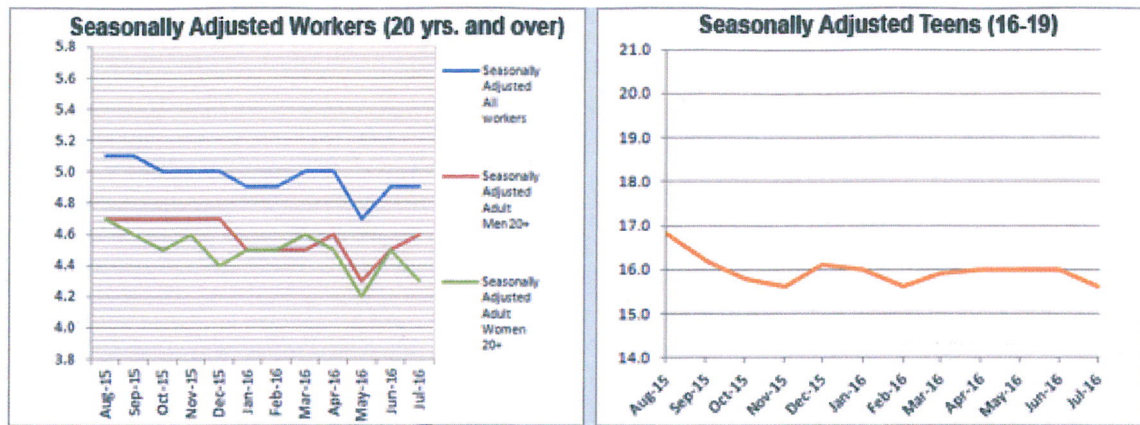
On a year-over-year basis (July 2015 to July 2016), nonfarm payroll employment in California increased by 374,600 jobs (up 2.3 percent).

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

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

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





Total nonfarm payroll employment rose by 255,000 in July, and the unemployment rate was unchanged at 4.9 percent, the U.S. Bureau of Labor Statistics reported August 5, 2016.

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

The unemployment rate held at 4.9 percent in July, and the number of unemployed persons was essentially unchanged at 7.8 million. Both measures have shown little movement, on net, since August of last year.

In July, the number of persons unemployed less than 5 weeks decreased by 258,000. At 2.0 million, the number of long-term unemployed was about unchanged over the month and accounted for 26.6 percent of the unemployed.

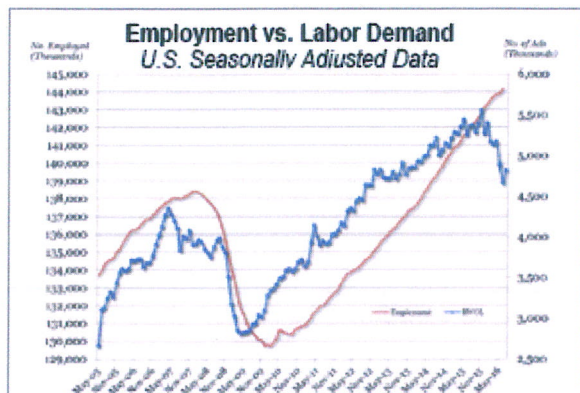
Both the labor force participation rate, at 62.8 percent, and the employment-population ratio, at 59.7 percent, changed little in July. The number of persons employed part time for economic reasons was little changed at 5.9 million in July.

The average workweek for all employees on private nonfarm payrolls increased by 0.1 hour to 34.5 hours in July. In manufacturing, the workweek was unchanged at 40.7 hours, while overtime increased by 0.1 hour to 3.3 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls also increased by 0.1 hour to 33.7 hours.

In July, average hourly earnings for all employees on private nonfarm payrolls increased by 8 cents to \$25.69. Over the year, average hourly earnings have risen by 2.6 percent.

**Source: Dept. of Labor**

## Conference Board - Help Wanted Online Data



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

Online advertised vacancies increased 156,800 to 4,814,300 in July, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released August 3, 2016.

The June Supply/Demand rate stands at 1.67 unemployed for each advertised vacancy with a total of 3.1 million more unemployed workers than

the number of advertised vacancies. The number of unemployed was approximately 7.9 million in June.

The July gain offsets much of the June loss of 226,700.

"The first half of 2016 has shown a substantial drop in the level of online advertised vacancies," said Gad Levanon, Chief Economist, North America, at The Conference Board. "July's gain is a positive sign. However, recovery from earlier losses will require continued improvements throughout the rest of 2016."

The West increased 43,000 in July. California increased 22,100 to 559,100 and the total change over the past two months -23,800. Los Angeles increased 7,300 to 167,600.

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

## Relevant News

August 18, 2016, *The New York Times*, [Middle-Income Jobs Finally Show Signs of a Rebound](#), Nelson D. Schwartz

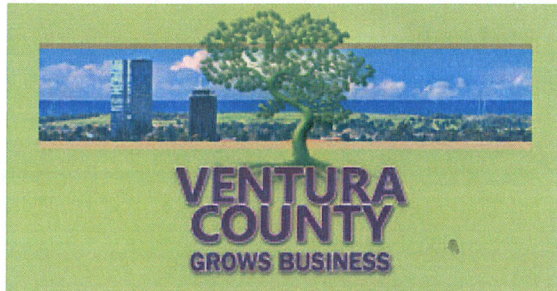
August 11, 2016, *Bloomberg.com*, [Little Changed for Second Straight Week](#), Patricia Laya

August 11, 2016, *U.S. Department of Labor Blog*, [Initial UI Claims Blow Past Another Record](#)

August 5, 2016, *Los Angeles Times*, [Five Things We Learned from the Surprisingly Strong July jobs report](#), Jim Puzzanghera

August 5, 2016, *CNBC.com*, [US Created 255,000 jobs in July vs. 180,000 Jobs Expected](#), Jeff Cox

## Resources



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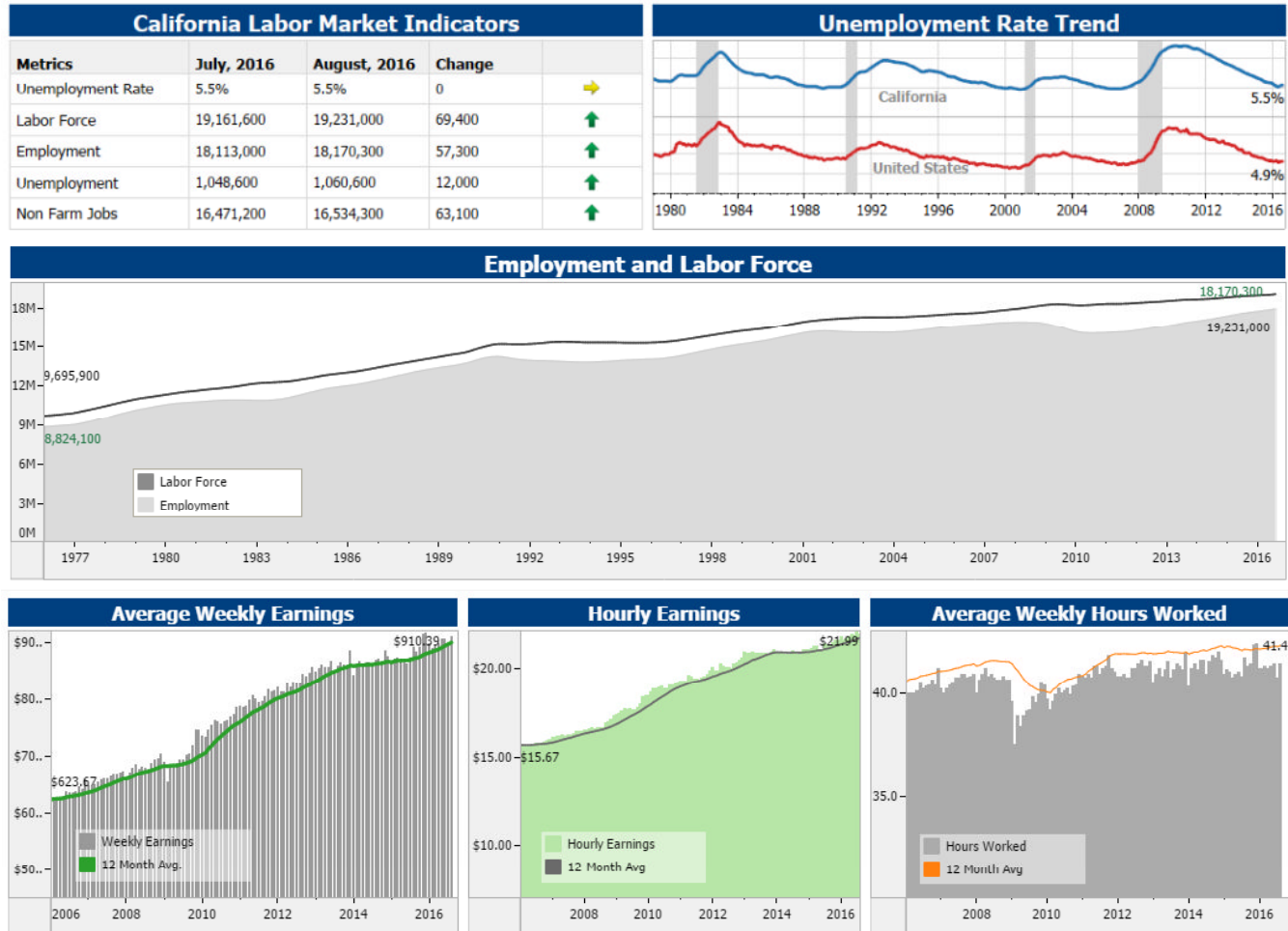
# Workforce Development Board of Ventura County Job Outlook Report August 2016

## STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD) LABOR MARKET MONTHLY

RELEASE: Statewide Labor Market Review <http://www.labormarketinfo.edd.ca.gov/>

CA NSA = 5.6%

US NSA = 5.0%



- California's nonfarm payroll jobs increased 63,100 in August for a total gain of 2,347,800 since the expansion began in February 2010, as the unemployment rate held steady at 5.5 percent for the month, according to data released September 16<sup>th</sup> by the California Employment Development Department (EDD) from two separate surveys.
- The 63,100 job gain came as employers were adding 151,000 jobs nationwide.
- The state's unemployment rate was 5.5 percent in July and 6.0 percent in August 2015. The unemployment rate is derived from a federal survey of 5,500 California households.
- California employers added 63,100 nonfarm jobs in California for a total of 16,534,300, according to a survey of businesses that is larger and less variable statistically. The survey of 58,000 California businesses showed the number of jobs increased 378,000 from August 2015 to August 2016 (up 2.3 percent).
- The federal survey of households, done with a smaller sample than the survey of employers, shows an increase in the number of employed people. It estimates the number of Californians holding jobs in August was 18,170,000, up 57,000 from July and up 354,000 from August of last year.
- The number of people unemployed in California was 1,061,000 in August, up 12,000 from July, but down 85,000 from August of last year.
- On both a monthly and annual basis, nine industry sectors gained jobs while two sectors, manufacturing and mining and logging, posted losses.



# Workforce Development Board of Ventura County

## Job Outlook Report

### August 2016

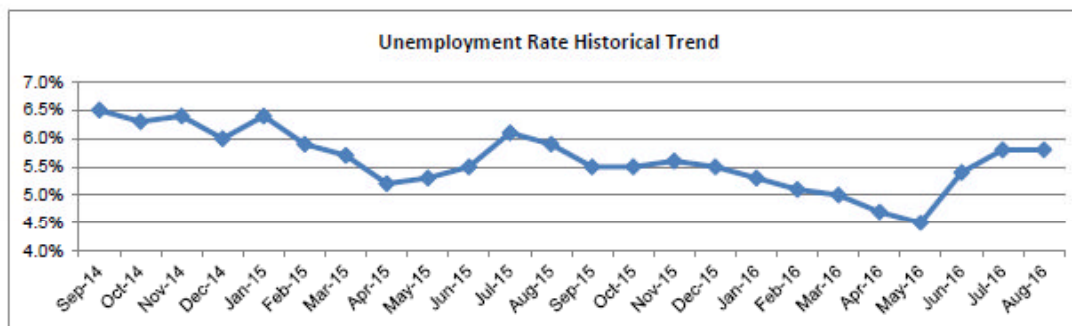
- Three sectors gained more than 10,000 jobs each from July to August. Government led the gains with an increase of 27,900 jobs (up 1.1 percent) with 27,100 of the new jobs in local government. **Professional and business services added 14,400 jobs (up 0.6 percent)** with 13,100 of those jobs in professional, scientific and technical services. Trade, transportation and utilities added 10,300 jobs (up 0.3 percent).
- Other job gains from July to August were: 2,000 in construction (up 0.3 percent), 4,600 in information (up 0.9 percent), 700 in financial activities (up 0.1 percent), 4,900 in educational and health services (up 0.2 percent), 1,400 in other services (up 0.3 percent) and 700 in leisure and hospitality.
- **Manufacturing posted the biggest job loss, 3,400 (down 0.3 percent).**

#### LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE Ventura County:

[http://www.calmis.ca.gov/file/1fmonth/vent\\$pds.pdf](http://www.calmis.ca.gov/file/1fmonth/vent$pds.pdf)

#### OXNARD-THOUSAND OAKS-VENTURA METROPOLITAN STATISTICAL AREA (MSA) (Ventura County)

The unemployment rate in the Ventura County was 5.8 percent in August 2016, unchanged from a revised 5.8 percent in July 2016, and below the year-ago estimate of 5.9 percent. This compares with an unadjusted unemployment rate of 5.6 percent for California and 5.0 percent for the nation during the same period.



#### UNITED STATES DEPARTMENT OF LABOR - UNEMPLOYMENT INSURANCE WEEKLY CLAIMS REPORT:

Weekly national tracking of insured unemployment statistics comparing current week to previous week, month and year. DOL Claims Report - <http://www.dol.gov/ui/data.pdf>

#### UNEMPLOYMENT INSURANCE DATA FOR REGULAR STATE PROGRAMS

WEEK ENDING	September 10	September 3	Change	August 27	<u>Prior Year<sup>1</sup></u>
Initial Claims (SA)	260,000	259,000	+1,000	263,000	269,000
Initial Claims (NSA)	193,366	217,715	-24,349	215,688	198,903
4-Wk Moving Average (SA)	260,750	261,250	-500	263,000	274,250
WEEK ENDING	September 3	August 27	Change	August 20	<u>Prior Year<sup>1</sup></u>
Insured Unemployment (SA)	2,143,000	2,142,000	+1,000	2,157,000	2,246,000
Insured Unemployment (NSA)	1,862,532	1,972,966	-110,434	2,021,172	1,942,822
4-Wk Moving Average (SA)	2,146,750	2,154,750	-8,000	2,159,250	2,256,250
<u>Insured Unemployment Rate (SA)<sup>2</sup></u>	1.6%	1.6%	0.0	1.6%	1.7%
<u>Insured Unemployment Rate (NSA)<sup>2</sup></u>	1.4%	1.4%	0.0	1.5%	1.4%

# Workforce Development Board of Ventura County

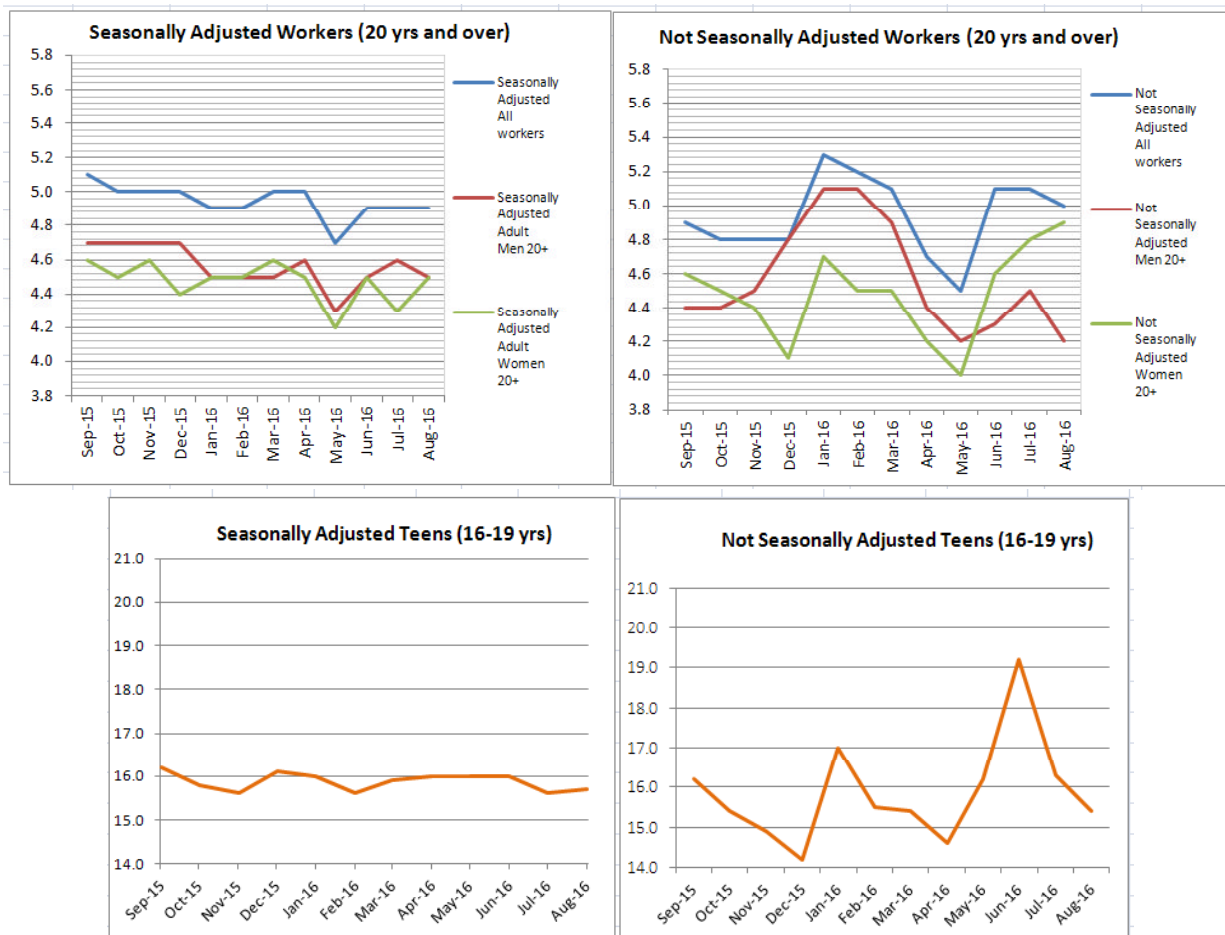
## Job Outlook Report

### August 2016

#### UNITED STATES DEPARTMENT OF LABOR – THE EMPLOYMENT SITUATION: AUGUST 2016

Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments. DOL Release - <http://www.bls.gov/news.release/pdf/empst.pdf>

- Total nonfarm payroll employment increased by 151,000 in August, and the unemployment rate remained at 4.9 percent, the U.S. Bureau of Labor Statistics reported September 2<sup>nd</sup>.
- The number of unemployed persons was essentially unchanged at 7.8 million in August, and the unemployment rate was 4.9 percent for the third month in a row. Both measures have shown little movement over the year, on net.
- Long-term unemployed accounted for 26.1 percent of the unemployed.
- **Health care employment continued to trend up in August (+14,000), but at a slower pace than the average monthly gain over the prior 12 months (+39,000). In August, hospitals added 11,000 jobs, and employment in ambulatory health care services trended up (+13,000). A job loss in nursing and residential care facilities (-9,000) offset a gain in July.**
- Employment in several other industries—including construction, manufacturing, wholesale trade, retail trade, transportation and warehousing, temporary help services, and government—changed little over the month.
- In August, average hourly earnings for all employees on private nonfarm payrolls rose by 3 cents to \$25.73. Over the year, average hourly earnings have risen by 2.4 percent. Average hourly earnings of private-sector production and nonsupervisory employees increased by 4 cents to \$21.64 in August.



# Workforce Development Board of Ventura County

## Job Outlook Report

### August 2016

#### CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES AUGUST 2016 REPORT

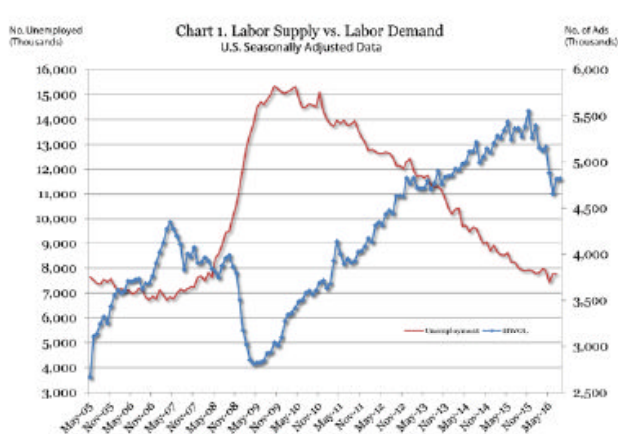
Measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas. <https://www.conference-board.org/data/helpwantedonline.cfm>

Region	Number of unemployed people per online job posted
USA	1.61
California	1.87
Los Angeles	1.98

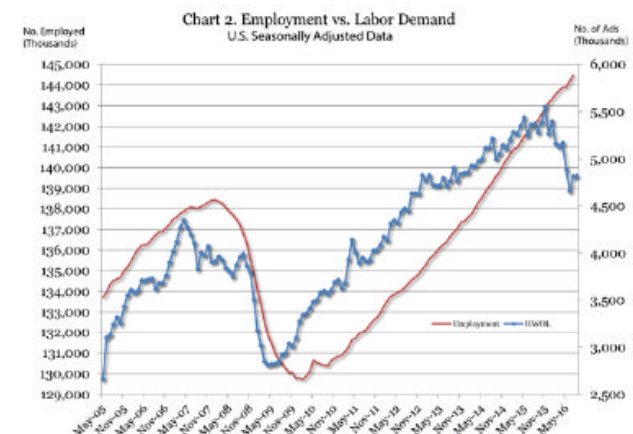
- Online advertised vacancies increased 1,900 to 4,816,100 in August, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released August 31st.
- The July Supply/Demand rate stands at 1.61 unemployed for each advertised vacancy with a total of 3.0 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 7.8 million in July.
- "A flat August shows no sign of renewed strength in online advertised vacancies," said Gad Levanon, Chief Economist, North America, at The Conference Board. "The large losses in the first half of 2016 still dominate the downward trend for advertised vacancies in 2016."
- The Professional category saw gains in Management (+10.2), Business/Finance (+13.3), and Computer/Math (+6.4) with a drop in Healthcare (-8.7) following a large gain in July.**
- The West decreased 3,200 in August. California increased 5,500 to 564,600. Los Angeles increased 1,400 to 169,100.

#### Sector/Occupational Changes

- Business and finance ads increased 13,300 to 291,900. The supply/demand rate lies at 0.77, i.e. more than 1 advertised opening per unemployed job-seeker (see Table C and Table 7). Management ads increased 10,200 to 422,000. The supply/demand rate lies at 1.04, i.e. 1 advertised opening per unemployed job-seeker.
- Computer and mathematical science ads increased 6,400 to 535,100. The supply/demand rate lies at 0.28, i.e. over 3 advertised openings per unemployed job-seeker. Healthcare practitioners and technical ads decreased 8,700 to 643,300. The supply/demand rate for these occupations lies at 0.20, i.e. 4 advertised openings per unemployed job-seeker.



Source: The Conference Board, BLS



Source: The Conference Board, BLS

Red - Unemployment  
Blue - Help Wanted Online



# Workforce Development Board of Ventura County

## Job Outlook Report

### August 2016

#### THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX – AUGUST 2016

This report offers a short-term, forward look at employment on its own. It gives economists and investors a new forecasting tool. It also helps business executives sharpen their short- to medium-term hiring and compensation planning. <http://www.conference-board.org/press/>

- The Conference Board Employment Trends Index™ (ETI) decreased in August, after increasing in the prior two months. The index now stands at 128.02, down from 128.44 (an upward revision) in July. The change represents a 0.8 percent gain in the ETI compared to a year ago.
- “The Employment Trends Index is consistent with moderating job growth in the second half of 2016,” said Gad Levanon, Chief Economist, North America, at The Conference Board. “With the ongoing massive retirement of baby boomers, even moderate job growth is enough to continue to tighten the US labor market.”

#### RELEVANT NEWS ARTICLES

**September 14, 2016, Bloomberg, “U.S. Households’ Income Shows Biggest Jump Since Recession,” Michelle Jamirisko,** <http://www.bloomberg.com/news/articles/2016-09-13/u-s-poverty-rate-falls-to-post-recession-low-as-incomes-gain>

- Americans’ incomes jumped in 2015 by the most since the last recession and the poverty rate fell, signs of U.S. economic health that could potentially boost Democratic candidates this year.
- Fresh yearly data from the U.S. Census Bureau showed median, inflation-adjusted household income rose 5.2 percent to \$56,516 in 2015, the highest level since \$57,423 in 2007, when the recession began. Gains were spread across the income spectrum and by race, while women’s earnings inched closer to men’s.
- The poverty rate was at 13.5 percent, representing 43.1 million Americans -- a drop of 1.2 percentage points from 2014, the agency said.
- The rise in median income was due mainly to an increase in employment and in full-time, year-round workers, with 1.4 million men and 1 million women added, Trudi Renwick, an assistant Census division chief, said on a conference call.
- Even with a 7.3 percent gain from its post-recession low of \$52,666 in 2012, median income was still 2.4 percent below its inflation-adjusted peak of \$57,909 in 1999.

**September 2, 2016, The New York Times, “Slower Growth in Jobs Report May Give Fed Pause on Interest Rates,” Patricia Cohen,** [http://www.nytimes.com/2016/09/03/business/economy/jobs-report-hiring-unemployment-wages-fed-interest-rates.html?\\_r=0](http://www.nytimes.com/2016/09/03/business/economy/jobs-report-hiring-unemployment-wages-fed-interest-rates.html?_r=0)

- After two consecutive months of hearty jobs gains, hiring eased in August, with the government reporting on Friday that employers expanded their payrolls by 151,000 workers.
- The official unemployment rate, based on a separate survey of households, remained at 4.9 percent. Average hourly earnings grew slightly, bringing the 12-month increase in wages to 2.4 percent — a modest gain that still keeps most workers ahead of inflation.
- The jobless rate has been halved in the last seven years, and consumer spending remains strong, but wages, adjusted for inflation, have only recently begun a steady climb. A broader measure of unemployment that includes discouraged and underemployed workers stands at 9.7 percent.
- Earlier this year, monthly job gains flip-flopped, plummeting to 24,000 in May and swelling to more than 10 times that number in June and July. Revised estimates from the Labor Department left totals from the previous two reports little changed and brought the three-month average job gains to 232,000. The August estimate is subject to two more revisions.
- Economists, who estimate that the nation needs about 100,000 new jobs every month to keep up with population growth, say it is natural for the jobs machine to slow as the unemployment rate shrinks.

# Workforce Development Board of Ventura County

## Job Outlook Report

### August 2016

**September 1, 2016, Reuters, “U.S. factory activity contracts in August; layoffs remain low,” Lucia Mutikani, <http://www.reuters.com/article/us-usa-economy-idUSKCN1174T1>**

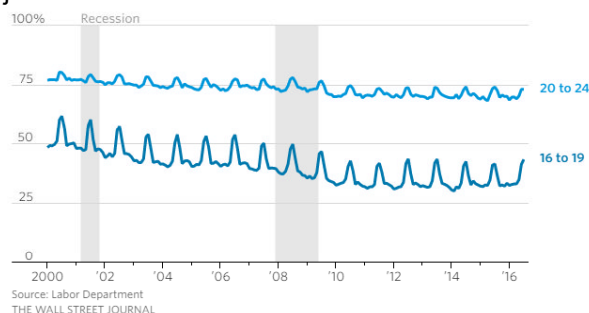
- U.S. factory activity contracted in August for the first time in six months as new orders and production tumbled, but a low level of layoffs continued to point to a pickup in economic growth in the third quarter.
- The Institute for Supply Management (ISM) said its index of national factory activity fell 3.2 percentage points to a reading of 49.4 last month. That was the first contraction since February. The index remains above the 43.2 threshold that is associated with a recession.
- A reading below 50 indicates a contraction in manufacturing, which accounts for about 12 percent of the U.S. economy. The dollar's surge between June 2014 and December 2015 as well as weak global demand have crimped export growth.

**August 25, 2016, Bloomberg, “Jobless claims in U.S. Decline to Lowest Level in Five Weeks,” Patricia Laya, <http://www.bloomberg.com/news/articles/2016-08-25/jobless-claims-in-u-s-decline-to-lowest-level-in-five-weeks>**

- The number of Americans filing applications for unemployment benefits fell to the lowest level in five weeks, another sign of endurance in the labor market.
- Jobless claims dropped by 1,000 to 261,000 in the week ended Aug. 20, a report from the Labor Department showed on Thursday. The median forecast in a Bloomberg survey of economists was for 265,000.
- Companies are retaining workers, particularly those with experience and skills, keeping claims close to four-decade lows and the jobless rate below 5 percent. Such durability, suggesting a labor market close to full employment, would be among forces that encourage Federal Reserve policy makers to raise interest rates by the end of the year.
- Filings have been below 300,000 for 77 straight weeks, the longest stretch since 1970. That is typically consistent with an improving job market.
- The number of people continuing to receive jobless benefits dropped by 30,000 to 2.145 million in the week ended Aug. 13, below the Bloomberg survey median forecast. The unemployment rate among people eligible for benefits held at 1.6 percent. These data are reported with a one-week lag.
- Initial jobless claims reflect weekly firings, and a sustained low level of applications has typically coincided with faster job gains. Many layoffs may also reflect company- or industry-specific causes, such as cost-cutting or business restructuring, rather than underlying labor market trends.

**August 17, 2016, Wall Street Journal blogs, “New Millennial Trend: Working During the Summer,” Eric Morath, <http://blogs.wsj.com/economics/2016/08/17/new-millennial-trend-working-during-the-summer/>**

- Young people sought jobs in greater numbers this summer—and more actually landed them.
- The unemployment rate for 16- to 24-year olds in July, the traditional peak for summer jobs, fell to the lowest level since 2007, before the most recent recession began, the Labor Department said Wednesday.
- July's not-seasonally adjusted rate of 11.5% is more than double the broader unemployment rate, but only slightly elevated from 2007's 10.8% youth rate.
- This year, 2.6 million people between 16 and 24 entered the labor force between April and July—and 1.9 million found jobs, according to the annual report on summer employment. Those gains pushed total youth employment to the highest level since 2008 and helped stabilize labor-force participation among young people.
- The gains are in line with an economy that's steadily adding jobs. And the temporary influx of young workers in part explains why the unadjusted overall jobless rate in July, 5.1%, was above the more widely reported seasonally adjusted rate of 4.9%.







## Workforce Development Board Projects in Process: 16/17 Program Year

9/15/16

Outreach Category	Project Reference	Element Description	<u>Project Start</u> Date	<u>Production</u> Deadline	<u>Placement</u> Date	Agency Action	Client Action
General	National Apprenticeship Week Support 11/14-20	Agency Services	16-Aug	n/a	15-Oct	Send ideas/recommendations on 8/17/16	Waiting for client input
Employer	Sector Committees - WDB Website Landing Page Drafts	Agency Services	1-Aug	n/a	30-Sep	Develop sector-specific landing page content - to client for review 8/16/16	Waiting for client input
Employer	Sector Committee - VCGB Manufacturing Landing Page Draft	Agency Services	1-Aug	n/a	31-Dec	Develop manufacturing landing page content/resources for VCGB website - to client for review 8/25/16	Waiting for client input
Employer	Sector Committee - Manufacturing Week	Media Relations	1-Aug	n/a	15-Oct	Develop, distribute and manage press alert and responses	Waiting on client input
Employer	Sector Committee - MRVC LinkedIn	Agency Services	1-Aug	n/a	30-Jun	Agency to post appropriate content and develop a connection strategy	
General	Op-Ed: CLS Program	Media Relations	1-Jul	n/a	15-Sep	Dawn Neuman, Greg Barnes - Interview, develop, Completed 9/15, waiting to submit to PCBT	
Employer	Sector Committee - Clean Green	Agency Services	1-Mar	n/a	TBD	Agency discussed strategic options to educate employers & job seekers on "Sustainability Skills"	Next steps pending.
Employer	Business Outreach - Ventura County Grows Business	Agency Services	23-Mar	n/a	TBD	Converted "Internships" Campaign to VCGB campaign for retention/growth services. Update/Steward media plan.	Next steps pending.
Employer	Business Outreach - WDB Initiatives	Agency Services	2-Nov	n/a	TBD	Develop campaign that targets employers on various WDB mission fronts: Working name - Open Door Campaign	Waiting on client input
General	WDB Outreach	Agency Services	4-Sep	n/a	TBD	Develop talking points for WDB members for three categories of WDB's mission	Waiting on client input
General	WDB Outreach	Agency Services	30-Jul	n/a	TBD	Investigate development of a 2-minute video that highlights are segments of WDB-supported programs	Waiting on client input
Employer	Speakers Bureau VCGB Presentation: Pitch	Agency Services	1-Jul	30-Jun	TBD	Speakers Bureau and Speaker Training Ongoing; 13 confirmed as of 4/28/15.	Waiting on client input
Youth Outreach	VCFWF - Spring After School Program Presentations	Agency Services	1-Jul	TBD	TBD	PPT outline draft to client for review 1/16/15. In Development/Discussion.	Waiting on client input
General	Professional Services	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
General	Media Relations	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
General	WDB Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
General	KCLU PSA Sponsorships	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
General	Op-Ed Development: New Topics	Media Relations	1-Jul	n/a	30-Jun	Agency services ongoing.	



## Workforce Development Board Projects in Process: 16/17 Program Year

9/15/16

Outreach Category	Project Reference	Element Description	<u>Project Start</u> Date	<u>Production</u> Deadline	<u>Placement</u> Date	Agency Action	Client Action
General	WDB Photo Library	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
General	Workforce Ventura County Website	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Employer	Business Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Website	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Facebook	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Youth	Youth Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Youth	VC Jobs With A Future Website	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Youth	VC Jobs With A Future Twitter Page	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Job Seeker	Job Seeker Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Job Seeker /Employer	JCC Job Fair/Business Expo Support	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	Client to provide info on Job Fairs/Business Expos
Employer	Sector Committee - Manufacturing Week	Creative Services	1-Aug	n/a	7-Oct	Design slider VC Manufacturing Week slider graphic and landing page content. To client for review 9/7.	Waiting on client input
Youth	Disconnected Youth Imagery	Creative Services	1-Aug	n/a	15-Oct	Review existing youth website, social and collateral and update photos to 16-24, photo options to client for review 9/8/16	Waiting on client input
Youth	VCFWF Twitter	Creative Services	1-Aug	n/a	15-Oct	Investigate plug-in and design options to add Twitter feed to VCJWF Website. Design sent to client 9/8/16	Waiting on client input
Job Seekers & Youth	Career Pathways One-Sheet	Creative Services	1-Aug	n/a	15-Oct	Update and create two versions of the career pathways one-sheet for Adult and Disconnected Youth	
General	WDB Website	Creative Services	20-Jul	n/a	31-Oct	Review site for current WIOA requirements, new slider graphics, success story sharing	
General	KCLU Scripts & Banners	Creative Services	20-Jul	n/a	15-Oct	Develop new and updates scripts and online banners for KCLU sponsorships	
Employer	VCGB Site Redesign	Creative Services	1-Jul	n/a	31-Dec	Design new template, site map and update content	
General	WDB "Mission" Posters	Creative Services	4-Sep		10/31/2015	Develop posters for Board Meeting display focusing on WDB Missions - 4 in process as of 10/28/15, revised layouts submitted 12/21/15. ON HOLD	HOLD





## Workforce Development Board

### Projects in Process: 16/17 Program Year

9/15/16

Outreach Category	Project Reference	Element Description	<u>Project Start</u> Date	<u>Production</u> Deadline	<u>Placement</u> Date	Agency Action	Client Action
General	Employer/Job Seeker Success Stories	Creative Services	1-Jul	n/a	30-Jun	8 new stories in development as of 1/12/16	HOLD
General	WDB Pull-Up Signs: WDB/Collage (2) Versions	Creative Services	1-Jul	n/a	TBD	WDB Version to Client in August.	HOLD
Job Seeker	December 2016 Career Shops	Press Release	11-Jan		n/a		Waiting on client input
Job Seeker	November 2016 Career Shops	Press Release	1-Oct		n/a		Waiting on client input
Job Seeker	October 2016 Career Shops	Press Release	1-Sep		n/a		Waiting on client input
General	Job Outlook: November 2016	Creative Services/Eblast	19-Nov		16-Dec		
General	Job Outlook: October 2016	Creative Services/Eblast	22-Oct		18-Nov		
General	Job Outlook: September 2016	Creative Services/Eblast	17-Sep		21-Oct		
General	Job Outlook: August 2016	Creative Services/Eblast	20-Aug		16-Sep		
General	WDB Eblast Lists - Employers	Creative Services/Eblast	20-Jul		30-Sep	Review, updates eblast lists, research recommend purchase options	
Employer	Workforce Update: December 2016 Issue	Creative Services/Eblast	26-Oct		6-Dec		
Employer	Workforce Update: October 2016 Issue	Creative Services/Eblast	24-Aug		25-Oct		
Employer	Sector Committee - MRVC Networking Events	Creative Services/Eblast	1-Aug	n/a	30-Jun	Customize Eblasts, lists and dissemination for (4) MRVC networking events.	
Employer	Sector Committee - MRVC Networking Events #2 Milgard	Creative Services/Eblast	1-Aug	n/a	30-Jun	First eblast sent 9/7, second scheduled for 9/21	
Employer	Workforce Wednesday, 11/28/16 - TBD	Agency Services	27-Oct		21-Nov		
Employer	Workforce Wednesday, 10/26/16 - TBD	Agency Services	28-Sep		26-Oct		
Employer	Workforce Wednesday, 9/28/16 - Manufacturing Week	Agency Services	25-Aug		28-Sep	Byron Lindros & Alex Rivera	

Workforce Wednesday  
Eblast Development/Dissemination  
Creative Services  
Career Shops



## Workforce Development Board

### Projects in Process: 16/17 Program Year

9/15/16

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Agency Action	Client Action
General	Workforce Development Week Posts	Agency Services	1-Aug	n/a	30-Sep	Completed 7/16/16	
General	New Chair/Members Release	Media Relations	1-Jul	n/a	14-Jul	Completed 7/19/16	
General	Job Outlook: June 2016	Creative Services/Eblast	20-Jun		15-Jul	Completed 7/22/16	
Employer	Sector Committee - MRVC Networking Events #1 Kinamed	Creative Services/Eblast	1-Aug	n/a	30-Jun	Completed 7/25/16	
Employer	Sector Committees - MRVC Events Directional Posters	Creative Services	1-Jul	n/a	15-Aug	Poster design, production, display option research/sourcing Completed 7/26/16	
Job Seeker	August 2016 Career Shops	Press Release	1-Jul		n/a	Completed 7/28/16	
Job Seeker	July 2016 Career Shops	Press Release	1-Jun		n/a	Information not available	
General	NAWB Case History/Success Stores	Media Relations	14-Jul	n/a	1-Aug	Research, submit and coordinate request from EDD for WIOA success stories Completed 8/1	
General	EDD Success Stories	Media Relations	1-Jul	n/a	14-Jul	Research, submit and coordinate request from EDD for WIOA success stories Completed 8/4/16	
General	Pipeline Poster	Creative Services	15-Jul	n/a	5-Aug	Completed 8/5	
Employer	Sector Committee - Manufacturing Week	Agency Services	1-Aug	n/a	15-Oct	Develop, post and manage national site presence for Ventura County Completed 8/18/16	
General	Job Outlook: July 2016	Creative Services/Eblast	16-Jul		19-Aug	Completed 8/19/16	
Employer	Workforce Update: August 2016 Issue	Creative Services/Eblast	16-Jun		23-Aug	Completed 8/23	
Employer	Workforce Wednesday, 8/24/16, Dropping VC drop-out rates	Agency Services	1-Jul		24-Aug	Roger Rice & Jason Peplinski Completed 8/24/16	
Job Seeker	September 2016 Career Shops	Press Release	1-Aug		n/a	Completed 8/25/16	
General	WDB Cohort & Stakeholder Eblast Lists	Creative Services/Eblast	20-Jul		30-Sep	Review/Update with WDB Staff Input Completed 8/31/16	
General	Op-Ed: VC Drop-Out Rates	Media Relations	24-Aug	n/a	1-Oct	Roger Rice & Jason Peplinski - Interview, develop, Completed 9/14/16	





# Workforce Development Board Integrated Media Flowchart July 2016 - June 2017

Employer  
Manufacturers  
Jobseeker 9/15/16

	Month of												Total	Total Spots	Total P12+ Imp	Total Investment	Total Value
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June					
Career Workshops																	
Workforce Update Newsletter													6		60,000	\$2,918	\$2,918
Job Outlook Newsletter													11		110,000		
Op-Eds			Success in Lowering the Dropout Rate	CLS Certification Program									1		67,158		
Workforce Wednesday KVTA 1590-AM		Success in Lowering the Dropout Rate	Manufacturing Week										10	200	331,000	\$5,677	\$10,550
MRVC eblasts	7/13, 7/25		9/7, 9/21										4		1,760		
KCLU-88.3 FM NPR			8/29 start, General										44	396	3,119,600	Different PO	
KCLU Online (value add)			VCGB										10				
Social Media																\$2,000	\$2,000
TOTALS														596	3,689,518	\$10,595	\$15,468

146%



## **2015-2016 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB OUTREACH COMMITTEE**

##### **2015-2016 Members**

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

##### **Committee Accomplishments**

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

##### **Employer Outreach**

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

##### **Youth Outreach**

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



## **2015-2016 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB OUTREACH COMMITTEE**

##### **Job Seeker Outreach**

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

##### **General Outreach**

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





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

<b>WDB OUTREACH COMMITTEE</b>
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**Insights**

*Note: Committee members will finalize the Insights section of the 2015-2016 Year-End Review at a meeting of the WDB Outreach Committee on September 21, 2016.*

DRAFT



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

[workforceventuracounty.org](http://workforceventuracounty.org)

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: GREG BARNES, CHAIR  
HEALTHCARE COMMITTEE**

**ALEX RIVERA, CHAIR  
MANUFACTURING COMMITTEE**

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

**JESUS TORRES, CHAIR  
BUSINESS SERVICES COMMITTEE**

**DATE: AUGUST 25, 2016**

**SUBJECT: REGIONAL SECTORS COMMITTEE REPORT**

On Friday, August 5, 2016, members of the WDB Business Services Committee, Clean/Green Committee, Healthcare Committee, and Manufacturing Committee participated in the first Joint Meeting of the WDB Regional Sector Committees. WDB Vice Chair Vic Anselmo chaired the meeting, and participants included:

### Business Services

Jesus Torres\* (Chair)  
Tracy Perez\*  
Stephen Yeoh\*

### Manufacturing

Alex Rivera\* (Chair)  
Jim Avery  
Michael Bastine  
Patrick Grimes  
Cindy Guenette\*  
Marybeth Jacobsen  
Byron Lindros\*  
Jason Miller  
Tiffany Morse  
Bill Pratt\*  
Mary Anne Rooney  
Bruce Stenslie  
Peter Zierhut

### Clean/Green

Anthony Mireles\* (Chair)  
John Brooks  
Rebekah Evans  
David Fleisch  
Mary Anne Rooney

### Healthcare

Greg Barnes\* (Chair)  
John Cordova  
Martel Fraser\*  
Amy Mantell  
Dawn Neuman  
Irene Ornelas  
Mary Anne Rooney  
Richard Trogman\*

### WDB Members

Vic Anselmo\* (Vice Chair)  
Charles Harrington\*  
Victoria Jump\*  
Capt. Doug King\*  
Patty Schulz\*

### WDB Administration

Talia Barrera  
Patricia Duffy  
Tracy Johnson  
Richard McNeal  
Cheryl Moore  
Patrick Newburn  
Ma Odezza Robite  
Theresa Salazar Vital

### Guests

Sally Harrison (CEO's Office)  
Heidi Hayes (theAgency)  
Paula Hodge (SCCRC)  
Payal Kamdar (VSolvit)  
Vivian Pettit (CSD/WIOA)  
Mairelise Robinson (Workforce Education Coalition)  
Chris Schuckmann (Hi-Tech Corp.)  
Michelle Schuckmann (Hi-Tech Corp.)

*\*WDB Members*

### WDB Sector Committees

Vic Anselmo commended the impressive amount of work undertaken by the WDB sector committees for more than six years to strengthen workforce development in Ventura County. He thanked the committee members for their exceptional commitment and collaboration.

Greg Barnes, Chair of the Healthcare Committee, Anthony Mireles, Chair of the Clean/Green Committee, Alex Rivera of the Manufacturing Committee, and Jesus Torres of the newly appointed Business Services Committee provided updates and perspectives on the work of their respective committees. A copy of the presentation may be found in the sector committee meeting packets posted on the WDB website: [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

### WIOA Regional Sector Requirements

Cheryl Moore provided an overview of the industry sector requirements for WDB regional and local planning under the Workforce Innovation and Opportunity Act (WIOA) and responded to questions. Discussion included a description of the WIOA workforce development system, regional planning units in California, regional strategy for building a competitive workforce pipeline in Ventura County, WIOA One-Stop system alignment, and performance components relating to programs, fiscal, providers, and the alignment of partners in the American Job Center of California (AJCC) delivery system. A copy of the presentation may be found in the sector committee meeting packets posted on the WDB website: [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

### Opportunities for Collaboration

WDB committee members worked in sector groups and cross-sector groups, reporting to the large group their responses to four questions. Reference materials available included updated workforce/occupational data by sector, workforce skills charts developed by sector committees, sector committee year-end reviews, and draft two-year sector committee plans. Below is a summary of the wall notes and committee member comments during the follow-up discussion. The input will be considered during sector committee planning and WDB/WIOA regional and local planning processes.

### **Business Services**

#### 1. What are the high-demand jobs in the next 3-5 years?

- Accounting (software, QuickBooks)
- Advanced Office I.T. (cloud, collaborative software)
- Cyber Security
- Gaming/Simulation Developers
- IoT Networking
- IT Manager
- Junior programmers / developers
- Marketing (digital) (social media)
- Mobile developers App-software
- Quality Information Manager (software)
- Technical Literacy
- Technology Office Manager (operational)

#### 2. Which of those jobs are hard to fill? Why?

- Cyber Security
- IoT Networking
- Junior Programmers /Developers
- Mobile Developers App-Software
- *Lack of pipeline*
- *Growing: devices/data analysis/networking, cross functional skills*



- *Evolving: cyber security and technological challenges constantly evolving; therefore solutions and the skills required change as well, which outpaces training/education available*

## **Clean/Green**

### **1. What are the high-demand jobs in the next 3-5 years?**

- Alternative Fuel Mechanics
- Green Chemistry
- High Voltage Electrician
- Hospitality (all areas)
- Hospitality Workers
- Inspection Services for Government Services
- Inspectors
- Landscaping/Xeriscaping Installation
- Marketing
- Marketing/Outreach Coordinator Specialist
- Municipality
- Organic Agriculture
- Solar Installation
- Utility Workers
- Water/Wastewater Workers

### **2. Which of those jobs are hard to fill? Why?**

- Hospitality Workers: *gap between training for green skills and employers desire to pay*
- Inspectors: *certification/training pipeline - not in data base-localized*
- Marketing: *understanding the value to the businesses*
- Utility Workers: *not enough workers and lack of training*

## **Healthcare**

### **1. What are the high-demand jobs in the next 3-5 years?**

- Bilingual
- Care Coordinators
- Caregivers (CHW, I.H.S.S.)
- Case Managers
- CNA (HHA)
- Geriatrician Specialty M.D.'s.
- Health Educators
- Health Faculty
- I.T. Clinical Technology/Biomedical Engineering
- I.T. Technology/Biomedical Engineering
- Mental Health Providers
- Physician Assistants
- Physical Therapy/OT
- R.N.'s (i.e. specialty LVNs, RNP)

## 2. Which of those jobs are hard to fill? Why?

- Bilingual: *lack of cultural awareness skills*
- Caregivers (CHW, I.H.S.S.): *low wages*
- Geriatrician Specialty M.D.'s.: *need extra training*
- Health Faculty: *wages*
- I.T. Clinical Technology/Biomedical Engineering: *lack of trained available workforce*
- Mental Health Providers: *education level*
- Physical Therapy/Occupational Therapy: *education requirements*
- R.N.'s (i.e. specialty LVNs, RNP): *shortage/training*

## **Manufacturing**

### 1. What are the high-demand jobs in the next 3-5 years?

- Additive Manufacturing Technician
- Cyber Security
- Design Engineer
- Discrete Hyper Skills
- Engineers – Systems
- Equipment Maintenance
- Experienced Machinists
- Facilities Maintenance
- High Technology Assemblers
- I.T. integrate with manufacturing EQ
- Industry-specific interns
- Inspectors (Dimensional, Visual, Electrical)
- Inventory Control
- Machinists with 10 Years' Experience
- Maintenance Technicians
- Manufacturing Systems Technicians / Engineers
- Manufacturing Technician
- Mechanical Engineer
- Metal Finishers/Coating Experts
- Mid-level Managements Skills
- Plant Operator
- Programmer (CNC/Controls)
- Quality Assurance (ISO/AS 9100 + Physical Inspection)
- Skilled Assembly
- Software Migration
- Technician (Electrical or Mechanical)
- UAV Technicians

### 2. Which of those jobs are hard to fill? Why?

- Design Engineer: *lack of hands-on experience; educational programs to provide hands-on experience are in nascent phase*
- Experienced Machinists: *lack of awareness, lack of experience, job jumping, lack of training*

- Quality Assurance (ISO/AS 9100 + Physical Inspection): *no training program; lack of experience*
- Programmer (CNC/Controls): *lack of awareness, lack of experience, job jumping, lack of training*
- General Concerns:
  - *Critical thinking vs. standardized tests*
  - *Critical thinkers/agility*
  - *Career awareness of teachers*
  - *Trouble shooters*
  - *Self-teachers*
  - *Off-shoring of manufacturing (and its appeal)*
  - *H.S. “shop” classes extinct*
  - *Unrealistic expectations*
  - *Need for basic skills*
  - *No time to grow people into jobs*
  - *Minimal trade training*
  - *Lack of training resources in the area*
  - *Self-regulators*

## **All Sectors**

### **3. What challenges do the industry sectors have in common?**

- **Education and Training**
  - Basic skills (read, write, math, tech)
  - Career awareness
  - Certification
  - Internships/apprentice/OJT
  - Leadership skills
  - Soft skills (employability skills)
  - College education → no job → entry level → stuck.
  - Lack of employer-based training
  - Lack of experience/training
  - Saturation of degrees
  - Training: cost, right program, investment (continuous)
  - Educational levels (industry skills needed/engage educators)
- **Economic Development**
  - Need to train the people who live here
  - Lack of local resources
  - Cost of living
  - Employee retention in an employees’ market
  - How do we get people to stay here? (locally and with the same employer)
  - Proximity to L.A. County causes employee(s) to go elsewhere
  - Retention
  - Salary (benefits)
  - Need all jobs to be more green (Manufacturing, Healthcare)
- **Technology**
  - Cyber security
  - Technology challenges



- Awareness
  - Improve perception of vocational training
  - Negative perception of industry
  - Understanding the “new employee” mindset

#### 4. What action might we take?

- Engage students with industry (site visits, classroom guest speakers from small business to large employers)
- Vocational training day at schools (hands on for students; class field trips)
- Provide opportunities for educators to experience industry demands and environment
- Need school boards on “board”—experience hands-on training to help counter negative perceptions
- Job advancement plan for retention (skill-based/competency-based, not time based)
- Pre-apprenticeship programs: skill-up people in industry trades (e.g., short-term 2000-hour program to touch up on specialty skills and jobs)
- Retention (share info across businesses; review compensation/benefits; flex time; do small business outreach for retention and training of employees)
- Sponsor site tours in different sector environments (emulate Manufacturing Committee/Manufacturing Roundtable participation in Manufacturing Week)
- Figure out how to fill in the gaps in the data currently available

#### Next WDB Regional Sector Committee Meetings

##### **Business Services Committee**

To be scheduled

##### **Clean/Green Committee**

September 16, 2016 (8:00 a.m.-9:30 a.m.)  
VCCF Nonprofit Center (Community Room)  
4001 Mission Oaks Blvd., Camarillo, CA

##### **Healthcare Committee**

September 23, 2016 (8:00 a.m.-9:30 a.m.)  
VCCF Nonprofit Center (Community Room)  
4001 Mission Oaks Blvd., Camarillo, CA

##### **Manufacturing Committee**

October 20 (8:00 a.m.-9:30 a.m.)  
United Food and Commercial Workers (Suite A)  
816 Camarillo Springs Rd., Camarillo, CA

If you have questions or need more information regarding a sector committee, please contact the committee chair or the WDB Administration staff at (805) 477-5306.