



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

REVISED

Wednesday March 15, 2017

8:30 a.m. – 10:00 a.m.

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

AGENDA

8:30 a.m.	1.0 Call to Order and Agenda Review	Brian Gabler
8:32 a.m.	2.0 Public Comments <i>Procedure: The public is welcome to comment. All comments not related to items on the agenda may be made at the beginning of the meeting only.</i>	Brian Gabler
8:35 a.m.	3.0 Approval of Minutes: September 21, 2016	Committee Members
8:38 a.m.	4.0 Marketing and Outreach Update: 2016-2017 Q2&3 Summary	Heidi Hayes
9:00 a.m.	5.0 PY 2016-2017 Performance Evaluation: theAgency	Committee Members
9:15 a.m.	6.0 Action Item Recommendation that the Executive Committee of the Workforce Development Board of Ventura County (WDB) Approve the Renewal of a Contract with theAgency to continue providing Marketing and Public Relations services to the WDB in an amount not to exceed \$150,000 in Program Year July 1, 2017 through June 30, 2018.	Brian Gabler
9:30 a.m.	7.0 2017 WDB Awards	Talia Barrera
9:45 a.m.	8.0 WIOA Implementation: Outreach Plan <ul style="list-style-type: none">• Considerations for Regional/Local Plans	Talia Barrera
9:50 a.m.	9.0 Committee Member Comments	Committee Members
10:00 a.m.	10.0 Adjournment <u>Next Meeting</u> May 17, 2017 (8:30 a.m.-10:00 a.m.) Economic Development Collaborative-Ventura County 1601 Carmen Dr. Suite 215, Camarillo, CA	Brian Gabler

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

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



WDB Outreach Committee Meeting **September 21, 2016**

MINUTES

Meeting Attendees

Outreach Committee

Brian Gabler*
Bruce Stenslie*
Victoria Jump*
Tracy Perez*

WDB Staff

Talia Barrera
Cheryl Moore

Guests

Karen Blufer (theAgency)
Heidi Hayes (theAgency)
Christy Norton (Human Services
Agency Community Services
Department)

**WDB Members*

1.0 Call to Order

Acting Chair Brian Gabler called the meeting to order at 8:36 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: July 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 Q4 2015-2016 WDB outreach projects and activities as reported by theAgency and summarized below:

Employer Outreach

- **Manufacturing Roundtable**

- Manufacturing Networking Event at Kinamed: Eblast
 - July 25 Reminder Eblast sent – 1890, 9.2% Open Rate
- Manufacturing Networking Event at Milgard Eblast
 - Sept 7 – 468 sent, 15.1% Open Rate
 - 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 MFG website
 - Manufacturing Week Slider Graphic – Developed a slider graphic for placement on the WDB home page, which links to a landing detailing local events.
- MRVC LinkedIn
 - Page Growth & Content Development (In progress)

- **KCLU**
 - Insertion Order issued on 8/24
 - Contract 8/29/16 – 6/30/17
 - WDB General PSA running
 - VCGB banners running
- **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
- **Workforce Update Eblast**
 - August 23 – WDB Cohorts: 551 sent, 20.1% Open Rate
 - June 13 – Biz list: 9,366 sent, 5.3% Open Rate
- **Ventura County Grows Business Website**
 - Site Design Makeover in Development
 - Expand priorities
 - Manufacturing Resources Landing Page – waiting for client review and feedback
 - 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 yet
 - Post Reach: 372 most for a single day (8/24/16)

Employer Outreach – In Development

- Clean Green/Sustainability Outreach – Agency participated in a conference call at a bi-monthly meeting to discuss/explore strategies to target small businesses with 1) the value of hiring new employees with a ‘sustainability’ skill set and 2) help small businesses see the financial value in identifying and adopting clean/green business practices
- 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.
 - Identified photos in need to updating to be consistent with ‘older’ youth target under the new WIOA guidelines
 - VCJWF Twitter July 15 – September 15, 2016
 - Followers – 7 gained since July 15

- 58 Total Tweets (July 15-Sept 15)
- 1064 Profile Visits (July 15 – Sept 15)
- 10,600 Impressions (July 15 – Sept 15)
- Paid outreach to restart 9/16

Job Seeker Outreach

- **Career Shops**
 - September job workshops – received and sent/posted information on August 25
 - August workshops – received and sent/posted information on July 28
 - Clips:
 - Moorpark Patch
 - KDAR
 - 805 Calendar
 - Simi Acorn – August 26 – CalJOBS

General Outreach

Media Relations and 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 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
 - Tri County Sentry – ran July 21
- Planning National Apprenticeship Week (NAW) – November 14-20 Regional Support
 - Develop Workforce Update feature, recognize WDB members with apprenticeship programs and include a sidebar/link on October/November networking events

Collateral

- Success Story Posters – 8 new stories in development
- 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. Four new versions in development
- Refresh/Update Eblast Lists
 - Stakeholders – updated August 31 as provided by WDB Staff
 - 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

- Audience Overview – 1,722 Sessions with 1,313 Unique users
- Average 525/month
- 2.61 pages per visit
- 2.22 average minutes visit duration
- 46.16% bounce rate
- WDB Website Content Updates
 - 8/16: Developed sub-page content to address sector strategies and resources. Submitted key sector landing page
- **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: 469/5.2% 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 2016=5.9%)
 - California decreased .3% from 5.9% in July 2016 to 5.6% in August 2016 (August 2015 = 6.1%)
 - U.S. decreased 0.1% from 5.1% in July 2016 to 5.0% in August 2016 (August 2015 = 5.2%)

5.0 2015-2016 Year-End Review

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

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

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

Next Meeting

November 16, 2016 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative–Ventura County (EDC-VC)

1601 Carmen Drive, Suite 215, Camarillo, CA



WDB Outreach Annual Review July 1 – March 10, 2017

Employer Outreach

Promote Business Goals

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

The following activities were implemented to promote WDB Business Goals:

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



WDB Outreach Annual Review July 1 – March 10, 2017

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

Youth Outreach

Promote Youth Goals

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

The following activities were implemented to promote WDB Youth Goals:

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



WDB Outreach Annual Review July 1 – March 10, 2017

- **Youth Outreach – New Elements Developed**

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

Job Seeker Outreach

Promote Job Seeker Goals

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

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

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

General Outreach

Promote WDB Goals

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

The following activities were implemented to promote General WDB Goals:

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



WDB Outreach Annual Review July 1 – March 10, 2017

- **Nominations**
 - Develop/Submit El Concilio Latino Leadership nomination for Alex Rivera
 - Develop/Submit Who's Who is Business Leadership for Cheryl Moore, published in the PCBT on 2/14/17
- **Various**
 - Pacific Coast Business Times, 7/15/16, "Regulations, pay rules take toll on growers" coordinated resources and contacts
 - #WkDevWeek – Developed (4) social media posts to support CWA Workforce Development Week
- **Workforce Ventura County Website – New site so year-over-year stats unavailable**
 - Google Analytics Stats July 1, to March 9, 2017 (7 months + 1 week)
 - Audience Overview – 6,367 Sessions/4,346 Unique Users
 - Average Sessions 600/month
 - 2.63 pages per visit
 - 2.31 average minutes visit duration
 - 48.87% bounce rate
- **Job Outlook Full Report & Eblasts**
 - Researched compiled and distributed monthly Job Outlook report. (7) Completed to date, (4) to come.
 - Developed Monthly Topline Eblast summary of the Job Outlook and disseminated eblast to approximately 57,347 WDB Cohorts and Ventura County Businesses. (7) Completed to date, (4) to come.
- **Various Eblasts**
 - **WDB 2017 Award Nomination Eblast – (1)** to be designed and disseminated in late March call for nominations eblast.
- **KCLU General Outreach PSA's – Negotiate annual contract. Develop PSA's and online banners as needed to support promote WDB goals in employer, job seeker and youth outreach over 10 months.**
- **General Outreach – Other New Elements Developed in Addition to Those Outlined Above**
 - WDB Website - Ongoing website support as needed
 - WDB Website – Key Sector & Standing Committee landing page development, design and launch. Home page navigation revised accordingly.
 - WDB Website – Spanish translation site widget in development
 - 2016 WDB Award Logo & Nomination Form
 - Success Stories – (12) copyedited, designed featuring, youth and dislocated workers
 - WDB General Services PSA's – Updated, Edited
 - WDB "Mission Posters" (4) developed and designed. Client cancelled.
 - Refresh/Update Eblast Lists – Ongoing as needed/directed by WDB staff



Workforce Development Board Outreach Update: January 14, 2017 to March 10, 2017

Employer Outreach

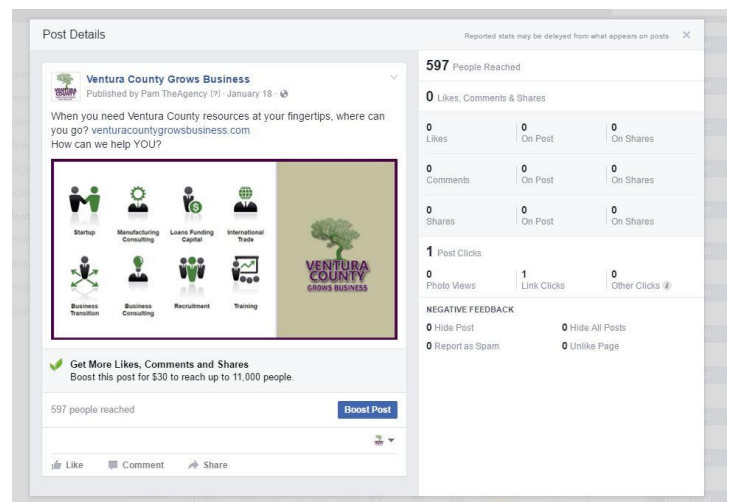
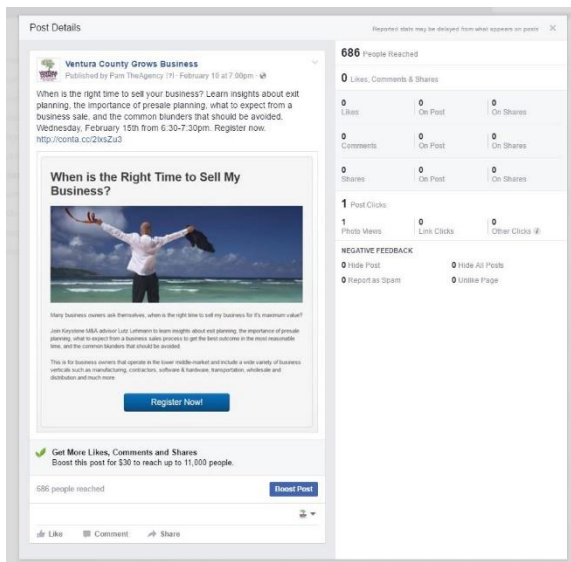
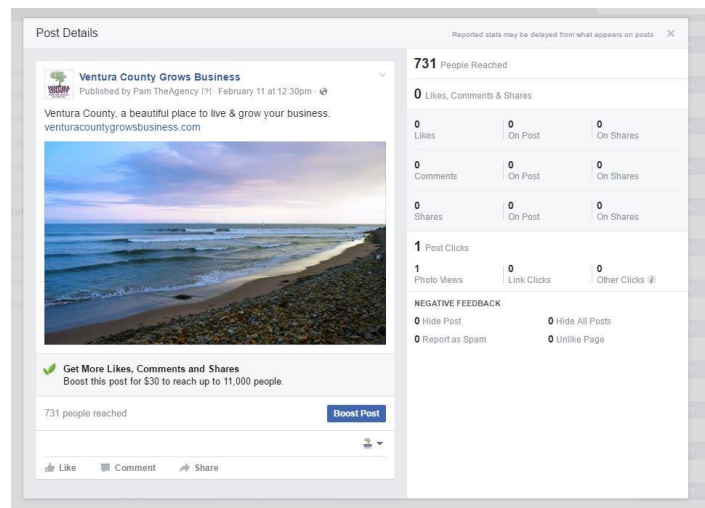
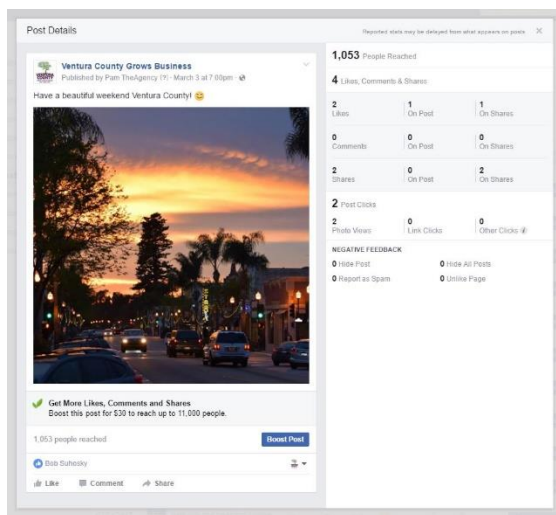
- **Manufacturing Roundtable**
 - Manufacturing Networking Event #4 Eblast – Haas Automation, Feb. 9
 - Press release/calendar announcement distributed 1/23/18
 - Clips:
 - VC Star – Manufacturing Roundtable open house January 29
 - Manufacturing Roundtable open house
<http://patch.com/california/moorpark/manufacturing-roundtable-hold-networking-event-haas-automation-february-9>
 - PRlog.org – Manufacturing Roundtable open house
<https://www.prlog.org/12616382-manufacturing-roundtable-to-hold-networking-event-at-haas-automation-february-9.html>
 - Eblast #1 - 1/23: 1895 Sent, 8.5% Open Rate/8% CTR
 - Eblast #2 - 2/1: 410 sent, 13% Open Rate/7.7% CTR
- MRVC LinkedIn
 - Page Growth & Content Development - Ongoing
 - Sent requests to MRVC members to post: Greg Lui, Peter Zierhut
 - WDB Staff continue to post. Talia HR topics, Patrick manufacturing topics
 - Agency continues to post Job Outlooks and Workforce Updates as applicable
- **KCLU**
 - General WDB PSA restarted on 1/18/17
- **Workforce Wednesday**
 - January 25 – Career Exploration: Greg Van Ness & Richard Trogman
 - February 22 – Solving Staffing Challenges and Skill Gaps: Tracy Perez & Carolyn Vang Walker
 - March 29 – 2017 WDB Awards: 2016 WDB Award Winner Silvia Faustich & Alex Rivera, discussion guide in development
- **Workforce Update Eblast**
 - February 21 – WDB Cohorts: 930 Sent/20.7% Open Rate/6.3% CTR
 - February 21 – Biz List: 6,139 Sent/5% Open Rate/2.7% CTR
- **Ventura County Grows Business Website Relaunch**
 - Site Redesign & Relaunch Completed 3/6/17
 - See attached sample pages.
 - Approved digital outreach and SEO plan attached.
 - Creative elements in development:
 - Banner assets
 - :30 PSA
 - :30 Digital Radio
 - :30 Whiteboard or Slide Share Video
 - Custom Eblast



Workforce Development Board Outreach Update: January 14, 2017 to March 10, 2017

● VCGB Facebook

- New timeline header design for new VCGB Site Launch – See attached
- **As of March 8** – Likes/Fans, 2,313
- Posts – 38 total posts since January 14 (approx. 22 per month)
- Total Reach 11/15/16 to 1/8/17: **18,103** – **Average 2,263/week**
 - Post Reach: **Paid** 1,194 most for a single day (2/16/17)
 - Post Reach: **Organic** 657 most for a single day (3/6/17)
 - **Top Post Examples;**





Workforce Development Board Outreach Update: January 14, 2017 to March 10, 2017

EMPLOYER OUTREACH – IN DEVELOPMENT/CONSIDERATION

- MRVC Eblast list – Update with networking event attendees
- MRVC Networking Event #5 – Tentatively scheduled for Dynamic Automation
- 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
- April 2017 Issue “Workforce Update”

YOUTH OUTREACH

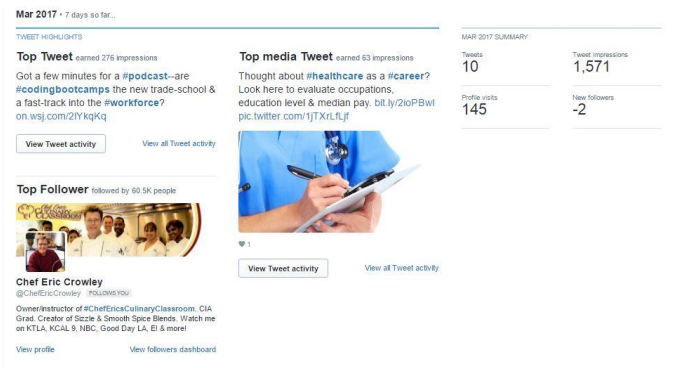
- **VC Jobs with a Future Website**
 - Develop updated site design and content recommendation. See preliminary design attached. Client approved 1/13/17
 - Site redevelopment on HOLD
 - Develop outreach strategy for April/May 2017 – on HOLD
- **Career Pathways One-Sheet** – Agency developed catalog sheet highlighting key sector career pathways. V8 to client for final review 3/10/17
- **VCJWF Twitter March 8, 2017 – 769 followers**
 - 73 Total Tweets (Jan. 14-Mar. 8) (54 days)
 - 982 Profile Visits (Jan. 14-Mar. 8)
 - **47,281 Impressions (Nov 15-Jan.13)**
 - No PAID Outreach (2 days)



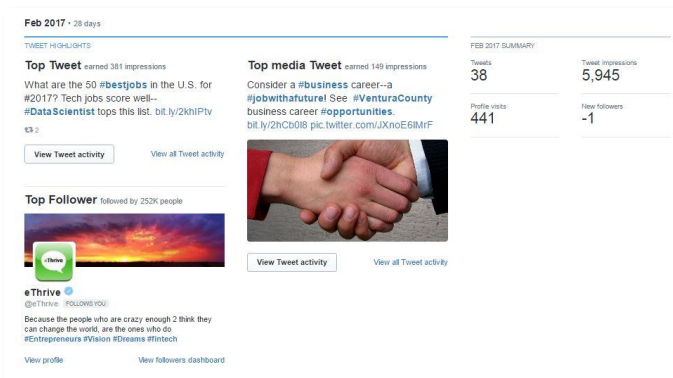


Workforce Development Board Outreach Update: January 14, 2017 to March 10, 2017

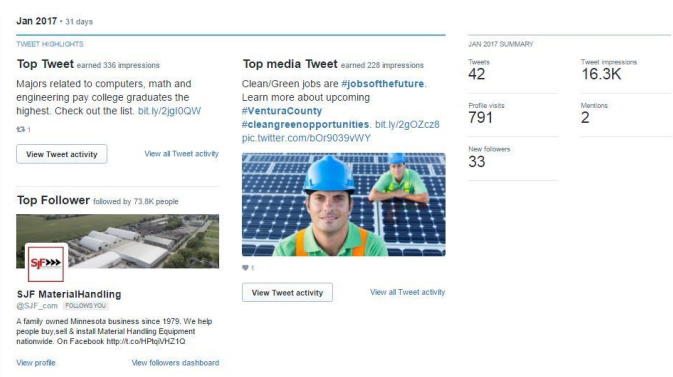
○ March “Top Tweet” Summaries (See graphics below)



○ February “Top Tweet” Summaries (See graphics below)



○ January “Top Tweet” Summaries (See graphics below)





Workforce Development Board Outreach Update: January 14, 2017 to March 10, 2017

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
VC JOBS	Jobs with a Future @VCJobsFuture · Feb 4 What are the 50 #bestjobs in the U.S. for #2017? Tech jobs score well-- #DataScientist tops this list. bit.ly/2khlPtv View Tweet activity			385	7	1.8%
VC JOBS	Jobs with a Future @VCJobsFuture · Mar 2 Got a few minutes for a #podcast --are #codingbootcamps the new trade-school & a fast-track into the #workforce ? on wsj.com/2lYkqKq View Tweet activity			341	0	0.0%
VC JOBS	Jobs with a Future @VCJobsFuture · Jan 18 #Phoneinterviews aren't easy but they're often the 1st step to a job--read for tips to get that 2nd #interview . hrd.cml/2j03kd4 View Tweet activity			283	1	0.4%
VC JOBS	Jobs with a Future @VCJobsFuture · Feb 2 The #bestjobs are #highlyskilled and are staying ahead of the growing automation trend. Take a look. kare11.tv/2ksZjSt View Tweet activity			278	6	2.2%
VC JOBS	Jobs with a Future @VCJobsFuture · Jan 19 What do #manufacturing , #healthcare , #business & #cleangreen have in common? They're all #jobsforthefuture . Get info! bit.ly/1GP4CW pic.twitter.com/y4qj8jVSB0 View Tweet activity			250	2	0.8%
VC JOBS	Jobs with a Future @VCJobsFuture · Jan 16 2017 will favor #jobseekers who have marketable #techskills that are in demand. More tech skills are worth pursuing. bit.ly/2jNHPfr View Tweet activity			220	3	1.4%
VC JOBS	Jobs with a Future @VCJobsFuture · Jan 14 January is #NationalMentoringMonth . Mentoring is great for both the mentor, and the mentee. #MentorIRL Learn more. bit.ly/1bzhdCh pic.twitter.com/ypV5HruUdZ View Tweet activity			217	1	0.5%
VC JOBS	Jobs with a Future @VCJobsFuture · Jan 15 Searching for a #job right now? Pay attention to these #jobsearching #trends ... bit.ly/2iYEavV View Tweet activity			212	3	1.4%
VC JOBS	Jobs with a Future @VCJobsFuture · Jan 26 #Medical (and #dental) careers are HOT. They make up the top 10 of 2017 #highestpaying #occupations . read.bi/2jz4U5A View Tweet activity			203	0	0.0%
VC JOBS	Jobs with a Future @VCJobsFuture · Feb 21 Are you #unemployed & #jobsearching ? You know about #AmericanJobCenters ? Find out how they can #help you. bit.ly/2lxxqch View Tweet activity			203	7	3.4%

Engagements

Showing 54 days with daily frequency

Engagement rate

1.0%



Link clicks

46

Mar 8
0 link clicks



On average, you earned 1 link clicks per day

Retweets

8

Mar 8
0 Retweets



On average, you earned 0 Retweets per day

Likes

19

Mar 8
0 likes



On average, you earned 0 likes per day

Replies

0

Mar 8
0 replies



On average, you earned 0 replies per day



Workforce Development Board Outreach Update: January 14, 2017 to March 10, 2017

JOB SEEKER OUTREACH

- **Career Shops**

- January: Sent out January and February workshop listings.
- February: Sent out March listings.

- Clips:

- KDAR-FM – February workshops
- Simi Acorn – Simi CalJOBS workshop – January 20
- VC Star – Workforce Plans Available for View – December 31
- Patch – February 28 Power of CalJOBS listing posted
- <http://patch.com/california/moorpark/power-caljobs-free-job-training-class-february-28>
- Simi Acorn – Simi CalJOBS workshop – ran February 17
- 805Calendar.com – February 28 CalJOBS listing posted
- Santa Paula Times – running general workshop info

JOB SEEKER OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

- **Potential New Outreach Programs Targeting**

- AJCC Awareness Plan – Client suggested that awareness plan be considered when one-stop provider is confirmed
- Internships
- Older worker, long-term unemployed, displaced homemaker (perhaps three groups with similar needs)
- Disconnected youth?
- Emerging Careers & Pathways – In process
- Spanish Language Outreach?

GENERAL OUTREACH

Media Relations & Various

- **Op-Ed(s)**

- **Disconnected Youth op-ed** – pulled information from radio program. Interviewed Tom van Meowed. Teresa Johnson unavailable. Cancelled 2/13/17.
- **Career Exploration** – transcribed radio interview with Richard Trogman and Greg Van Ness. Prepared op-ed piece and submitted to the Star on 2/13/17.

- **Nominations**

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

- **Press Release**

- **2017 WDB Awards news release** – prepared and distributed release on 3/3/17.
- **2017 WDB Nomination Form and Logo** – See attached.



Workforce Development Board Outreach Update: January 14, 2017 to March 10, 2017

Collateral

- **Emerging Careers, Pathways/Pipelines** – Please refer to Youth Outreach actions.
- **Success Story Posters** – 12 new 2016 stories developed from CSD, VACE, PathPoint and BGC. See attached. Hoping for additional submissions from at risk employers who were 'saved' (EDC-VC)

Workforce Ventura County Website

- Google Analytics Stats July 1, to March 9, 2017 (7 months + 1 week)
 - Audience Overview – 6,367 Sessions/4,346 Unique Users
 - Average Sessions 600/month
 - 2.63 pages per visit (unchanged)
 - 2.31 average minutes visit duration (unchanged)
 - 48.87% bounce rate (unchanged)
- **WDB Website Content Updates**
 - Key Sector & Standing Committee Website Updates – Client approved to proceed buildout on live site, 3/1/18. See attached screen shots.
 - Agency to add Spanish translation widget to live site – waiting on BTD support
- **Job Outlook Eblast:**
 - **Jan 20 (Dec 2016 Report)** – WDB Cohorts: 708/21.8% open rate/4% CTR
 - **Jan 20 (Dec 2016 Report)** - Biz List: 6,178/6.2% open rate/.5% CTR
 - **February Hiatus Note:** Due to local year-end reporting delays, Job Outlook will pick-up in March for February 2017 reporting and highlights.
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **December 2016:**
 - **Ventura County decreased .2%** from 5.0% in November 2016 to 3.8% in December 2016 (December 2015 = 5.5%)
 - **California remained unchanged** from 5.0% in November 2016 to 5.0% in December 2016 (December 2015 = 5.7%)
 - **U.S. increased .1%** from 4.4% in November 2016 to 4.5% in December 2016 (December 2015 = 4.8%)

GENERAL OUTREACH – IN DEVELOPMENT

- **KCLU Sponsorship Script Updates** - Discuss key target audiences and programs as needed
- **Releases** – Re-appointment announcements for Q1 to come in April 2017
 - **Op-Eds** – Consider/discuss next op-ed topic. i.e. the AJCC System in Ventura County
- **WDB Website**
 - Continue to evaluate/monitor, with WDB staff, that the site addresses the needs of the newly defined WIOA target populations?
 - Develop section for success story sharing
- **Refresh/Update Eblast Lists - Ongoing**

Projected in process is updated through 3/10/17

Contacts:

Heidi Hayes
805.383.4550 ext. 204
heidi@agency2.com

Diane Rumbaugh
805.493.2877
diane@agency2.com

For Immediate Release: January 23, 2017

Manufacturing Roundtable To Hold Networking Event at Haas Automation, February 9

Oxnard, Calif.—Manufacturing Roundtable of Ventura County, in partnership with the Workforce Development Board of Ventura County, is hosting a networking event at Haas Automation, Inc. in Oxnard, Thursday, February 9 from 5:30 p.m. to 7:00 p.m. The event, which includes an informal reception, networking and an optional site tour, is free and open to manufacturing professionals.

The evening is an opportunity to share perspectives on local manufacturing issues and learn about business opportunities.

Past Manufacturing Roundtable events have taken place at Ventura County manufacturers Kinamed, Milgard Windows & Doors and Hi-Tech Engineering.

Haas Automation is at 2800 Sturgis Rd, Oxnard. To register for the event, call 805-477-5306 or email MaOdezza.Robite@ventura.org by February 7. Space is limited.

###

About the Manufacturing Roundtable of Ventura County

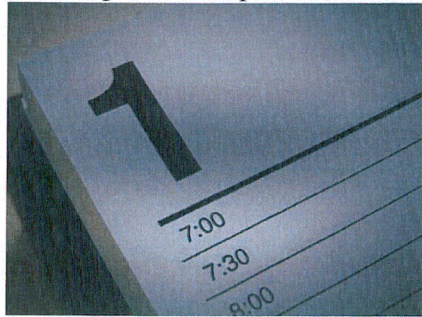
Manufacturing Roundtable of Ventura County members are manufacturing leaders who are committed to developing a skilled local workforce, strengthening regional networks and advancing manufacturing business success in Ventura County.

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>.

Business networking event scheduled in Oxnard

Staff reports 1:00 p.m. PT Jan. 29, 2017



OXNARD - Manufacturing Roundtable of Ventura County, in partnership with the Workforce Development Board of Ventura County, will host a networking event at Haas Automation in Oxnard.

The event will be from 5:30-7 p.m. Feb. 9 and include an informal reception, networking and an optional site tour. It will be free and open to manufacturing professionals as an opportunity to share perspectives on local manufacturing issues and learn about business opportunities.

Haas Automation is at 2800 Sturgis Road.

To register for the event, call 477-5306 or email maodezza.robite@ventura.org by Feb. 7. Space is limited.

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COMMUNITY

How to Make Your
Next Event a
Success



POLITICS

Californians May
Soon Be Paying
More For Gas



WEATHER

Southland Hot
Spell Intensifies
(<http://patch.com/c>)



Business (/california/moorpark/business)

Manufacturing Roundtable To Hold Networking Event at Haas Automation, February 9

Manufacturing Roundtable of Ventura County/Workforce Development Board of Ventura County, is hosting a networking event at Haas Automation.

By Diane Rumbaugh (Patch Contributor) - (<http://patch.com/users/diane-rumbaugh>) January 29, 2017 4:55 pm ET
(<http://my.patch.com/article/26900051/edit>)

Like 0 Share

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About the Manufacturing Roundtable of Ventura County

Get free real-time news alerts from the **Moorpark Patch**.

SUBSCRIBE

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This post is contributed by a community member. The views expressed in this post are the author's. Registered users are welcome to post on Patch (<https://my.patch.com>).

More from Moorpark Patch (/california/moorpark)



BREAKING: Calif. May Soon Be Paying More For Gas, Registration Fees: SB-1 Passes Governance, Finance Committee

(<http://patch.com/california/moorpark/s/g2024/calif-may-soon-be-paying-more-for-gas-registration-fees-sb-1-passes-governance-finance-committee>)



Meet Your New Best Friend, The Instant Pot Pressure Cooker

(<http://patch.com/california/moorpark/s/g1zmf/meet-your-new-best-friend-the-instant-pot-pressure-cooker>)

From The Web

Ads by Revcontent



Here's A Cool Trick to Remove Eye Bags in Just Minutes

Women's Health & Beauty Online

([http://trends.revcontent.com/click.php?](http://trends.revcontent.com/click.php?d=OZwxZ6oPZauJMz6FAGjv9bFNV5BHaaOujdBwJmByNhyfK5MwW0DGi2aP0KWEQXHLA0ga150RZPB070M7K172B6QbTWM05B1M020R0)

[d=OZwxZ6oPZauJMz6FAGjv9bFNV5BHaaOujdBwJmByNhyfK5MwW0DGi2aP0KWEQXHLA0ga150RZPB070M7K172B6QbTWM05B1M020R0](http://trends.revcontent.com/click.php?d=OZwxZ6oPZauJMz6FAGjv9bFNV5BHaaOujdBwJmByNhyfK5MwW0DGi2aP0KWEQXHLA0ga150RZPB070M7K172B6QbTWM05B1M020R0)

This Simple Skin Fix May Surprise You

Gundry MD

([http://trends.revcontent.com/click.php?](http://trends.revcontent.com/click.php?d=OZwxZ6oPZauJMz6FAGjv9bFNV5BHaaOujdBwJmByNhyfK5MwW0DGi2aP0KWEQXHLA0ga150RZPB070M7K172B6QbTWM05B1M020R0)

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How to Fix Fatigue (do This Every Day)

Gundry MD

([http://trends.revcontent.com/click.php?](http://trends.revcontent.com/click.php?d=OZwxZ6oPZauJMz6FAGjv9bFNV5BHaaOujdBwJmByNhyfK5MwW0DGi2aP0KWEQXHLA0ga150RZPB070M7K172B6QbTWM05B1M020R0)

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Never Mind Adderall. This 100% Legal New Drug is Taking Residents by Storm

Enhanced Mind IQ

Homeowners Argue To Keep Rebate Program But It May Be Ending

FinanceDaily.org

([http://trends.revcontent.com/click.php?](http://trends.revcontent.com/click.php?d=OZwxZ6oPZauJMz6FAGjv9bFNV5BHaaOujdBwJmByNhyfK5MwW0DGi2aP0KWEQXHLA0ga150RZPB070M7K172B6QbTWM05B1M020R0)

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This Ends Toenail Fungus in 3 Days (Never Use Any Creams or Pills Again)

Fungus Shield Plus

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- * [Manufacturing Networking Event](#)
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March 2017

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9	8	7	6	5	4	3

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Haas Automation is at 2800 Sturgis Rd, Oxnard. To register for the event, call 805-477-5306 or email MaOdezza.Robite@ventura.org by February 7. Space is limited.

Contact

Diane Rumbaugh
***@rumbaughpr.com

End

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Source : [Workforce Development Board of Ventura County](#)
 Email : ***@rumbaughpr.com ✓
 Tags : [Haas Automation](#), [Manufacturing Networking Event](#)
 Industry : [Business](#)
 Location : [Oxnard](#) - [California](#) - [United States](#)
 Subject : [Events](#)

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PTC News

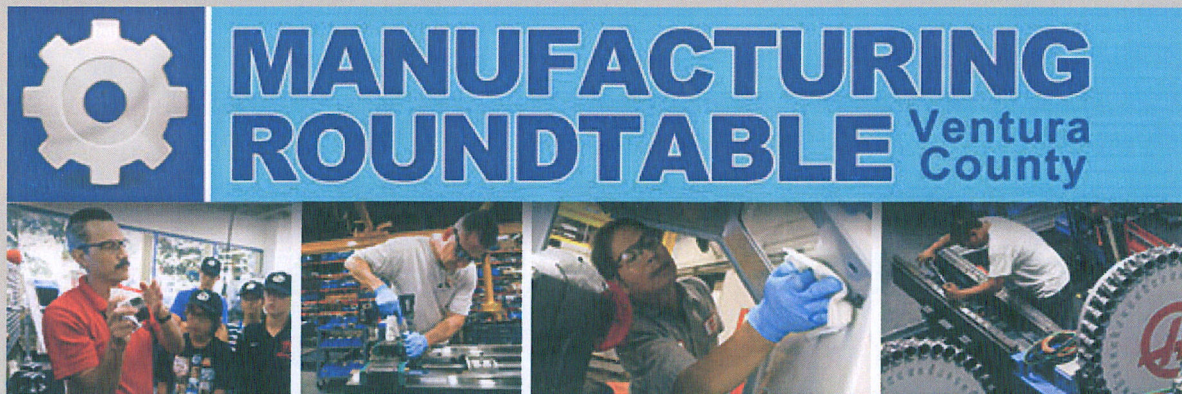
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[Jan 29, 2017 News](#)

heidi hayes

From: Manufacturing Roundtable Ventura County <info@workforceventuracounty.org>
Sent: Wednesday, February 1, 2017 9:05 AM
To: heidi@agency2.com
Subject: Networking Event at Haas Automation RSVP by 2/7/2017

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



Manufacturing Network Event at Haas Automation!

Hosted by:



Where & When

Date:

Thurs., Feb. 9th, 2017

Time:

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

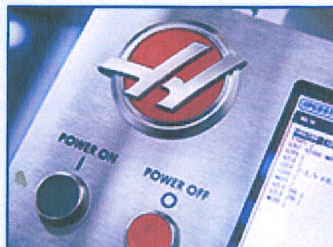
Informal reception and networking; optional site tour at 6:00 p.m.

Location:

Haas Automation
2800 Sturgis Road
Oxnard, CA 93030



[Click for Directions](#)



Join fellow manufacturers at Haas Automation in Oxnard 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 Tuesday, February 7th

Event to be held at Haas Automation in Oxnard on Thurs., February 9th from 5:30 p.m. to 7:00 p.m. Please email MaOdezza.Robite@ventura.org or call 805.477.5306 to reserve your spot.

Future Events

In partnership with the Workforce
Development Board of Ventura
County workforceventuracounty.org

Dynamic Automation, Simi Valley

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.

Join our LinkedIn Group!

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

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Manufacturing Roundtable of Ventura County

43 members

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Start a conversation with your group

Enter a conversation title...

Conversations Jobs



Patrick Newburn

WORKFORCE ADMINISTRATION MANAGER at County of Ventura

... 1w

Why America Has a Shortage of Skilled Workers

A new perspective on why manufacturing has a skilled workforce problem -- and what manufacturers must do to solve it.



Why America Has a Shortage of Skilled Workers

A new perspective on why manufacturing has a skilled workforce problem -- and what manufacturers must do to solve it.

Like Comment



1



Reply to this conversation...



Patrick Newburn

WORKFORCE ADMINISTRATION MANAGER at County of Ventura

... 1mo

Four predictions for manufacturing technology in 2017

Four predictions for manufacturing technology in 2017

As 2017 kicks off, one thing is certain for manufacturers: access to meaningful and actionable data will play a big role in achieving success this year.

Like Comment

ABOUT THIS GROUP

The Manufacturing Roundtable of Ventura County is a professional forum for discussion and collaboration on regional strategies to retain and grow local manufacturing businesses in a competitive global market.

Areas of focus include workforce skills development, market identification, resources, and regulatory environment.

MEMBERS

43 members



Invite others

Ads You May Be Interested In



Is Your Company Listed?

List your Business Across the Web. Enter your address to start now



Need an Accountant?

Intuitive financial software with bookkeeping and tax services. Let's talk.

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Workforce Wednesday for 1/25/17
Interview at 8:40AM
Live at KVTA 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

Did you have an opportunity to learn about a company or career path through career exploration? Learning about the world of work and to help you realize your goals? Here to talk about "Career Exploration" are:

- **Richard Trogman:** COO of Kaiser Permanente Woodland Hills Medical Center and Ventura County and Workforce Development Board and Healthcare Committee member
- **Greg Van Ness:** CEO, Tolman & Wiker Insurance Services, Workforce Development Board and Business Services Committee member

Interview Questions

- **Richard & Greg:** Describe your experience with Career Exploration in your professions?
- **Richard:** How long should a career exploration experience be, to be useful?
- **Greg:** What are the various goals of career exploration from both a participant's and employer's viewpoint?
- **Richard:** Is career exploration only appropriate for middle- and high-schoolers?
- **Greg:** Is there a type of business that is better suited to offering career exploration opportunities?
- **Richard & Greg:** What resources are available to connect someone who is interested in career exploration with an employer who has this opportunity?

Wrap-Up

Resources for job shadowing may be found on the Workforce Development Board website at www.workforceventuracounty.org.

That's www.workforceventuracounty.org.



Workforce Wednesday for 2/22/17
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

We hear a lot about thousands of openings for good paying jobs going unfilled due to a critical lack of qualified candidates. Have you experienced challenges filling open positions in your company? What was your solution? Here to talk about staffing challenges and skill gaps are:

- **Trace Perez:** Branch Manager of United Staffing Associates in Ventura County and Workforce Development Board and Outreach Committee member
- **Carolyn Vang-Walker:** Director/Principal of Ventura Adult and Continuing Education or VACE

Interview Questions

- **Tracy:** Describe the types of industries you work with and in which industry you find it most challenging to find job candidates. Have you observed a significant change in the number of candidates that are Job Ready?
- **Carolyn:** What skills are now considered to be part of a basic 'skill' set that may not have been as critical even ten years ago?
- **Tracy & Carolyn:** An AARP study found that 10,000 baby boomers are turning 65 every day. Is that a significant part of the skill gap equation? How do you recommend that employers ensure that their skills/knowledge pass onto new or existing employees?
- **Carolyn:** What programs are available at VACE to close the skill gap and match up graduates with the in-demand job opportunities in Ventura County? (WIOA programs?)
- **Tracy:** What other training programs are available in Ventura County?
- **Tracy & Carolyn:** What can an employer do to find qualified employees and train their current employees to move into a new position?

Wrap-Up

Training resources for are located on the Workforce Development Board website at www.workforceventuracounty.org.

That's www.workforceventuracounty.org.

heidi hayes

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Tuesday, February 21, 2017 1:04 PM
To: heidi@agency2.com
Subject: Grow Local Talent with the Workforce Development Board

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Workforce *Update*

February 2017



Career Exploration - Helping Kids Find Meaningful Careers



Unless you are one of the rare few, who knew exactly what you wanted to do in life at a young age, trying to find a rewarding and satisfying career is often a roll of the dice. Greg Van

Ness, CEO of Tolman & Wiker Insurance Services and Richard Trogman, COO of Kaiser Permanente and both WDB members discussed helping youth to explore their professional interests in Ventura County.

Career exploration programs require a commitment on the part of the business. For businesses, human resources and department leaders must coordinate the training and teaching process that comes with internships, apprenticeships, and job shadowing. For many businesses, internships enhance the potential to find good employees, and it is more than worth the time and effort. Besides identifying future talent, efforts can contribute more broadly to the success of the community at large by providing work experience for students even if they don't become permanent employees.

For businesses interested in starting a career exploration program, the [Workforce Development Board of Ventura County website](#) offers

[Join Our Mailing List!](#)

Resources

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

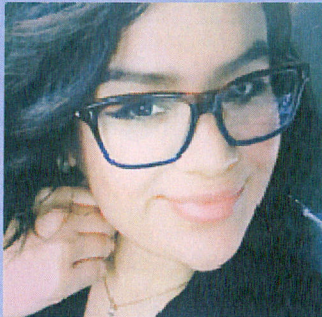
[American Job Center California](#)



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

step-by-step procedures for employers to set up career exploration programs. [Listen to the January Workforce Wednesday](#) to learn more about the positive outcomes of offering career exploration opportunities at your company.

Success Story: WIOA, VACE & Kinamed

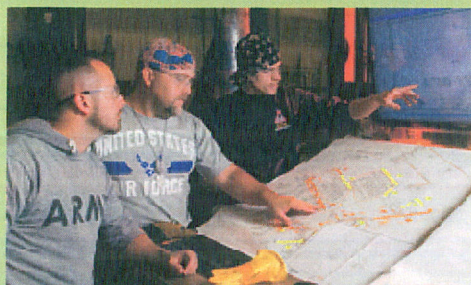


The Challenge: Griselda enrolled in the Workforce Innovation and Opportunity Act (WIOA) young adult program at Ventura Adult and Continuing Education ([VACE](#)). She needed to address her limited ability to speak and understand English and to improve her reading, writing, and basic math skills.

The Solution: VACE's bilingual WIOA program case manager conducted Griselda's intake process, and helped her develop an Individual Service Strategy. Griselda enrolled in and attended English as a Second Language classes at VACE, which included tutoring in English and mathematics. She received assistance in creating a solid resume and cover letter and began applying for jobs. Kinamed, Inc. hired Griselda to work in their clean room. The company liked Griselda's performance and after a few months informed her of an opportunity for advancement. VACE helped her enroll in evening classes for Office Basics and Accounting 1, which were pre-requisites for this new position.

The Outcome: While in VACE's WIOA program, Griselda substantially improved her literacy and numeracy skills, as well as improved her ability to speak and understand English. Shortly after completing an evening accounting course at VACE, Kinamed, Inc., promoted her to a position in their accounting department as a Production Control Assistant.

Three Reasons to Hire a Hero*



hire one:

There are more than 7 million veterans in the U.S. labor force, meaning they're either employed or actively looking for work. If you're curious about working with veterans, here are three great reasons to

Did You Know?

Forbes: Likeability - [Nine Things That Make You Unlikeable](#)

Harvard Business Review: [1 in 7 Employees are Stars](#)

Quick Reads

Workforce Trends

LA Times: [What to expect in the 2017 Workplace](#)

NY Times: [Wanted Factory Workers: Degree Required](#)

NY Times: [Boomerang Boom: Tapping Boomers Job Skills](#)

Job Outlook

Dec. 2016 Unemployment

Not Seasonally Adjusted

U.S. = **4.5%**
California = **5.0%**
Ventura County = **4.8%**

Source:

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

Note: the February 2017 Job Outlook will be available on 3/24.

Workforce Wednesday

Tom Spence
KVTA 1590-AM

Feb. 22, 2017 at 8:40AM

Topic: Staffing and Skill Gaps

[Click to listen to Jan. broadcast](#) about Opening Doors to Career Exploration.

Upcoming Events

1. Teamwork: Military service emphasizes the value of teamwork, organization, and discipline. Military training teaches service members to work as a team by instilling a sense of responsibility to colleagues. The size and scope of military operations demand that service members understand how groups support the overarching goal.

2. Problem-solving: Veterans are goal-oriented workers, with plenty of experience in quickly adapting to new situations and solving problems. As service members, they developed the capacity and time-management skills needed to know how to accomplish tasks correctly and on time, in spite of limited resources and pressure.

3. Leadership: The military trains service members to lead by example as well as through direction, delegation, motivation and inspiration in some of the toughest situations imaginable. Veterans are well schooled in the academic theory of leadership; they also understand and have used practical ways to manage behaviors for results. Hiring a veteran is smart for business. Resources are available to help you find them at the [Workforce Development Board](#), and at the [Labor Department](#).

*[U.S. DOL](#), by Kellen Leech on 1/31/17

Feb. 23, 8am
WDB Board Meeting at
VCOE

March 3, 8am
Healthcare Committee
Meeting at VCCF

March 17, 8am
Clean/Green Committee
Meeting at VCCF

March 29, 8:30am
Business Services
Committee Meeting at
EDC-VC

April 20, 8am
Manufacturing Committee
Meeting at UFCW

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.

Manufacturers Connect at Haas Automation Event



Last week, WDB Board Member Peter Zierhut and Haas Automation hosted the fourth in a series of Manufacturing Roundtable of Ventura County (MRVC) networking events.

Representatives from nine

Ventura County manufacturing businesses were in attendance including; Applied Powdercoat, Milgard, Crime Point Surveillance Solutions, Semiconductor Equipment Corporation, Ventura Hydraulic & Machine Works, Servo Motor Technologies, Matrix Amplification and Haas Automation. Guests joined in robust discussions about finding experienced workers as well as expanding the training and education opportunities for machinists in the region. Many thanks to Peter Zierhut and Haas for hosting this event. Past Manufacturing Roundtable events have taken place at Ventura County manufacturers Kinamed, Milgard Windows & Doors, and Hi-Tech Engineering.

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? Then join the MRVC (see link below) or call 805.477.5306 to be invited to future events.

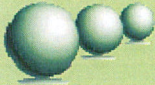
[Join our LinkedIn Group!](#)



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
855 Partridge Drive, Ventura, California 93003
805.477.5306 or visit workforceventuracounty.org



Created in partnership with [theAgency](#).

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GROW YOUR BUSINESS

- Startup
- Manufacturing Consulting
- Loans Funding Capital
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71°F

County of Ventura

Sunny

Humidity: 53%

Wind: W at 4 mph

Fri



52°F / 71°F

Sat



55°F / 70°F

Sun



54°F / 78°F



USEFUL TOOLS

General Business Planning & Information

- Tools for Business for Ventura County
- SBA's Small Business Planner — many useful tools for entrepreneurs and small businesses

Read more ...

Manufacturing Consulting



Manufacturing is Big Business. California is the No. 1 manufacturing state in the country.

National Association of Manufacturers statistics show that 1.25 million people are employed by more than 35,000 manufacturing companies in the state.

Ventura County has more than 900 local manufacturers.

Manufacturing accounts for 25 percent of Ventura County Gross Domestic Product. Ventura County is 1.26 times more concentrated in manufacturing jobs than California as a whole.

Local Resources

Manufacturers need access to employees with the skills necessary for 21st-century advanced manufacturing. In Ventura County, many organizations provide assistance to businesses offering consulting services including capital sourcing, recruitment, manufacturing efficiency, government contracting, start-up assistance, technology, business management and marketing and sales.

- Workforce Development Board
- On-The-Job Training
- Economic Development Collaborative-Ventura County
- Small Business Development Center
- SCORE
- Women's Economic Ventures

More Resources for Manufacturers

- AMPSoCal
- National Association of Manufacturers
- Employers Playbook for Building an Apprenticeship Program
- Grow your Manufacturing Business
- Starting & Running a Manufacturing Business
- See Top 20 Facts About Manufacturing in the U.S.

Connect with Ventura County Manufacturers

• Connect with the Manufacturers Roundtable of Ventura County (MRVC)

MRVC members are manufacturers who are committed to developing a skilled local workforce, strengthening regional networks, and advancing manufacturing business success in Ventura County. Contact 805-477-5306 for information on how to join and connect at [linkedin.com/mrvc](https://www.linkedin.com/company/mrvc)

• Attend a Manufacturers Networking Event

Manufacturing Roundtable of Ventura County (MRVC) members invite local manufacturers to connect with other manufacturing professionals through a new series of Manufacturing Network events. [Click here](#) to request an invitation to upcoming events.

• Join the WDB Manufacturing Committee

Members meet bi-monthly to champion the creation, support, and training of a diverse pipeline of skilled workers to fill in-demand manufacturing positions in Ventura County. They work to align educational skills development with hiring trends and emerging technologies as well as foster an environment that bring partners together to advocate manufacturing workforce



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54°F / 76°F



USEFUL TOOLS

Business Plans

- Online Business Plan software is a US Department of Commerce resource for writing a business plan. Register for the MBDA Portal in order to gain access to MBDA Business Applications including the Phoenix / Opportunity Matching System and the Business Plan Writer.

[Read more ...](#)

A Place For Everyone



REGION

Located along 43 miles of Southern California coastline, Ventura County is situated between Los Angeles and Santa Barbara Counties. Early Spanish settlers described it as the "land of everlasting summers" or San Buenaventura, which means good fortune. Covering 1,873 square miles, Ventura County has a population of about 844,000. (California Dept. of Finance)

TRANSPORTATION

U.S. 101 offers Ventura County access to Los Angeles and San Francisco. In the east, Highway 118 connects to the San Fernando Valley, and Highway 126 links to Interstate 5. Metrolink and Amtrak serve commuters from six stations in the region. The Port of Hueneme is a deep water "break-bulk" facility, providing Ventura County with port of entry and foreign trade zone status.

OPEN SPACE

At the northern end of the county, the Los Padres National Forest comprises 46% of the region's land mass. An abundance of agriculture, a healthy billion-dollar industry, contributes to an overall pastoral ambience. As the gateway to Channel Islands National Park, Ventura County also extends its open space to this 250,000-acre wilderness preserve and marine sanctuary.

Key Contacts

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IN PARTNERSHIP WITH THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

MEET OUR COMMUNITIES

- Camarillo
- County of Ventura
- Fillmore
- Moorpark
- Ojai
- Oxnard
- Port Hueneme
- Santa Paula
- Simi Valley
- Thousand Oaks
- Ventura

County of Ventura

Where Dreams Become Reality

A mild year-round climate, scenic geography, and quality of life make the area attractive to the 850,000 culturally and ethnically diverse people who call Ventura County home. Our unincorporated communities and ten incorporated cities comprise the 11th most populous county in California. Ventura County has a strong economic base that includes a wide range of industry sectors, including biotechnology, healthcare, agriculture, advanced technologies, oil production, military testing and development and tourism. Naval Base Ventura County is the largest employer in the county with more than 16,000 employees. The County of Ventura government is the next-largest employer, with 8,500 employees providing services to the community.

County of Ventura – 805-654-5000

 **Economic Development** – 805-384-1800

Community Development – 805-654-2876



71°F

County of Ventura

Sunny

Humidity: 53%

Wind: W at 4 mph

Fri



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Sun



84°F / 78°F



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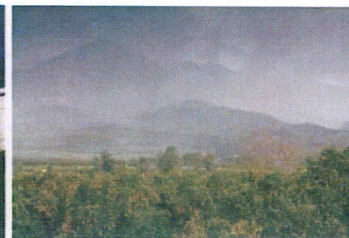
USEFUL TOOLS

General Business Planning & Information

- Tools for Business for Ventura County
- SBA's Small Business Planner — many useful tools for entrepreneurs and small businesses

[Read more ...](#)

A Place For Everyone



CHAMBERS

Camarillo Chamber - 805-484-4383

Fillmore Chamber - 805-524-0351

Moorpark Chamber - 805-529-0322

Ojai Chamber - 805-646-8126

Oxnard Chamber - 805-983-6118

Port Hueneme Chamber - 805-488-2023

Santa Paula Chamber - 805-525-5561

Simi Valley Chamber - 805-526-3900

Thousand Oaks (Conejo Chamber) - 805-370-0035

Ventura Chamber - 805-643-7222

VISITOR & CONVENTION BUREAUS

Camarillo

Ojai

Oxnard

Santa Paula

Ventura

Key Contacts

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USEFUL TOOLS

Online Business

Databases: Ventura County Library

Your Ventura County Library card id number is all you need to gain access to many useful databases. To apply for a Ventura County Library card, click here. Links include: [Read more...](#)

Testimonials

AGNEW MULTILINGUAL

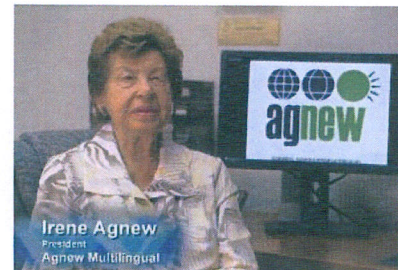
"During the dot-com collapse era, we were going through some very rough times and we reached out to EDC-VC for help, and they were able to give us a loan that allowed us to gradually recover and go on from there. All businesses can reach out and attend their seminars and get free help if they just bother to contact them. There's a lot of help available to small businesses and I highly recommend that they use all of the resources that EDC-VC provides. We're extremely grateful to EDC-VC for all of the help that they gave us."

-Irene Agnew, President

Founded In 1986

Located In Westlake Village

Business Focus: A provider of foreign-language translation, interpretation, and multicultural communication services.

www.agnew.com

[View Video](#)
VSOLVIT, LLC

"In spite of high unemployment rates, the challenge as a business has always been to find good, talented individuals who really have the same passion about serving customers as we do. The resources programs that we got exposed to were incredibly helpful in not only identifying the right talent but also continuing to nourish that talent through educational and training programs. The program gives small businesses an opportunity to say, 'Instead of outsourcing jobs, I'm going to give the opportunity to our local community individuals.' We have had tremendous success from an employee standpoint with those that have come through as part of this program. Ventura County has been particularly helpful in terms of being able to attract talent."

- Ashish Shah, COO

Founded In 2006

Located In Ventura

Business Focus: A technology services provider that specializes in geographic information systems (GIS), business intelligence (BI) systems, and more.

www.vsolvit.com

[View Video](#)
Key Contacts

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IN PARTNERSHIP WITH THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY



Workforce Development Board of Ventura County Ventura County Grows Business 2017 Digital Outreach Media Strategy

March 2, 2017

Objective:

Create awareness among business owners in Ventura County and surrounding areas of the no-cost and low-cost resources and services available to assist local businesses. This business retention effort is supported by the Workforce Development Board under the regional campaign banner of "Ventura County Grows Business."

Strategy:

Revise strategy to a pure digital focus, align with digital properties that offer greater efficiency and reach of target. Re-launch website and drive traffic using properties that have capabilities to hyper-target within the local area and optimize for greater reach.

Tactics:

- SEO: used to capture those specifically looking for these resources by selecting and optimizing high performing keywords and increase Google Search rankings
- Social Media: used to reach out and engage highly targeted audiences via display and content
- Email to maintain top of mind and make aware of new resources offered
- Display: used to create awareness and drive traffic to website

Target:

Business Owners, CEO, President, Manager, Director, COO, CFO, etc.

- Business Size – 10+

Flight:

April to June 2017 (11-13 Weeks)



Workforce Development 2017 Digital Media Flowchart

Ventura County Grows Business Digital Plan Overview

Flight: April 3 - June 30, 2017



2-Mar-17

Placements	Notes:	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	Total Impressions	Total Investment	Total Value
PANDORA.COM	Geo Targeted Ventura County, South SB County, North San Fernando Valley / Corporate Executives, Business Owners, SMB, President	300x250 Mobile Audio/ Muted Video/ Mobile Display with Standard Responsive Banner						924,788		\$9,415
LATIMES.COM / TIMES+	Geo Targeted Ventura County, South SB County, North San Fernando Valley / Demo: Business Owners, CEO, President, Manager, Director, COO, CFO, etc. Business Size – 10+ people	Geo Targeted by Zip, Local News/Business News / 300x250 (All Devices) / 300x600 (Desktop) / Admail (HTML)						534,250		\$9,614
SFVBJ.COM	M-F 728x90 / 300x250)	4/3, 4/10, 4/17, 4/24	5/1, 5/8, 5/15, 5/22	5/29, 6/5,6/12, 6/19				140,600		\$9,882
SFVBJ.COM - Eblast	1x per week (M-F 728x90 or 300x250)	4/3, 4/10, 4/17, 4/24	5/1, 5/8, 5/15, 5/22	5/29, 6/5,6/12, 6/19						
PACIFIC COAST BIZ TIMES	Monday Briefing Eblast (300x250)	4/17	5/8	5/29	6/19			58,660		\$4,492
FACEBOOK	Geo Targeted Ventura County, South SB County, North San Fernando Valley / Corporate Executives, Business Owners, SMB, President							N/A		\$2,353
SEARCHN ENGINE OPTIMIZATION (SEO)		Keyword Strategy analysis, onsite optimization, rich snippets, backlink analysis, local citation building, NAP syndication, Google My business, Bing, Apples Maps, & FB						N/A		\$10,588
KCLU (Radio)		:30 Sec PSA 2x per wk / :10 Sec local Biz Report / :30 Sec Marketplace / :30 Sec All Things Considered 2x per wk						944,200		
KCLU.COM		Streaming Banners : 300x250 / 300x600 / :30 Sec streaming								
WORKFORCE WEDNESDAY		4/26						33,100		
Total:								2,635,598	\$34,415	\$46,344

Impressions Investment Value
135%

Please sign below to indicate approval of the media recommendation. The Workforce Development Board hereby authorizes theAgency to act as its agent to issue insertion orders up to \$34,500 of paid media placement in support of a plan for Ventura County Grows Business. Please note that the information above is subject to change based on the time of Insertion Order.

Melissa Livingston, Chief Deputy Directory County of Ventura Human Services Agency

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Grows Business

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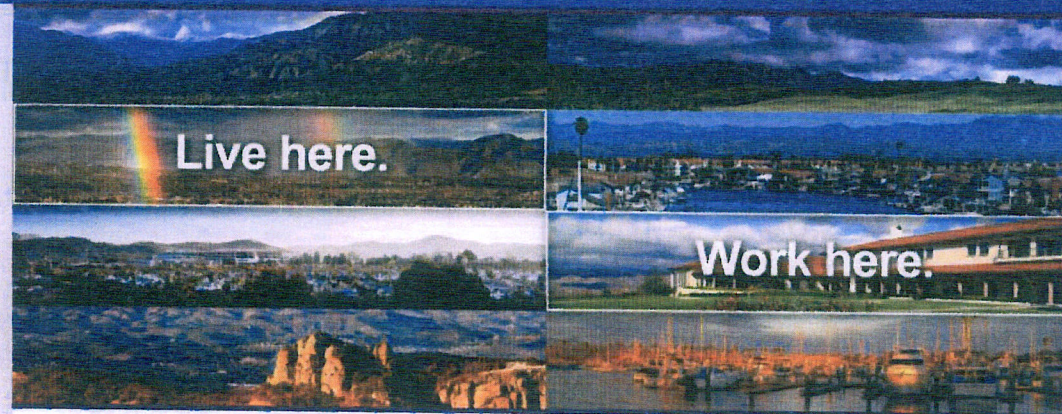
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Like

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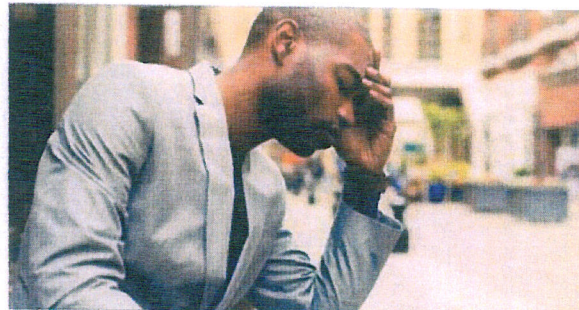
Posts



Ventura County Grows Business

36 mins · 🌐

Have employees? Are they stressed & burned out? Here are 3 effective ways to manage it.



3 Effective Ways to Manage Employee Burnout

Reducing workplace stress starts with understanding what causes the stress to begin with.

ENTREPRENEUR.COM

Like

Comment

Share

Government Organization

<http://www.venturacountygrowsbusiness.com>,
<http://www.workforceventuracounty.org/>,
<http://www.edc-vc.com>



2,313 people like this and 2,272 people follow this

About

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www.venturacountygrowsbusiness.com/



Government Organization

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2,313 likes

Visitor Posts



Tina Reed Johnson

June 7, 2013 at 8:19pm 🌐

GREEN JOBS EXPO, Saturday, June 8 at
Ventura College! Ventura Chamber Green Task
Force

Simi Valley Acorn

2017-01-20 / Business

Job center hosts free workshop

Career class looks at using CalJobs site

East County America's Job Center will offer a January Career Shop from 1 to 4:30 p.m. Tues., Jan. 31 at the center, 2900 N. Madera Road, Simi Valley.

The class is titled "The Power of CalJOBS" and is offered at no charge to job seekers.

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.

Prior registration is required by calling the center at (805) 955-2282 to enroll.

Before registration, participants must first sign up with CalJOBS at www.caljobs.ca.gov.

For TDD/TT inquiries, call (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.

Simi Valley Acorn

2017-02-17 / Business

Job center hosts workshop

East County America's Job Center will present a Career Shop from 1 to 4:30 p.m. Tues., Feb. 28 at the center, 2900 N. Madera Road, Simi Valley.

The program 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 easily search for jobs, build résumés, access career resources, and find information on education and training programs.

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Before registering for the class, participants must first sign up with CalJOBS at www.caljobs.ca.gov.

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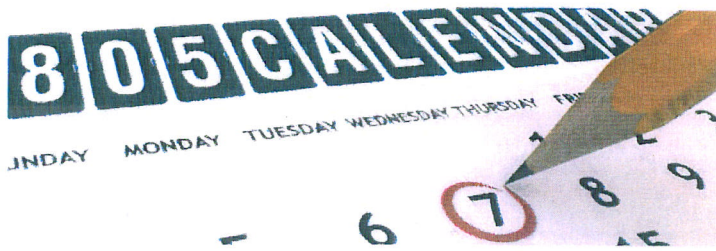
Free Career Shops For Job Seekers

Tuesday, February 7 - Friday, February 24, 2017

Free Career Shops For Job Seekers - presented throughout February by the America's Job Center of California with support from the Workforce Development Board, EDD Workforce Services and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. 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.

- See more at:

<http://www.kdar.com/Template3/events/default.aspx?id=82841#sthash.zJHLW7Bh.dpuf>



Tue, Feb 28: The Power of CalJOBS CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration required by calling the East County America's Job Center at [805-955-2282](tel:805-955-2282) to enroll. Participants must [first sign up with CalJOBS](#) before registering for the class. 1:00 p.m. – 4:30 p.m. at the East County America's Job Center, 2900 N. Madera Rd., Simi Valley. Info: [805-955-2282](tel:805-955-2282)



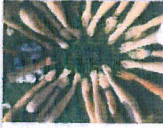
Free Job & Career Workshops

Location: West County America's Job Center, 2901 N. Ventura Rd., Oxnard


Contact tel.: 805-204-5171

Contact: **Talia Barrera**


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




COMMUNITY
How to Make Your Next Event a Success



POLITICS
Californians May Soon Be Paying More For Gas



WEATHER
Southland Hot Spell Intensifies
(<http://patch.com/ca>)



Man Who Predicted Trump Win - Makes Next Shocking Prediction

\$70-\$89/Hr Work At Home Jobs - No Experience Needed.

Pharmacy Tech Training Online - Finish In As Fast As 4 Months

7 Triggers of Parkinson's

Lyft™ \$1000 Driver Bonus

Work at Home - No Fee

\$37-\$47/hr Real Work at home Job Requirements: Must Have Computer. Go to weeklymarks.com

[Jobs \(/california/moorpark/jobs\)](#)

The Power of CalJOBS - Free Job Training Class February 28

CalJOBS is an online resource that can be used to navigate California's workforce services to search for jobs.

By Diane Rumbaugh (Patch Contributor) - (<http://patch.com/users/diane-rumbaugh>) February 8, 2017 12:04 pm ET
(<http://my.patch.com/article/26917683/edit>)

Like 0 Share

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> (<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 of Ventura County. 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.

Date and Time: February 28, 2017, 1:00 p.m. - 4:30 p.m.

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Enter email address

SUBSCRIBE

Career Exploration – Helping Kids Find Meaningful Careers

By Greg Van Ness and Richard D. Trogman

Unless you are one of the rare few who knew exactly what you wanted to do in life at a young age and then dedicated your school years preparing to reach your dream, finding a rewarding and satisfying career is often a roll of the dice.

Too many students, upon graduation (whether high school or college), have little idea of their career options or the training required to become successful in a particular field. Fortunately, times are slowly changing. Both schools and employers are taking the initiative to ensure that students have an opportunity to explore their career choices while still in school so they can hone in on their interests before fully committing to an educational or training pathway. That sort of partnership is leading to better outcomes for all concerned.

Businesses are often active in school “Career Days” or they open their doors to school tours from time to time, but they often benefit from playing a larger role in helping students find their passion, and in the process find great future employees. In partnership with schools, many businesses offer internships, apprenticeships and job shadowing programs. College students in summer internships, for example, take on short-term assignments while being exposed to how the company operates. Part-time interns perform entry-level tasks while deciding whether the business or industry is right for them.

Students receive hands-on experience while employers see how individuals perform. Do the students show up on time, collaborate effectively with others and learn quickly? These programs are an excellent way to find and identify future talent with minimal financial obligation.

It’s never too early to start students thinking about their future. For example, the Hippocrates Circle Program, sponsored by Kaiser Permanente, attracts seventh and eighth graders with diverse backgrounds who are interested in the medical field. The students interact with doctors in a hospital setting so they get a better appreciation of what being a physician is all about.

Career exploration programs of these types require deeper commitment on the part of the business. Often, human resources professionals and department leaders coordinate the training and teaching process that comes with internships, apprenticeships and job shadowing. This may sound like a lot of work, but for the business, internships enhance our potential to find good employees, and we believe it is worth the time and effort. Besides identifying future talent, our efforts contribute more broadly to the success of the community at large by providing work experience for students even if they don’t become our employees.

Career exploration also requires buy-in and active involvement from schools and the students themselves. High school and college career centers should make meaningful contact with every young person in their charge, and every student should be required to complete a personal profile through their school’s career center so they have an understanding of the sorts of environments and career possibilities that might fit their talents and interests. School counselors can then help students establish connections with businesses offering different learning opportunities. Students can also take the initiative by volunteering within their fields of interest, and consider attending meetings on-campus and off campus with professional organizations that can facilitate networking with business people. These

are just some of the many ways that students can gain valuable guidance and career exposure through the active partnership between businesses and educational institutions in this region.

Career exploration can be a win-win for both students and businesses. For additional information, visit, the Workforce Development Board of Ventura County website (www.WorkforceVenturaCounty.org/Employers).

Richard D. Trogman is Chief Operating Officer, Kaiser Permanente Woodland Hills Medical Center and Ventura County and Greg Van Ness is CEO of Tolman & Wiker Insurance Services, LLC. Both are members of the Workforce Development Board of Ventura County



WORKFORCE DEVELOPMENT BOARD

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workforceventuracounty.org

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heidi@agency2.com

Diane Rumbaugh
805.493.2877
diane@agency2.com

For Immediate Release: March 3, 2017

Nominations Open for 2017 Annual WDB Awards

Ventura, Calif.--The Workforce Development Board of Ventura County (WDB) is seeking nominations for its 2017 Annual WDB Awards. Selected winners will have demonstrated an extraordinary commitment to advancing workforce development in the Ventura County region. The nomination deadline is April 14, 2017. Winners will be recognized at the WDB Annual Meeting on June 8 at the Ventura County Office of Education (5100 Adolfo Road, Camarillo).

"Ventura County businesses, education, labor, government and community organizations are doing important work to ensure that our workforce has the skills necessary to keep our local employers competitive," says Jim Faul, WDB chair. "We recognize their accomplishments through the WDB Awards."

An individual, employer, organization or partnership may be nominated in one or more of four categories:

WDB Youth Opportunity Award - for providing internships or employment opportunities that will grow and strengthen Ventura County's future workforce.

WDB Collaborative Action Award – for a partnership helping to meet employer workforce needs, improve education/workforce training and/or support business expansion/retention in Ventura County.

WDB Champion for Prosperity Award - for supporting workforce development in Ventura County through job creation, job retention, business expansion or business attraction.

WDB Leadership Award - for a role model whose efforts or accomplishments embody the spirit and purpose of workforce development in Ventura County.

The WDB Youth Opportunity Award winners for 2016 were Macy's in Ventura, in particular, Karen Clark, human resources manager and Michelle Morehouse, vice president of sales and marketing. Last year's WDB Champion for Prosperity Award winners were the Ventura County Community Development Corporation and Renee Meriaux, a building official at Charles Abbott Associates, Inc. The WDB Leadership Award for 2016 went to Silvia Faulstich, a flight test engineer with the U.S. Navy Naval Air Systems Command and Dr. Dawn Neuman, a professor in the biology program at California State University, Channel Islands (CSUCI).

An online nomination form is available on the WDB website: <http://workforceventuracounty.org>. For more information, contact Talia Barrera at (805) 477-5341, talia.barrera@ventura.org.

###

About the Workforce Development Board

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

2017 WDB Award Nomination Form

Deadline to submit nominations is April 14, 2017

An individual, employer, organization or partnership may be nominated in one or more categories for extraordinary work or volunteer effort to advance workforce development in the Ventura County region.



CHECK ALL CATEGORIES THAT APPLY

- ☐ **WDB Youth Opportunity Award** – for providing internships, work experience or employment opportunities that will grow and strengthen Ventura County's future workforce
- ☐ **WDB Collaborative Action Award** – for a partnership that helps to meet employer workforce needs, improves education/workforce training, and/or supports business expansion or retention in Ventura County
- ☐ **WDB Champion for Prosperity Award** – for supporting workforce development in Ventura County through job creation, job retention, business expansion, or business attraction
- ☐ **WDB Leadership Award** – for a role model whose efforts or accomplishments embody the spirit and purpose of workforce development in Ventura County

Nominee _____

Organization/Company _____

Address _____

City _____ CA Zip _____

Email _____ Phone _____

Reason for Nomination (500 words or less)

Nominated by _____ (Please no self-nominations)

Organization/Company _____


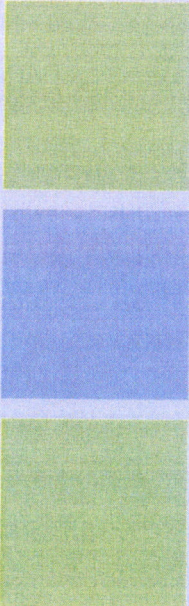
Email _____ Phone _____

Email completed forms by April 14, 2017 to: talía.barrera@ventura.org

Forms are available at workforceventuracounty.org

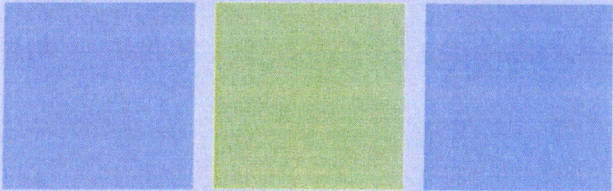
Workforce Development Board | 855 Partridge Drive Ventura, CA 93003 | workforceventuracounty.org | (805) 477-5306





Another Great WDB Success Story

Type of Customer: Youth



Brenda

The Challenge:

A high school graduate, Brenda was stalled in her efforts to develop a path toward her academic and career goals. She had trouble adjusting to her parents' divorce and was unable to find the guidance she sought at home. Brenda took her first step forward by enrolling in the Out of School Job Readiness Program.

The Solution

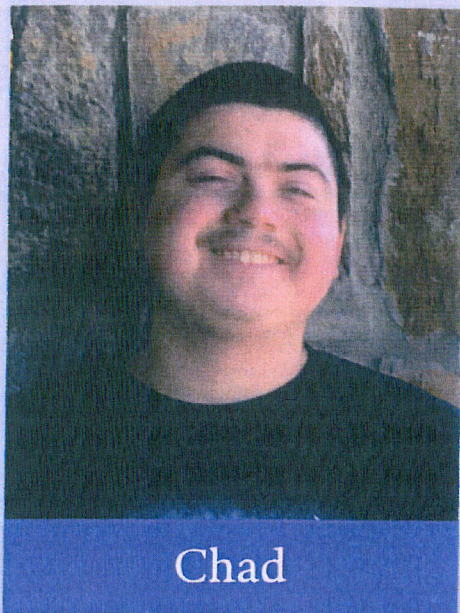
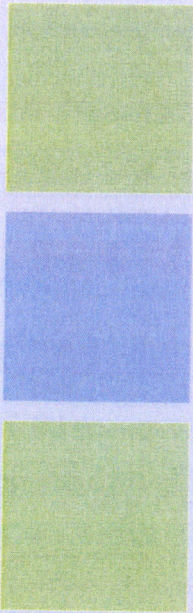
From the first day of the Job Readiness Workshop, Brenda was very shy and kept to herself. Many of her fellow participants encouraged her to speak up and participate, but she stayed in her shell. During the course of the workshop, Brenda found her voice and began to participate—even more than the others. She asked questions and helped her peers when they needed assistance. When the Job Readiness Workshop ended, she enrolled in community college. Brenda continued to utilize the Boys and Girls Clubs of Oxnard and Greater Hueneme College and Career Center to develop a résumé and practice her interviewing skills.

The Outcome:

Her efforts paid off; Brenda was hired by both Target and the very Boys and Girls Clubs of Oxnard and Greater Hueneme After School Program where she started her journey. She is now more outgoing and confident and communicates with ease. Staying on track to achieve her academic goals, Brenda plans to enroll in the spring semester at Ventura College. With her perseverance and hard work, Brenda is off to a great start in her new life.

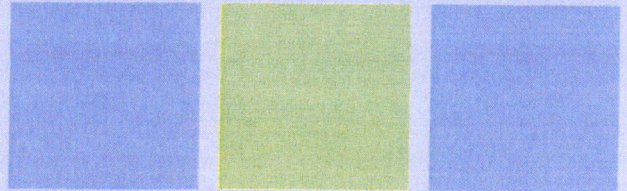


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Another Great WDB Success Story

Type of Customer: Youth



The Challenge:

Chad was referred to the Youth Networked Services (YNS) program in 2016. He was employed but had dropped out of high school and wanted to return and obtain his diploma. Chad was in the foster care system for the greater part of his life and would be "aging" out when he turned 21 years old.

The Solution:

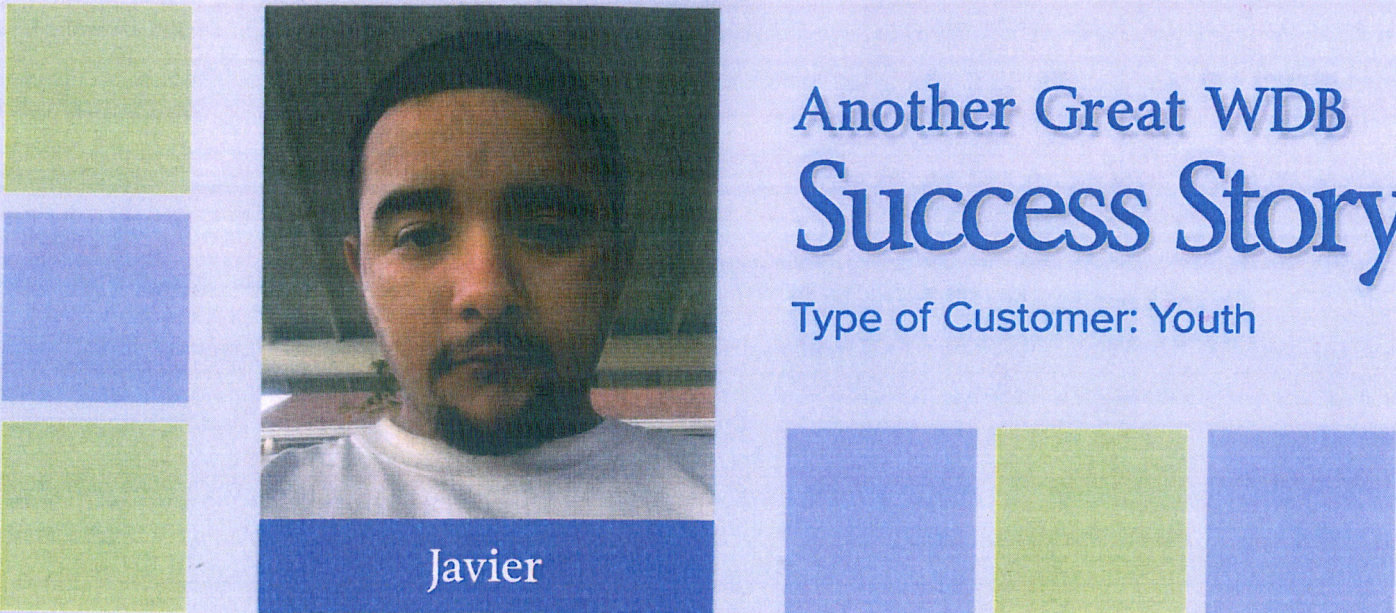
A YNS specialist helped him enroll at an alternative high school, where he could tackle his basic skills deficiency in reading and earn the credits needed to obtain his diploma. YNS gave him the incentive to complete his education: he received financial aid to purchase school supplies and clothes, and gas cards to get to and from school and his job. To help keep Chad motivated, his YNS specialist encouraged him to not only turn in study guides to earn school credits, but to get good grades. He was inspired to earn passing grades.

The Outcome:

Chad graduated high school and has been employed at the same company for more than a year. He is grateful to the people who helped him get a high school diploma, putting him on track for future success. Chad's future goals include remaining employed and entering post-secondary education.



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Another Great WDB Success Story

Type of Customer: Youth



Javier

The Challenge:

Javier was a troubled youth who had been associated with local gangs. He was referred to Youth Networked Services (YNS) by City Impact to help him get on track and find employment. He was a high school graduate but needed assistance to strengthen his résumé and find steady employment.

The Solution:

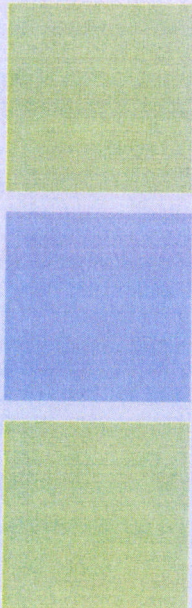
After enrolling in PathPoint, a YNS program, Javier completed a career exploration exercise to help narrow his interests. In addition, he attended a Job Readiness Workshop where he crafted a résumé and a cover letter for the first time. He also developed valuable techniques to use when applying for jobs and to help him perform well in interviews. In the spring of 2016, Javier started a YNS paid internship at the Fillmore Fish Hatchery with the California Department of Fish and Wildlife.

The Outcome:

After completing the internship, Javier applied for employment with the California Job Corps. He was hired as a permanent employee and continues to work in their trail building department. He often sleeps in tents in the wilderness. He works long hours but enjoys his job and hopes to make a career of it. Additionally, Javier is refraining from all gang activity and is working on getting his juvenile record sealed.

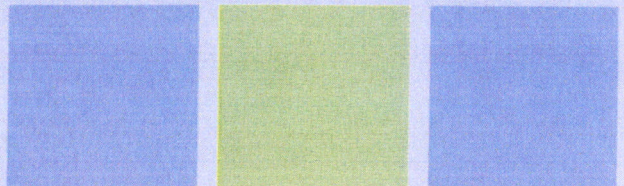


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Another Great WDB Success Story

Type of Customer: Youth



The Challenge:

Noah was referred to Youth Networked Services (YNS) by City Impact to help him get back on track and enroll in high school. He came to YNS as a troubled youth who had dropped out, was affiliated with local gangs, and had never been employed.

The Solution:

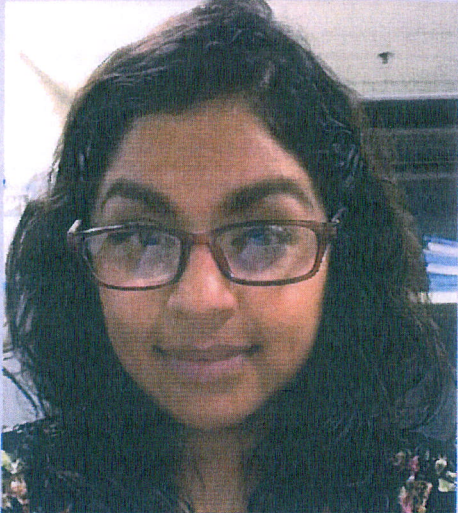
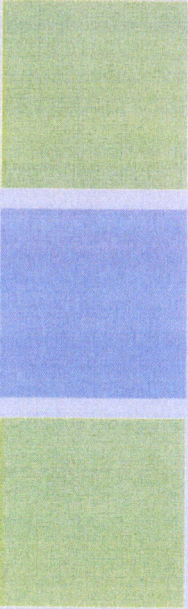
After enrolling in PathPoint, a YNS program, staff discovered that Noah had senior credits. But he needed extra support and encouragement to return to school. Noah's YNS specialist contacted his school district, which allowed him to re-enroll in Fillmore Unified. Within weeks, Noah was attending school again, engaging in his course work, and receiving As and Bs. He was on track to graduate with his class. Noah also refrained from gang activity and started to spend time with a different group of friends—ones who had a positive impact on him. To gain work experience, the YNS specialist referred him to a paid internship at the One Step A La Vez after-school program.

The Outcome:

Noah completed his internship hours, was punctual and professional, and had a great work ethic. He attended the Job Readiness Workshop and wrote his first résumé. He took the skills he learned, applied them to his job search, and was hired at the local Burger King. Noah went on to receive his high school diploma and is now enrolled at Ventura College, focusing on obtaining his associates degree and transferring to a four-year university.



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Another Great WDB Success Story

Type of Customer: Youth



Patricia

The Challenge:

Patricia enrolled in the Youth Network Service (YNS) program in August 2015. She was a high school graduate with a past that included substance abuse and instability. As a single mother of two, she strived to set an example for her children by finding stable employment.

The Solution:

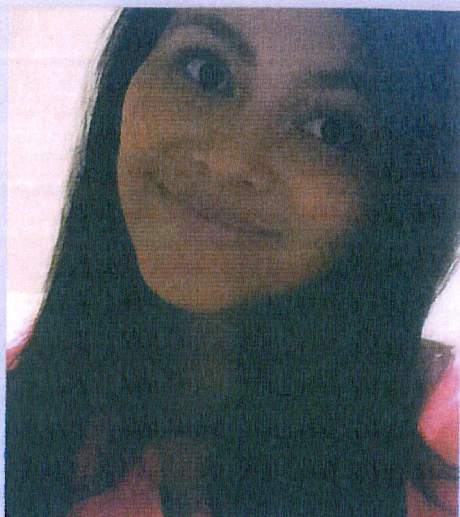
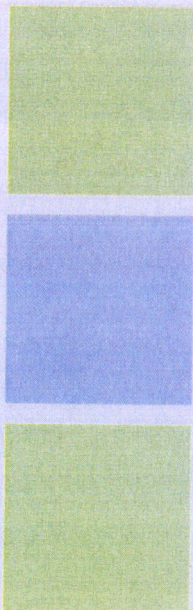
Patricia completed a Career Exploration Workshop, which helped her figure out possible paths to employment. This motivated her to enroll in the Administrative Assistant Program at Ventura College, where she obtained her completion certificate. In addition, Patricia participated in PathPoint's Job Readiness Workshop, where she created a professional résumé and cover letter. In the spring of 2016, Patricia began a YNS paid internship at In Home Supportive Service (IHSS) with the county of Ventura.

The Outcome:

Patricia's hard work and dedication enabled her to secure a permanent position as a student worker at IHSS. Patricia is continuing her studies at Ventura College and aims to obtain her associates degree in the near future. Additionally, with a little help from her mother, she bought herself a new car. Patricia once told a youth specialist, "I cannot believe what a difference a year has made. I am sober, going to school, have a job, and just got a new car. Thank you."



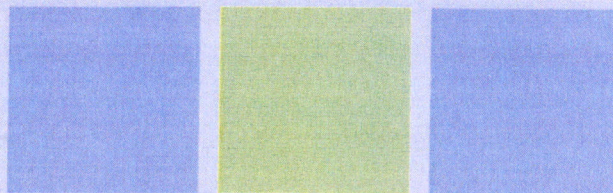
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Audrey

Another Great WDB Success Story

Type of Customer: Youth



The Challenge:

When Audrey enrolled in the Youth Networked Services (YNS) program, she had one child and was a high school graduate. However, she was not employed or enrolled in postsecondary education. Audrey was interested in pursuing a career in the medical field, and expressed a need for guidance and support to accomplish her goals.

The Solution:

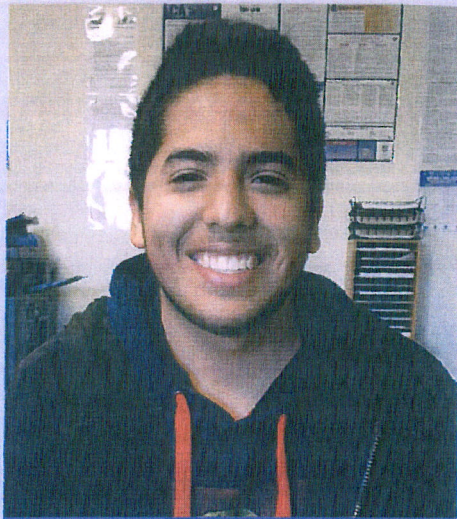
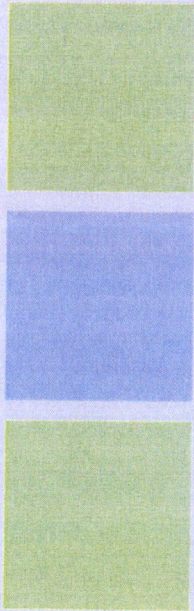
Once enrolled in the YNS Program, Audrey researched and began attending the Oxnard Adult School, focusing on the Clinical Medical Assistant (CMA) program. There she began working toward her goal to become a registered nurse (RN). Audrey gave birth to her second child while in the program, but this did not stop her from achieving her objective and obtaining a CMA vocational training certificate.

The Outcome:

Audrey continues her studies at the Oxnard Adult School and is currently enrolled in the Medical Assistance Front Office training program. She is also scheduled to take her Terminology Medical Exam, which will earn her state certification. After successfully completing the training program, Audrey plans to gain work experience as a CMA before returning to school and furthering her education to ultimately become an RN.



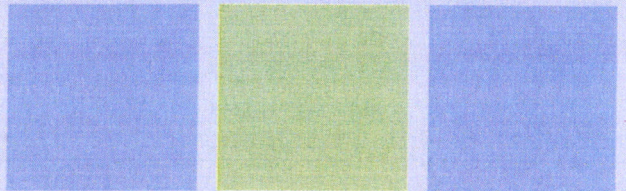
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Antonio

Another Great WDB Success Story

Type of Customer: Youth



The Challenge:

Antonio comes from a low-income family, and his parents are divorced. He lives with his mother and two siblings. He was a student at Oxnard High School when he learned about the Job Readiness Workshop and the Youth Empowerment Program (YEP) at the Boys and Girls Clubs of Oxnard and Greater Hueneme. Antonio knew that enrolling in the program would help him prepare for college and join the workforce.

The Solution:

During the workshop, Antonio learned how to create a résumé and write a cover letter, as well as to search and apply for jobs online. While in the YEP program, Antonio received many services and assistance. The program paid for his driver's license and purchased clothes for him to wear to job interviews. Because of his exceptional commitment and performance in the Job Readiness Workshop, he was selected to take part in a subsidized employment program. In this program, Antonio had the opportunity to complete 125 hours of paid work at Smart & Final.

The Outcome:

Antonio completed his hours, obtained his diploma from Oxnard High School, and was offered a permanent job at Smart & Final. He is now working and attending Ventura College and hopes to transfer to Chico State University in two years. Antonio also speaks of becoming a police officer after obtaining his bachelor's degree.

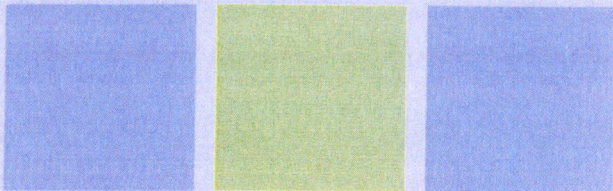


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Another Great WDB Success Story

Type of Customer: Youth



The Challenge:

Michael learned about the Workforce Innovation and Opportunity Act (WIOA) young adult program at Ventura Adult and Continuing Education (VACE) from another participant. He enrolled in the program in September 2016. Michael had already graduated from high school but had been unemployed for over a year. He survived by helping his father with odd jobs and needed consistent employment.

The Solution:

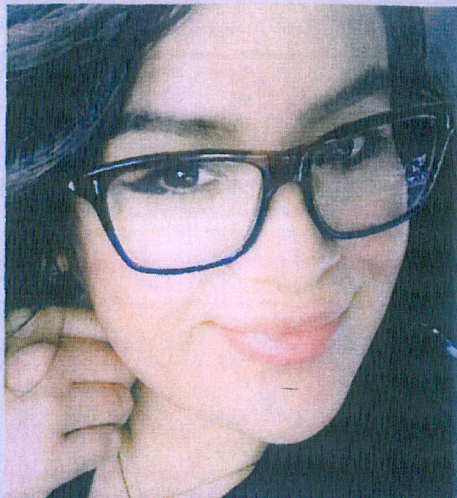
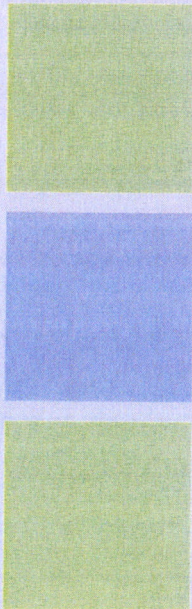
Michael was interested in working with his hands and had experience working on cars and trucks. The VACE WIOA job developer arranged for Michael to get work experience at Dave's Garage Custom Car Shop in Simi Valley, Calif., which specializes in auto restoration. Michael learned to master mechanics repair, and to service Porsches and other classic and custom cars. The WIOA program at VACE provided transportation assistance to Michael, ensuring he would have enough gas to travel to and from work.

The Outcome:

Michael satisfactorily completed his work experience in December and Dave's Garage has since hired Michael as a full-time employee.



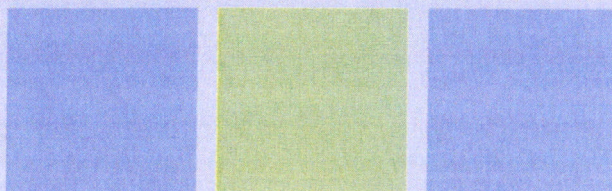
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Griselda

Another Great WDB Success Story

Type of Customer: Youth



The Challenge:

Griselda enrolled in the Workforce Innovation and Opportunity Act (WIOA) young adult program at Ventura Adult and Continuing Education (VACE). She needed to address her limited ability to speak and understand English, and to improve her reading, writing, and basic math skills.

The Solution:

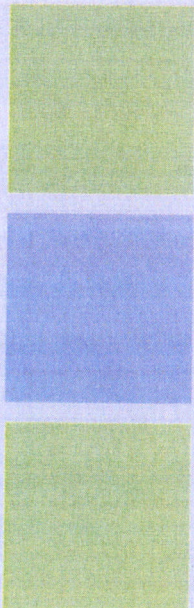
VACE's bilingual case manager at the WIOA program conducted Griselda's intake process and helped her develop an Individual Service Strategy. Griselda enrolled in English as a Second Language classes at VACE, which included tutoring in English and mathematics. She received assistance in creating a solid résumé and cover letter, and the career coach assisted her in entering employment with a local medical device manufacturer. Kinamed, Inc. hired Griselda to work in their clean room. The company liked Griselda's performance and after a few months informed her of an opportunity for advancement. VACE helped her enroll in evening classes for Office Basics and Accounting 1, which were prerequisites for this new position.

The Outcome:

While in VACE's WIOA program, Griselda substantially improved her literacy and numeracy skills, as well as her ability to speak and understand English. Shortly after completing an evening accounting course at VACE, Kinamed, Inc., promoted her to a position in their accounting department as a Production Control Assistant.



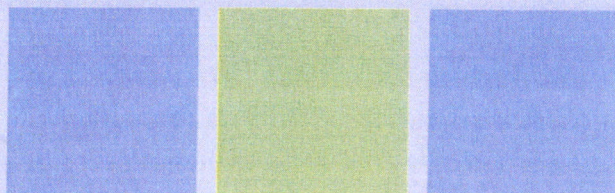
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Anthony

Another Great WDB Success Story

Type of Customer: Adult



The Challenge:

Anthony hoped to secure a promotion with his employer, Charles Abbott and Associates, as a Certified Permit Technician. The employer referred Anthony to the American Job Center (AJC), Workforce Innovation and Opportunity Act funded (WIOA), On-The-Job Training (OJT) Program to upgrade his skills. OJT would allow him to continue working while upgrading his skills on-site.

The Solution:


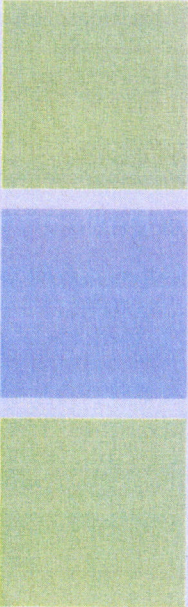
Because of the AJC's established relationship with Charles Abbott and Associates, Anthony was able to access training resources. Anthony's most recent employment experience was as a construction operations supervisor assisting the public with sourcing materials for construction projects. He enrolled in the OJT program to increase skills in the areas of obtaining building permits, and the preparation of monthly reports and billing.

The Outcome:

Through completion of the OJT program, he acquired skills that prepared him for the issuance of permits and certifications of occupancy, counter plan checks for solar panels, signs, and other related room remodeling projects. Anthony could close his skills gap as well as obtain an industry-recognized ICC Permit Technician certificate awarded by the California Building Officials Training Institute. He met his goal of securing the position of Permit Technician and increased his hourly rate from \$16.05 to \$18.26 per hour.

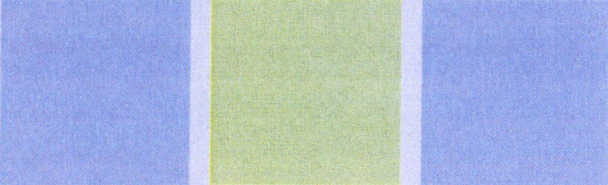


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Another Great WDB Success Story

Type of Customer: Adult



Martha

The Challenge:

Martha's position was eliminated at Bank of America due to a downsizing of mortgage banking services in Simi Valley. She became acquainted with the training resources available through the Workforce Innovation and Opportunity Act (WIOA) through the on-site Rapid Response event held on-site.

The Solution:


She enrolled in the WIOA program with the goal of updating her office skills to hasten her return to full-time employment. Through discussions with her Employment Specialist, Martha agreed there was a gap in her general office skills. She received an Individual Training Agreement to attend Ventura Adult and Continuing Education (VACE). There she updated her knowledge of Microsoft Office programs and other skills relevant to office administration.

The Outcome:

Her newly acquired skills allowed Martha to list more accomplishments on her resume, thereby increasing her marketability. Through the WIOA program, she was coached on interviewing success strategies and job search techniques. She was also encouraged to explore every avenue in her job search, including employer research, networking, and staffing companies to achieve success in securing employment. Martha was able to achieve her objective by securing an Administrative Assistant position through Quest Staffing at the Cabrillo Economic Development Corporation.

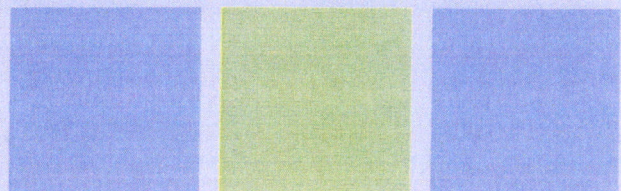


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Another Great WDB Success Story

Type of Customer: Adult



Maritza

The Challenge:

Maritza was an experienced employee at the Bank of America corporate site in Simi Valley. When the corporate offices were downsizing, they requested WIOA Program Rapid Response services. Maritza was provided with a comprehensive orientation to the American Job Center, and the Workforce Innovation and Opportunity Act (WIOA) dislocated worker services program. She was also given information about the career services Resource Center, employer recruitment services, and California training benefits as well as an introduction to the WIOA Program enrolled participant training and job placement resources.

The Solution:

Through her enrollment in the WIOA program, she was able to access resources that enabled her to attend the Simi Valley Adult School and Career Institute. Building on her administrative support skills in financial services, she could expand her skill set to include office technology, accounting, and management.

The Outcome:

Upon completion of her course of study and job search preparation, Maritza's Employment Specialist recommended her as a qualified Office Manager trainee with the Unitee Company. The company was excited to hire her, and Maritza could apply her expanded skills in an On-The-Job Training (OJT) position. Her new employer was pleased with both the hiring process and the OJT training opportunity in his company.



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Jul 1, 2016 - Mar 9, 2017

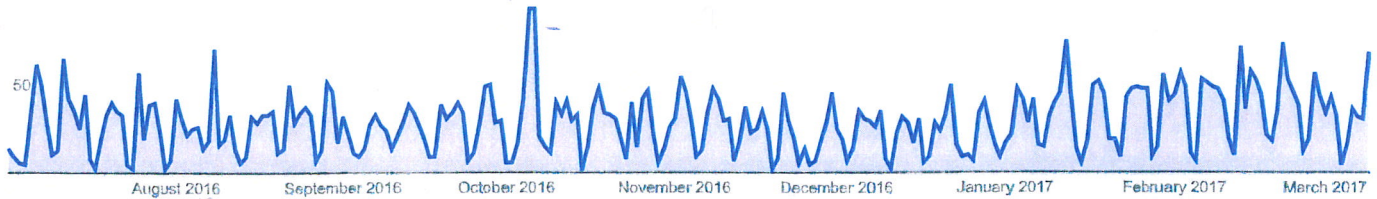
Audience Overview

All Users
100.00% Sessions

Overview

Sessions

100



Sessions

6,397



Users

4,346



Pageviews

16,850



Pages / Session

2.63



Avg. Session Duration

00:02:31



Bounce Rate

48.87%

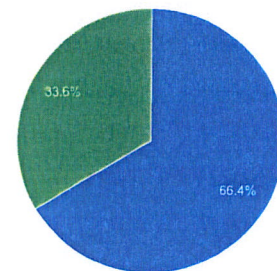


% New Sessions

66.34%



New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	6,062	94.76%
2. en-gb	168	2.63%
3. (not set)	115	1.80%
4. es-419	20	0.31%
5. es-xl	8	0.13%
6. ru	8	0.13%
7. es	4	0.06%
8. fr-fr	3	0.05%
9. c	2	0.03%
10. tr-tr	2	0.03%



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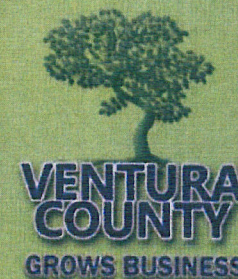
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EMPLOYMENT SERVICES



ECONOMIC DEVELOPMENT



YOUTH CENTER



NEWS

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[WDB-VC Regional Plan WIOA PY 2017-2020](#)

[WDB-VC Local Plan WIOA 2017-2020](#)

[Job Outlook - December 2016](#)

[Workforce Wednesday - Feb. 2017](#)

[Workforce Update - February 2017](#)

MEETING CALENDAR





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Business Services

This new committee will focus on regional employer needs in occupations relating to:

- Education and Training
- Entertainment, Arts, Media, Publishing, and Printing
- Financial, Real Estate and Insurance Services
- Government and Public Administration
- Household Goods and Services
- Information and Communication Technologies
- Personal Services: Non-Medical
- Professional, Scientific and Technical Services
- Retail



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[Workforce Services](#)

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Clean/Green

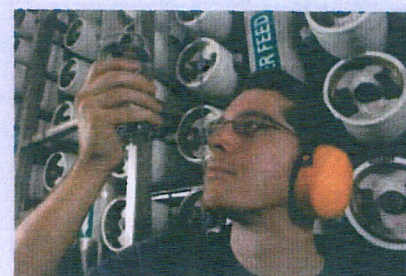
Members of the Clean/Green committee seek to engage employers as partners in a collaborative initiative to identify clean/green-related jobs in Ventura County that will be in high demand with, offer a living wage, and provide career path opportunities through 2020 and beyond. Work includes outlining a plan for clean/green employers and providers of education/training to collaborate in the development of a ready, reliable, local talent pool. Identify an initial focus that is strategic, business demand-driven, and achievable.

Goal: The Clean/Green Committee will develop a pipeline of skilled workers in clean/green occupations to address the workforce needs of employers, working in collaboration with business, economic development, education, labor, government, and community-based organizations. Focus areas:

- Recycling/Reuse
- Energy Efficiency
- Natural and sustainable product manufacturing
- Renewable energy
- Water conservation
- Infrastructure
- Services

Additional Clean/Green Resources:

- Clean/Green Readiness Essential Skills Categories
- Clean/Green Readiness Hospitality Skills Categories
- Clean/Green Readiness Infrastructure Skills Categories
- Ventura County Clean/Green Occupational Employment Data Growth Projections



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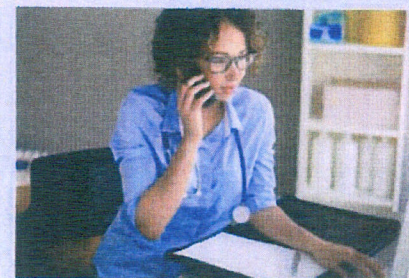
Healthcare

The Healthcare Committee develops plans to align allied health business leaders for development of a collaborative workforce pipeline and a ready, reliable, local talent pool. Work includes identification/commitment of WIOA and non-WIOA resources to help close pipeline gaps. Key partners for this committee are hospital and health care system representatives, community colleges, universities, K-adult education, and labor representatives.

Goal: The Healthcare Committee will strive to create a diverse pipeline of workers to fill healthcare positions in Ventura County and will work to bring together partners in business, economic development, education, labor, government, and community-based organizations to address workforce shortages in healthcare.

Sample Accomplishments

- **Clinical Lab Scientist:** Completed and received approval for the CLA Field Experience Program Combined State application. Four hospitals collaborated with CSUCI to create a local program to meet workforce needs.
- **Care Coordinator Certification:** Actively participated in a California WDB-funded, two-region project with six Los Angeles workforce boards to develop a certification program for care coordinators in response to healthcare employer needs.
- **A.S.N. to B.S.N. Transition:** Continued to monitor and explore the Associate Degree Nursing to Bachelor of Science Nursing transition needs and challenges in the region.



Additional Healthcare Resources:

- [Biomedical Device Certificate Information](#)
- [Biopharmaceuticals and Medical Devices in Southern California](#)
- [Healthcare Work Readiness Skills Categories](#)
- [Ventura County Healthcare Occupational Employment Data Growth Projections](#)
- [Healthcare Readiness Skills Categories](#)

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Manufacturing

The initial focus of this committee is on the engagement of manufacturing employers for the development of a work-ready talent pool in Ventura County. Key partners for this committee are representatives from small/mid-size/ large businesses, community colleges, universities, K-adult education, labor representatives, and community service groups.

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

Sample Accomplishments

- Manufacturing Career Ladders: Provided employer feedback on the initial VC Innovates draft of the Manufacturing and Engineering Career Pathways Career Ladder Chart. Suggestions related to production, maintenance and facilities, engineering, quality assurance, regulatory affairs, and supply chain positions.
- Manufacturing Curriculum Development: Provided the WDB Manufacturing Readiness Skills list and manufacturing employer feedback to help support the development of a Ventura College curriculum of eight manufacturing-related courses.



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Workforce Development Partners

Alliance for Linked Learning
American Job Centers
America's Job Center of California
Area Agency on Aging
Board of Supervisors
Department of Rehabilitation
Employment Development Department (EDD)
Human Services Agency (HSA)
Small Business Development Center
State Building and Construction Trades Council of California
VC Jobs with a Future (Young Adults and Teens)
VC Innovates
Ventura Adult and Continuing Education
Ventura County Community College District
Ventura County Career Education Pathways



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heidi hayes

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Friday, January 20, 2017 4:14 PM
To: heidi@agency2.com
Subject: Job Outlook, December 2016 Report

Job Outlook December 2016 Report



[Ventura County Labor Market Information](#)

[State Of California Employment](#)

[United States Department Of Labor](#)

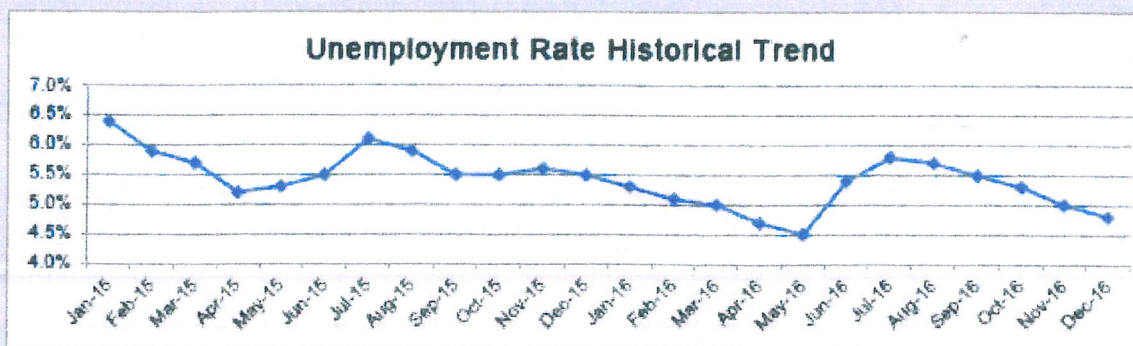
[Conference Board - Help Wanted Online Data](#)

[Relevant News](#)



Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 4.8 percent in December 2016, down from a revised 5.0 percent in November 2016, and below the year-ago estimate of 5.5 percent. This compares with

an unadjusted unemployment rate of 5.0 percent for California and 4.5 percent for the nation during the same period.

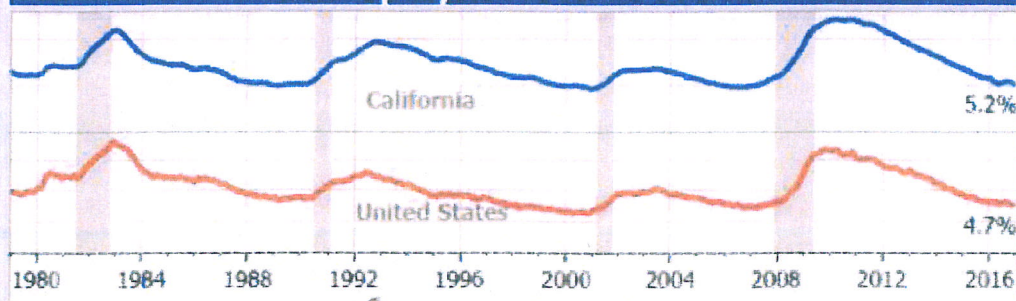
Source: labormarketinfo.edd.ca.gov

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

California Labor Market Indicators

Metrics	November, 2016	December, 2016	Change	
Unemployment Rate	5.3%	5.2%	-0.1	↓
Labor Force	19,454,500	19,385,600	-68,900	↓
Employment	18,416,100	18,376,600	-39,500	↓
Unemployment	1,038,300	1,009,000	-29,300	↓
Non Farm Jobs	16,602,900	16,606,600	3,700	↑

Unemployment Rate Trend



California's unemployment rate fell to 5.2 percent and the state's employers added 3,700 nonfarm payroll jobs in December, according to data released today by the California Employment Development Department (EDD) from two surveys.

With December's job gains, the state has gained a total of 2,420,100 jobs since the economic expansion began in February 2010.

The U.S. unemployment rate increased 0.1 percentage point in December to 4.7 percent, with employers nationwide adding 156,000 nonfarm payroll jobs.

In November, the state's unemployment rate was 5.3 percent, and in December 2015, the unemployment rate was 5.9 percent. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm jobs in California totaled 16,606,600 in December, 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 change, December 2015 to December 2016, shows an increase of 332,500 jobs (up 2.0 percent).

In a year-over-year comparison (December 2015 to December 2016), nonfarm payroll employment in California increased by 332,500 jobs (a 2.0 percent increase).

Five industry sectors (construction; information; financial activities; professional and business services; and other services) reported job declines over the month, down a total of 24,100 jobs.

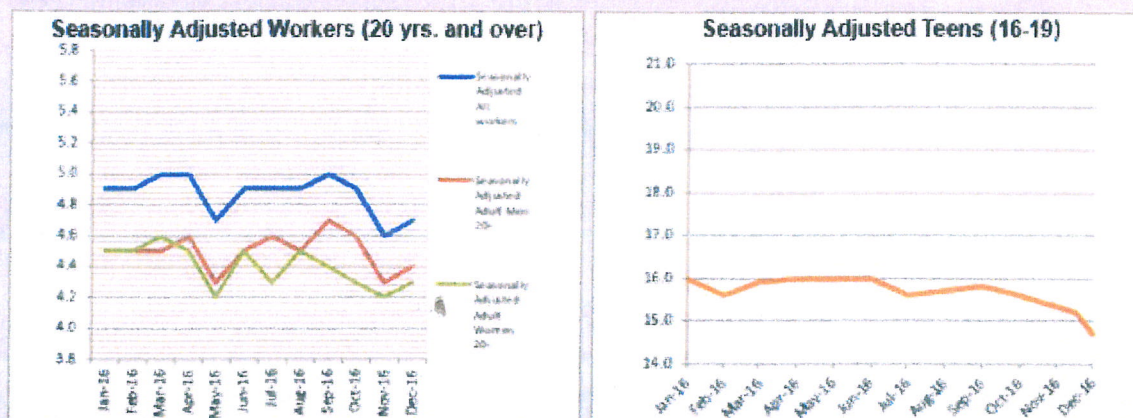
Professional and business services posted the largest decrease over the month, down by 8,600 jobs. Nine of California's eleven industry sectors added a total of 342,100 jobs year-over. The largest job gains on a numerical and percentage basis were in educational and health services, up 80,700 jobs (a 3.2 percent increase), and government, up 61,900 jobs (a 2.5 percent increase).

Other sectors adding jobs over the year were construction; trade, transportation and utilities; information; financial activities; professional and business services; leisure and hospitality; and other services.

Source: labormarketinfo.edd.ca.gov

United States Department Of Labor - The Employment Situation: Dec. 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 156,000 in December, and the unemployment rate was little changed at 4.7 percent, the U.S. Bureau of Labor Statistics reported today. Job growth occurred in health care and social assistance.

The unemployment rate, at 4.7 percent, and the number of unemployed persons, at 7.5 million, changed little in December. However, both measures edged down in the fourth quarter, after showing little net change earlier in the year.

Health care employment rose by 43,000 in December with an increase occurring in ambulatory health care services (+30,000) and hospitals (+11,000). Health care added an average of 35,000 jobs per month in 2016, roughly in line with the average monthly gain of 39,000 in 2015.

In December, employment edged up in manufacturing (+17,000), with a gain of 15,000 in the durable goods component. However, since reaching a recent peak in January, manufacturing employment has declined by 63,000.

Employment in professional and business services was little changed in December (+15,000), following an increase of 65,000 in November. The industry added 522,000 jobs in 2016.

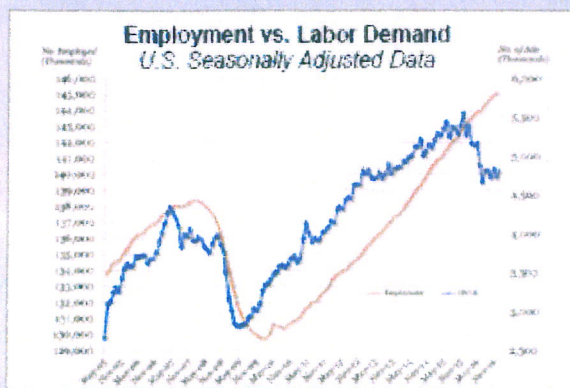
Employment in other major industries, including mining, construction, wholesale trade, retail trade, information, and government, changed little in December.

The average workweek for all employees on private nonfarm payrolls was unchanged at 34.3 hours in December. In manufacturing, the workweek edged up by 0.1 hour to 40.7 hours, and overtime edged up by 0.1 hour to 3.3 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls remained at 33.6 hours.

In December, average hourly earnings for all employees on private nonfarm payrolls increased by 10 cents to \$26.00, after edging down by 2 cents in November. Over the year, average hourly earnings have risen by 2.9 percent. In December, average hourly earnings of private-sector production.

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 74,000 to 4,797,000 in December, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released Jan. 4.

The November Supply/Demand rate stands at 1.57 unemployed for each advertised vacancy

with a total of 2.7 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 7.4 million in November.

"The HWOL series ended 2016 on a positive note, with a 74,000 increase," said Gad Levanon, Chief Economist, North America, at The Conference Board. "The number of online job ads has been fluctuating around a steady trend in the second half of 2016.

Sector/Occupational Changes

In December, seven of the ten largest online occupational categories posted increases.

Healthcare practitioners and technical ads increased 10,600 to 621,200. The supply/demand rate for these occupations lies at 0.19, i.e. over 5 advertised openings per unemployed job-seeker.

Computer and mathematical science ads increased 8,700 to 509,800. The supply/demand rate lies at 0.31, i.e. over 3 advertised openings per unemployed job-seeker.

Management ads decreased 800 to 406,100. The supply/demand rate lies at 0.99 i.e. 1 unemployed job-seeker for every advertised available opening.

Sales and related ads increased 14,600 to 476,400. The supply/demand rate for these occupations lies at 1.71, more than 1 unemployed job-seeker for every advertised available opening.

Office and administrative support ads increased 21,300 to 507,800. The supply/demand rate lies at 1.53, i.e. over 1 unemployed job-seeker for every advertised available opening.

Source: Conference-Board.org

Relevant News

January 9, 2017, *US Labor Department*, [Saddling Students With Unaffordable Debt, Feds Say](#), Shahien Nasiripour

January 16, 2017, *AP*, [Pulling Retirement Cash, but Not by Choice](#), Vipal Monga and Sarah Krouse

Resources



See how Ventura County
is working to Grow Business



Connect with free and low-cost
Ventura County Employer Services



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

	Time Sent ▼	Campaign Name ◆	Total Sent ◆	Op
<input type="checkbox"/>	Tue, Feb 21, 2017 1:04 PM	2017-02 Workforce Update	930	
<input type="checkbox"/>	Wed, Feb 1, 2017 9:04 AM	MRVC Invite Haas 2017-02 2nd blast	410	
<input type="checkbox"/>	Mon, Jan 23, 2017 2:01 PM	MRVC Invite Haas 2017-02	1895	
<input type="checkbox"/>	Fri, Jan 20, 2017 4:29 PM	Job Outlook December 2016	708	

Open Rate ▾	Click Through Rate ▾	Bounce Rate ▾	Unsubscribe Rate ▾
20.7%	6.3%	16.9%	0.6%
160	10	157	6
13%	7.7%	2.4%	0.5%
52	4	10	2
8.5%	8%	45.5%	0.1%
88	7	863	1
21.8%	4%	19.5%	0%
124	5	138	0

Campaign Detail Report

Job Outlook, December 2016 Report

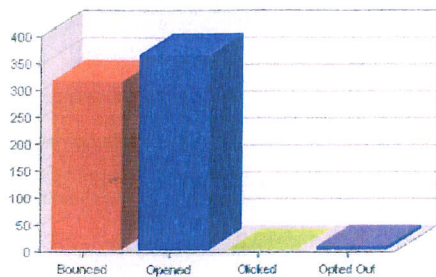
Subject: Job Outlook, December 2016 Report

Sent: Jan 20, 2017 at 4:13 PM

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

To: business 2, Inter-Office, Manufacturers 2016-06

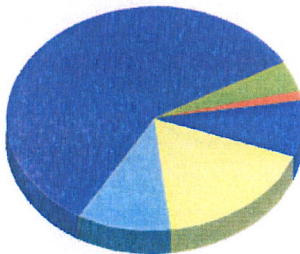
OVERALL SUMMARY



DELIVERY

TOTAL SENT	6,178	
NON-BOUNCED	5,864	94.9%
BOUNCED	314	5.1%
RESPONSE		
OPENED	364	6.2%
CLICKED	2	0.5%
OPTED OUT	8	2.2%

BOUNCED SUMMARY



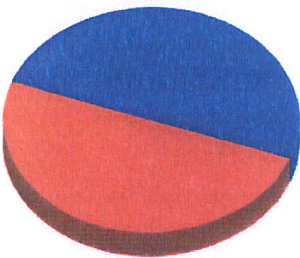
HARD BOUNCES

INVALID USER	25	8.0%
INVALID DOMAIN	4	1.3%

SOFT BOUNCES

MAILBOX FULL	14	4.5%
OTHER	183	58.3%
MAIL BLOCKED - SPAM	0	0.0%
MAIL BLOCKED - OTHER	32	10.2%
GENERAL	56	17.8%

CLICKED SUMMARY



CLICKS

http://r20.rs6.net/tn.jsp?i=0012gqdi1tCjariz5Z3RgJefidLwKV2gSVJdDMwPB-OahX-6rNL_CmAblltXmqLHNYoKXCvB5AtepnBRhuE8hmRjwoAHDOSnWhriz3SrUhm7UCHuCKdU3SwLx01-Ko3VNNa_cMzeYfiCtoTCah51gUKnF3ESTEMockjojeBum_YG8vLIDoHb5Je-BJO7ubKBuvVl77ahTEo-TcTMzibE7mEeWx4SBbNgw1UIDTwFgJG8KkM5uzWsQ2mSa56DxynY&c=&ch=	1	50.0%
http://r20.rs6.net/tn.jsp?i=001UMIAAnFBH1C8O_bGMKe0aPcbDZG54nnMpW3v_HDPtirPaYmVJ9epXMEBw77mXJtn3mBKqO4izfj-lsVnCcPc1gJCPInfBTIFxePvfh6geNaYGT0_aFUMonbUXDJTGBbzBKgrBnvanUIGALHbcGUay_RJ77zEeHnsx5KTeLRDUrSkng9jlpaAFERO1gYn2&c=&ch=	1	50.0%

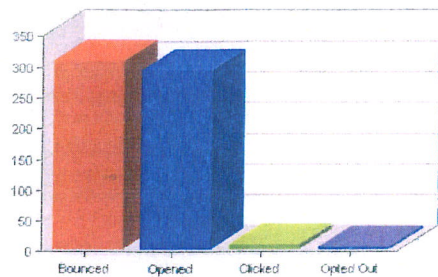
Campaign Detail Report

Workforce Update Feb 2017

Subject: Grow Local Talent with the Workforce Development Board
Sent: Feb 23, 2017 at 1:00 PM

From: Workforce Development Board [info@workforceventuracounty.org]
To: business 2, Inter-Office, Manufacturers 2016-06

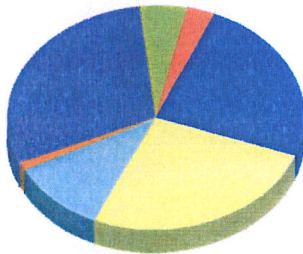
OVERALL SUMMARY



DELIVERY

TOTAL SENT	6,139	
NON-BOUNCED	5,832	95.0%
BOUNCED	307	5.0%
RESPONSE		
OPENED	292	5.0%
CLICKED	8	0.1%
OPTED OUT	5	0.1%

BOUNCED SUMMARY



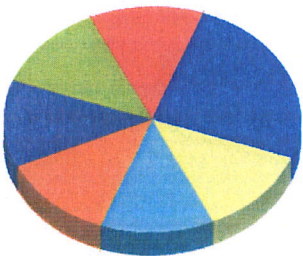
HARD BOUNCES

INVALID USER	74	24.1%
INVALID DOMAIN	9	2.9%

SOFT BOUNCES

MAILBOX FULL	16	5.2%
OTHER	91	29.6%
MAIL BLOCKED - SPAM	3	1.0%
MAIL BLOCKED - OTHER	32	10.4%
GENERAL	82	26.7%

CLICKED SUMMARY



CLICKS

http://r20.rs6.net/tn.jsp?i=001fGq2on5DUkkx3_QaS8_cHJoCx-vlGqYD-PzIK8_YO DkPuRx-XA9QG82WfF16pDdpjLtdDMNMgnPjnErhU5dFTTLZnDMvZMdfq6RTcKLQ9HwSCILZoiPQIAWSyZWk9CXZELsJFh4UOUoi4w18-JgajUejBuOM-oorW5vTA KnplVrB93jNQmskqHkBDmJ&c=&ch=	2	25.0%
https://www.linkedin.com/groups/4508816	1	12.5%
http://r20.rs6.net/tn.jsp?i=001fGq2on5DUkkx3_QaS8_cHJoCx-vlGqYD-PzIK8_YO DkPuRx-XA-8LkQ2vcA_8BX6DeSiXJoYFak_QbZ4jgaewkyj6deMNETaJU7uN-YiPuTvi3pOidtoIZQBQsuruVw9g129dZd4kWnSF6SimixQG5f9feS4LPvni1uBzhb4eQz24x7J4_mh5LPBcql9UozS3e99-upCrA=&c=&ch=	1	12.5%
http://r20.rs6.net/tn.jsp?i=001fGq2on5DUkkx3_QaS8_cHJoCx-vlGqYD-PzIK8_YO DkPuRx-XA1psPb3jXnQDBu0u m8_FqTEgguU18M7AOISW5mLaMmLZc85Ykn4GWDUWbnFemAG1rblhDe7RRluISFEGCgtaJKqT RAlkvvGJPH8FF7fgFeAyW8UWypfceW80BWzKv480lo0JQFCLcwNZR8cyU=	1	12.5%
http://r20.rs6.net/tn.jsp?i=001fGq2on5DUkkx3_QaS8_cHJoCx-vlGqYD-PzIK8_YO DkPuRx-XA1psPb3jXnQDFxcSmTTgdl7VxJDw2bTo1e4plMK3kYSMrrABe8Zamxp7245TO1_rFz	1	12.5%



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

PURPOSE

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

EFFECTIVE DATE

- July 1, 2016: Marketing and Outreach Services

SCOPE

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

EVALUATION FACTORS

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

1. Creative Design, Copywriting, and Production
 - Research (quantitative and qualitative)
 - Comprehensive messaging strategy
 - Development and continuity of branding identity
 - Advertising (print, online, broadcast, social marketing)
 - Brochures, flyers, posters
 - Direct mail
 - Website
2. Media Negotiation and Placement
 - Print, online, broadcast, outdoor
 - English-language and Spanish-language media
 - Social media placement, maintenance, advertising
 - Stewardship of media placements to ensure delivery
 - Value-added impressions and dollars



3. Public Relations

- Press releases
- Public service announcements
- Bylines
- Broadcast interviews
- Case history development

4. Reporting

- Regular status reports on all projects
- Estimates and timelines for approval prior to each project
- Media flowcharts (including impressions, dollars by medium) for approval before purchase
- Compilation of job outlook and employment data
- Clipping reports
- Billing summaries
- Attendance at meetings of the WDB, WDB Outreach Committee, WDB Staff, and other as appropriate

EVALUATION

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

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



PLAN TIMELINE

8. PLAN TIMELINE: Project Name	Days	Start	End
<i>WDB Outreach Ongoing Support Tactics</i>	365	July 1	June 30
Press Releases/Bylines/interviews	365	July 1	June 30
Content Development/Maintenance/Social Media	365	July 1	June 30
Job Outlook – Web/Eblast	365	July 1	June 30
Workforce Update Eblast	365	July 1	June 30
Workforce Wednesday	365	July 1	Jun3 30
<i>Youth Outreach – Fall</i>	122	July 1	Oct 31
Development	60	July 1	Aug 30
Production	30	Aug 1	Aug 31
Prepare/Distribute Press Releases/PSA	15	Aug 15	Aug 30
Traffic for Media Ad Placement	10	Aug 22	Sept 1
Paid Media	30	Sept 1	Oct 1
<i>Employer Outreach – Spring</i>	119	Feb 1	May 31
Development	60	Feb 1	April 2
Production	30	Mar 1	Mar 30
Prepare/Distribute Press Releases/PSA	15	Mar 15	Mar 30
Traffic for Media Ad Placement	10	Mar 22	Apr 1
Paid Media	30	Apr 1	May 1
<i>Job Seeker Outreach – Winter</i>	121	Nov 14	March 15
Development	60	Nov 14	Jan 13
Production	30	Dec 1	Dec 31
Prepare/Distribute Press Releases/PSA	15	Dec 28	Jan 10
Traffic for Media Ad Placement	10	Dec 28	Jan 7
Paid Media	30	Jan 13	Feb 15



Workforce Development Board

Projects in Process: 16/17 Program Year

3/10/17

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date		Client Action
Employer	VCGB Outreach Media	Agency Services	9-Mar	n/a	30-Jun	Media Plan Management and oversight	
General	AJCC Awareness Plan	Agency Services	25-Jan	n/a	n/a	Client suggested that awareness plan be considered when one-stop provider is confirmed	Waiting for client input
General	Re-Appointed Member Release: April	Media Relations	1-Nov	n/a	15-Apr	Agency to develop announcement once reappointments are approved by BOS in January - April 2017	Waiting for client input
Employer	Sector Committee: Manufacturers Eblast List	Agency Services	1-Nov	n/a	30-Jun	Agency to add participants from previous networking events to manufacturing group - Ongoing	Client to provide list prior to next event
Employer	Sector Committee - MRVC LinkedIn	Agency Services	1-Aug	n/a	30-Jun	Agency managing coordinated posting strategy between MRVC member and WDB Staff. Page converted to "Open" in December 2016	
Employer	VCGB Radio	Creative Services	1-Mar	n/a	9-Apr	Develop radio :30 PSA and Pandora Script to support VCGB paid media campaign	
Employer	VCGB Digital Videos	Creative Services	1-Mar	n/a	9-Apr	Develop video assets to support VCGB paid media campaign	
Employer	VCGB Banners	Creative Services	1-Mar	n/a	9-Apr	Develop banner assets to support VCGB paid media campaign	
Employer	VCGB Eblast	Creative Services	1-Mar	n/a	9-Apr	Develop custom Admail Eblast to support VCGB paid media campaign	
Youth	VCFWF - Site Preliminary Redesign	Creative Services	1-Nov		31-Mar	Agency to redesign content and creative approach to address new WIOA priorities. New design & site map to WDB Staff for review on 1/13/17	Waiting for client feedback.
Job Seekers & Youth	Career Pathways One-Sheet	Creative Services	1-Aug	n/a	13-Jan	Content page development completed. Collateral element to client for review 12/29/16. V8 to client 3/9	Waiting for client feedback.
General	WDB Website	Creative Services	20-Jul	n/a	30-Jun	Review site for current WIOA requirements, new slider graphics, success story sharing - Ongoing	
General	KCLU Scripts & Banners	Creative Services	20-Jul	n/a	30-Jun	Develop new and updates scripts and online banners for KCLU sponsorships - Ongoing	
Job Seeker	June 2017 Career Shops	Press Release	1-May		n/a		



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Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Client Action
Job Seeker	May 2017 Career Shops	Press Release	1-Apr		n/a	
Job Seeker	April 2017 Career Shops	Press Release	1-Mar		n/a	
General	Job Outlook: May 2017	Creative Services/Eblast	21-Jan		19-Jun	
General	Job Outlook: April 2017	Creative Services/Eblast	21-Jan		19-May	
General	Job Outlook: March 2017	Creative Services/Eblast	21-Jan		24-Mar	
Employer	Workforce Update: June 2017	Creative Services/Eblast	26-Apr		6-Jun	Agency to develop content for client review
Employer	Workforce Update: April 2017	Creative Services/Eblast	22-Feb		25-Apr	Agency to develop content for client review
Employer	Workforce Update: February 2017	Creative Services/Eblast	13-Jan		21-Feb	Agency to develop content for client review
Employer	Sector Committee - MRVC Networking Events #5 Dynamic Automation	Creative Services/Eblast	1-Aug	n/a	TBD	Customize Eblasts, lists and dissemination for (5) MRVC networking events. Waiting on client input
General	WDB Eblast Lists - Employers	Creative Services/Eblast	20-Jul		30-Jun	Review, updates eblast lists, research recommend purchase options
Employer	Workforce Wednesday, 6/21/17 - TBD	Agency Services	3-Jan		21-Jun	Agency to suggest topics/participants. Externships and Returnships. Inviting teachers into your business? Waiting on client input
Employer	Workforce Wednesday, 5/24/17 - TBD	Agency Services	3-Jan		24-May	Agency to suggest topics/participants. Free services to Businesses, VCGB Bruce Stenslie? Waiting on client input
Employer	Workforce Wednesday, 4/26/17 - TBD	Agency Services	3-Jan		26-Apr	Agency to suggest topics/participants. WDB & MOU Partnerships? Waiting on client input
Employer	Workforce Wednesday, 3/29/17 - WDB Awards	Agency Services	3-Jan		29-Mar	WDB 2016 Award Winner - Silvia Faustich & Alex Rivera. Help to promote 2017 WDB Awards. Waiting on client input
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.
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.



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Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Client Action
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
Youth	VCJWF Outreach Strategy	Agency Services	1-Feb	n/a	30-Apr	Agency to develop outreach strategy to relaunch VCJWF website and Twitter Page
Employer	Sector Committee - Clean Green	Agency Services	1-Mar	n/a	TBD	Agency discussed strategic options to educate employers & job seekers on "Sustainability Skills"
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.
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
General	WDB Outreach	Agency Services	4-Sep	n/a	TBD	Develop talking points for WDB members for three categories of WDB's mission
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
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.
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.

Workforce Wednesday

Eblast Development/Dissemination

Creative Services

Career Shops



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Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	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
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. Completed 9/7
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 Completed 9/8



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Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date		Client Action
Youth	VCFWF Twitter	Creative Services	1-Aug	n/a	15-Oct	Investigate plug-in and design options to add Twitter feed to VCJWF Website. Completed 9/8/16	Client approved it was agreed that overall site would be refreshed.
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	
General	Job Outlook: August 2016	Creative Services/Eblast	20-Aug		16-Sep	Completed 9/16	
Employer	Sector Committee - MRVC Networking Events #2 Milgard	Creative Services/Eblast	1-Aug	n/a	21-Sep	Completed 9/21/16	
Employer	Workforce Wednesday, 9/28/16 - Manufacturing Week	Agency Services	25-Aug		28-Sep	Byron Lindros & Alex Rivera Completed 9/28/16	
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. Completed 9/29	Client chose not to move forward
General	WDB Pull-Up Signs: WDB/Collage (2) Versions	Creative Services	1-Jul	n/a	TBD	WDB Version to Client in August. Completed 9/29	Client chose not to move forward
Job Seeker	October 2016 Career Shops	Press Release	1-Sep		n/a	Received & Completed 9/30	
Employer	Sector Committee - Manufacturing Week	Media Relations	1-Aug	n/a	15-Oct	Distribute media advisory and coordinate on-site visits wit participating manufacturers. Completed 10/7/16	
Employer	Sector Committee - MRVC Networking Events #3 Hi-Tech	Creative Services/Eblast	1-Oct	n/a	20-Oct	Completed 10/13/16	
General	Job Outlook: September 2016	Creative Services/Eblast	17-Sep		21-Oct	Completed 10/21	
Employer	Workforce Update: October 2016 Issue	Creative Services/Eblast	24-Aug		25-Oct	Completed 10/25/16	
Employer	Workforce Wednesday, 10/26/16 - Veterans Services	Agency Services	28-Sep		26-Oct	Nancy Ambriz & Andrea Sanchez Completed 10/26/16	
Job Seeker	November 2016 Career Shops	Press Release	1-Oct		n/a	Received & Completed 11/11/16	
General	Job Outlook: October 2016	Creative Services/Eblast	22-Oct		18-Nov	Completed 11/18/16	
General	Op-Ed: CLS Program	Media Relations	1-Jul	n/a	15-Sep	Dawn Neuman, Greg Barnes - Interview, develop, Completed 9/15, Submitted to PCBT. completed 11/18/16	



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Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date		Client Action
General	National Apprenticeship Week Support 11/14-20	Agency Services	16-Aug	n/a	20-Nov	Posting/Content Creation in Process. Completed 11/20/16	
Youth	Focus Group Discussion Guide		1-Nov		30-Nov	Agency to develop a discussion guide/recommendation for use by BGC's when conducting informal Focus Groups. Submitted to WDB staff. Completed 11/23/16	Waiting for client feedback
Employer	Workforce Wednesday, 11/30/16 - Disconnected Youth	Agency Services	26-Jan		30-Nov	Juan Mercado & Teresa Johnson. Completed 11/30/16	
Employer	Sector Committee - VCGB Manufacturing Landing Page Draft	Agency Services	1-Aug	n/a	31-Jan	Develop manufacturing landing page content/resources for VCGB website - to client for review 8/25/16. Approved and being integrated into VCGB site. Completed 12/1/16	
Job Seeker	December 2016 Career Shops	Press Release	1-Nov		n/a	Received & Completed 12/8/16	
General	Job Outlook: November 2016	Creative Services/Eblast	19-Nov		16-Dec	Completed 12/16/16	
Employer	Workforce Update: December 2016 Issue	Creative Services/Eblast	26-Oct		13-Dec	Completed 12/21/16	
General	WDB General Plan - Public Invitation to Review Release	Media Relations	21-Dec	n/a	23-Dec	Develop & disseminate release countywide. Completed 12/23/16	
General	WDB General Plan - KCLU PSA	Media Relations	21-Dec	n/a	23-Dec	Develop PSA to air 1/5 to 1/17/17 inviting public comment. Completed 12/23/16	
General	Latino Leadership Award Nomination	Agency Services	1-Nov	n/a	13-Jan	Agency to develop nomination draft for Alex Rivera. Completed 1/10/17	
Job Seeker	January 2017 Career Shops	Press Release	1-Jan		n/a	Received & Completed 1/11/17	
General	Job Outlook: December 2016	Creative Services/Eblast	17-Dec		20-Jan	Completed 1/20/17	
General	MRVC Networking Event Release	Media Relations	9-Jan	n/a	9-Feb	Develop release to promote event and organization. Interview Peter Zierhut. Completed 1/23/17	
Employer	Workforce Wednesday, 1/25/17 - Career Exploration	Agency Services	30-Nov		25-Jan	Greg Van Ness and Richard Trogman - Agency discussion guide submitted 1/7/17. Completed 1/25/17	



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Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date		Client Action
Employer	Sector Committee - MRVC Networking Events #4 Haas Automation	Creative Services/Eblast	1-Nov	n/a	9-Feb	Customize MRVC networking eblast for the Haas event on 2/9. Distribute 1/23 and 2/1 Completed 2/1/17	
Job Seeker	March 2017 Career Shops	Press Release	1-Feb		n/a	Completed 2/3/17	
Job Seeker	February 2017 Career Shops	Press Release	1-Jan		n/a	Completed 2/3/17	
General	Op-Ed: Career Exploration	Media Relations	1-Nov	n/a	31-Jan	Greg Van Ness and Richard Trogman - Interview, develop and submit Completed/submitted to VCStar on 2/13/17	
General	Op-Ed: Disconnected Youth	Media Relations	1-Nov	n/a	31-Dec	Teresa Johnson and Juan Mercado - Interview, develop, pitch to VCStar Interviewed Juan M., Teresa J. unavailable. Cancelled 2/13/17	Waiting to interview Teresa Johnson
General	PCBT Who's Who Nomination	Media Relations	3-Jan	n/a	20-Jan	Update C. Moore nomination for Who's Who in Professional Services to keep WDB in limelight. Completed 1/19/17, published 2/14/17	
General	Employer/Job Seeker Success Stories	Creative Services	1-Jul	n/a	30-Jun	12 new stories developed from CSD, VACE, Pathpoint & BGC. Completed 2/21/17	
Employer	Workforce Wednesday, 2/22/17 - Solving Staffing Challenges & Skill Gaps	Agency Services	3-Jan		22-Feb	Tracy Perez and Carolyn Vang Walker solving staffing challenges and skills gaps Completed 2/22/17	
Employer	Sector Committees - WDB Website Landing Page Drafts	Agency Services	1-Aug	n/a	30-Nov	Develop sector-specific landing page content - to client for review 8/16/16. Agency designed 'dev' pages for client review. 11/11. Completed/Launched 3/1/17	
General	2017 WDB Awards	Agency Services	19-Jan		30-Apr	Agency to update nomination form, logo, develop & distribute call for nominations Completed 3/3/17	
Employer	VCGB Site Redesign	Creative Services	1-Jul	n/a	28-Feb	Site redesign in progress as of 12/1/16 - Completed & Launched 3/6/17	
Employer	VCGB Facebook - Timeline	Creative Services	1-Mar	n/a	9-Mar	Develop new timeline design to complement new site launch. Completed 3/9/17	



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Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Client Action
Employer	VCGB Outreach Strategy	Agency Services	19-Jan	n/a	31-Mar	Agency to develop outreach strategy to relaunch Ventura County Grows Business Approved 3/9/17
General	Job Outlook: February 2017	Creative Services/Eblast	21-Jan		17-Mar	February hiatus due to local year-end reporting delays. Pick back up in March

- Workforce Wednesday
- Eblast Development/Dissemination
- Creative Services
- Career Shops

2017 WDB Award Nomination Form

Deadline to submit nominations is April 14, 2017

An individual, employer, organization or partnership may be nominated in one or more categories for extraordinary work or volunteer effort to advance workforce development in the Ventura County region.



CHECK ALL CATEGORIES THAT APPLY

- ☐ **WDB Youth Opportunity Award** – for providing internships, work experience or employment opportunities that will grow and strengthen Ventura County's future workforce
- ☐ **WDB Collaborative Action Award** – for a partnership that helps to meet employer workforce needs, improves education/workforce training, and/or supports business expansion or retention in Ventura County
- ☐ **WDB Champion for Prosperity Award** – for supporting workforce development in Ventura County through job creation, job retention, business expansion, or business attraction
- ☐ **WDB Leadership Award** – for a role model whose efforts or accomplishments embody the spirit and purpose of workforce development in Ventura County

Nominee _____

Organization/Company _____

Address _____

City _____ CA Zip _____

Email _____ Phone _____

Reason for Nomination (500 words or less)

Nominated by _____ (Please no self-nominations)

Organization/Company _____

Email _____ Phone _____

Email completed forms by April 14, 2017 to: talia.barrera@ventura.org

Forms are available at workforceventuracounty.org

Workforce Development Board | 855 Partridge Drive Ventura, CA 93003 | workforceventuracounty.org | (805) 477-5306

