



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday May 17, 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: March 15, 2017	Committee Members
8:38 a.m.	4.0 Marketing and Outreach Update: 2016-2017 Q4 Summary	Heidi Hayes
9:15 a.m.	5.0 2017 WDB Awards Update	Talia Barrera
9:25 a.m.	6.0 2017-2018 Committee Meeting Calendar	Committee Members
9:30 a.m.	7.0 WIOA Implementation <ul style="list-style-type: none">• Committee 2-year Plan Discussion	Committee Members
9:50 a.m.	8.0 Committee Member Comments	Committee Members
10:00 a.m.	9.0 Adjournment	Brian Gabler

Next Meeting

July 19, 2017 (8:30 a.m.-10:00 a.m.)
Economic Development Collaborative-Ventura County
1601 Carmen Dr. Suite 215, Camarillo, CA

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

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



WDB Outreach Committee Meeting
March 15, 2017

MINUTES

Meeting Attendees

Outreach Committee

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

WDB Staff

Talia Barrera

Guests

Heidi Hayes (theAgency)
Nancy Ambriz (Human Services Agency
Adult and Family Services)

**WDB Members*

1.0 Call to Order

Acting Chair Brian Gabler called the meeting to order at 8:40 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: September 21, 2016

Motion to Approve: Bruce Stenslie
Second: Victoria Jump
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 Haas Automation Eblast:

- Press release/calendar announcement distributed 1/23/17
 - VC Star – Manufacturing Roundtable open house January 29
 - Manufacturing Roundtable open house:
<https://patch.com/california/moorpark/manufacturing-roundtable-hold-networking-event-haas-automation-february-9>
 - PRlog.org – Manufacturing Roundtable open house
<https://patch.com/california/moorpark/manufacturing-roundtable-hold-networking-event-haas-automation-february-9>
 - Eblast #1 – 1/23: 1895 sent, 805% open rate
 - Eblast #2 – 2/1: 410 sent, 13% open rate

– **MRVC LinkedIn**

- Page Growth & Content Development – ongoing
 - Sent requests to MRVC members to post
 - WDB staff continue to post
 - Agency continues to post Job Outlook and Workforce updates as applicable

• **KCLU**

– WDB General PSA restarted on 1/18/17

• **Workforce Wednesday**

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

• **Workforce Update Eblast**

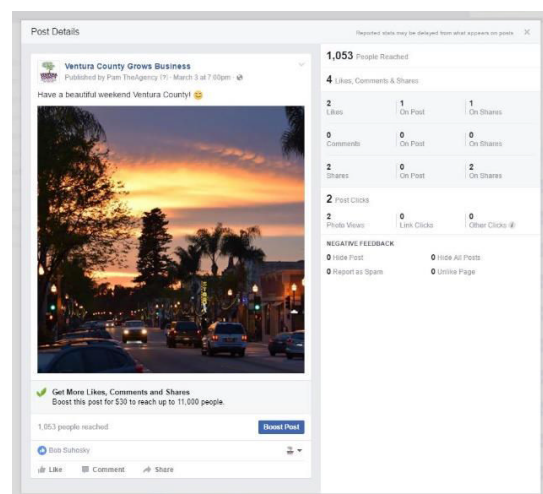
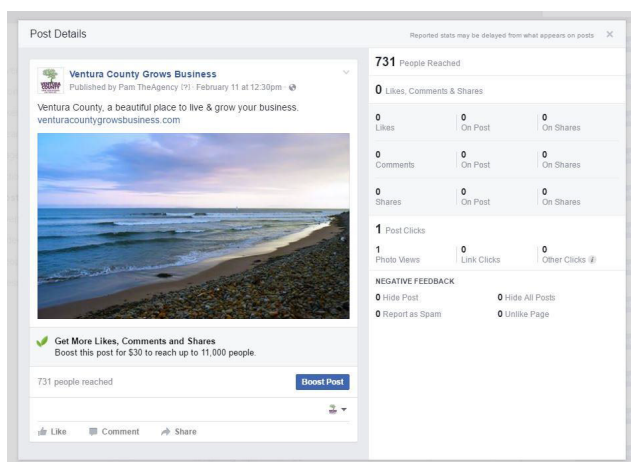
- February 21 – WDB Cohorts: 930 sent 20.7% open rate
- February 21 – Biz List: 6,139 sent 5% open rate

• **Ventura County Grows Business Website**

- Site Redesign & Relaunch Completed 3/6/17
- Approved digital outreach and Search Engine Optimization (SEO)
- Creative elements in development
 - Banner assets
 - :30 PSA
 - :30 Digital Radio
 - :30 Whiteboard
 - Custom blast

• **VCGB Facebook**

- Page Likes/Fans: 2,313
- Posts – 38 total posts since January 14, 2017
- Top Post Examples



Employer Outreach – In Development

- MRVC Eblast list – Update with networking event attendees
- MRVC Networking Event #5 – TBD
- Clean/Green Sustainability Outreach – Agency participated in a conference call at bi-monthly meeting to discuss/explore strategies to target small businesses with 1) the value of hiring new employees with a ‘sustainability’ skill set and 2) help small businesses see the financial value in identifying and adopting clean/green business practices (Pending)
- April 2017 “Workforce Update”

Youth Outreach

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

Job Seeker Outreach

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

General Outreach

Media Relations and Various:

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

Nominations:

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

Press Release

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

2017 WDB Nomination Form and Logo – see attached

JOB SEEKER OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

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

Collateral

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

- Workforce Ventura County Website
 - Google Analytics July 1, to March 9, 2017 (7 months + 1 week)
 - Audience Overview – 6,367 Sessions 4,346 Unique users
 - Average Sessions 600/month
 - 2.63 pages per visit
 - 2.31 average minutes visit duration
 - 48.87% bounce rate
- WDB Website –
 - Key Sector & Standing Committee Website Updates
 - Add Spanish translation widget to live site
- **Job Outlook Eblast**
 - Jan 20 – WDB Cohorts: 708/21.8% open rate
 - Jan 20 – Biz List: 6,178 6.% open rate
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for December 2016:
 - Ventura County Decreased .2% from 5.0% in November 2016 to 4.8% in December 2016
 - California remained unchanged from 5.0% in November 2016 to 5.0% in December 2016
 - U.S. increased .1% from 4.4% in November 2016 to 4.5% in December 2016

5.0 PY 2016-2017 Performance Evaluation: theAgency

The Committee will evaluate performance of theAgency. After careful review, the committee agreed that theAgency has met deliverables on time and on budget for Q3 of PY 2016-2017

6.0 Action Item

After evaluation of theAgency's contract, the committee took the following action: Recommendation that the Executive Committee recommend to the Workforce Development Board of Ventura County (WDB) approve the renewal of theAgency to continue providing Marketing and Public Relations services to the WDB in an amount not to exceed \$150,000 in PY 2017-2018.

7.0 WDB Awards

Talia Barrera reported on the extension of deadline to submit nominations for the 2017 WDB Awards to April 28, 2017.

8.0 WIOA Implementation Outreach Plan

Committee was informed that at their next meeting they will be reviewing their 2-year plans, based on the 2017-2020 WDB Regional Plan.

Next Meeting

May 17, 2017 (8:30 a.m.-10:00 a.m.)

Economic Development Collaborative–Ventura County (EDC-VC)

1601 Carmen Drive, Suite 215, Camarillo, CA



Workforce Development Board Outreach Update: March 11 to May 8th, 2017

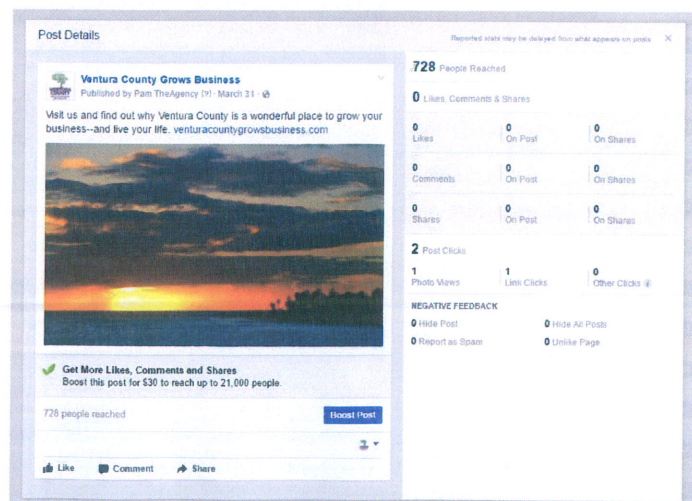
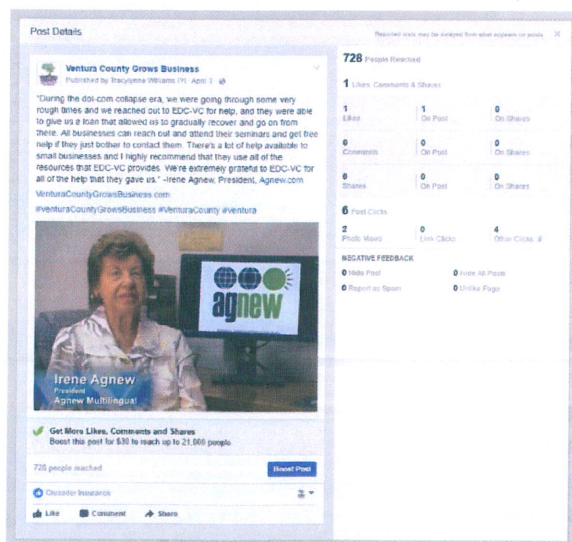
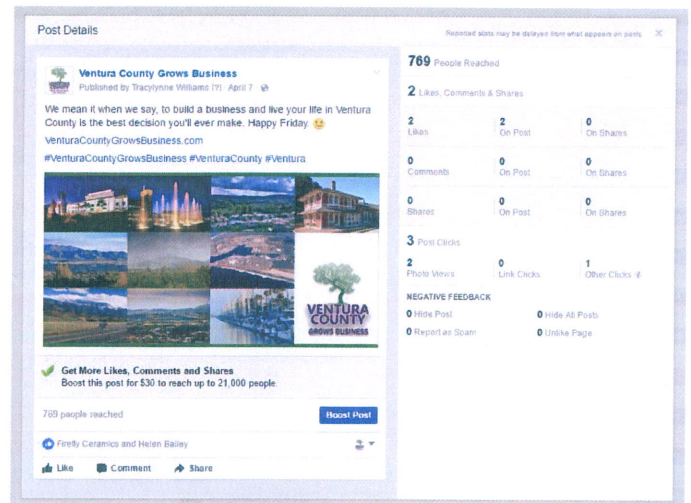
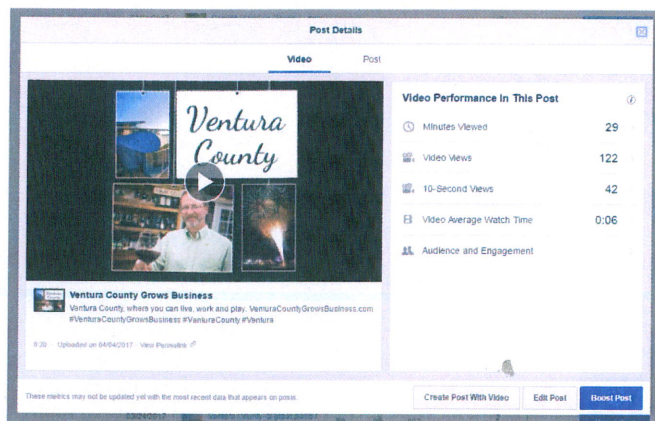
Employer Outreach

- **Manufacturing Roundtable**
 - Manufacturing Networking Event #5 Eblast – TBD for June Event
 - Waiting on input from MRVC Members
 - MRVC LinkedIn
 - Page Growth & Content Development - Ongoing
 - Sent requests to MRVC members to post: Scot Rabe, he posted!
 - WDB Staff continue to post. Talia HR topics, Patrick manufacturing topics
 - Agency continues to post Job Outlooks and Workforce Updates as applicable
- **KCLU**
 - Ventura County Grows Business – new campaign started April 10, 2017
 - January 1 to April 30 Online Data
- **Workforce Wednesday**
 - April 26 – Externships: Greg Gillespie & Paula Hodge, discussion guide attached
 - May 24 – Clean Green Business – It's easier than you think!: John Brooks, Anthony Mireles
 - June 21 – Ventura County Grows Business: Brian Gabler, Bruce Stenslie
- **Workforce Update Eblast**
 - April 18 – WDB Cohorts: 513 Sent/21.5% Open Rate/6.8% CTR
 - April 18 – Biz List: 5,937 Sent/5% Open Rate/1% CTR
- **Ventura County Grows Business Campaign – Started April 10**
 - Creative Elements Developed
 - “Services” Banner Set
 - “Industry” Banner Set
 - LATimes Eblast #1
 - 50,000 sets
 - 15.3% Open Rate
 - 1,105 Click-Throughs
 - “Whiteboard” VCGB :30 Video
 - <https://www.youtube.com/watch?v=o6VJ8S9HVJo>
 - Pandora :30 Radio Spot
 - KCLU :30 PSA
 - Updated (10) :15 Testimonials to Eliminate WIB reference
- **Ventura County Grows Business Website Relaunch**
 - 3,699 Unique Visitors through May 8
 - 36% increase for 15/16 year-over-year
 - 2,178 Unique Visitors or 59% of total visitors for the year appeared in the last two months.



Workforce Development Board Outreach Update: March 11 to May 8th, 2017

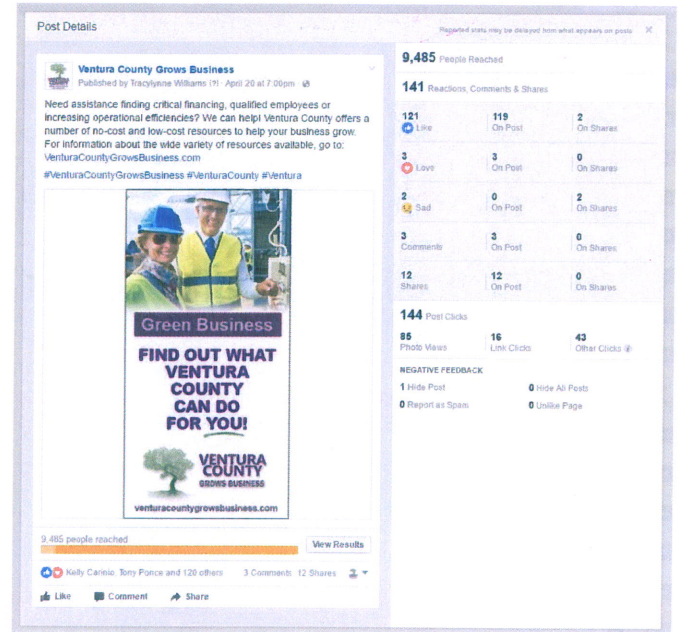
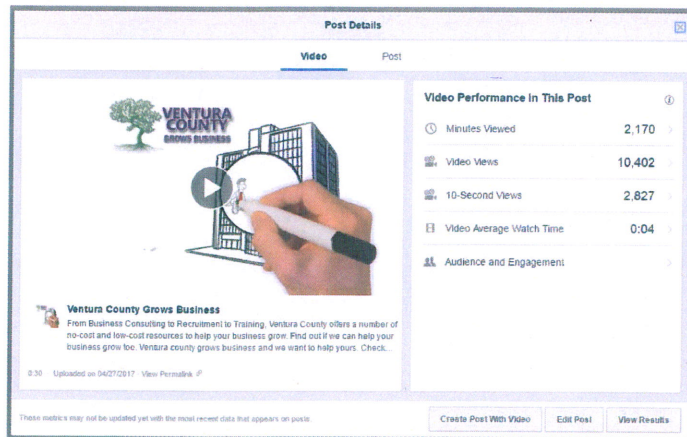
- **Ventura County Grows Business Media Highlights to Date**
 - "Take Advantage" #1 - Banner concepts with highest click-through rates
 - Pandora – 899 clicks as of May 7 (Vendor report)
 - LATimes – 546 clicks as of May 7 (Vendor report)
 - SFVBJ – 15 bonus ENewsletters through May 3
- **VCGB Facebook**
 - **As of May 9 – Likes/Fans, 2,340**
 - **Posts – 71 total posts since March 10 (approx. 35 per month)**
 - **Total Reach 3/10/16 to 5/8/17: 55,478 – Average 6,934/week**
 - Post Reach: **Paid** 19,544 most for a single day (4/28/17)
 - Post Reach: **Organic** 583 most for a single day (4/3/17)
 - **Top Post Examples;**



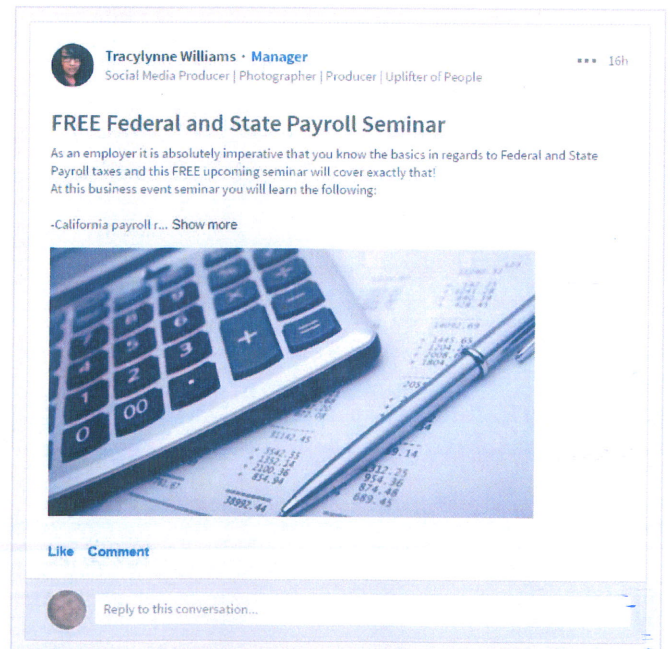
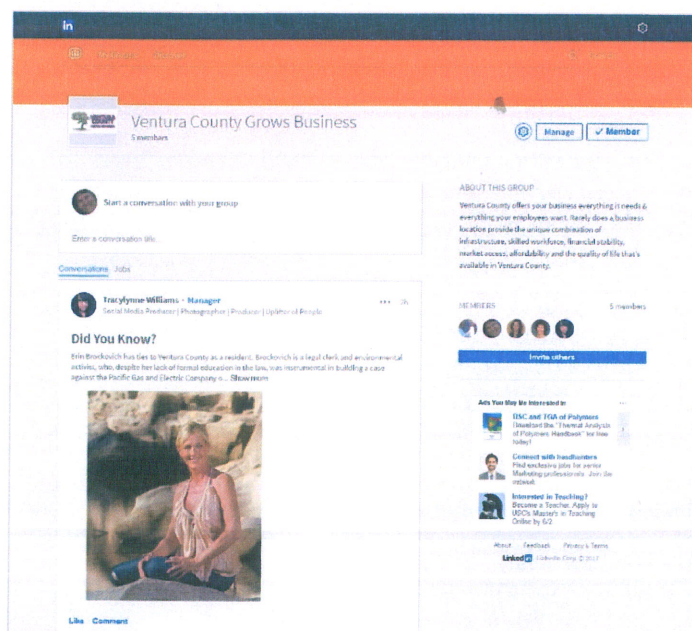


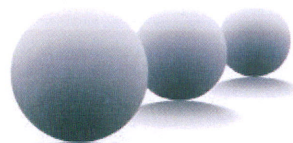
Workforce Development Board Outreach Update: March 11 to May 8th, 2017

○ Top Boosted Post Examples;



- **Ventura County Grows Business LinkedIn Group Page**
 - 21 posts through May 8.
 - Page built April 10.





Workforce Development Board Outreach Update: March 11 to May 8th, 2017


theAgency
advertising

Tracylynn Williams • Manager
Social Media Producer | Photographer | Producer | Uplifter of People

*** 1w

Tomorrow is the big day!

Tomorrow is the big day and we sure do hope that you will take advantage of The 6th Annual Small Business Expo. The seminars & exhibitors are designed to help you be more successful, ALL FREE! There will be mentoring, 16 Seminars and 45 non-commercial exhibitors. You can register here: conta.cc/2p1PLz1



Like Comment

Reply to this conversation...

Tracylynn Williams • Manager
Social Media Producer | Photographer | Producer | Uplifter of People

*** 1w

Ventura County was willing to help us a great deal...

"I was pleasantly surprised when I found that there were services available that were very low cost or free. First, through EDC-VC we were able to get a small startup loan and were able to access their support in terms of any resources, international... Show more



Brian Lee
President
PBS Biotech

Like Comment

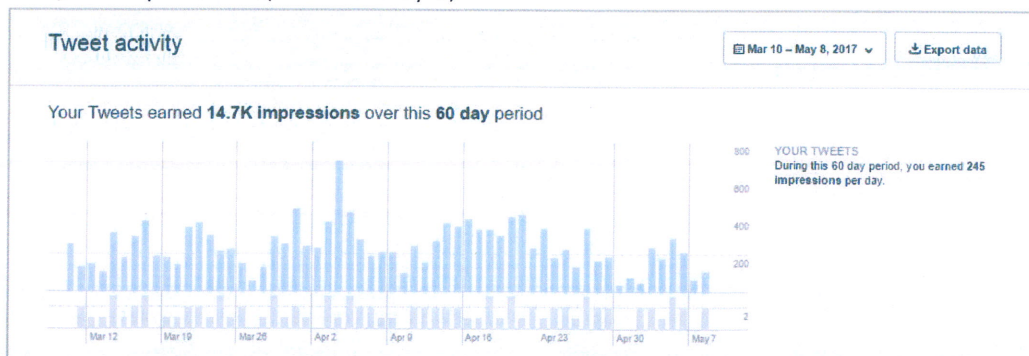
Reply to this conversation...

EMPLOYER OUTREACH – IN DEVELOPMENT/CONSIDERATION

- June 2017 Issue "Workforce Update"
- MRVC Networking Event #5 – Tentatively scheduled for Dynamic Automation

YOUTH OUTREACH

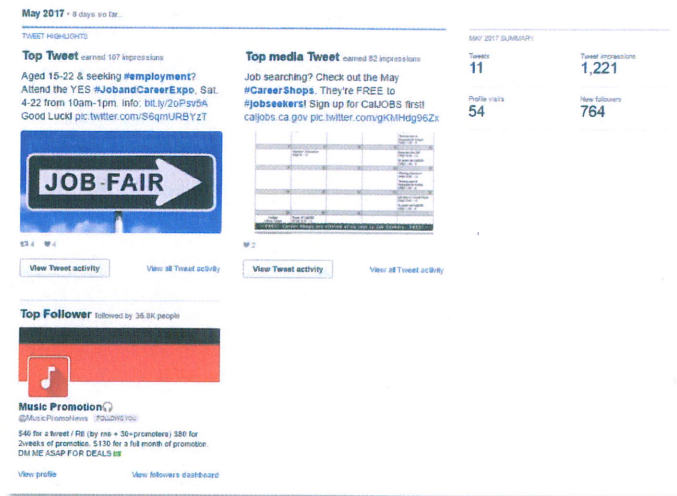
- **VC Jobs with a Future Website – HOLD until new program year**
 - Develop updated site design and content recommendation. See preliminary design attached. Client approved 1/13/17
 - Site redevelopment on HOLD
- **VCJWF Twitter May 8, 2017 – 766 followers**
 - 94 Total Tweets (Mar. 10-May 8) (60 days)
 - 982 Profile Visits (Jan. 14-Mar. 8)
 - 14,700 Impressions (Mar. 10-May 8)





Workforce Development Board Outreach Update: March 11 to May 8th, 2017

○ May "Top Tweet" Summaries (See graphics below)



○ April "Top Tweet" Summaries (See graphics below)













○ March "Top Tweet" Summaries (See graphics below)





Workforce Development Board Outreach Update: March 11 to May 8th, 2017

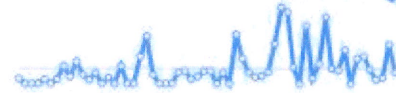
Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Jobs with a Future @VCJobsFuture · Mar 31 Check out jobs & #training, #education, & #degree req for 4 industries that are strong & growing in #VenturaCounty! bit.ly/1NPR9L5 pic.twitter.com/2bgetBSkPkh			1,009	1	0.1%
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture · Apr 4 Know where #futurejobs might be? Pay attention to current #trends. Could #energystorage be the next #techjobcreator? bit.ly/2nhWe5u			479	7	1.5%
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture · Apr 20 Aged 15-22 & seeking #employment? Attend the YES #JobandCareerExpo, Sat. 4-22 from 10am-1pm. Info: bit.ly/2oPsv5A Good Luck! pic.twitter.com/S6qmURBYzT			477	43	9.0%
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture · Apr 23 Do you know what #careers are growing—right here in #VenturaCounty? We do. One might be just right for you. ow.ly/C0f30b5jlu pic.twitter.com/9HaXamicGe			335	10	3.0%
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture · Apr 22 Do you think a #greatcareer will happen all by itself? Do you know where to begin? Click to take the first step ... ow.ly/Pezy30b5jb7 pic.twitter.com/lw2LO5rSyy			245	0	0.0%
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture · Mar 17 Attending community college can make a college degree affordable. Don't miss this tremendous value without researching it first. twitter.com/Forbes/status/...			220	3	1.4%
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture · Mar 30 A #job isn't just a way to earn money—it's about personal & professional #growth too. Tips to do your job better: bit.ly/2nkAnJN			217	4	1.8%
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture · Apr 14 College isn't for you, but you need #jobtraining? See where you can get #vocational education in #VenturaCounty. ow.ly/OwF30aQH39 pic.twitter.com/oOwF56jzO			209	1	0.5%
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture · Mar 19 The #robotics competition at Ventura College just concluded! #STEM in action, & futures in the making! Congrats! bit.ly/2nOISNX			207	2	1.0%
	View Tweet activity		Promote			
	Jobs with a Future @VCJobsFuture · Apr 15 #Education isn't cheap, but it's worth the #cost. Start here to learn how to #payforit. bit.ly/1X51dmf pic.twitter.com/NJOdi5irIK			203	1	0.5%
	View Tweet activity		Promote			

Engagements

Showing 60 days with daily frequency

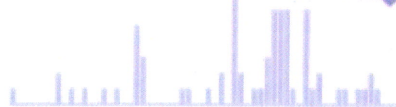
Engagement rate
1.2%

May 8
0.9% engagement rate



Link clicks
69

May 8
0 link clicks



On average, you earned 1 link clicks per day

Retweets
14

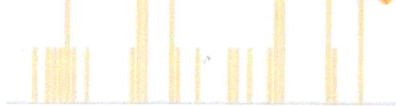
May 8
0 Retweets



On average, you earned 0 Retweets per day

Likes
30

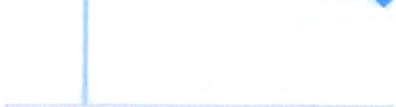
May 8
0 Likes



On average, you earned 1 likes per day

Replies
1

May 8
0 replies



On average, you earned 0 replies per day



Workforce Development Board Outreach Update: March 11 to May 8th, 2017

JOB SEEKER OUTREACH

- **Career Shops**

- Sent out May workshops on April 14.
- Sent April workshop info out on March 30.

- **Clips:**

- VC Star – ran workshops info – April 4
- Simi Acorn – ran Simi April 24 workshop info – April 21
- Moorpark Patch – posted May Simi CalJOBS workshop info
- 805 Calendar – posted Simi CalJOBS workshop info
- Santa Paula Times – posted May career workshops info
- KDAR – running general workshop info
- VC Star – ran March East Valley CalJOBS workshop info – March 8
- Moorpark Patch – posted April Simi CalJOBS workshop info

JOB SEEKER OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

- **Potential New Outreach Programs Targeting – HOLD for consideration in new Program Year**
 - 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-Eds**
 - **Externships** – developing draft, with input from participants Greg Gillespie and Paula Hodge. Anticipate May/June publication.
 - **Career Exploration** op-ed by Greg Van Ness and Richard Trogman ran in the VC Star March 11. <http://www.vcstar.com/story/opinion/columnists/2017/03/11/career-exploration-benefits-students-businesses/99034034/>
 - **Bridging the Skills Gap** – was unsuccessful in obtaining input from participants Tracy Perez and Carolyn Vang-Walker to finish op-ed piece.
- **Awards/Nominations**
 - **28th Annual El Concilio Latino Leadership Awards** – checked award winners – Alex Rivera did not win.



Workforce Development Board Outreach Update: March 11 to May 8th, 2017

- **Releases**

- **WDB Awards** – sent approved release on March 3.
 - Moorpark Patch – posted WDB Award release
 - PRLog.org – posted WDB Award release – viewed 375 times
- **WDB Award Eblasts (2) Call for Nominations**
 - March 29 – 511 Cohorts 20% Open/4.8% CTR
 - March 29 – 5,993 Biz 5% Open/0% CTR
 - April 14 – 708 Cohorts 16.3% Open/6.5% CTR
 - April 14 – 5,973 Cohorts 5% Open/0% CTR

Workforce Ventura County Website

- Google Analytics Stats July 1, to May 8, 2017 (10 months + 1 week)
 - Audience Overview – 7,982 Sessions/5,380 Unique Users
 - Average Sessions 779/month
 - 2.66 pages per visit (unchanged)
 - 2.30 average minutes visit duration (unchanged)
 - 48.96% bounce rate (unchanged)
- **WDB Website Content Updates**
 - Agency to add Spanish translation widget to is live – all languages
 - VCGB Whiteboard Video slider graphic/link in development

Job Outlook Eblast:

- **April 21 (March 2017 Report)** – WDB Cohorts: 513/16.3% open rate/3.1% CTR
- **April 21 (March 2017 Report)** - Biz List: 5,921/6% open rate/1% CTR
- **March 24 (February 2017 Report)** – WDB Cohorts: 511/26.5 open rate/3.7% CTR
- **March 24 (February 2017 Report)** – Biz List: 6,051/5% open rate/4% CTR
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **March 2017**:
 - Ventura County decreased .1% from a revised 4.7% in February 2017 to 4.6% in March 2017 (March 2016 = 5.2%)
 - California decreased .1% from 5.2% in February 2017 to 5.1% in March 2017 (March 2016 = 5.8%)
 - U.S. decreased .3% from 4.9% in February 2017 to 4.6% in March 2017 (March 2016 = 5.1%)

GENERAL OUTREACH – IN DEVELOPMENT

- **KCLU Sponsorship Script Updates** – Negotiated two proposal options for 17/18 program year. Waiting for client feedback.
- **Releases** – Re-appointment announcements for Q1 to come in May 2017
- **WDB Website** – Ongoing updates/content development



Workforce Wednesday for 4/26/17
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

Summer break is coming up and not only does that mean that youth will be out of school, but so will many of their teachers and professors. While students are looking for internships and summer jobs, many educators are looking for professional development opportunities connecting the classroom to the workplace called "Externships." Here to tell us more about this often overlooked, but important career exploration tool is:

- **Greg Gillespie:** President of Ventura College, and as of July first, Chancellor of the Ventura County Community College District, and Workforce Development Board and Manufacturing Committee member
- **Paula Hodge:** Regional Director and Deputy Sector Navigator of Information and Communication Technologies and Digital Media for the South Central Coast Region

Interview Questions

- **Greg:** What is the purpose of a teacher externship?
- **Paula:** How does it work? What is the length of time spent with an employer?
- **Greg and Paula:** Are certain types of businesses and classroom-subject-focus more or less appropriate for externships?
- **Greg:** Can you share a few examples of successful externships? Why are they so important? (Note: they not only provide teachers with an opportunity to expand their industry-based knowledge it also provides host employers with avenues of involvement with academics.)
- **Paula:** How valuable is this type of experience for helping teachers better understand how to fine-tune their curriculum to answer industry demands? (Good reality check?)
- **Greg:** How can employers learn more and get started opening their doors to teacher externships this summer? (Contacts?)

Wrap-Up

Externship planning resources are available on the Workforce Development Board website at under employers at www.workforceventuracounty.org.

That's www.workforceventuracounty.org.

heidi hayes

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Tuesday, April 18, 2017 10:30 AM
To: heidi@agency2.com
Subject: Grow Local Talent with the Workforce Development Board

Workforce *Update*

April 2017



STEM Career Paths: It's Not Men Only



Sylvia Faulstich of NAVAIR was recognized for her efforts in promoting STEM (Science, Technology, Engineering, and Math) careers, with a WDB

Award in 2016. Alex Rivera, Human Resources Manager of Milgard Manufacturing and WDB Member, nominated Sylvia for being instrumental in promoting STEM careers to children of all ages in Ventura County, especially to young women. Some of the challenges that Sylvia finds are the lack of female role models in the community to lead young women into STEM careers. Another big challenge is breaking engineering stereotypes that it's not cool and just for men. Sylvia shatters these preconceptions by facilitating on-site tours for students and showing that engineering can be exciting, that opportunities exist and it's a good-paying career.



Join Our Mailing List!

Resources

AmericanJobCenter
California

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



Take Advantage of Ventura County

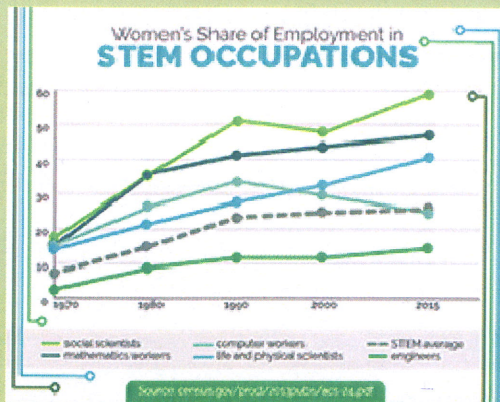
We have dozens of powerful resources to help you grow your business, from startup to finance, recruitment to training. Ventura County wants to help.

[Grow Your Business](#).

Did You Know?

VCStar: [Most Ventura County Students Not Ready for State Universities](#)

NYTimes: [To Be a Genius](#).



While women make up nearly half of the workforce, they make up only 26 percent of STEM workers. Though progress has been made in the fields of math and science, women remain significantly underrepresented in

engineering and information technology. Women's increased early exposure to science in schools has laid the groundwork for their participation in science-related occupations. In fact, the representation of women among life and physical scientists has increased from 14 percent in 1970 to 41 percent in 2015.

Schools and teachers who are interested in scheduling a STEM tour at Point Mugu can contact Monica James (monica.james@navy.mil) or Phillis Thrower (phillis.thrower@navy.mil) at Naval Base Ventura County. Employers who are interested in promoting a specific career path to Ventura County Youth can contact Darrel Gooden (dgooden@vcoe.org) at the Ventura County Office of Education. Listen to the [March Workforce Wednesday](#) to learn more about promoting STEM career paths in Ventura County.

2017 WDB Awards: Nomination Deadline - 4/28/17



There's still time to nominate a deserving individual, employer, organization or partnership for a 2017 WDB Award! Nominate candidates in one or more categories for extraordinary work or volunteer effort to advance workforce development in the Ventura County

region. Deadline to nominate is April 28th, [click here](#) for the nomination form.

Success Story: BGC of Greater Oxnard & Port Hueneme

Think Like a 94-Year-Old

USNews: [The Truth About the Cost of Kids](#)

Quick Reads

Inc: [7 Things Great Bosses Tell Employees Everyday](#)

USNews: [3 Ways to Develop Executive Presence Regardless of Your Title](#)

TweakYourBiz: [6 Key Future-Proof Skills](#)

Job Outlook

Feb. 2017 Unemployment

Not Seasonally Adjusted

U.S. = 4.4%
California = 5.0%
Ventura County = 4.7%

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

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

Workforce Wednesday

Tom Spence
KVTA 1590-AM

April 26, 2017 at 8:40AM

Topic: Externships

[Click to listen to March broadcast](#) about opening doors to STEM Career Paths.

Upcoming Events

April 20, 8am
Manufacturing Committee Meeting at UFCW

April 27, 8am
WDB Board Meeting at



The Challenge: Brenda was stalled in her efforts to develop a path toward her academic and career goals. She took her first step forward by enrolling in the Out of School Job Readiness Program.

The Solution: On the first day of the Job Readiness Workshop, Brenda was very shy and kept to herself. Over time, she overcame her shyness and began to

participate, even more than her peers. Upon completion of the course, she enrolled in community college while continuing to work with the Boys and Girls Club (BGC) of Greater Oxnard, and the Port Hueneme Career Center to polish her resume and practice her interviewing skills.

The Outcome: Her efforts paid off; Brenda secured employment with both Target and the BGC where she started her journey!

VCOE

May 12, 8am
Healthcare Committee
Meeting at VCCF

May 19, 8:00am
Clean/Green Committee
Meeting at VCCF

May 31, 8:30am
Business Services
Committee
Meeting at VCCF

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.

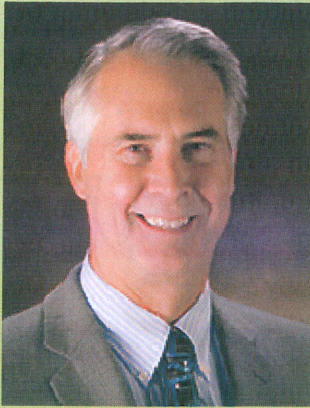
Local Members Join Cohorts in D.C.



Four WDBVC members participated in the National Association of Workforce Boards Forum 2017 in March. In attendance were **Byron Lindros**-Amgen, **Gregory Lui-Jaxx** Manufacturing, **Tracy**

Perez-United Staffing Associates, WDB Chair **Jim Faul**-LC Engineering Group, Inc., and WDB Vice-Chair **Vic Anselmo**-Applied Powdercoat, Inc. (not shown). In addition to meeting with key regional representatives including Congresswoman **Julia Brownley** (shown above), members participated in the national conversation around our shared responsibility to address the needs of businesses, job seekers, and local economies and drive the nation's ability to compete in a global economy.

Board Members on the Move



The Workforce Development Board congratulates board member Greg Gillespie, Ventura College President, for becoming the next chancellor of the Ventura County Community College District, succeeding Bernard Lusk. Greg, who takes over on July 1, will oversee the Ventura, Oxnard and Moorpark college campuses, leading the largest system in the tri-county region with some 31,000 students. His appointment comes at a time when

Ventura County is looking increasingly to its community colleges for skilled workforce training.

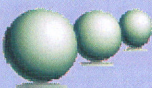
[Click here](#) for the complete VCStar story.



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

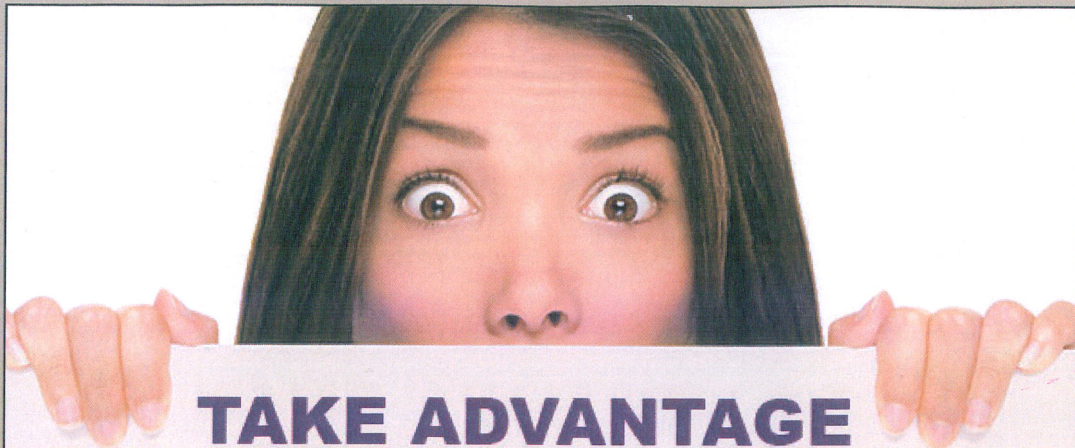


Created in partnership with [theAgency](#).

theAgency

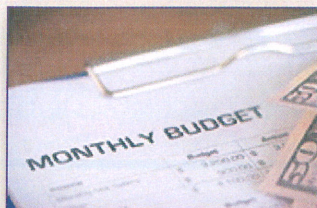
Sent to heidi@agency2.com by [Workforce Development Board](#)
855 Partridge Drive | Ventura, CA 93003 United States
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TAKE ADVANTAGE OF US PLEASE!

We have dozens of powerful resources to help you grow your business, from startup to international trade, recruitment to training. If you haven't been here lately, it's definitely time for a visit.



Finance

DEFINITION: to supply with money or capital; obtain money or credit.



Training

DEFINITION: the skill, knowledge, or experience acquired by a person who has trained.



Recruitment

DEFINITION: The process of finding and hiring the best-qualified candidate for a job opening.

Just a few of the many resources here for the taking.



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start up or established, business
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Finance

DEFINITION: to supply with money or capital; obtain money or credit for.

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Recruitment

DEFINITION: The process of finding and hiring the best-qualified candidate for a job opening, in a timely and cost effective manner.


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Training

DEFINITION: the skill, knowledge, or experience acquired by a person who has trained.

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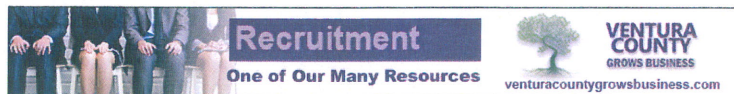
We have dozens of powerful resources to help you grow your business, from startup to international trade, recruitment to training. If you haven't been here lately, it's definitely time for a visit.



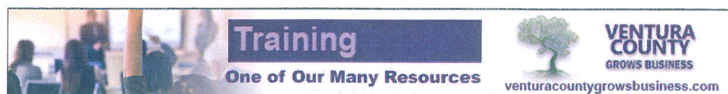
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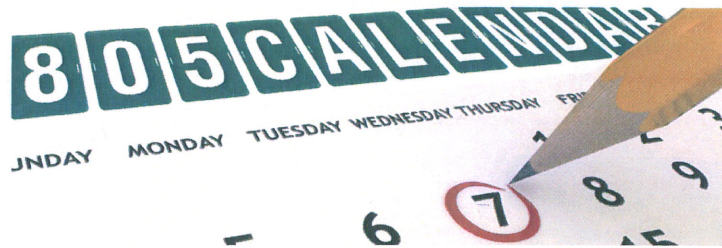
300x600-Take-Advantage.jpg



728x90-Services-Offered-Recruit.jpg



728x90-Services-Offered-Training.jpg



Tue, May 30 - 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. 8:30 a.m. – noon at East County America's Job Center, 2900 N. Madera Rd., Simi Valley. Info: [805-955-2282](tel:805-955-2282)



Tue, Apr 25: Career Shop / 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. 8:30 a.m. – noon at East County America's Job Center, 2900 N. Madera Rd., Simi Valley. Info: 805-955-2282



Free Career Workshop - April 25

The Power of CalJOBS

March 30, 2017 7:25 pm ET

Tuesday, April 25 - The Power of CalJOBS, 8:30 a.m. – noon - 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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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.



Nominations Open for 2017 Annual WDB Awards

The Workforce Development Board of Ventura County (WDB) is seeking nominations for its 2017 Annual WDB Awards.

March 3, 2017 7:16 pm ET



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).

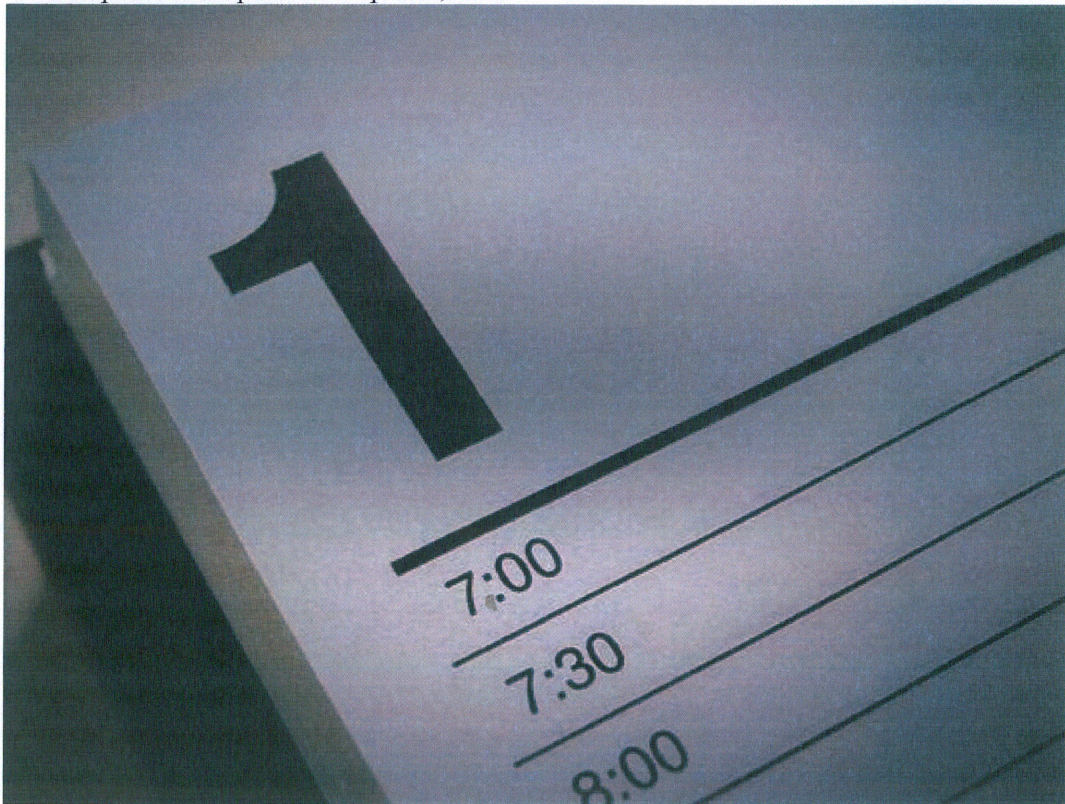
An online nomination form is available on the WDB website: <http://workforceventuracounty.org>. For more information, contact Talia Barrera at (805) 477-5341, taliam.barrera@ventura.org.

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.

Oxnard job center to host several workshops

Staff reports 4:17 p.m. PT April 4, 2017



America's Job Center in Oxnard will host several free career workshops this month.

All workshops will be from 8:30 a.m. to noon at the West County America's Job Center, 2901 N. Ventura Road, third floor, Oxnard.

Here's a look at what's planned:

Tuesday, veterans orientation: This collaborative meeting will provide veterans with information on local services and programs that are available.

Friday, job search/social media: The job search workshop will provide common sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers and returning to the workforce. The social media workshop will provide information on the most popular online social networks.

April 21, "The Power of CalJOBS": CalJOBS is an online resource that can be used to navigate California's workforce services. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources and find information on education and training programs.

April 28, "Winning Interviews": This workshop will offer tools to make a lasting impression that wins a job. Participants will walk away with their own 30-second commercial that allows them to quickly and efficiently discuss their skills.

ADVERTISING

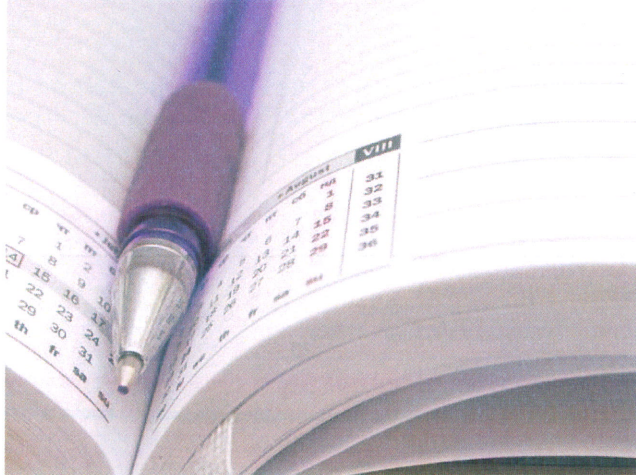
Space is limited and prior registration required by calling 204-5171 to enroll. Participants must be registered with CalJOBS, <https://www.caljobs.ca.gov>, before signing up.

The workshops are sponsored by the Ventura County Human Services Agency, state Employment Development Department Workforce Services and the Workforce Development Board. For TDD/TT inquiries, call 800-735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



Workshop scheduled on using CalJOBS

Staff reports 3:04 p.m. PT March 8, 2017



A free "Career Shop" on CalJOBS will be offered from 1-4:30 p.m. March 28 at the East County America's Job Center, 2900 N. Madera Road in Simi Valley.

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

Space is limited, so prior registration required by calling 955-2282. Participants must first sign up with CalJOBS at <https://www.caljobs.ca.gov> before registering for the class. Call 800-735-2922 for TDD/TT inquiries. Auxiliary aids and services are available upon request to individuals with disabilities.

Career Shops are sponsored by the Ventura County Human Services Agency, state Employment Development Department Workforce Services and the Workforce Development Board of Ventura County.



May 02, 2017, 8:30

[Free Job & Career Workshops](#)

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

Contact tel.: 805-204-5171

Contact: [Talía Barrera](#)

Free Career Shops For Job Seekers - presented throughout May 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.

Simi Valley Acorn

2017-04-21 / Business

Job center hosts free career workshop

The East County office of America's Job Center will present the April Career Shop from 8:30 a.m. to noon, Tues., April 25 at 2900 N. Madera Road in Simi Valley.

The class is titled "The Power of CalJOBS."

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

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

Career shops are offered at no cost to job seekers.

Prior registration is required. To enroll, call the center at (805) 955-2282.

Before registering for the workshop, 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

Career exploration benefits students, businesses

Greg Van Ness and Richard Trogman, Special to The Star March 11, 2017



(Photo: JUAN CARLO/THE STAR)

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 come 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 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 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 active partnerships 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 at WorkforceVenturaCounty.org/Employers.

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

PRLOG



Nominations Open for 2017 Annual WDB Awards

The Workforce Development Board of Ventura County (WDB) is seeking nominations for its 2017 Annual WDB Awards.



WDB-nomination-logo-2017-small

VENTURA, Calif. - March 3, 2017 - *PRLog* -- 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."

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About the Workforce Development Board

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heidi hayes

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Friday, April 14, 2017 9:01 AM
To: heidi@agency2.com
Subject: Nominations Extended to April 28 for 2017 Annual WDB Awards



EXTENDED: Submit Your Nominations by April 28, 2017!

2017 WDB Awards Nominations Open



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.

Nominate an individual, employer, organization or partnership in one or more of these categories:

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

[Click Here to Nominate](#)

About the Workforce Development Board of Ventura County



Bringing People & Opportunities Together

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.

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heidi hayes

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Friday, April 21, 2017 3:20 PM
To: heidi@agency2.com
Subject: Job Outlook, March 2017 Report

Job Outlook

March 2017 Report



[Ventura County Labor Market Information](#)

[State Of California Employment](#)

[United States Department Of Labor](#)

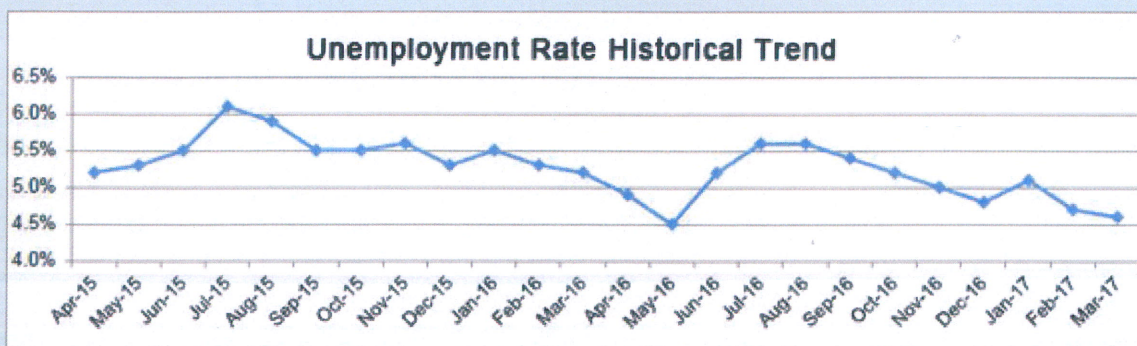
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[Relevant News](#)



Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 4.6 percent in March 2017, down from a revised 4.7 percent in February 2017, and below the year-ago estimate of 5.2 percent. This compares with an

unadjusted unemployment rate of 5.1 percent for California and 4.6 percent for the nation during the same period.

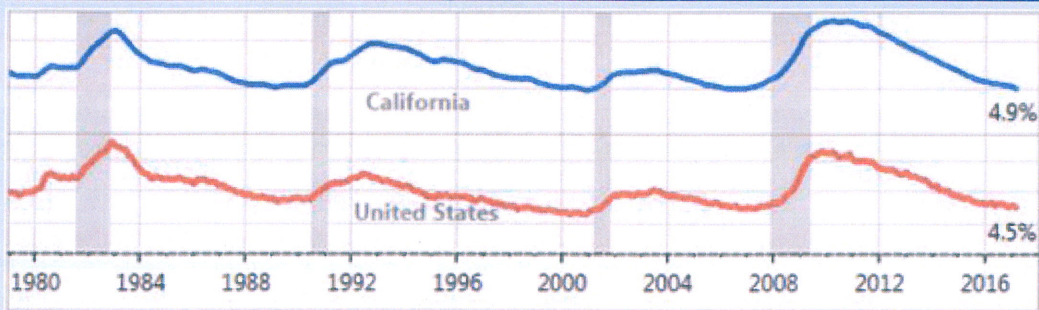
Source: labormarketinfo.edd.ca.gov

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

California Labor Market Indicators

Metrics	February, 2017	March, 2017	Change	
Unemployment Rate	5.0%	4.9%	-0.01%	↓
Labor Force	19,156,800	19,168,900	12,100	↑
Employment	18,189,600	18,226,700	37,100	↑
Unemployment	967,200	942,100	-25,100	↓
Non Farm Jobs	16,674,700	16,694,000	19,300	↑

Unemployment Rate



California's unemployment rate fell to 4.9 percent and the state's employers added 19,300 nonfarm payroll jobs in March, according to data released today by the California Employment Development Department (EDD) from two surveys.

With March's job gains, the state has gained a total of 2,507,400 jobs since the economic expansion began in February 2010. The U.S. unemployment rate decreased 0.2 percentage point in March to 4.5 percent, with employers nationwide adding 98,000 nonfarm payroll jobs.

In February, the state's unemployment rate was 5.0 percent, and in March 2016, the unemployment rate was 5.6 percent. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm payroll jobs in California totaled 16,694,000 in March, 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, March 2016 to March 2017, shows an increase of 346,400 jobs (up 2.1 percent).

Six of California's eleven industry sectors added a total of 37,200 jobs in March. Construction posted the largest jobs increase, with a gain of 18,900 jobs, followed by government, with a gain of

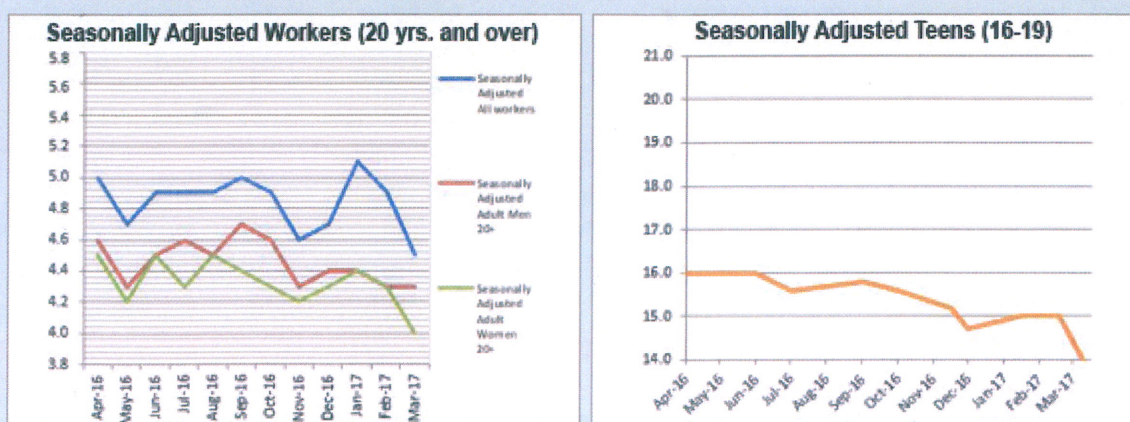
6,300 jobs. Other sectors adding jobs over the month were manufacturing; educational and health services; leisure and hospitality; and other services.

Five industry sectors reported job declines over the month, down a total of 17,900 jobs. Information posted the largest decrease over the month, down by 9,400 jobs, followed by trade, transportation and utilities, which fell by 4,200 jobs. Other sectors losing jobs over the month were mining and logging; financial activities; and professional and business services.

Source: labormarketinfo.edd.ca.gov

United States Department Of Labor - The Employment Situation: March 2017

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



Total nonfarm payroll employment edged up by 98,000 in March, following gains of 219,000 in February and 216,000 in January. Over the month, employment growth occurred in professional and business services (+56,000) and in mining (+11,000), while retail trade lost jobs (-30,000).

In March, employment in professional and business services rose by 56,000, about in line with the average monthly gain over the prior 12 months. Over the month, job gains occurred in services to buildings and dwellings (+17,000) and in architectural and engineering services (+7,000).

In March, employment continued to trend up in health care (+14,000), with job gains in hospitals (+9,000) and outpatient care centers (+6,000). In the first 3 months of this year, health care added an average of 20,000 jobs per month, compared with an average monthly gain of 32,000 in 2016.

Employment in financial activities continued to trend up in March (+9,000) and has increased by 178,000 over the past 12 months.

Construction employment changed little in March (+6,000), following a gain of 59,000 in February. Employment in construction has been trending up since late last summer, largely among specialty trade contractors and in residential building.

Retail trade lost 30,000 jobs in March. Employment in general merchandise stores declined by 35,000 in March and has declined by 89,000 since a recent high in October 2016. Employment in other major industries, including manufacturing, wholesale trade, transportation and warehousing, information, leisure and hospitality, and government, showed little or no change over the month.

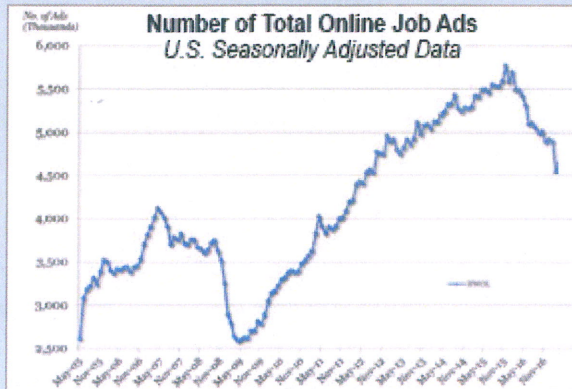
The average workweek for all employees on private nonfarm payrolls was unchanged at 34.3 hours in March. In manufacturing, the workweek edged down by 0.2 hour to 40.6 hours, and overtime

edged down by 0.1 hour to 3.2 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls edged down by 0.1 hour to 33.5 hours.

In March, average hourly earnings for all employees on private nonfarm payrolls increased by 5 cents to \$26.14, following a 7-cent increase in February. Over the year, average hourly earnings have risen by 68 cents, or 2.7 percent. In March, average hourly earnings of private-sector production and nonsupervisory employees increased by 4 cents to \$21.90.

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 102,000 to 4,639,700 in March, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released April 5.

The February Supply/Demand rate stands at 1.66 unemployed for each advertised vacancy

with a total of 2.9 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 7.5 million in February.

Sector/Occupational Changes

In March, eight of the largest ten online occupational categories posted increases.

Computer and mathematical science ads increased 16,900 to 524,800. The supply/demand rate lies at 0.26, i.e. almost 4 advertised openings per unemployed job-seeker.

Business and Financial ads increased 12,400 to 285,500. The supply/demand rate lies at 0.75, more than 1 advertised opening per unemployed job-seeker.

Healthcare practitioners and technical ads increased 7,700 to 591,800. The supply/demand rate lies at 0.25, i.e. over 4 advertised opening per unemployed job-seeker.

Sales and related ads increased 21,700 to 473,400. The supply/demand rate for these occupations lies at 1.58, more than 1 unemployed job-seeker for every advertised available opening.

Source: Conference-Board.org

Relevant News

April 7, 2017, *New York Times*, [Job Growth Loses Steam as U.S. Adds 98,000 in March](#), Nelson D. Schwartz

April 17, 2017, *Leadership From the Core, INC*, [How Can You Spot a Really Good Leader? They Do Any of These 7 Things Daily](#), Marcel Schwantes

April 18, 2017, *USA Today*, [IMF Raises Global Economic Outlook in 2017 to 3.5% On Investment Recovery](#), Roger Yu

April 19, 2017, *Bloomberg*, [Fed Says U.S. Growth Continues Though Consumer Spending Mixed](#), Michelle Jamrisko

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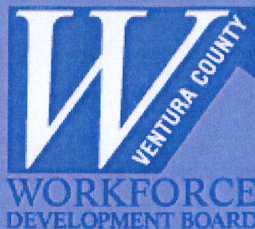


heidi hayes

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Friday, March 24, 2017 4:04 PM
To: heidi@agency2.com
Subject: Job Outlook, February 2017 Report

Job Outlook

February 2017 Report



[Ventura County Labor Market Information](#)

[State Of California Employment](#)

[United States Department Of Labor](#)

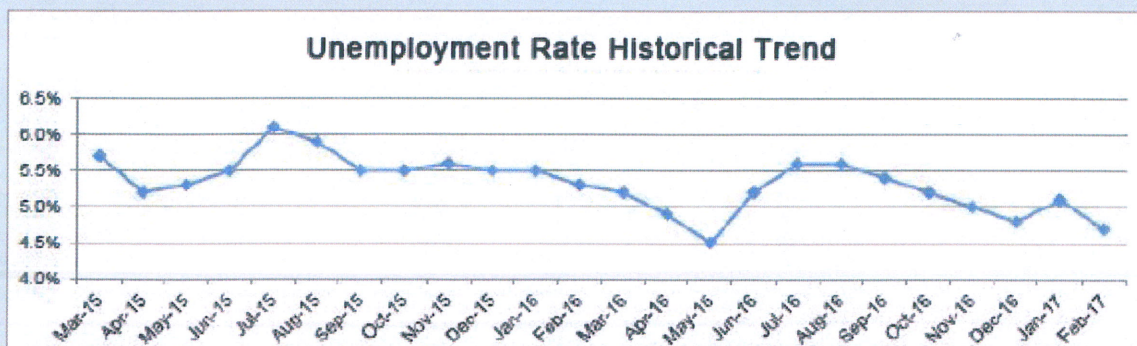
[Conference Board - Help Wanted Online Data](#)

[Relevant News](#)



Ventura County Labor Market Information:

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



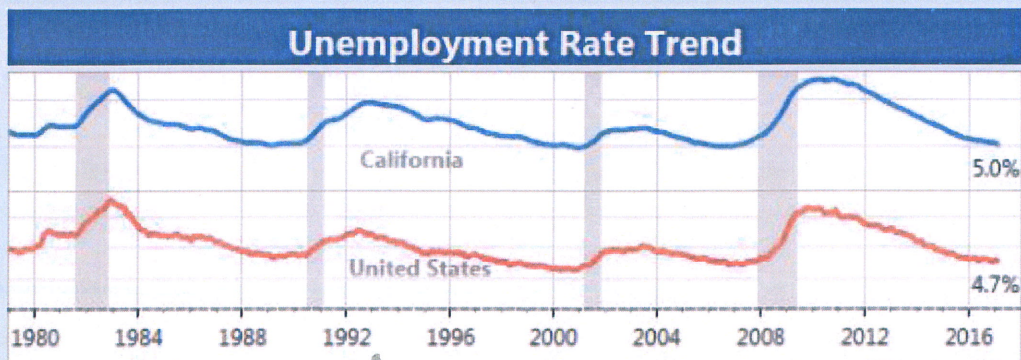
The unemployment rate in Ventura County was 4.7 percent in February 2017, down from a revised 5.1 percent in January 2017, and below the year-ago estimate of 5.3 percent. This compares with

an unadjusted unemployment rate of 5.2 percent for California and 4.9 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	January, 2017	February, 2017	
Unemployment Rate	5.0%	5.2%	↑
Labor Force	19,163,900	19,155,700	↓
Employment	18,175,900	18,189,700	↑
Unemployment	988,000	965,900	↓
Non Farm Jobs	16,653,200	16,676,100	↑



California's unemployment rate fell to 5.0 percent and the state's employers added 22,900 nonfarm payroll jobs in February, according to data released today by the California Employment Development Department (EDD) from two surveys.

With February's job gains, the state has gained a total of 2,489,500 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 January, the state's unemployment rate was 5.2 percent, and in February 2016, the unemployment rate was 5.6 percent. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm jobs in California totaled 16,676,100 in February, 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, February 2016 to February 2017, shows an increase of 315,800 jobs (up 1.9 percent).

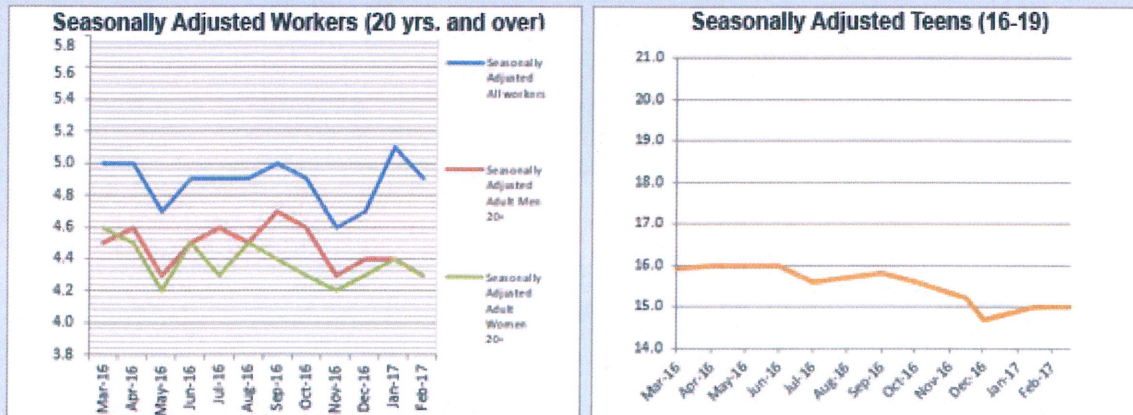
Seven of California's eleven industry sectors added a total of 30,800 jobs in February. Trade, transportation and utilities posted the largest jobs increase, with a gain of 11,100 jobs, followed by leisure and hospitality, with a gain of 5,600 jobs. Other sectors adding jobs over the month were construction; information; professional and business services; educational and health services; and other services.

Four industry sectors (mining and logging; manufacturing; financial activities; and government) reported job declines over the month, down a total of 7,900 jobs. Manufacturing posted the largest decrease over the month, down by 4,000 jobs, followed by financial activities, which fell by 2,200 jobs.

Source: labormarketinfo.edd.ca.gov

United States Department Of Labor - The Employment Situation: Feb. 2017

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



Total nonfarm payroll employment increased by 235,000 in February, and the unemployment rate was little changed at 4.7 percent, the U.S. Bureau of Labor Statistics reported today. Employment gains occurred in construction, private educational services, manufacturing, health care, and mining.

The number of unemployed persons, at 7.5 million, changed little in February. The unemployment rate, at 4.7 percent, was little changed over the month but was down from 4.9 percent a year earlier.

The number of persons employed part time for economic reasons (sometimes referred to as involuntary part-time workers) was little changed at 5.7 million in February. These individuals, who would have preferred full-time employment, were working part time because their hours had been cut back or because they were unable to find full-time jobs.

Manufacturing added 28,000 jobs in February. Employment rose in food manufacturing (+9,000) and machinery (+7,000) but fell in transportation equipment (-6,000). Over the past 3 months, manufacturing has added 57,000 jobs.

Health care employment rose by 27,000 in February, with a job gain in ambulatory health care services (+18,000). Over the year, health care has added an average of 30,000 jobs per month.

Employment in professional and business services continued to trend up in February (+37,000). The industry has added 597,000 jobs over the year.

In February, construction employment increased by 58,000, with gains in specialty trade contractors (+36,000) and in heavy and civil engineering construction (+15,000). Construction has added 177,000 jobs over the past 6 months.

Employment in other major industries, including wholesale trade, transportation and warehousing, information, financial activities, leisure and hospitality, and government, showed little or no change over the month.

The average workweek for all employees on private nonfarm payrolls was unchanged at 34.4 hours in February. In manufacturing, the workweek was unchanged at 40.8 hours, and overtime remained at 3.3 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls has been 33.6 hours since August 2016.

In February, average hourly earnings for all employees on private nonfarm payrolls increased by 6 cents to \$26.09, following a 5-cent increase in January. Over the year, average hourly earnings have risen by 71 cents, or 2.8 percent. In February, average hourly earnings of private-sector production and nonsupervisory employees increased by 4 cents to \$21.86 in February.

Source: Dept. of Labor

Conference Board - Help Wanted Online Data



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

Online advertised vacancies decreased 360,200 to 4,537,600 in February, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released March 8.

The January Supply/Demand rate stands at 1.56 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 7.6 million in January.

Sector/Occupational Changes

In February, all of the ten largest online occupational categories posted decreases.

Computer and mathematical science ads decreased 28,300 to 507,800. The supply/demand rate lies at 0.25, i.e. 4 advertised openings per unemployed job-seeker (see Table C and Table 7).

Healthcare practitioners and technical ads decreased 48,600 to 584,100. The supply/demand rate lies at 0.14, i.e. over 7 advertised opening per unemployed job-seeker.

Management ads decreased 24,700 to 386,300. The supply/demand rate lies at 0.88, more than 1 advertised opening per unemployed job-seeker.

Sales and related ads decreased 22,500 to 451,700. The supply/demand rate for these occupations lies at 1.78, more than 1 unemployed job-seeker for every advertised available opening.

Office and administrative support ads decreased 43,800 to 481,600. The supply/demand rate lies at 1.60, i.e. over 1 unemployed job-seeker for every advertised available opening.

Source: Conference-Board.org

Relevant News

February 27, 2017, *US Labor Department*, [Most Middle-Income Boomers Feel Unprepared for Retirement: Survey](#), Bernice Napach

March 15, 2017, *AP*, [Fed Raises Interest Rates for Third Time Since Financial Crisis](#), Binyamin Appelbaum

March 17, 2017, *AP*, [Consumer Sentiment in U.S. Rises as Household Finances Improve](#), Michelle Jamrisko

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2017-2018 MEETING CALENDAR
Workforce Development Board of Ventura County (WDB) and WDB Committees

	WORKFORCE DEVELOPMENT BOARD	EXECUTIVE COMMITTEE	BUSINESS SERVICES COMMITTEE	CLEAN/GREEN COMMITTEE	HEALTHCARE COMMITTEE	MANUFACTURING COMMITTEE	MEMBERSHIP COMMITTEE	OUTREACH COMMITTEE	PROGRAMS COMMITTEE
JULY 2017									
AUGUST 2017									
SEPTEMBER 2017									
OCTOBER 2017									
NOVEMBER 2017									
DECEMBER 2017									
<u>Locations</u> EDC-VC = Economic Development Collaborative -Ventura County, 1601 Carmen Drive, #215, Camarillo HSA = Human Services Agency, 855 Partridge Drive, Ventura UFCW = United Food and Commercial Workers International Union, 816 Camarillo Springs Rd, Camarillo VCCF = VCCF Nonprofit Center, 4001 Mission Oaks Boulevard, Camarillo VCOE = Ventura County Office of Education, 5100 Adolfo Road, Camarillo								CANCELED	RE-SCHEDULED
								NEW	CHANGED

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JANUARY 2018									
FEBRUARY 2018									
MARCH 2018									
APRIL 2018									
MAY 2018									
JUNE 2018									
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WDB COMMITTEE 2-YEAR PLAN GUIDELINES **Workforce Development Board of Ventura County** **2017-2019**

Goal

Facilitate collaboration among partners in business, economic development, education, labor, government, and community-based organizations to develop a diverse pipeline of skilled local workers to fill industry sector positions in the Ventura County region.

Components of Plan

- 1. Engage Leaders** Engage a diverse core team of Ventura County employers, agencies and organizations to facilitate industry sector collaboration for regional workforce development. Outreach messaging to raise awareness of WIOA-funded services in Ventura County.
- 2. Determine Priorities** Regional outreach to include stakeholders and CBO's representing individuals from target populations reflecting the demography of the region.
- 3. Take Action**
 - Outreach messaging to raise awareness of WIOA funded services of the American Job Center of California
 - Promote OJT, VCGB, MRVC, VCJWF (out-of-school youth)
 - Support and work in collaboration with the Adult and Family Services/WIOA, as needed
 - Continue general and standard messaging on key WDB-supported partnerships
 - Encourage WDB members to have a more visible presence in the community for collaborative workforce and economic development (conferences, presentations, meetings with local and state representatives)
 -
 -
- 4. Monitor Progress** Review progress and make updates to the Committee as needed. Report on accomplishments and insights for the annual Workforce Development Board Year-End Review.