



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

### OUTREACH COMMITTEE MEETING

#### NOTICE TIME CHANGE

Wednesday August 16, 2017

9:00 a.m. – 10:30 a.m.

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

### AGENDA

9:00 a.m.	<b>1.0 Call to Order and Agenda Review</b>	Brian Gabler
9:05 a.m.	<b>2.0 Public Comments</b> <i>Procedure: The public is welcome to comment. All comments not related to items on the agenda may be made at the beginning of the meeting only.</i>	Brian Gabler
9:10 a.m.	<b>3.0 Approval of Minutes:</b> May 17, 2017	Committee Members
9:15 a.m.	<b>4.0 Marketing and Outreach Update:</b> 2017-2018 Q1 Summary	Heidi Hayes
9:45 a.m.	<b>5.0 Request for Proposals Action Item</b> <ul style="list-style-type: none"><li>Recommendation that the Workforce Development Board of Ventura County (WDB), authorize WDB staff to develop and release a request for proposals (RFP) for WIOA Marketing and Outreach Services.</li></ul>	Brian Gabler
10:00 a.m.	<b>6.0 Community Services Department</b> <ul style="list-style-type: none"><li>America's Job Center of California - Outreach</li></ul>	Fred Garcia
10:15 a.m.	<b>7.0 WIOA Implementation</b> <ul style="list-style-type: none"><li>2017-2018 Outreach Strategy</li></ul>	Committee Members
10:25 a.m.	<b>8.0 Committee Member Comments</b>	Committee Members
10:30 a.m.	<b>9.0 Adjournment</b> <u>Next Meeting</u> September 20, 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.



## **WDB Outreach Committee Meeting** **May 17, 2017**

### **MINUTES**

#### **Meeting Attendees**

##### Outreach Committee

Brian Gabler\*  
Victoria Jump\*  
Bruce Stenslie\*

##### WDB Staff

Talia Barrera

##### Guests

Heidi Hayes (theAgency)  
Christy Norton (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: March 15, 2017**

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

#### **4.0 Marketing and Outreach Update: 2016-2017 Q3 Summary**

The Committee discussed Q4 2015-2016 WDB outreach projects and activities as reported by theAgency and summarized below:

##### **Employer Outreach**

- **Manufacturing Roundtable**

- **MRVC LinkedIn**

- Page Growth & Content Development – ongoing
      - Sent requests to MRVC members to post
      - Agency continues to post Job Outlook 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 – Greg Gillespie & Paula Hodge: Externships
  - May 24 – John Brooks & Anthony Mireles: Green Business



– June 21 – Brian Gabler & Bruce Stenslie: Ventura County Grows Business

- **Workforce Update Eblast**

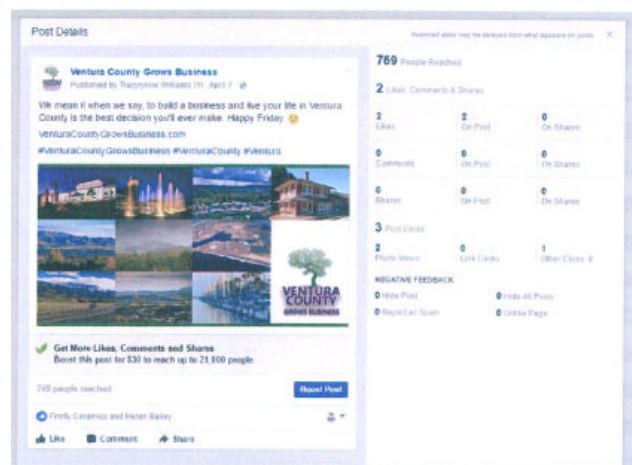
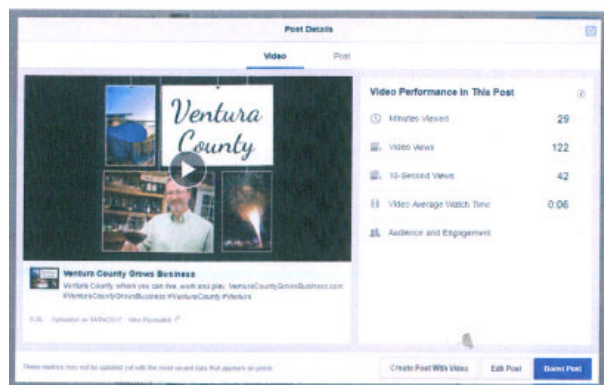
- April 18 – WDB Cohorts: 513 Sent/21.5% Open Rate/6.8% CTR
- April 18 – Biz List: 5,937 Sent/5% Open Rate/1% CTR

- **Ventura County Grows Business Website**

- Creative elements in development
  - “Services” Banner Set
  - “Industry” Banner Set
  - LA Times 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
  - VCGB 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
  - Media Highlights to Date
    - “Take Advantage” #1 – Banner concepts with highest click-through rates
    - Pandora – 899 clicks as of May 7
    - LA Times – 546 clicks as of May 7
    - SFVBJ – 15 Bonus ENewsletters through May 3

- **VCGB Facebook – As of May 9**

- Page 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:




Post Details

Ventura County Grows Business

Published by Roseanne Williams · Fri, April 2, at 4:48

"During the last year collapse into, we were going through some very rough times and we reached out to ECC-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 obtain their support and get 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 ECC-VC provides. Irene Agnew, President, Agnew.com

VenturaCountyGrowsBusiness.com  
#VenturaCountyGrowsBusiness #VenturaCounty #IreneAgnew



Irene Agnew

President, Agnew.com

Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 21,000 people.

728 people reached

Discover Reactions

Like

Comment

Share

728 People Reached

1 Likes, Comments & Shares

1 Like

0 On Post

0 On Shares

0 Comments

0 On Post

0 On Shares

0 Shares

0 On Post

0 On Shares

2 Post Clicks

0 Public Views

0 Likes Clicks

4 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

0 Show All Profile


0 Unlike Page

Post Details

Ventura County Grows Business

Published by Pam Thompson · Fri, March 21, at 4:48

Visit us and find out why Ventura County is a wonderful place to grow your business--and live your life. [ventura-county-grows-business.com](http://ventura-county-grows-business.com)



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 21,000 people.

728 people reached

Like

Comment

Share

728 People Reached

0 Likes, Comments & Shares

0 Likes

0 On Post

0 On Shares

0 Comments

0 On Post

0 On Shares

0 Shares

0 On Post

0 On Shares

2 Post Clicks

1 Public Views

1 Likes Clicks

0 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

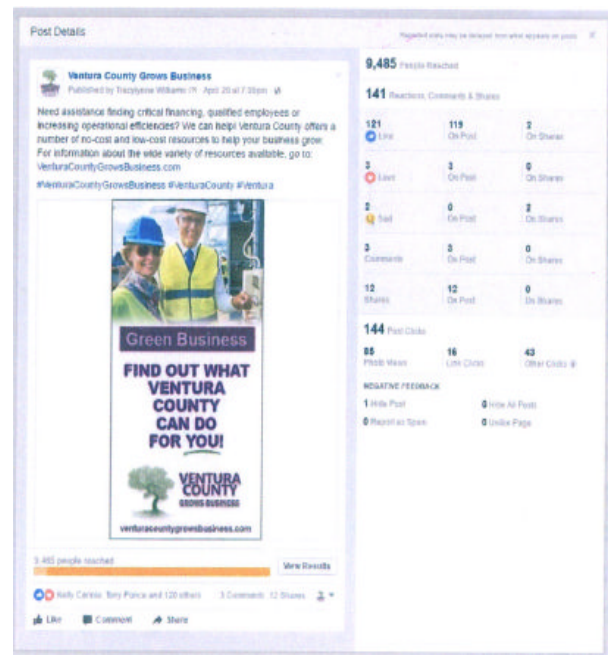
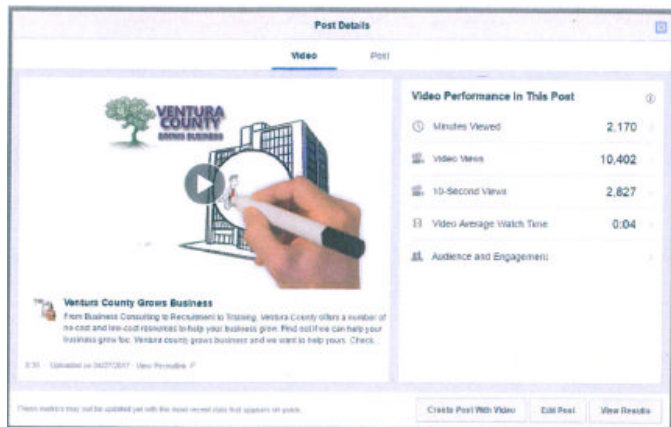
0 Show All Profile

0 Unlike Page

WDB Outreach Committee 051717

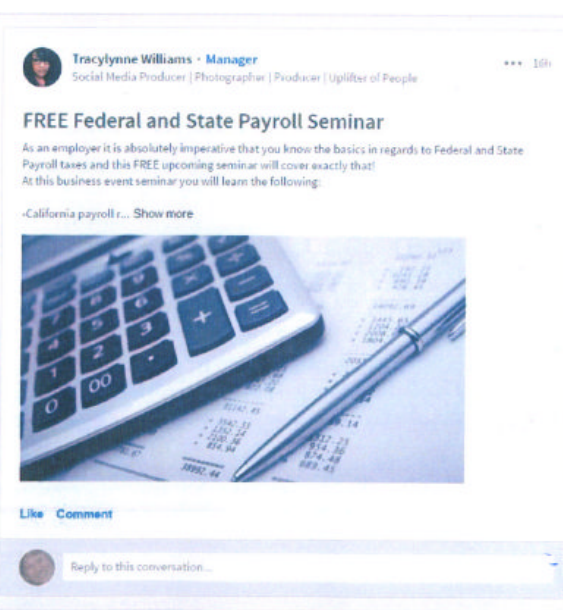
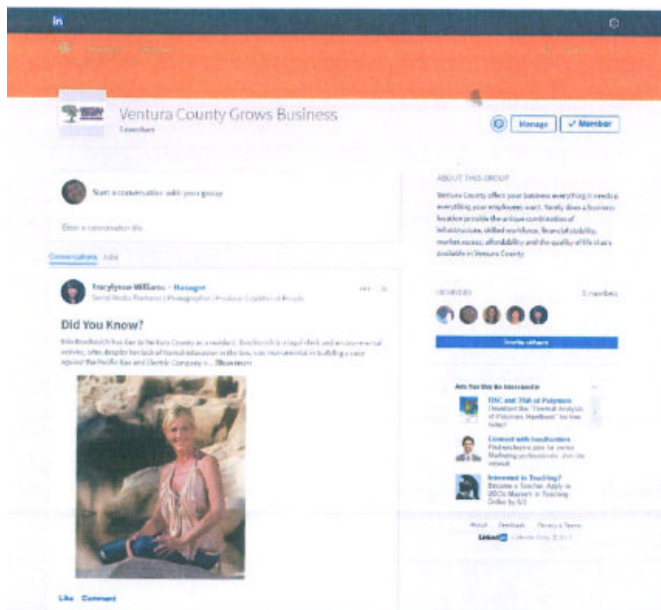
Page 3 of 6

- **Top Boosted Post Examples:**



- **Ventura County Grows Business LinkedIn Group Page:**

- 21 Posts through May 8
- Page Built April 10



### **Employer Outreach – In Development**

- June 2017 Issue “Workforce Update”
- MRVC Networking Event #5 – TBD

## **Youth Outreach**

- VC Jobs with a Future Website – On Hold until next program year
  - Career Pathways One-Sheet – Agency developed catalog sheet highlighting key sector career pathways
  - VCJWF Twitter May 8, 2017 – 766 followers
    - 94 Total Tweets (March 10 – May 8)
    - 982 Profile visits (Jan 14 – March 8)
    - 14,700 Impressions (March 10 – May 8)

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

## **General Outreach**

### Media Relations and Various:

- Op-eds
  - Externships – Greg Gillespie and Paula Hodge – May/June publication
  - Career Exploration by Greg Van Ness and Richard Trogman ran in the VC Star March 11 (see attached)
  - Bridging the Skills Gap – was unsuccessful in obtaining input from participants Tracy Perez and Carolyn Vang-Walker
- Nominations:
  - PCBT's Who's Who in Business Leadership – nomination submitted January 20 for Cheryl Moore who was feature in the February 14<sup>th</sup> issue.
- Releases:
  - WDB Awards
    - Moorpark Patch
    - PRLog.org – posted award release – viewed 375 times
    - Eblast
      - 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 July 1, to May 8, 2017
    - Audience Overview – 7,982 Sessions/5,380 Unique users
    - Average Sessions 779/month
    - 2.66 pages per visit
    - 2.30 average minutes visit duration
    - 48.96% bounce rate
- Job Outlook Eblast
  - April 21 (March report) – WDB cohort: 513/16.3% open rate/3.1% CTR
  - March 24 (February report) – WDB cohorts: 511/26.5% open rate/3.7% 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 4.7% in February 2017 to 4.6% in March 2017
  - California decreased .1% from 5.2% in February 2017 to 5.1% in March 2017
  - U.S. decreased .3% from 4.9% in February 2017 to 4.6% in March 2017

## **5.0 2017 WDB Awards Update**

Selection committee is evaluating the submittals of the nominations. Recipients of the awards have been notified to attend the WDB board meeting on June 8, 2017.

## **6.0 Committee Meeting Calendar**

Committee members agreed to continue meeting bi-monthly at the same venue and at the same time.

## **7.0 WIOA Implementation**

Committee members shared ideas on how to raise awareness and promote WDB. Agreed to have a discussion on their Year-End- Review at their meeting in September.

## **8.0 Committee Member Comments**

No comments.

### Next Meeting

July 19, 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: May 9<sup>th</sup> to June 30<sup>th</sup>, 2017

### Employer Outreach

- **Manufacturing Roundtable**
  - Manufacturing Networking Event #5 Eblast – Jaxx Manufacturing
    - Eblast twice to VC Manufacturers
    - Seven new attendees at 6/29 event!
  - MRVC LinkedIn
    - Page Growth & Content Development - Ongoing
      - Group now has 42 members!
      - Agency continues to post Job Outlooks and Workforce Updates as applicable and forward posting ideas to WDB staff and MRVC members.
- **Workforce Wednesday**
  - May 24 – Clean Green Business – It's easier than you think! John Brooks, Anthony Mireles, Final discussion guide attached.
  - June 21 – Ventura County Grows Business: Brian Gabler, Bruce Stenslie, Final discussion guide attached.
- **Workforce Update Eblast**
  - June 6 – WDB Cohorts: 518 Sent/23.4% Open Rate/9.4% CTR
  - June 6 – Biz List: 5,876 Sent/4% Open Rate/4% CTR
- **Ventura County Grows Business Campaign – April to June 30, 2017 Media Highlights**
  - **Pandora**
    - Total Impressions: 934,873
    - Total Clicks: 3,039 = CTR of .61%
    - Creative Performance Highlights
      - The second creative set (**Location Succeed**) that went live 5/29 generally outperformed the first set (**Take Advantage**)





## Workforce Development Board Outreach Update: May 9<sup>th</sup> to June 30<sup>th</sup>, 2017

- **Pandora Insights Continued:**

In comparison to national benchmarks across the Government & B2B verticals, Pandora found that each product (even each creative) outperformed Q2 benchmarks. See insights below:

- Legacy Mobile Audio – Of the 2 creatives, “Location Succeed” resonated the most with a CTR of 0.26% and even **outperformed benchmark (0.23% CTR) by .03%**.
- Mobile Display Added Value - Of the 2 creatives, “Take Advantage” resonated the most with a CTR of 0.64% and even **outperformed benchmark (0.40% CTR) by .24%**.
- Mobile Responsive Display - Of the 2 creatives, “Location Succeed” resonated the most with a CTR of 0.98% and even **outperformed benchmark (0.55% CTR) by .43%**.
- Muted Video – **Hit a 1.09% CTR and performed above the benchmark of 0.56% by .53%.**

- **LA Times**

- Display
  - Total Impressions = 434,162
  - Total Clicks: 880 = CTR .20%
- Targeted Admail
  - Total Impressions = 100,000
  - **Total Clicks: 1,953 = CTR 1.95%**
- Creative Performance Highlights
  - **The second creative set (Business/Industries) that went live 5/29 generally outperformed the first set (Services), .24% versus .18%**

- **San Fernando Valley Business Journal**

- Display
  - 38,385 Gross Impressions (30,000 Purchased)
  - 92 Clicks = CTR .24%
- Value Add E-Newsletters
  - 33 bonus e-newsletters through June 30, 2017 (+23 over requirement!)
  - 19,132 Bonus Impressions
  - 27 Clicks = CTR .14%

- **Pacific Coast Business Times**

- Publication does not provide digital reporting. Google analytics shows 13 clicks for the four eblasts targeting 58,660 subscribers for a CTR of .02%

- **KCLU** - April 1 to June 30, 2017 VCGB Campaign Data

- Data is included in general outreach for 16/17 program year.

- **Ventura County Grows Business Website 16/17 Growth**

- 6,365 Unique Visitors 16/17 Program Year
  - **70% increase for 15/16 year-over-year**
- 4,650 Unique Visitors or **73% of total visitors for the year appeared in the last three months.**
- **Mobile increased from 3% to 44% of all sessions.**
- **Desktop accounts for 56% of sessions** but with a much higher rate of engagement. (3.26 minutes versus :30 spent on the site.)
- **Los Angeles** accounted for the largest increase in unique visitors: +43%

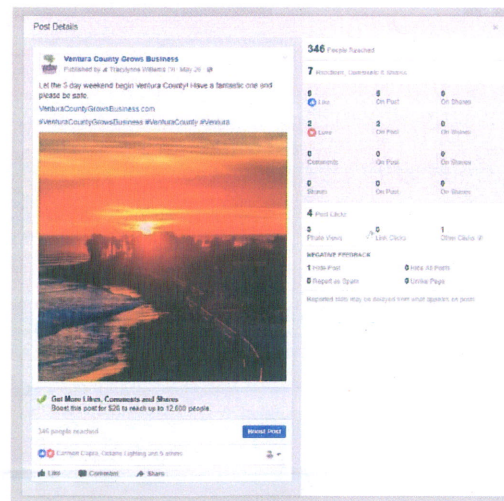
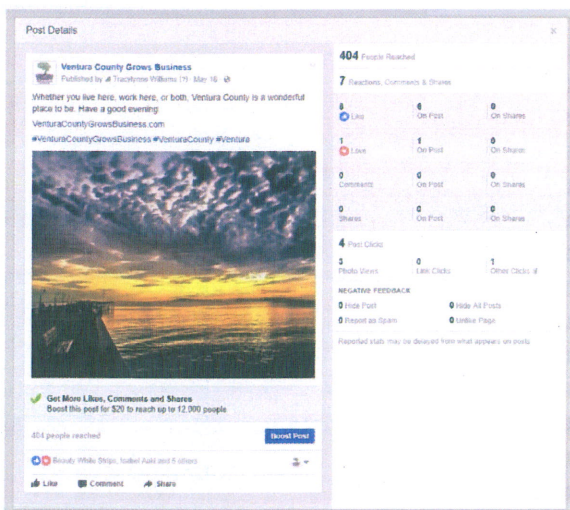




# Workforce Development Board Outreach Update: May 9<sup>th</sup> to June 30<sup>th</sup>, 2017

## VCGB Social Media

- VCGB Facebook
  - As of June 30 – Likes/Fans, 2,633 (May 8 - 2,340)
  - **39% increase over 15/16** (1,895 on June 30, 2016)
  - Posts – 75 total posts since May 8 (approx. 37 per month)
  - Total Reach 5/9/17 to 6/30/17: **55,478** – **Average 6,934/week**
    - Post Reach: **Paid** 7,041 most for a single day (6/11/17)
    - Post Reach: **Organic** 401 most for a single day (6/9/17)
    - **Top Post Examples;**







## Workforce Development Board Outreach Update: May 9<sup>th</sup> to June 30<sup>th</sup>, 2017


- Top Boosted Post Examples:

**Post Details**

**Ventura County Grows Business**  
Published by Tracylynn Williams (T) June 9

Meet Angela Rosales. She is the owner of Very Ventura Gift Shop & Gallery and was recently awarded The Rising Star of the Year by the National Association of Women Business Owners (NAWBO) at their annual signature awards event.

Very Ventura Gift Shop & Gallery is a major asset to the local community, embodying the spirit of Ventura and growing the local economy. Very Ventura gives back to the city by offering a blend of fine art, upscale souvenirs and carefully curated products... See More



3,493 People Reached

223 Reactions, Comments & Shares

184 Like	182 On Post	22 On Shares
14 Love	13 On Post	1 On Shares
15 Comments	11 On Post	4 On Shares
11 Shares	11 On Post	0 On Shares

261 Post Clicks

112 Photo Views	6 Link Clicks	143 Other Clicks
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**NEGATIVE FEEDBACK**

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights: activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

3,493 people reached


175 Likes, 5 Comments, 11 Shares

**Post Details**

**Ventura County Grows Business**  
Published by Tracylynn Williams (T) May 22

The good folks that live and work in Ventura County are always making a difference! Local food activist, Chris Massa has been dubbed the "Food Fighter" because of his innovating hard work when it comes to bringing farm-fresh produce to local schools and educating students on the importance of local agriculture.

"We're trying to get students to be more accustomed to eating fruits and vegetables," said Massa. "If you can get something that's been harvested 48 hours before on... See More



3,150 People Reached

197 Reactions, Comments & Shares

162 Like	183 On Post	9 On Shares
17 Love	16 On Post	1 On Shares
9 Comments	6 On Post	3 On Shares
9 Shares	8 On Post	4 On Shares

108 Post Clicks

30 Photo Views	2 Link Clicks	76 Other Clicks
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**NEGATIVE FEEDBACK**

4 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights: activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

3,150 people reached

169 Likes, 5 Comments, 5 Shares


- Ventura County Grows Business LinkedIn Group Page
  - 19 posts May 8 to June 30, 2017

**Tracylynn Williams**  
Social Media Producer | Photographer | Producer | Uplifter of People

**Meet Angela Rosales!**

Angela Rosales is the owner of Very Ventura Gift Shop & Gallery and was recently awarded The Rising Star of the Year by the National Association of Women Business Owners (NAWBO) at their annual signature awards event.

Very Ventura Gift Shop & Gallery... Show more



Like Comment

Reply to this conversation...

**Tracylynn Williams**  
Social Media Producer | Photographer | Producer | Uplifter of People

**Ventura Business Assistance Program Success Story: J. Davis Construction Management**

Ventura Business Assistance Program Success Story: J. Davis Construction Management. Long read, but so worth it!

In 2008, Jonathan Davis decided to open his own company, J. Davis Construction Management. The Ventura-based company specializes in federal...



"The capital has really helped us thrive. We're now able to pay for materials on time, and that earns us discounts from the manufacturers."

Like Comment

Reply to this conversation...



## Workforce Development Board Outreach Update: May 9<sup>th</sup> to June 30<sup>th</sup>, 2017

**Tracylynn Williams**  
Social Media Producer | Photographer | Producer | Uplifter of People

**Ventura County Business Success Story**

Justin Engelbach decided to pursue his dream of owning and operating his own business. Together with his wife, Michele, Fresh Coat Painters was launched as a family-owned commercial and residential painting company. With quality and customer service ... [Show more](#)

Like Comment

Reply to this conversation...

**Tracylynn Williams**  
Social Media Producer | Photographer | Producer | Uplifter of People

**Port of Hueneme Receives Environmental Certification**

The Port of Hueneme recently became the first California port to receive the Green Marine Certification, which designates it as a national leader in environmental conservation. <http://bit.ly/2u0PxLM>

Photo Credit: Michael Ontiveros

[VenturaCountyGrowsBusiness.com](http://VenturaCountyGrowsBusiness.com)  
805-522-6556

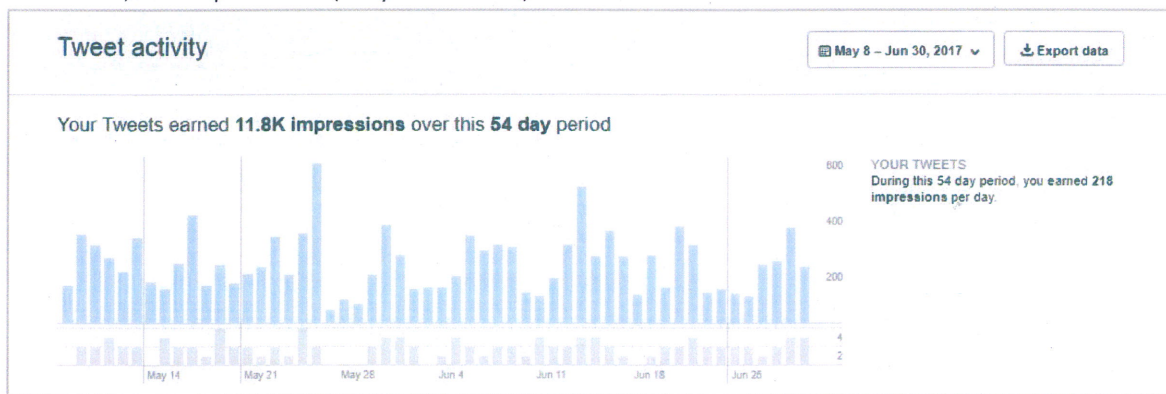
#VenturaCountyGrowsBusiness #VenturaCounty #Ventura

Like Comment

Reply to this conversation...

### YOUTH OUTREACH

- VCJWF Twitter June 30, 2017 – 760 followers
  - 96% Increase over 15/16 (388 as of June 30, 2016)
  - 101 Total Tweets (May. 8-June 30) (54 days)
  - 838 Profile Visits (May. 8-June 30)
  - 11,800 Impressions (May. 8-June 30)

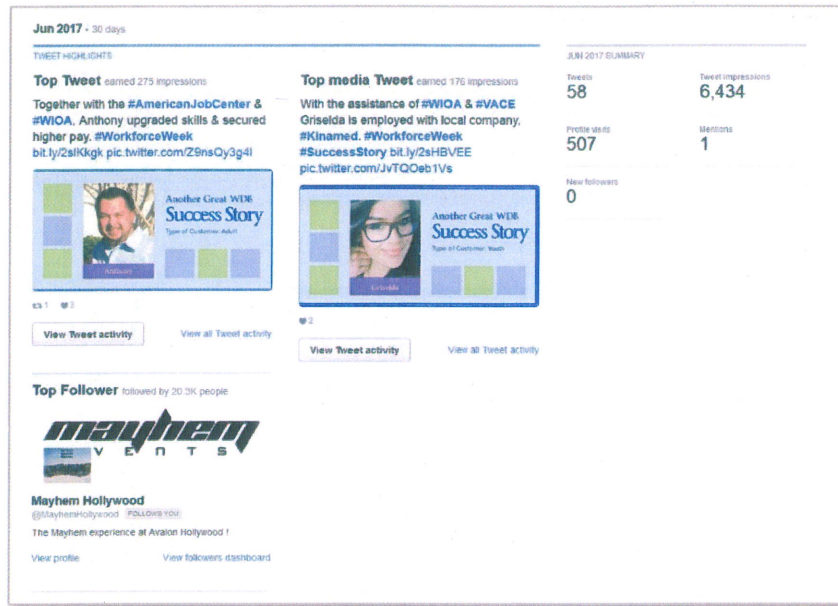




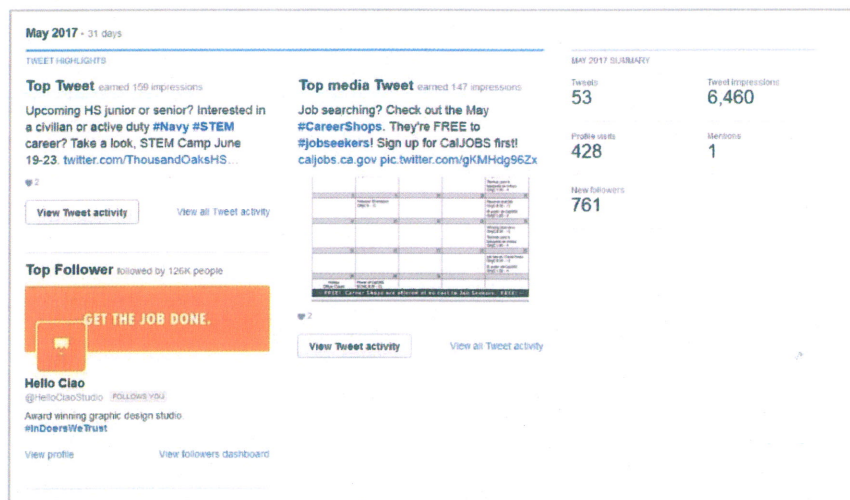


# Workforce Development Board Outreach Update: May 9<sup>th</sup> to June 30<sup>th</sup>, 2017

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



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





# Workforce Development Board Outreach Update: May 9<sup>th</sup> to June 30<sup>th</sup>, 2017

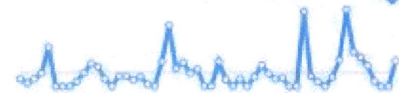
## Engagements

Showing 54 days with daily frequency

Engagement rate

1.3%

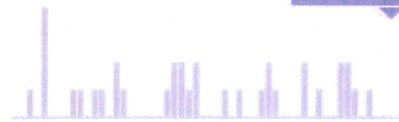
Jun 30  
2.4% engagement rate



Link clicks

35

Jun 30  
0 link clicks

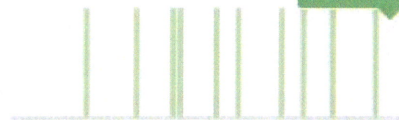


On average, you earned 1 link clicks  
per day

Retweets

10

Jun 30  
0 Retweets

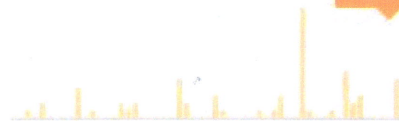


On average, you earned 0 Retweets per  
day

Likes

61

Jun 30  
5 likes



On average, you earned 1 likes per day

Replies

0

Jun 30  
0 replies



On average, you earned 0 replies per  
day

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 13 Together with the #AmericanJobCenter & #WIOA, Anthony upgraded skills & secured higher pay. #WorkforceWeek bit.ly/2sIKkgk pic.twitter.com/29nsQy3g4l			295	5	1.7%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · May 23 #Apprenticeshipworks. bit.ly/2rdDIAP Learn more. bit.ly/2IRQEUx			233	3	1.3%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · May 25 #Sustainability/Green business is the way of the future. Hear about #GREEN in #VenturaCounty bit.ly/2rWbyXx pic.twitter.com/qAASm27DLv			203	1	0.5%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 16 With the assistance of #WIOA & #VACE Griselda is employed with local company, #Kinamed. #WorkforceWeek #SuccessStory bit.ly/2sHbVEE pic.twitter.com/JvTQOb1Vs			200	2	1.0%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · May 10 Upcoming HS junior or senior? Interested in a civilian or active duty #Navy #STEM career? Take a look, STEM Camp June 19-23. twitter.com/ThousandOakSHS			166	2	1.2%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 5 Deciding #whatto do isn't easy, start here with some great #resources! bit.ly/1NPR9L5			160	4	2.5%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · May 26 Interested in #IndustrialTechnologyMaintenance (ITM) & getting credentials? June 9 free info session, 9-12noon @ Ventura College. pic.twitter.com/qKrl0p3CEy			154	12	7.8%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · Jun 25 Where can you find up-to-date details on nearly 1000 careers? CareerOneStop. #careerexploration #resource bit.ly/2sGXGlu			144	2	1.4%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · May 16 Do you know about #AmericasJobCenter in Oxnard? Great #workshops May 19, take a look! Register for CalJOBS first. Call for info. pic.twitter.com/gUTOBOcnlc			144	4	2.8%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
<b>VC JOBS</b>	<b>Jobs with a Future</b> @VCJobsFuture · May 9 Want to #getahead? Fulfilling expectations isn't enough, you have to blow your boss's mind. Try these 7 ways. bit.ly/2pdPfuF			143	0	0.0%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			



## Workforce Development Board Outreach Update: May 9<sup>th</sup> to June 30<sup>th</sup>, 2017

### **JOB SEEKER OUTREACH**

#### **Career Shops**

- Workshops – sent out June workshops on May 5.

#### **Clips:**

- VC Star – ran Simi June workshop info – May 24
- VC Star – ran Oxnard June workshops info – May 16
- Simi Acorn – ran Simi June workshop info – May 26
- 805 Calendar – posted June Simi CalJOBS workshop info
- Moorpark Patch – posted May Simi CalJOBS workshop info
- Santa Paula Times – posted May career workshops info
- KDAR – running general workshop info. Also doing on-air PSAs announcing the workshops.
- Simi Acorn – ran Simi June workshop info – June 23
- Moorpark Patch – posted July Simi CalJOBS workshop info, new board members and awards releases

### **GENERAL OUTREACH**

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

- **Op-Eds**

- **Externships – Teachers Need To Learn Too** – Interviewed Greg Gillespie and Paula Hodge to develop 540-word op-ed. Submitted to PCBT and ran June 2: Teacher Externships Help Employees <https://www.pacbiztimes.com/2017/06/02/teacher-externships-help-employers/>

- **Releases**

- **WDB Award winners** – prepared news release and sent June 14.  
**Clips:**
  - PRLog.org – posted award winners news release – viewed 195 times
  - <https://www.prlog.org/12646510-congratulations-to-2017-workforce-development-board-of-ventura-county-award-winners.html>
  - VC Star – ran award winners info – June 21
- **Board appointments** – prepared news release with quotes and headshots from Sumantra Sengupta and Dona Toteva Lacayo., sent news release June 2.  
**Clips:**
  - VC Star – ran board appointments news release June 6

#### **KCLU – Annual Outreach Digital Value-Add Impressions August 25, 2016 to June 30, 2017**

- August 1, 2016 to March 30, 2017 Campaign Data
  - 284,104 Gross Impressions
  - 224 Total Clicks = CTR .08%





## Workforce Development Board Outreach Update: May 9<sup>th</sup> to June 30<sup>th</sup>, 2017

### Workforce Ventura County Website

- **Google Analytics Stats July 1, to June 30, 2017 (16/17 Program Year)**
  - Audience Overview – 9,540 Sessions/6,511 Unique Users
  - Average Sessions 795/month
  - 2.61 pages per visit (unchanged)
  - 2.24 average minutes visit duration (unchanged)
  - 49.41% bounce rate (unchanged)

### Job Outlook Eblast:

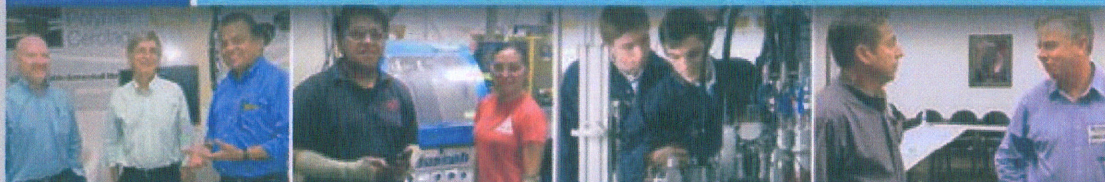
- **June 16 (May 2017 Report) – WDB Cohorts:** 523/26% open rate/3.7% CTR
- **June 16 (May 2017 Report) - Biz List:** 5,863/6% open rate/0% CTR
- **May 19 (April 2017 Report) – WDB Cohorts:** 514/25.9 open rate/2.8% CTR
- **May 19 (April 2017 Report) – Biz List:** 5,902/6% open rate/1% CTR
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **May 2017:**
  - **Ventura County decreased .2%** from a revised 4.0% in April 2017 to 3.8% in May 2017 (May 2016 = 4.5%)
  - **California decreased .3%** from 4.5% in April 2017 to 4.2% in May 2017 (May 2016 = 4.9%)
  - **U.S. remained unchanged** from 4.1% in April 2017 to 4.1% in May 2017 (May 2016 = 4.5%)
- **Integrated Media Outreach**
  - Total Cost: \$10,300
  - Total Value: \$15,173 = 145%
  - Total Impressions: 2,756,684

**The Final Projects in Process for Program Year 16/17 is attached.**



# MANUFACTURING ROUNDTABLE

Ventura  
County



## Manufacturing Network Event at Jaxx Manufacturing!

Hosted by:



### Where & When

Date:

Thurs., June 29th, 2017

Time:

6:00 p.m. - 7:00 p.m.

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

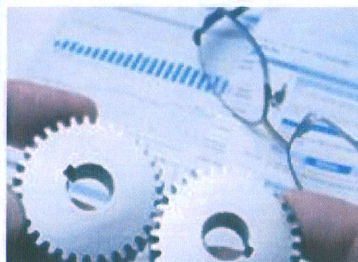
Location:

Jaxx Manufacturing  
1912 Angus Avenue  
Simi Valley, CA 93063



[Click for Directions](#)

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



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

### For Manufacturers

#### Only

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

### RSVP by Tuesday, June 27th

Event to be held at Jaxx Manufacturing in Simi Valley on  
Thurs., June 29th from 6:00 to 7:00 p.m. Please email  
[MaOdezza.Robite@ventura.org](mailto:MaOdezza.Robite@ventura.org) or call 805.477.5306 to  
reserve your spot.

### 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 Wednesday for 5/24/17  
Interview at 8:40AM  
Live at KVTA 1590-AM Studio  
2284 Victoria Avenue, Ventura

### Workforce Wednesday Interview Guide – Green Business

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

#### Opening

The idea of Green or Sustainable Business practices is one that is gaining momentum. We used to think that by just separating recyclables and printing out only what was necessary would allow us to check the 'green business' box. But, what exactly does running a green business mean today and are you in the green business club? Here to tell us more about the opportunities and benefits of running a green business is:

- **Anthony Mireles:** President and Business Representative for the Laborers International Union of North America "Local 585", and Workforce Development Board Member and Clean/Green Business Committee Chair.
- **John Brooks:** Senior Sustainability Analyst for the City of Thousand Oaks, and Clean/Green Business Committee Member.

#### Interview Questions

- **John:** When people think of green business, I would imagine the focus would be around energy such as solar, wind, etc. How are you hoping to expand local understanding of what it means to be a green business?
- **Anthony & John:** From a workforce development perspective, does the 'green business' category represent an area of job growth?
- **John:** Have Clean/Green business practices changed the way that city and county governments do business and if so, how?
- **Anthony:** Has the green business trend impacted/evolved the nature of your member's work?
- **John:** What are some examples of businesses in Ventura County who actively and profitably follow green business practices?
- **Anthony:** Can you provide some examples of how the construction industry is supporting green practices to businesses?

#### Wrap-Up

Find green business information and resources on the Workforce Development Board website at under Clean/Green on the home page at [www.workforceventuracounty.org](http://www.workforceventuracounty.org). That's [www.workforceventuracounty.org](http://www.workforceventuracounty.org).





Workforce Wednesday for 6/21/17  
Interview at 8:40AM  
Live at KVTA 1590-AM Studio  
2284 Victoria Avenue, Ventura

### Workforce Wednesday Interview Guide – Ventura County Grows Business

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

#### Opening

Anyone who has run their own business knows that starting a company can be a daunting task let alone helping it to grow and remain profitable. The good news is that there are a group of stakeholders in Ventura County working together to provide the services and support that businesses need to thrive. Here to talk about “Ventura County Grows Business” and the no-cost and low-cost professional services available is:

- **Brian Gabler:** Director of Economic Development/Assistant City Manager of the City of Simi Valley, and Workforce Development Board Member and Outreach Committee Chair.
- **Bruce Stenslie:** President/CEO of the Economic Development Collaborative-Ventura County, and Workforce Development Board and Outreach Committee Member.

#### Interview Questions

- **Brian:** What is *Ventura County Grows Business*? (Note: “VCGB is a collaborative effort with county and city economic development managers, and the WDB, to connect local businesses with the organizations that are here to support business growth.”)
- **Bruce:** So I’m a business owner looking for some help, what kinds of “organizations” are available to offer me assistance? (Note: “The EDC-VC, SBDC, and American Job Centers are just a few...”)
- **Brian:** Each business is so different: What types of services are available, and does a company have to be of a certain size or industry to take advantage of this support? (Easy reference that keys to the site: Startup, Manufacturing Consulting, Loans/Capital, International Trade, Business Transition, Business Consulting, Recruitment & Training)
- **Brian & Bruce:** In your experience, what are the most in-demand services needed by businesses and the most overlooked they could benefit from accessing?
- **Bruce:** What advice would you give to a new or existing business in Ventura County to get the most out of the robust professional services available to them? (Suggestion: might be a good spot for “do your homework and come to your first meeting prepared” Prepared could mean...)
- **Brian:** The WDB has been a champion of the Ventura County Grows Business program. Why is it so important?

#### Wrap-Up

Find more information at [VenturaCountyGrowsBusinesss.com](http://VenturaCountyGrowsBusinesss.com) and join the conversation on Facebook and LinkedIn. That’s [VenturaCountyGrowsBusiness.com](http://VenturaCountyGrowsBusiness.com) Or call your local city hall and ask for economic development. They will welcome the opportunity to hear about your business.



heidi hayes

**From:** Workforce Development Board <info@workforceventuracounty.org>  
**Sent:** Tuesday, June 6, 2017 10:33 AM  
**To:** heidi@agency2.com  
**Subject:** Grow Your Business

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



## Workforce *Update*

June 2017



### Externships: Teachers Need to Learn Too



Summer **externships** match faculty members with business and industry employers. During the school year, teachers focus on the business of teaching.

While they are certainly experts in their field, there is often very little time or resources to help them stay current on what's taking place in the business world. Externships provide faculty the opportunity to engage in the workplace and then incorporate new concepts and skills into their teaching. This real-world involvement helps keep curriculum relevant and provides students with skills employers value. Greg Gillespie, Ventura College President and soon to be Ventura Community College District Chancellor as of July 1st joined Paula Hodge, Deputy Sector Navigator for Information and Communication Technologies for the California Community College South Central Coast region to discuss this important topic in the [April Workforce Wednesday broadcast](#).

Faculty members from traditional career technical education (i.e., automotive technology, medical assistant, dental hygiene, welding) have been the focus of externships, but externships are also important when teachers discuss careers in such diverse occupations as sales, personnel management, finance, project management, operations and technical writing. To learn more about

[Join Our Mailing List!](#)

### Resources

**AmericanJobCenter<sup>®</sup>**  
*California*

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



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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.



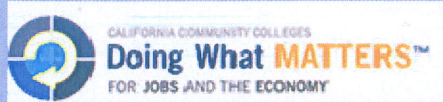
**VENTURA  
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[venturacountygrowsbusiness.com](http://venturacountygrowsbusiness.com)

Did You Know?



summer externships, [click here](#) for a teacher externship guide published by the University of California, Berkeley.



## Community College Sector Navigators: Here to Help

The California Community Colleges system helps to support many of the industry sectors that are also a priority for the Workforce Development Board of Ventura County. Through a network of dedicated, Deputy Sector Navigator specialists, the WDB works closely with these representatives to connect with businesses and education to address the skills gap challenge in the region. Through the State of California and with help from the [Strong Workforce Initiative](#) these industry sector representatives have training program investments funds available that are either in the start-up phase (developing programs) or are currently delivering training and/or other services to job seekers and employers. Click here to connect with the [Deputy Sector Navigators in the South Central Coast Region](#).

## Success Story: PathPoint



**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.

**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. His future goals include remaining employed and entering post-secondary education.

BBC: [Next Generation Jobs Won't Be Made Up of Professions](#)

CNBC: [One Easy Way to Boost Your Teen's Financial Abilities](#)

## Quick Reads

HBR: [How to Convince Your Boss To Let You Work From Home](#)

CNBC: [Five Career Secrets to Get Ahead](#)

LinkedIn: [Growing Companies Need Good Project Managers](#)

## Job Outlook

### April 2017 Unemployment

Not Seasonally Adjusted

U.S. = **4.1%**  
California = **4.5%**  
Ventura County = **4.0%**

Source:

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

Note: May 2017 Job Outlook will be available on June 16.

## Workforce Wednesday

Tom Spence  
KVTA 1590-AM

**June 21, 2017 at 8:40AM**

Topic: Ventura County  
Grows Business

[Click to listen to May broadcast](#) about Green Business.

## Upcoming Events

**June 8, 8am**  
WDB Annual Meeting at



## Welcome, New & Returning Members!



The WDB announced the addition of two new board members and the reappointment of two others for three-year terms. The Ventura County Board of Supervisors made the appointments official at its May 9 meeting. The

new board members are **Sumantra Sengupta**, MBA program director at California Lutheran University, and **Dona Toteva Lacayo**, director of business development at the Port of Hueneme/Oxnard Harbor District.

Sengupta has 25 years' experience in business development within agriculture, consumer services, and manufacturing. "Education must have an active seat on the board," says Sengupta. "Our region is not creating as many jobs as it should. One way to attract new industries to the county is by having properly skilled, trained and educated workers to fill the job demand." Lacayo has 16 years of experience in global logistics and transportation development.

Reappointed were **Victor Dollar**, senior vice president of Brighton Management and past WDB chair, and **Tony Skinner**, executive secretary/treasurer of the Tri-Counties Building and Construction Trades Council.

VCOE

**June 13, 8am**  
Manufacturing Committee  
at UFCW

**July 21, 8am**  
Clean/Green Committee at  
VCCF

**July 26, 8:30am**  
Business Services  
Committee at EDC-VC

**July 28, 8am**  
Healthcare Committee 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.

## WDBVC Salutes Retiring Members



The Workforce Development Board thanks, **Barry Zimmerman** (nine years), Director, Human Services Agency, **Will Berg** (nine years), Port of Hueneme City Council Member, **Martel Fraser** (seven years), United Food and Commercial Workers Union Local 770, and **Gerhard Apfelthaler** (three years), Dean and

Professor, School of Management, California Lutheran University, for their service. Their combined 28 years of service on the board and key committees have made a positive difference in advancing workforce development in Ventura County.





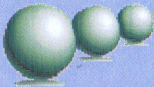
Workforce Update is brought to you by the Workforce Development Board of Ventura County (WDB). The Workforce Development Board administers federal funds that help to support American Job Center locations and other free adult, youth, and employer programs and services in Ventura County.

#### **Workforce Development Board**

Bringing People & Opportunities Together

855 Partridge Drive, Ventura, California 93003

805.477.5306 or visit [workforceventuracounty.org](http://workforceventuracounty.org)



Created in partnership with [theAgency](http://theAgency).

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

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**Los Angeles Times**

Workforce Development Board of Ventura\_(Ventura County Grows)\_4.10.17-6.30.17\_Los Angeles Times

Apr 10, 2017 – Jun 30, 2017



630



## Parents sue San Diego school district over Islamophobia bullying policy



San Diego Unified School District trustees have approved a plan to fight Islamophobia and bullying against Muslim students. Concerns about discrimination against Muslims have been expressed on many campuses this year, including at UC San Diego. (San Diego Union-Tribune)



By Gary Warth • Contact Reporter

MAY 25, 2017, 4:16 PM | REPORTING FROM SAN DIEGO

legal group and six parents have filed a lawsuit that challenges the

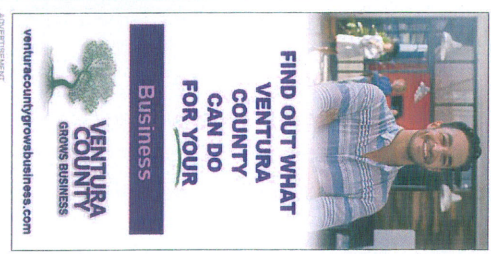


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SECTIONS Q SEARCH

Los Angeles Times

FROM MAY 26, 2017

LOCAL SPORTS POLITICS ENTERTAINMENT OPINION MOST POPULAR PLACE IN AD

63°



BUSINESS

# U.S. growth in first quarter was higher than initially thought, but still weak



A construction worker on an apartment high-rise in Miami on May 4. (Juan Diaz/Associated Press)

By Associated Press

MAY 28, 2017, 9:43 AM

**T**he U.S. economy started 2017 with a whimper, but it wasn't quite as weak as first thought. The government revised up its January-March growth reading to a rate of 1.2% — better than an earlier estimate of 0.7% but well below President Trump's ambitious growth targets.

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ADVERTISING

## In Case You Missed It

Federal agents nab nearly 300 people in U.S. sex-trafficking raids targeting criminals

16 hours ago on 5/25/17

Trump lawyers ask Supreme Court to reject and overturn claim by men who lost gun rights over nonviolent crimes

4 days ago on 5/22/17

African American Census seeks formal apology after Rep. Maxine Waters is cut off during state



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SECTIONSSEARCH

Los Angeles Times

63°

68°

FRIDAY, MAY 26, 2017

LOCALSPORTSPOLITICSENTERTAINMENTOPINIONMOST POPULARPLACE IN LA

FacebookTwitterEmail

# Cyberattacks once again roil Hollywood, but can anything be done about it?

## Los Angeles Times

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11:00 AM PST

Disney CEO Bob Iger says ABC employees in New York on May 15. (SIPA AP via OUTLINE VIDEO INFORMATION)

By David Ng, Ryan Fungblader and Parvati Dave • Contact Reporters


MAY 23, 2017, 3:09 AM

Like most large corporations, major Hollywood studios are fond of outsourcing. From coming attraction trailers that are designed to draw audiences into cinemas to eye-popping 3-D visual effects that burst off the screen, studios routinely farm out large chunks of work to vendors around the globe who compete to



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Manufacturing Business

### In Case You Missed It



Federal agents nab nearly 300 people in L.A.-area immigration raids targeting criminals  
18 hours ago on 5/25/2017



Trump lawyers ask Supreme Court to reject and Amendment claim by man who lost gun rights over nonviolent crimes  
4 hrs ago on 5/25/2017



African American Caucus seeks formal apology after Rep. Maxine Waters is cut off during state

6

SECTIONS

SEARCH

Los Angeles Times

FRIDAY, MAY 26, 2017

LOCAL SPORTS POLITICS ENTERTAINMENT OPINION MOST POPULAR PLACE AND

63°

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The epic and ugly battle over what to do about the 710 Freeway

The 710 Freeway at its current northern terminus at Valley Boulevard in Alhambra. Metro officials are expected to vote Thursday on a motion that would steer funding away from a long-obscured tunnel extension. (Luis Sinco / Los Angeles Times)

By **Laura J. Nelson**  
Contact Reporter

LOCAL / CALIFORNIA

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7



SECTIONSEARCH

Los Angeles Times

68°

HEALTH & WELLNESS

PROX: MAY 26, 2017

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e

# The hot new thing? Infrared saunas. Three L.A. places to try out the trend



The infrared sauna chamber at Pura in Culver City. (Photo: Pura)

By **Abbie Konoldyik**

MAY 14, 2017, 3:00 PM

**W**ith ever more studies pointing to the benefits of sweating — from increased longevity and athletic endurance to decreased pain and anxiety — Sauna 2.0 led this year's trend report from the Global Wellness Summit.

One of the breakout sessions for the 200 or so doctors, spa directors, hospitality executives



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### In Case You Missed It

A U.S. citizen says her rights were violated after she was detained by immigration authorities in San Bernardino

2 hours ago @ 05:00 am

### This is Jupiter? Giant planet surprises scientists in Jimo's first fibos

14 hours ago on 5/25/2017



Nicole Kidman, Jessica Chastain and Rita Ora party at the amfAR gala

ENTERTAINMENT / TELEVISION

**'Game of Thrones' has become an unlikely tale of female empowerment**



Lena Headey as Cersei Lannister and Nikolaj Coster-Waldau as Jaime Lannister in "Game of Thrones," which returns to HBO July 16. (Helen Sloan/HBO)



**By Lorraine Ali · Contact Reporter**  
Television Critic

MAY 20, 2017, 5:00 AM

**T**he great war is here.



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GROWING TOGETHER

## In Case You Missed It

A U.S. citizen says her rights were violated after she was detained by immigration authorities in San Bernardino

2 hours ago @ 05:00 am

**This is Jupiter? Giant planet surprises scientists in Juno's first flyby**

14 hours ago on 5/25/20

14 hours ago on 5/25/20

Nicole Kidman, Jessica Chastain and Rita Ora party at the amfAR





SECTIONS Q SEARCH

Los Angeles Times

63° 63°

FROM MAY 26, 2017

LOCAL SPORTS POLITICS ENTERTAINMENT OPINION MOST POPULAR PLACE AND

Politics

f t +

6

# Trump finds a new ally in his war on leaks: Britain

The U.K. flag bearing the word "Manchester" is unfurled in St. Ann's Square in the northern England city Thursday. (AP Photo/Mark Ralston)

By Noah Bierman and Joseph Treadwell Contact Reporters

MAY 26, 2017, 3:53 PM | REPORTING FROM MANCHESTER

**P**resident Trump gained something Thursday he's been craving: validation from America's closest ally for his war on leaks.

Trump, a onetime fan of leaks who has spent much of his early term decrying them, vowed a "complete review" of possible intelligence leaks related to this week's



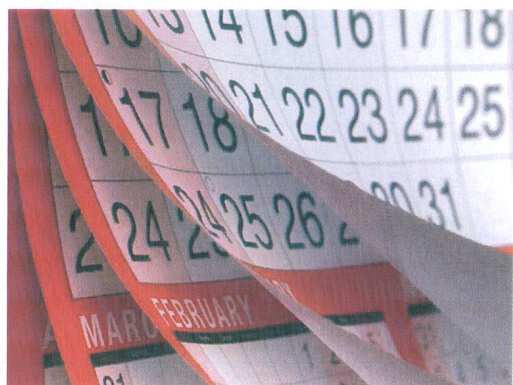
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## Job search workshops to be offered in June

Staff reports 2:00 p.m. PT May 16, 2017



OXNARD - The West County America's Job Center in Oxnard plans several free career workshops in June.

The center is at 2901 N. Ventura Road on the third floor.

Here's the schedule:

**June 2 and 23:** "Job Search/Social Media," 8:30 a.m. to noon — The job search workshop provides 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 provides information on the most popular online social networks.

**June 6 and 16:** "The Power of CalJOBS," 8:30 a.m. to 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.

**June 9:** "Winning Interviews," 8:30 a.m. to noon — This session will give you the tools you need to make a lasting impression that wins you a job. You will walk away with your own 30-second commercial that allows you to quickly and efficiently discuss your skills. After this session, you can be confident that you are prepared for any interview, any place, anytime.

**June 13:** "Veterans Orientation," 8 a.m. to noon — This collaborative meeting provides veterans with information on local services and programs that are available to them.

**June 16:** "Résumés that Sell," 8:30 a.m. to noon — Get hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this session, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the past 10 years and names, addresses, and phone numbers of three personal and three professional references.

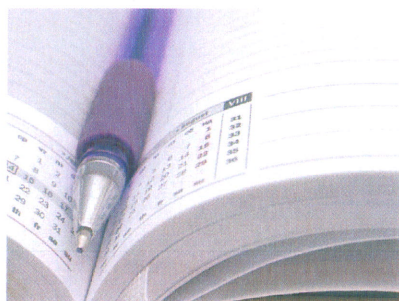
Space is limited, and prior registration required by calling the West County America's Job Center at 204-5171. Career Shops are offered at no cost to job seekers. Participants must be registered with CalJOBS, <https://www.caljobs.ca.gov>, before signing up for a career shop.

The sessions are sponsored by the Ventura County Human Services Agency, state Employment Development Department and Workforce Development Board.

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

## Career workshop scheduled in Simi Valley

Staff reports 2:41 a.m. PT May 24, 2017



A career workshop will be offered May 30 at the East County America's Job Center, 2900 N. Madera Road in Simi Valley.

"The Power of CalJOBS" will be offered from 8:30 a.m. to 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.

The workshop is offered at no cost to job seekers. Space is limited. Prior registration required by calling 955-2282 to enroll. Participants must first sign up with CalJOBS at <https://www.caljobs.ca.gov> before registering for the class.

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

# Simi Valley Acorn

2017-06-23 / Business

## **Career center hosts Cal Jobs class**

East County America's Job Center will offer a Career Shop from 8:30 a.m. to noon Tues., June 27 at 2900 N. Madera Road, Simi Valley.

The program is titled "The Power of CalJOBS."

An online resource, CalJOBS can be used to navigate the state's workforce services providing employment and labor market information.

Users can search for jobs, build resumes, access career resources and find information on education and training programs.

Although Career Shops are free for job seekers, registration is required by calling (805) 955-2282. Participants must also sign up with CalJOBS at [www.caljobs.ca.gov](http://www.caljobs.ca.gov) before registering for the class.

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



# Simi Valley Acorn

2017-05-26 / Business

## Career center to hold free workshop

CalJOBS system includes job search

East County America's Job Center will offer a Career Shop from 8:30 a.m. to noon Tues., May 30 at 2900 N. Madera Road, Simi Valley.

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

Although Career Shops are offered at no cost to job seekers, prior registration is required. To enroll, call the job center at (805) 955-2282.

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

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



## Free Career Workshop in June

### The Power of CalJOBS - free workshop in Simi Valley.

Tuesday, June 27 - 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.

Career Shops are offered at no cost to job seekers. Space is limited. Prior registration required by calling the East County America's Job Center at 805-955-2282 to enroll. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. Career Shops are sponsored by the Human Services Agency, EDD Workforce Services and the Workforce Development Board 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.

Location: East County America's Job Center

2900 N. Madera Rd., Simi Valley, Calif. 93065

805-955-2282





## Jobs

# Free Career Workshop - The Power of CalJOBS - July 25 in Simi Valley

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

Event Date & Time: Tuesday, July 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.

Career Shops are offered at no cost to job seekers. Space is limited. Prior registration required by calling the East County America's Job Center at 805-955-2282 to enroll. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class.

Career Shops are sponsored by the Human Services Agency, EDD Workforce Services and the Workforce Development Board 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.

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



June 02, 2017, 8:30

[Free Job & Career Workshops](#)

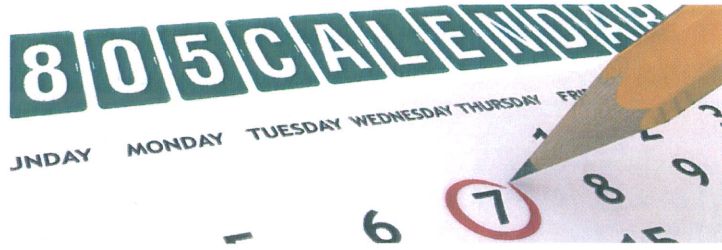
Location: West County America's Job Center, 2901 N. Ventura Rd., Oxnard

Contact tel.: 805-204-5171

Contact: [Talia Barrera](#)

Free Career Shops For Job Seekers - presented throughout June by the America's Job Center of California with support from the Workforce Development Board, EDD 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.





**Tue, Jun 27: The Power of CalJOBS** CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. Career Shops are offered at no cost to job seekers. Space is limited. 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 the East County America's Job Center, 2900 N. Madera Rd., Simi Valley. Info: [805-955-2282](tel:805-955-2282)

## **Teachers Need To Learn Too**

### **By Dr. Greg Gillespie and Paula Hodge**

Change is happening in business and industry at such a fast pace that high school and college course curriculums can quickly become outdated. Students who are fortunate to obtain internships this summer can be exposed to the latest business advances, but it's not enough. The reality is that not every student can take part in an internship. Fortunately, there is another way employers can pass along real-world knowledge to future members of the workforce. It's through teacher summer externships.

Summer externships match faculty members with business and industry employers. During the school year, teachers focus on the business of teaching. While they are certainly experts in their field, there is often very little time or resources to help them stay current on what's taking place in the business world.

Externships provide faculty the opportunity to engage in the workplace and then incorporate new concepts and skills into their teaching. This real-world involvement helps keep curriculum relevant and provides students with skills employers value.

Faculty members from traditional career-technical education fields (i.e., automotive technology, computer networking, medical assistant, dental hygiene, welding) have been the focus of externships, but externships are also important when teachers discuss careers in such diverse occupations as sales, personnel management, finance, project management, operations and technical writing.

The length of time of the externships varies and depends on the instructor and company. It could be one day of job shadowing or a week as a member of a work project. The amount of engagement is up to the faculty member and employer.

In one case, a faculty member interviewed and observed staff at three locations--a large multi-doctor facility, a specialty medical group and a small medical practice--to learn about electronic health records management and workflow. She then incorporated what she learned into the certified medical assistant course she was teaching. Her students would not have been able to access this kind of back-office training, but because of the teacher's externship, all her medical assistant students will be familiar with the latest electronic medical records processes upon graduation.

Employers benefit from externships as much as teachers and students. When you think about it, it makes perfect sense. When committing to an externship with a faculty member, businesses are reaching hundreds of students since the teacher will pass along the acquired knowledge in the classroom. These programs require only a time commitment since externships are nonpaying.

Businesses interested in offering externships should consider the information/concepts/skills that they would like to share with the faculty member, the school level of the students they want to ultimately reach and the amount of time needed for the externship.

Faculty members tell us that they want to participate in summer externships. Unfortunately, there aren't enough openings to fill the demand. This summer, businesses can do their part by committing the time for teacher externships. The effort will pay dividends down the road.

To learn more about summer externships, go to the Workforce Development Board of Ventura County website, [www.WorkforceVenturaCounty.org/employers/open-doors-to-youth](http://www.WorkforceVenturaCounty.org/employers/open-doors-to-youth).

Greg Gillespie is president of Ventura College, and as of July 1, chancellor of the Ventura County Community College District, and a Workforce Development Board and Manufacturing Committee member

Paula Hodge is regional director and deputy sector navigator of information and communication technologies and digital media for the South Central Coast Region. She is a member of the Workforce Development Board's Business Committee.





## WORKFORCE DEVELOPMENT BOARD

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For Immediate Release: (Date)

### Congratulations to 2017 WDB Award Winners

Ventura, Calif.--The 2017 WDB Awards were presented by the Workforce Development Board (WDB) of Ventura County at its annual meeting June 8 at the Ventura County Office of Education. The annual awards program recognizes individuals, employers, organizations and partnerships for their extraordinary efforts to advance workforce development in the Ventura County region.

"This year's winners are all excellent examples of how business, government, and education successfully come together to prepare young people for well-paying careers and to strengthen the overall workforce," says Brian Gabler, Director of Economic Development/Assistant City Manager of the City of Simi Valley and Workforce Development Board member and Outreach Committee chair. "The community and our economy reap the benefits of these collaborations."

Each of the four winners were recipients of the WDB Collaborative Action Award, which highlights partnerships that help to meet employer workforce needs, improves education/workforce training or supports business expansion or retention in Ventura County.

The first winner is JR Bookkeeping, Inc. in Ventura. During 2016 and 2017, the company actively recruited, educated, trained and retained three job-training candidates under the Workforce Innovation and Opportunity Act (WIOA). "I was unemployed myself before starting JR Bookkeeping" says Juliana Ramirez, President and CEO. "Being able to create jobs for others and taking them through the training journey whom in return provide outstanding service to our clients, has been greatly satisfying."

The second winner is the Oxnard Chamber of Commerce. The chamber's "Direct Path to Success" program was funded under a WDB Accelerator 3.0 grant. It provides expanded opportunities for businesses to interact with youth. The program created much-needed career education experiences including a Young Entrepreneurs Academy, an Intern Bootcamp for 11th and 12th graders and a Girls in STEM day for middle schoolers.

The third winner is the Ventura County Civic Alliance. This collaboration of business, education, and government leaders came together to develop and construct the TECH (Test and Evaluation Collaboration Hub) center in Camarillo that helps prepare middle and high school students for a range of private industry, government, civilian and military careers aligned with engineering and aviation. "I want to acknowledge the important role the TECH center has played throughout Ventura County and the impact it is having on students who are pursuing careers in technical education," said California State Senator Hannah-Beth Jackson and Alliance member in a video message. "Future generations will be well equipped with the necessary skills they will need to advance future technologies to move our country forward."

The final winner is Biodico, which specializes in clean alternative energy solutions. Its corporate offices are in Ventura with a research and development center at Naval Base Ventura County. Biodico works with WDB to create multiple on-the-job WIOA training opportunities for job seekers. "Renewable energy is a new and growing industry. There aren't training programs in academia for the type of jobs we're looking to fill including resource collection and renewable energy production and manufacturing," says Trey Teall, Biodico vice president of operations. "It's essential that we have programs such as those with the WDB so we can train individuals to meet the increasing labor demand in the sector."

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

###

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

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



## Workforce Development Board presents awards

Staff reports 1:02 a.m. PT June 21, 2017



(Photo: STAR FILE PHOTO)

The 2017 WDB Awards were presented by the Workforce Development Board of Ventura County at its annual meeting June 8 at the Ventura County Office of Education in Camarillo.

The annual awards program recognizes individuals, employers, organizations and partnerships for extraordinary efforts to advance workforce development in the Ventura County region.

Each of the four winners was a recipient of the WDB Collaborative Action Award, which highlights partnerships that help to meet employer workforce needs, improves education/workforce training or supports business expansion or retention in Ventura County.

Recipients are:

**JR Bookkeeping Inc., of Ventura.** During 2016 and 2017, the company actively recruited, educated, trained and retained three job-training candidates under the Workforce Innovation and Opportunity Act

**The Oxnard Chamber of Commerce.** The chamber's Direct Path to Success program was funded under a WDB Accelerator 3.0 grant. It provides expanded opportunities for businesses to interact with youths, creating career education experiences including a Young Entrepreneurs Academy, an Intern Bootcamp for 11th- and 12th-graders and a Girls in STEM day for middle schoolers.

**The Ventura County Civic Alliance.** This collaboration of business, education and government leaders came together to develop and construct the Test and Evaluation Collaboration Hub in Camarillo, which helps prepare middle and high school students for a range of private industry, government, civilian and military careers aligned with engineering and aviation.

**Biodico**, which specializes in clean alternative energy solutions. Its corporate offices are in Ventura with a research and development center at Naval Base Ventura County. Biodico works with the board to create multiple on-the-job training opportunities for job seekers.

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



## Congratulations to 2017 WDB Award Winners

The 2017 WDB Awards were presented by the Workforce Development Board (WDB) of Ventura County at its annual meeting June 8.

June 14, 2017 5:57 pm ET

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The 2017 WDB Awards were presented by the Workforce Development Board (WDB) of Ventura County at its annual meeting June 8 at the Ventura County Office of Education. The

annual awards program recognizes individuals, employers, organizations and partnerships for their extraordinary efforts to advance workforce development in the Ventura County region.

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Man gets out of jail after 22 years for a murder he didn't commit; powerful letter to the vice president; and the hero umpire.

The final winner is Biodico, which specializes in clean alternative energy solutions. Its corporate offices are in Ventura with a research and development center at Naval Base Ventura County. Biodico works with WDB to create multiple on-the-job WIOA training opportunities for job seekers. “Renewable energy is a new and growing industry. There aren’t training programs in academia for the type of jobs we’re looking to fill including resource collection and renewable energy production and manufacturing,” says Trey Teall, Biodico vice president of operations.



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

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

For Immediate Release: (Date)

**Workforce Development Board of Ventura County Adds 2 New Board Members**

Ventura, Calif. – The Workforce Development Board (WDB) of Ventura County announced the addition of two new board members and the reappointment of two others to three-year terms. The Ventura County Board of Supervisors made the appointments official at its May 9 meeting.

The new board members are Sumantra Sengupta, MBA program director and management faculty member at California Lutheran University, and Dona Toteva Lacayo, director of business development at the Port of Hueneme/Oxnard Harbor District.

Sengupta has 25 years' experience in operations and business development within agriculture, business services and the manufacturing sector. "Education must have an active seat on the board," says Sengupta. "Our region is not creating as many jobs as it should. One way to attract new industries to the county is by having properly skilled, trained and educated workers to fill the job demand."

Lacayo has over 16 years of experience in global logistics and transportation development. "By collaborating with other board members and members of the community, I hope to focus my efforts on economic development opportunities that will stimulate family-sustaining jobs in the region," says Lacayo.

Reappointed were Victor Dollar, senior vice president of Brighton Management and past WDB chair, and Tony Skinner, executive secretary/treasurer of the Tri-Counties Building and Construction Trades Council.

"The WDB is a very hard working board," says WDB Board Chair Jim Faul. "Members know that through their efforts they have a unique opportunity to have a positive impact on businesses, educational institutions and the labor force in Ventura County."

The WDB also salutes retiring board members Barry Zimmerman (nine years), Director, Human Services Agency, Will Berg (nine years), Port of Hueneme City Council member, Martel Fraser (seven years), labor relations/recorder, United Food and Commercial Workers Union Local 770 and Gerhard Apfelthaler (three years), dean and professor at the School of Management, California Lutheran University.

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

###

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



## Workforce Development Board adds 2

Staff reports 5:44 p.m. PT June 6, 2017



The Workforce Development Board of Ventura County announces the addition of two new board members and the reappointment of two others to three-year terms.

The Ventura County Board of Supervisors made the appointments official at its May 9 meeting.

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Sengupta has 25 years of experience in operations and business development within agriculture, business services and the manufacturing sector.

"Education must have an active seat on the board," Sengupta said. "Our region is not creating as many jobs as it should. One way to attract new industries to the county is by having properly skilled, trained and educated workers to fill the job demand."



Lacayo has more than 16 years of experience in global logistics and transportation development.

“By collaborating with other board members and members of the community, I hope to focus my efforts on economic development opportunities that will stimulate family-sustaining jobs in the region,” Lacayo said.

Reappointed were Victor Dollar, senior vice president of Brighton Management and past Workforce Development Board chair, and Tony Skinner, executive secretary/treasurer of the Tri-Counties Building and Construction Trades Council.

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.



[Business](#)

## Workforce Development Board of Ventura County Adds 2 New Board Members

**The Workforce Development Board (WDB) of Ventura County announced the addition of two new board members.**

June 2, 2017 4:27 pm ET

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

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heidi hayes

**From:** Workforce Development Board <info@workforceventuracounty.org>  
**Sent:** Friday, May 19, 2017 4:38 PM  
**To:** heidi.h.conf@gmail.com  
**Subject:** Job Outlook, April 2017 Report

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

## Job Outlook

### April 2017 Report



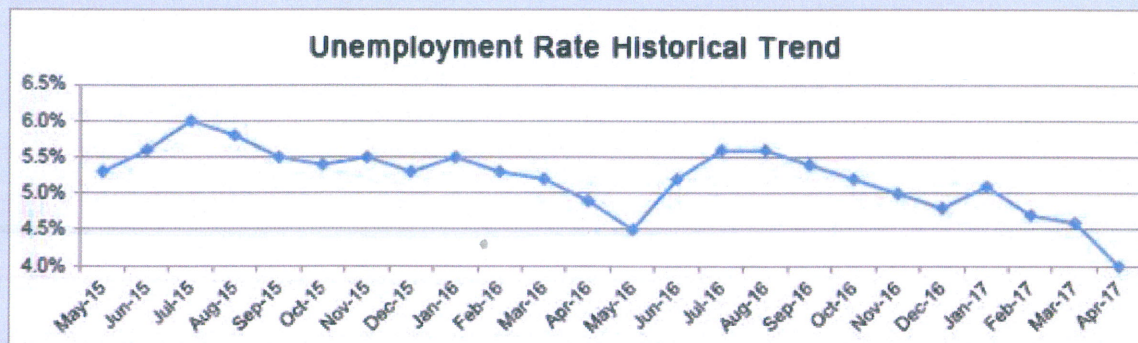
VENTURA COUNTY  
WORKFORCE  
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[Ventura County Labor Market Information](#)  
[State Of California Employment](#)  
[United States Department Of Labor](#)  
[Conference Board - Help Wanted Online Data®](#)  
[Relevant News](#)



### Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 4.0 percent in April 2017, down from a revised 4.6



percent in March 2017, and below the year-ago estimate of 4.9 percent. This compares with an unadjusted unemployment rate of 4.5 percent for California and 4.1 percent for the nation during the same period.

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

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

California Labor Market Indicators				
Metrics	April, 2017	March, 2017	Change	
Unemployment Rate	4.8%	4.9%	-0.01%	↓
Labor Force	19,177,900	19,170,300	7,600	↑
Employment	18,254,700	18,226,900	27,800	↑
Unemployment	923,200	943,400	-20,200	↓
Non Farm Jobs	16,681,200	16,697,500	-16,300	↓



California's unemployment rate fell to 4.8 percent and nonfarm payroll employment fell by 16,300 jobs in April, according to data released today by the California Employment Development Department (EDD) from two surveys.

The state has gained a total of 2,494,600 jobs since the economic expansion began in February 2010.

In March, the state's unemployment rate was 4.9 percent, and in April 2016, the unemployment rate was 5.5 percent. The unemployment rate is derived from a federal survey of 5,500 California households.

Nonfarm payroll jobs in California totaled 16,681,200 in April, 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, April 2016 to April 2017, shows an increase of 236,700 jobs (+1.4%).

Four of California's eleven industry sectors added a total of 21,600 jobs in April. Leisure and hospitality posted the largest jobs increase with a gain of 7,400 jobs, followed by construction with a



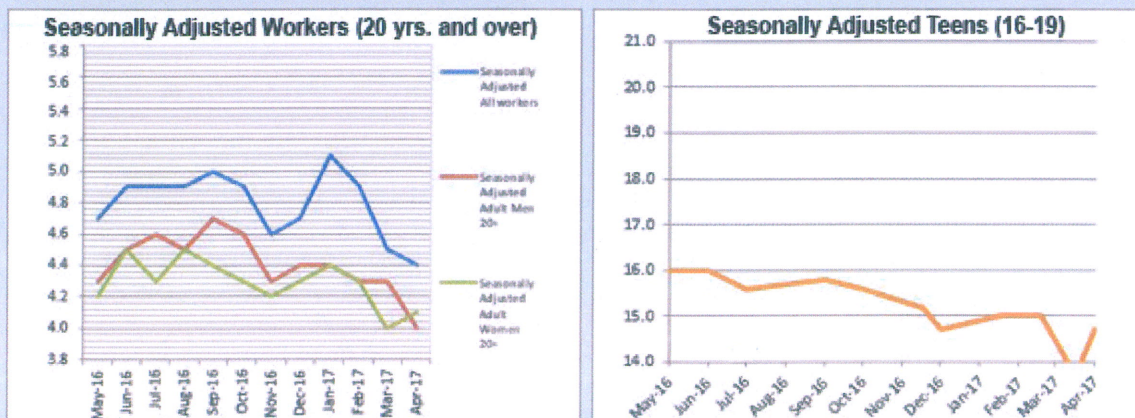
gain of 7,200 jobs. Other sectors adding jobs over the month were mining and logging, and educational and health services.

Seven industry sectors reported job declines over the month, down a total of 37,900 jobs. Professional and business services posted the largest decrease over the month, down by 17,500 jobs, followed by trade, transportation and utilities, which fell by 5,900 jobs. Other sectors losing jobs over the month were manufacturing; information; financial activities; other services; and government.

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

## United States Department Of Labor - The Employment Situation: April 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 211,000 in April, and the unemployment rate was little changed at 4.4 percent, the U.S. BLS reported May 5. Job gains occurred in leisure and hospitality, health care and social assistance, financial activities, and mining.

In April, leisure and hospitality added 55,000 jobs. Employment in food services and drinking places continued to trend up over the month (+26,000) and increased by 260,000 over the year.

Employment in health care and social assistance increased by 37,000 in April. Health care employment continued to trend up over the month (+20,000). This is in line with the industry's average monthly job growth during the first quarter of this year but below the average gain of 32,000 per month in 2016. Social assistance added 17,000 jobs in April, with all of the gain in individual and family services.

In April, financial activities added 19,000 jobs, with insurance carriers and related activities accounting for most of the gain (+14,000). Over the year, financial activities has added 173,000 jobs.

Employment in professional and business services continued to trend up in April (+39,000). The industry has added 612,000 jobs over the past 12 months.

Employment in other major industries, including construction, manufacturing, wholesale trade, retail trade, transportation and warehousing, information, and government, showed little change over the month.



The average workweek for all employees on private nonfarm payrolls increased by 0.1 hour to 34.4 hours in April. In manufacturing, the workweek edged up by 0.1 hour to 40.7 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 up by 0.1 hour to 33.7 hours.

In April, average hourly earnings for all employees on private nonfarm payrolls rose by 7 cents to \$26.19. Over the year, average hourly earnings have risen by 65 cents, or 2.5 percent. In April, average hourly earnings of private-sector production and nonsupervisory employees increased by 6 cents to \$21.96.

**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 26,100 to 4,613,600 in April, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released May 3.

The March Supply/Demand rate stands at 1.55 unemployed for each advertised vacancy, with a

total of 2.6 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 7.2 million in March.

### Sector/Occupational Changes

In April, three of the ten largest online occupational categories posted increases.

**Computer and mathematical science** ads decreased 7,800 to 516,900. The supply/demand rate lies at 0.20, i.e. 5 advertised openings per unemployed job-seeker.

**Healthcare practitioners and technical** ads increased 4,300 to 596,100. The supply/demand rate lies at 0.13, i.e. over 7 advertised openings per unemployed job-seeker.

**Management** ads decreased 3,600 to 388,800. The supply/demand rate lies at 0.84, more than 1 advertised opening per unemployed job-seeker.

**Sales and related** ads decreased 15,700 to 457,700. The supply/demand rate for these occupations lies at 1.31, more than 1 unemployed job-seeker for every advertised available opening.

**Source: Conference-Board.org**

## Relevant News

May 15, 2017, C|net, [Bill Gates Tells College Students What Careers He'd Pursue Today](#), Gael Fashingbauer Cooper



May 9, 2017, *CNBC.com*, [There's No Place Like Home: Fewer Americans Are Moving for Work](#), Martha C. White

May 6, 2017, *UPI*, [Yellen Delivers Personal Message Urging Better Workplace Rules for Women](#), Eric DuVall

## Resources



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

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

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## Job Outlook

May 2017 Report



Ventura County Labor Market Information

State Of California Employment

United States Department Of Labor

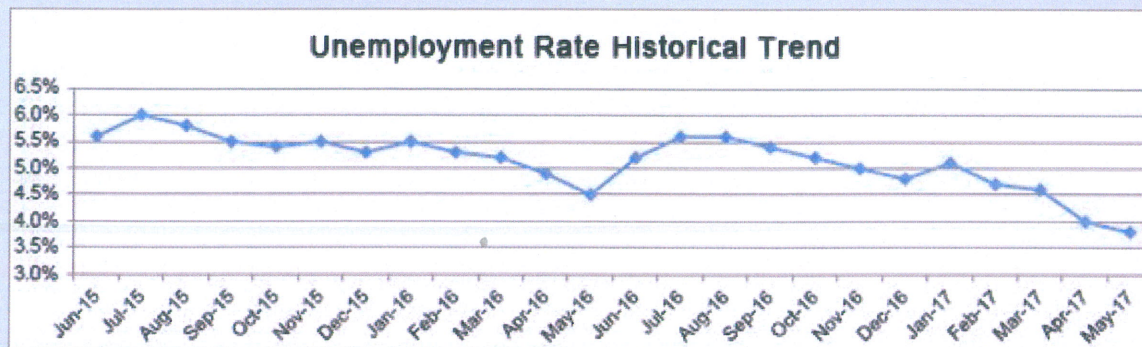
Conference Board - Help Wanted Online Data®

Relevant News



### Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 3.8 percent in May 2017, down from a revised 4.0

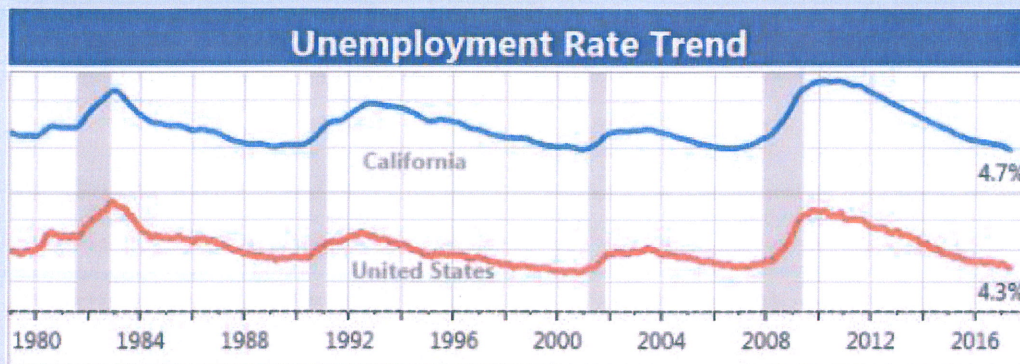


percent in April 2017, and below the year-ago estimate of 4.5 percent. This compares with an unadjusted unemployment rate of 4.2 percent for California and 4.1 percent for the nation during the same period.

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

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

California Labor Market Indicators				
Metrics	May, 2017	April, 2017	Change	
Unemployment Rate	4.7%	4.8%	-0.1%	↓
Labor Force	19,156,000	19,179,000	-23,000	↓
Employment	18,258,200	18,254,600	3,600	↑
Unemployment	897,800	924,400	-26,600	↓
Non Farm Jobs	16,697,500	16,679,900	17,600	↑



California's unemployment rate fell to 4.7 percent in May, tying the record low that occurred in November-December 2000, according to data released today by the California EDD.

The state's nonfarm payroll employment grew by 17,600 jobs in May, and California has now gained a total of 2,510,900 jobs since the economic expansion began in February 2010.\*

Eight of California's eleven industry sectors added a total of 29,400 jobs in May. Government posted the largest jobs increase with a gain of 12,300 jobs, followed by information with a gain of 9,600 jobs. Other sectors adding jobs over the month were trade, transportation and utilities; other services; financial activities; educational and health services; construction; and manufacturing.

Nine of California's eleven industry sectors added a total of 253,200 jobs year-over. The largest job gains were in educational and health services, up 64,600 jobs (a 2.5 percent increase); government, up 46,900 jobs (a 1.9 percent increase); and leisure and hospitality, up 44,000 jobs (a 2.3 percent increase). Other sectors adding jobs over the year were construction; other services; trade, transportation and utilities; professional and business services; financial activities; and information.

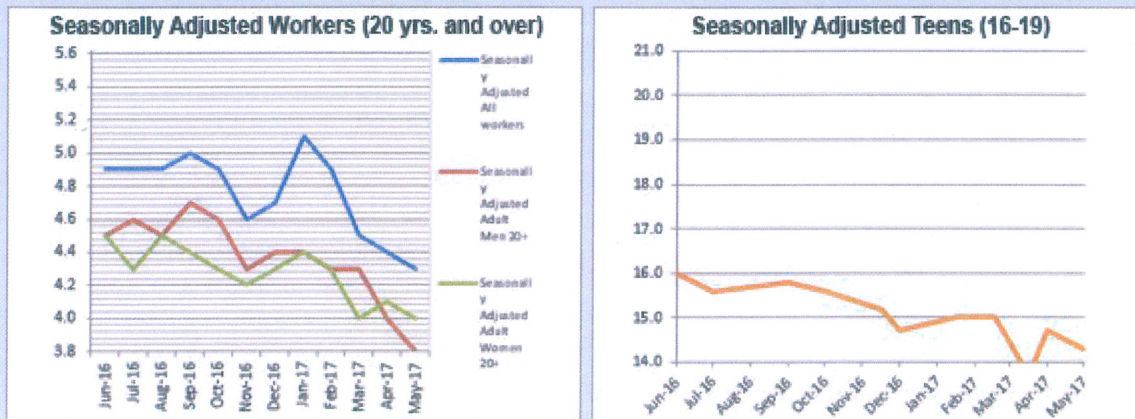


Two industry sectors posted job declines over the year, down a total of 10,600 jobs. Manufacturing fell by 8,900 jobs (down 0.7 percent), and mining and logging was down by 1,700 jobs (a 6.9 percent decrease).

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

## United States Department Of Labor - The Employment Situation: May 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 138,000 in May, and the unemployment rate was little changed at 4.3 percent, the U.S. Bureau of Labor Statistics reported today. Job gains occurred in health care and mining.

Employment in health care rose by 24,000 in May. Hospitals added 7,000 jobs over the month, and employment in ambulatory health care services continued to trend up (+13,000). Job growth in health care has averaged 22,000 per month thus far in 2017, compared with an average monthly gain of 32,000 in 2016.

In May, employment in professional and business services continued to trend up (+38,000). The industry has added an average of 46,000 jobs per month thus far this year, in line with the average monthly job gain in 2016.

Employment in other major industries, including construction, manufacturing, wholesale trade, retail trade, transportation and warehousing, information, financial activities, and government, showed little change over the month.

The average workweek for all employees on private nonfarm payrolls was unchanged at 34.4 hours in May. In manufacturing, the workweek also was unchanged at 40.7 hours, while overtime edged up by hour to 3.3 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls edged down by 0.1 hour to 33.6 hours.

In May, average hourly earnings for all employees on private nonfarm payrolls rose by 4 cents to \$26.22. Over the year, average hourly earnings have risen by 63 cents, or 2.5 percent. In May, average hourly earnings of private-sector production and nonsupervisory employees increased by 3 cents to \$22.00.

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 195,600 to 4,809,200 in May, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series**, released May 31.

The April Supply/Demand rate stands at 1.53 unemployed for each advertised vacancy, with a total of 2.4 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 7.1 million in April.

### Sector/Occupational Changes

In May, all of the ten largest online occupational categories posted increases.

**Computer and mathematical science** ads increased 25,200 to 542,100. The supply/demand rate lies at 0.29, i.e. over 3 advertised openings per unemployed job-seeker.

**Healthcare practitioners and technical** ads increased 46,400 to 642,400. The supply/demand rate lies at 0.15, i.e. over 6 advertised openings per unemployed job-seeker.

**Management** ads increased 23,800 to 412,700. The supply/demand rate lies at 0.78, more than 1 advertised opening per unemployed job-seeker.

**Sales and related** ads increased 31,800 to 489,500. The supply/demand rate for these occupations lies at 1.57, more than 1 unemployed job-seeker for every advertised available opening.

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

### Relevant News

June 1, 2017 *Reuters*, [U.S. Small Business Borrowing Drops to Six-Month Low](#), Ann Saphir

June 14, 2017 *MarketWatch*, [U.S. Retail Sales in May Are Weakest in 16 Months](#), Jeffry Bartash

June 14, 2017 *New York Times*, [Fed Actions Show Confidence](#), Binyamin Appelbaum

### Resources





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

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Workforce Development 2017 Digital Media Flowchart  
Ventura County Grows Business Digital Plan Overview  
Flight: April 3 - June 30, 2017



3/2/2017 Updated 7/20/17

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	\$8,824	\$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	\$8,826	\$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	\$2,118	\$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	\$1,706	\$4,492
FACEBOOK	Geo Targeted Ventura County, South SB County, North San Fernando Valley / Corporate Executives, Business Owners, SMB, President							N/A	\$2,353	\$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	\$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					6/21			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.





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

Employer  
Manufacturers  
Jobseeker 6/27/17

	Month of												Total	Total Spots	Total P12+ Imp	Total Investment	Total Value
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June					
Career Workshops																	
Workforce Update Newsletter													6		54,000	\$2,918	\$2,918
Job Outlook Newsletter													10		90,000		
Op-Eds			Success in Lowering the Dropout Rate (VCStar)	CLS Certification Program (PCBT)					Career Exploration (VCStar)		Externship (PCBT)		4		98,184		
Workforce Wednesday KVTA 1590-AM	Includes interview/show, 15 :30s, 3 :60s and 2 billboard IDs		Lowering Drop Out Rates	Manu Week	Veterans Support	Disconnected Youth	Career Exploration	Staffing & Skills Gap	WDB Awards	Externship	Clean-Green Business	Ventura County Grows Biz	10	200	331,000	\$5,677	\$10,550
MRVC eblasts			5 Events	7/13, 7/25	9/7, 9/21	10/13	1/23	2/1				6/15, 6/21	9		8,100		
KCLU-88.3 FM NPR	9x/wk in AM Edition, Mrktplace & All Things Considered		8/29 start, General							Note: content will support VCGB Outreach			44	396	3,119,600	Different PO	
KCLU Online (value add)			7,500 imps/month	VCGB									10		-944,200		
Social Media	VCGB FB VCJWF Twitter															\$1,705	\$1,705
TOTALS														596	2,756,684	\$10,300	\$15,173

147%



## Workforce Development Board

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

6/30/17

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date		Client Action
General	AJCC Awareness Plan	Agency Services	1-Jul	n/a	TBD	Client suggested that awareness plan be considered when one-stop provider is confirmed	Waiting for client input
Youth	VCFWF - Site Preliminary Redesign	Creative Services	1-Jul		TBD	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.
Youth	VCJWF Outreach Strategy	Agency Services	1-Jul	n/a	TBD	Agency to develop outreach strategy to relaunch VCJWF website and Twitter Page	HOLD
General	Op-Ed: VCGB	Media Relations	1-Jul	n/a	15-Jul	Interview Bruce Stenslie & Brian Gabler for VCGB Op-Ed	
General	New Chair & Vice Chair	Press Release	1-Jul	n/a	15-Aug	Develop release announcing new WDB chair and vice-chair	
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.	
Employer	Ventura County Grows Business Website	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Facebook	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Youth	Youth Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Youth	VC Jobs With A Future Website	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Youth	VC Jobs With A Future Twitter Page	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Job Seeker	Job Seeker Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Job Seeker /Employer	JCC Job Fair/Business Expo Support	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	Client to provide info on Job Fairs/Business Expos
Employer	Sector Committee - Clean Green	Agency Services	1-Mar	n/a	TBD	Agency discussed strategic options to educate employers & job seekers on "Sustainability Skills"	HOLD
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.	HOLD





# Workforce Development Board

## Projects in Process: 16/17 Program Year

6/30/17

Items in Gray = Completed

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date		Client Action
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	HOLD
General	WDB Outreach	Agency Services	4-Sep	n/a	TBD	Develop talking points for WDB members for three categories of WDB's mission	HOLD
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	HOLD
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.	HOLD
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.	HOLD

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



## Workforce Development Board

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

6/30/17

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





## Workforce Development Board

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

6/30/17

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. <b>Completed 9/8/16</b>	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, <b>Completed 9/14/16</b>	
General	Job Outlook: August 2016	Creative Services/Eblast	20-Aug		16-Sep	<b>Completed 9/16</b>	
Employer	Sector Committee - MRVC Networking Events #2 Milgard	Creative Services/Eblast	1-Aug	n/a	21-Sep	<b>Completed 9/21/16</b>	
Employer	Workforce Wednesday, 9/28/16 - Manufacturing Week	Agency Services	25-Aug		28-Sep	Byron Lindros & Alex Rivera <b>Completed 9/28/16</b>	
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. <b>Completed 9/29</b>	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. <b>Completed 9/29</b>	Client chose not to move forward
Job Seeker	October 2016 Career Shops	Press Release	1-Sep		n/a	<b>Received &amp; Completed 9/30</b>	
Employer	Sector Committee - Manufacturing Week	Media Relations	1-Aug	n/a	15-Oct	Distribute media advisory and coordinate on-site visits wit participating manufacturers. <b>Completed 10/7/16</b>	
Employer	Sector Committee - MRVC Networking Events #3 Hi-Tech	Creative Services/Eblast	1-Oct	n/a	20-Oct	<b>Completed 10/13/16</b>	
General	Job Outlook: September 2016	Creative Services/Eblast	17-Sep		21-Oct	<b>Completed 10/21</b>	
Employer	Workforce Update: October 2016 Issue	Creative Services/Eblast	24-Aug		25-Oct	<b>Completed 10/25/16</b>	
Employer	Workforce Wednesday, 10/26/16 - Veterans Services	Agency Services	28-Sep		26-Oct	Nancy Ambriz & Andrea Sanchez <b>Completed 10/26/16</b>	
Job Seeker	November 2016 Career Shops	Press Release	1-Oct		n/a	<b>Received &amp; Completed 11/11/16</b>	
General	Job Outlook: October 2016	Creative Services/Eblast	22-Oct		18-Nov	<b>Completed 11/18/16</b>	
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. <b>completed 11/18/16</b>	



## Workforce Development Board

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

6/30/17

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. <b>Completed 11/20/16</b>	
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. <b>Completed 11/23/16</b>	Waiting for client feedback
Employer	Workforce Wednesday, 11/30/16 - Disconnected Youth	Agency Services	26-Jan		30-Nov	Juan Mercado & Teresa Johnson. <b>Completed 11/30/16</b>	
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. <b>Completed 12/1/16</b>	
Job Seeker	December 2016 Career Shops	Press Release	1-Nov		n/a	<b>Received &amp; Completed 12/8/16</b>	
General	Job Outlook: November 2016	Creative Services/Eblast	19-Nov		16-Dec	<b>Completed 12/16/16</b>	
Employer	Workforce Update: December 2016 Issue	Creative Services/Eblast	26-Oct		13-Dec	<b>Completed 12/21/16</b>	
General	WDB General Plan - Public Invitation to Review Release	Media Relations	21-Dec	n/a	23-Dec	Develop & disseminate release countywide. <b>Completed 12/23/16</b>	
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. <b>Completed 12/23/16</b>	
General	Latino Leadership Award Nomination	Agency Services	1-Nov	n/a	13-Jan	Agency to develop nomination draft for Alex Rivera. <b>Completed 1/10/17</b>	
Job Seeker	January 2017 Career Shops	Press Release	1-Jan		n/a	<b>Received &amp; Completed 1/11/17</b>	
General	Job Outlook: December 2016	Creative Services/Eblast	17-Dec		20-Jan	<b>Completed 1/20/17</b>	
General	MRVC Networking Event Release	Media Relations	9-Jan	n/a	9-Feb	Develop release to promote event and organization. Interview Peter Zierhut. <b>Completed 1/23/17</b>	
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. <b>Completed 1/25/17</b>	





## Workforce Development Board

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

6/30/17

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 <b>Completed 2/1/17</b>	
Job Seeker	March 2017 Career Shops	Press Release	1-Feb		n/a	<b>Completed 2/3/17</b>	
Job Seeker	February 2017 Career Shops	Press Release	1-Jan		n/a	<b>Completed 2/3/17</b>	
General	Op-Ed: Career Exploration	Media Relations	1-Nov	n/a	31-Jan	Greg Van Ness and Richard Trogman - Interview, develop and submit <b>Completed/submitted to VCStar on 2/13/17</b>	
General	Op-Ed: Disconnected Youth	Media Relations	1-Nov	n/a	31-Dec	Teresa Johnson and Juan Mercado - Interview, develop, pitch to VCStar <b>Interviewed Juan M., Teresa J. unavailable. Cancelled 2/13/17</b>	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. <b>Completed 1/19/17, published 2/14/17</b>	
Employer	Workforce Update: February 2017	Creative Services/Eblast	13-Jan		21-Feb	<b>Completed 2/21/17</b>	
General	Employer/Job Seeker Success Stories	Creative Services	1-Jul	n/a	30-Jun	12 new stories developed from CSD, VACE, Pathpoint & BGC. <b>Completed 2/21/17</b>	
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 <b>Completed 2/22/17</b>	
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. <b>Completed/Launched 3/1/17</b>	
General	2017 WDB Awards	Agency Services	19-Jan		30-Apr	Agency to update nomination form, logo, develop & distribute call for nominations <b>Completed 3/3/17</b>	
Employer	VCGB Site Redesign	Creative Services	1-Jul	n/a	28-Feb	Site redesign in progress as of 12/1/16 - <b>Completed &amp; Launched 3/6/17</b>	



## Workforce Development Board

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

6/30/17

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Client Action
Employer	VCGB Facebook - Timeline	Creative Services	1-Mar	n/a	9-Mar	Develop new timeline design to complement new site launch. <b>Completed 3/9/17</b>
Employer	VCGB Outreach Strategy	Agency Services	19-Jan	n/a	31-Mar	Agency to develop outreach strategy to relaunch Ventura County Grows Business <b>Approved 3/9/17</b>
General	Job Outlook: February 2017	Creative Services/Eblast	21-Jan		17-Mar	<b>February hiatus due to local year-end reporting delays. Pick back up in March</b>
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 <b>Completed 3/10/17</b>
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 <b>Completed 3/29/17</b>
Job Seeker	April 2017 Career Shops	Press Release	1-Mar		n/a	<b>Completed 3/30/17</b>
Employer	VCGB Radio	Creative Services	1-Mar	n/a	9-Apr	Develop radio :30 PSA and Pandora Script to support VCGB paid media campaign <b>Completed 4/3/17</b>
Job Seeker	May 2017 Career Shops	Press Release	1-Apr		n/a	<b>Completed 4/14/17</b>
General	Job Outlook: March 2017	Creative Services/Eblast	21-Jan		21-Apr	<b>Completed 4/21/17</b>
Employer	VCGB Digital Videos	Creative Services	1-Mar	n/a	9-Apr	Develop video assets to support VCGB paid media campaign <b>Completed 4/24/17</b>
Employer	Workforce Update: April 2017	Creative Services/Eblast	22-Feb		25-Apr	<b>Completed 4/25/17</b>
Employer	Workforce Wednesday, 4/26/17 - Externships	Agency Services	3-Jan		26-Apr	Greg Gillespie & Paula Hodge <b>Completed 4/26/17</b>
Job Seeker	June 2017 Career Shops	Press Release	1-May		n/a	<b>Completed 5/5/17</b>
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 <b>Completed May 2017</b>
General	Op-Ed: Externships - Paula Hodge, Greg Gillespie	Media Relations	24-Aug	n/a	1-May	Published in the PCBT - <b>Completed 5/15/17</b>





## Workforce Development Board

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

6/30/17

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Client Action
General	Job Outlook: April 2017	Creative Services/Eblast	21-Jan		19-May	<b>Completed 5/19/17</b>
Employer	Sector Committee - MRVC Networking Events #5 Jaxx Manufacturing	Creative Services/Eblast	1-Aug	n/a	TBD	Customize Eblasts, lists and dissemination for (5) MRVC networking events. <b>Completed 5/21/17</b>
Employer	Workforce Wednesday, 5/24/17 - Clean/Green Biz	Agency Services	3-Jan		24-May	John Brooks and Anthony Mireles <b>Completed 5/24/17</b>
Employer	VCGB Eblast	Creative Services	1-Mar	n/a	9-Apr	Develop custom Admail Eblast to support VCGB paid media campaign - 2 versions <b>Completed 5/24/17</b>
Employer	Workforce Update: June 2017	Creative Services/Eblast	26-Apr		6-Jun	<b>Completed 5/24/17</b>
Employer	VCGB Banners	Creative Services	1-Mar	n/a	9-Apr	Develop banner assets to support VCGB paid media campaign - <b>Completed 5/30/17</b>
General	2017 WDB Awards	Media Relations	15-May		9-Jun	Develop winner announcement release <b>Completed 6/13/17</b>
General	Job Outlook: May 2017	Creative Services/Eblast	21-Jan		19-Jun	<b>Completed 6/19/17</b>
Employer	Workforce Wednesday, 6/21/17 - VCGB	Agency Services	3-Jan		21-Jun	Bruce Stenslie & Brian Gabler, <b>Completed 6/21/17</b>
Employer	VCGB Outreach Media	Agency Services	9-Mar	n/a	30-Jun	Media Plan Management and oversight <b>Completed 6/30/17</b>
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 <b>Completed 6/30/17</b>
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 <b>Completed 6/30/17</b>
General	WDB Website	Creative Services	20-Jul	n/a	30-Jun	Review site for current WIOA requirements, new slider graphics, success story sharing - Ongoing <b>Completed 6/30/17</b>



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

6/30/17

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date		Client Action
General	KCLU Scripts & Banners	Creative Services	20-Jul	n/a	30-Jun	Develop new and updates scripts and online banners for KCLU sponsorships - Ongoing	Completed 6/30/17
General	WDB Eblast Lists - Employers	Creative Services/Eblast	20-Jul		30-Jun	Review, updates eblast lists, research recommend purchase options	Completed 6/30/17

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





## **ACTION ITEM**

**RECOMMENDATION THAT THE EXECUTIVE COMMITTEE RECOMMEND TO THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB), AUTHORIZATION OF WDB STAFF TO DEVELOP AND RELEASE A REQUEST FOR PROPOSALS (RFP) FOR WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) MARKETING AND OUTREACH SERVICES.**

## **RECOMMENDATION**

That the Executive Committee recommend to the Workforce Development Board (WDB), authorization to develop and release a request for proposals (RFP) for WIOA Marketing and Outreach Services.

## **DISCUSSION**

County of Ventura procurement term limits require that a new competitive solicitation be conducted for the selection of a contractor to provide outreach services.

The current public Request for Proposals (RFP) process with an original date of January 2014 funded a contract with the Agency for outreach services. The current and final annual contract with the Agency ends June 30, 2018.

The purpose of this new RFP is for County-wide outreach services with a selected organization to promote workforce development programs and services in the Ventura County Region. Services will include creative design, production and copywriting (e.g., brochures, flyers, commercials), media negotiation and placement (e.g., newspapers, newsletters, English and Spanish radio, cable TV and public access programming, transit, non-traditional) public relations (e.g., press releases, media placements, public service announcements and placement, broadcast Interviews). This procurement will align with the Workforce Development Board goals and strategic plan:

- *Business-friendly outreach in the Ventura County region is essential for raising awareness of business services and engaging employers in workforce development.*

The new outreach services will be funded with WIOA Adult, Dislocated Worker, Youth and Rapid Response core funds. If approved, the planned RFP will be released in September, 2017 and will be scheduled for approval by the Board of Supervisors of a contract starting July 1, 2018.

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



## Workforce Development Board Outreach Update: July 26, 2017 – Updated August 9, 2017 17/18 Outreach Discussion Outline

### EMPLOYER OUTREACH – IN DEVELOPMENT

- **August 2017 Issue “Workforce Update”**
  - New Chair/Vice-Chair Announcement
  - Congressman Carbajal AJCC Visit
  - Committees In Action: Healthcare Solutions Summit
  - 2017 WDB Award Congrats
  - Success Story Feature
- **October 2017 Issue “Workforce Update”**
  - AJCC – MOU Partners in Success
  - WDB Partner Focus: P-20 Council
  - Success Story Feature
- **Workforce Wednesday**
  - **August 23 or 30** – Apprenticeships: Growing Regional & National Focus – Tony Skinner and Jeremy Goldberg PENDING
  - **September 27** – **America’s Job Centers in Ventura County are Here to Help!** – Highlight on key employer and one-stop job seeker services, new locations and the partners that make it a success. Nancy Ambriz and ?. PENDING
  - **October 25 - P20 Council: How Early Can We Start Developing Tomorrow’s Workforce?** – Roger Rice, VCOE, and Stan Mantooth, VCOE. PENDING
  - **November** - Millennials: How can/should employers adapt their work environments to recruit highly qualified millennials? Sumantra Sengupta and Sean Bhardwaj. PENDING
  - **Optional Fall Topic** - Youth Networked Services: Pathways to Youth Employment – Focus on YNS youth success stories and resources. Jesus Torres and Kim Whittaker or Charlotte Piper from PathPoint
- **MRVC Networking Event #6 – Will these activities continue in 17/18?**
  - If so, time to redesign the eblast?
- **Start soliciting new employer success stories for 17/18**
- **Discuss ongoing media support for VCGB.**

### YOUTH OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

- **VC Jobs with a Future Website – Moving Forward**
  - Review next round preliminary design
  - Content document in development/research
  - Proposed timing:
    - Develop/Launch: July to October
    - Review/Audit: October/November
    - Outreach Campaign/Public Launch: December 2016/January 2018
      - Disconnected youth target
- **Growing Jobs Flyer** – Print after final updates and website launch.
- **Start soliciting new youth success stories for 17/18**
  - Request sent to AJCC team.
  - Additional requests to be sent to:
    - PathPoint
    - BGC





## Workforce Development Board Outreach Update: July 26, 2017 – Updated August 9, 2017 17/18 Outreach Discussion Outline

### JOB SEEKER OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

- **Potential New Outreach Programs Targeting – HOLD for consideration in new Program Year**
  - AJCC Awareness Plan
    - Targeting Job Seekers
  - MOU Partner List – Review/Confirm/communicate
  - P20 Council Participation?
  - Spanish Language Outreach?

### GENERAL OUTREACH – IN DEVELOPMENT

- Change **“American” to “America’s”** across the board.
  - WDB Website Updates Completed 8/4/17
  - Collateral to be address when new feedback is provided.
- **KCLU Sponsorship**
  - **Status Purchase Order** - KCLU received 8/4
  - **Script Updates** – Develop new scripts for:
    - AJCC
    - Disconnected Youth with New Site Launch
- **Releases – Immediate Future**
  - Congressman Carbajal Media Advisory for 8/14 event – Distributed 8/8/17
  - New Chair/Vice-Chair Announcement in August – Distributed 8/9/17
- **WDB Website**
  - Updates?
- **Op-Ed**
  - **Ventura County Grows Business** – Submitted to VCStar for consideration 8/2/17
- **VCCCD – Resource Guide**
  - Follow-up with Alexandria Wright – Agency completed copyediting for resource guide 8/4.
- **Clean Green Employer Awareness Videos**
  - Voiceover development support and review – Pending

### **Success Stories**

- Work together to add a board meeting “Success Story Feature” to the packet and perhaps presentation slides. Vic could be given a short script to highlight the complete success stories are that included in that month’s packets.
- theAgency has posted four of the youth success stories on the WDB website to link social media posts to the PDF. We would suggest creating a “Success Story” slider that would link to a landing page that would feature the 12 success stories submitted by partners and providers in the 16/17 program year.

### **Elevator Speech Revisited**

- Consider revisiting development of a “genuine” (really short!) elevator speech describing the mission and work of the WDB