



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

### OUTREACH COMMITTEE MEETING

Wednesday, November 15, 2017

**NOTE TIME CHANGE**

**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> August 16, 2017	Committee Members
9:15 a.m.	<b>4.0 Marketing and Outreach Update:</b> 2017-2018 Q1 Summary	Heidi Hayes
10:15 a.m.	<b>5.0 2016-2017 Committee Year-End Review</b>	Committee Members
10:25 a.m.	<b>6.0 Committee Member Comments</b>	Committee Members
10:30 a.m.	<b>7.0 Adjournment</b>	Brian Gabler

#### Next Meeting

January 17, 2018 (9:00 a.m.-10:30 a.m.)  
Economic Development Collaborative-Ventura County  
1601 Carmen Drive, Suite 215, Camarillo, CA

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





## **WDB Outreach Committee Meeting** **August 16, 2017**

### **MINUTES**

#### **Meeting Attendees**

##### Outreach Committee

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

##### WDB Staff

Talia Barrera

##### Guests

Heidi Hayes (theAgency)  
Fred Garcia (Human Services Agency  
Adult and Family Services)  
Melissa Livingston (Human Services  
Agency)  
Vic Anselmo (WDB Chair)

*\*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: July 19, 2017**

Motion to Approve: Tracy Perez  
Second: Victoria Jump  
Motion carried

#### **4.0 Marketing and Outreach Update: May – June 2017**

The Committee discussed WDB outreach projects and activities as reported by theAgency and summarized below:

##### **Employer Outreach**

- **Manufacturing Roundtable**

- Seven new attendees at the 6/29 event

- **MRVC LinkedIn**

- Page Growth & Content Development – ongoing
  - Group now has 42 members
  - Agency continues to post Job Outlook and Workforce updates as applicable

- **KCLU**

- Ventura County Grows Business – new campaign started April 10, 2017

- **Workforce Wednesday**

- May 24 – John Brooks & Anthony Mireles: Green Business
- June 21 – Brian Gabler & Bruce Stenslie: Ventura County Grows Business

- **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**

- 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%

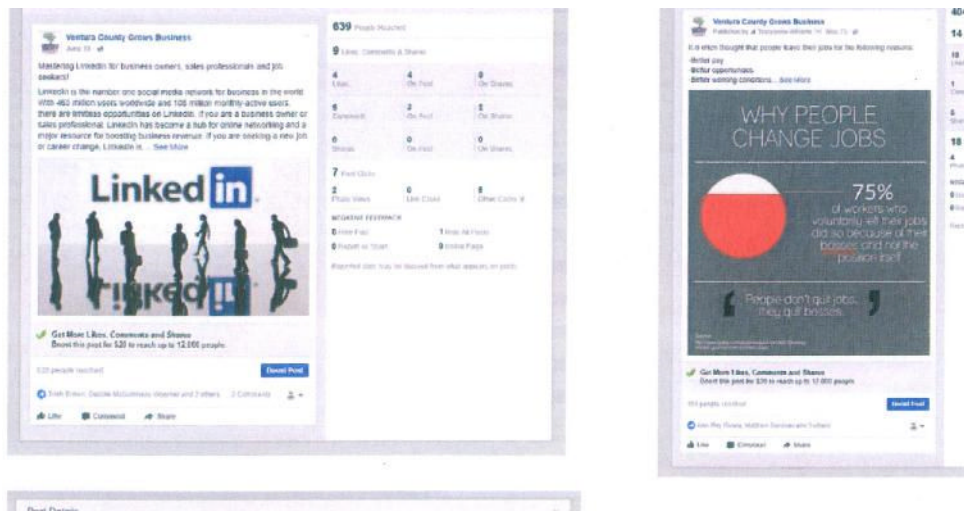
- Pacific Coast Business Times

- 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%

## 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;



## 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 CaIJOBS workshop info
  - Moorpark Patch — posted May Simi CaIJOBS 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 CaIJOBS 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-helpemployers/>
- Releases
  - **WDB** Award winners — prepared news release and sent June 14. Clips:
    - [PRLog.org](http://PRLog.org) — posted award winners news release — viewed 195 times
    - <https://www.orlog.org/12646510-congratulations-to-2017-workforce-developmentboard-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 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
  - I Clicks = CTR .08%
  -

#### **5.0 Request for Proposals Action Item**

Recommendation that the Workforce Development Board of Ventura County (WDBVC), authorize WDB staff to develop and release a request for proposals (RFP) for WIOA Marketing and Outreach Services.

#### **6.0 Community Services Department**

Fred Garcia shared with the committee, some of the outreach material that needs to be updated. The Agency will provide support to update the material and will update the committee on their progress.

#### **7.0 Committee Member Comments**

Committee chair recommended the start time of future meetings to 9:00 am, committee members agreed. All future scheduled meetings will begin at 9:00 am.

#### Next Meeting

September 20, 2017 (9:00 a.m.-10:30 a.m.)

Economic Development Collaborative–Ventura County (EDC-VC)

1601 Carmen Drive, Suite 215, Camarillo, CA



## **2016-2017 YEAR-END REVIEW**

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

#### **WDB OUTREACH COMMITTEE**

##### **2016-2017 Members**

WDB Members: Brian Gabler, Chair (City of Simi Valley), Victoria Jump, Vice Chair (Area Agency on Aging), Bruce Stenslie (Economic Development Collaborative-Ventura County) and Tracy Perez (United Staffing)

##### **Committee Accomplishments**

The WDB Outreach Committee accomplishments included:

###### **Employer Outreach**

- Outreach messaging to raise employer awareness of WIOA-funded services in Ventura County. Collateral described the coordinated, no-cost/low-cost services provided through collaborative efforts of the America's Job Center of California.
- Published the WDB bimonthly e-newsletter, "*Workforce Update*", featuring employer success stories, business-friendly practices and programs, WDB meetings and activities.
- Promoted Ventura County Grows Business (VCGB) website and Facebook. Messaging targeted employers through print ads, online banners, Facebook ads, KCLU radio spots, and Eblasts.
- Supported the Manufacturing Committee and Manufacturing Roundtable of Ventura County by through press coverage and promoting Manufacturing Day 2016 on the national website.

###### **Youth Outreach**

- Monitored effectiveness of VCJWF website ([www.vcjobswithafuture.org](http://www.vcjobswithafuture.org)).
- Continued outreach through the VCJWF Twitter account
- Worked with WIOA youth program providers to gather case stories for WDB outreach messaging and posting on local and national workforce development sites.

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

- Supported the Community Services Department/WIOA with distribution of monthly calendars for Career Shops available free-of-charge at the American Job Centers of California. Calendar listings were published in different media sources throughout the Ventura County region.

###### **General Outreach**

- Fully implemented the America's Job Center of California (AJCC).
- Rebranding included creation of new outreach materials with the AJCC brand. Logo identifiers appeared on outreach messaging (e.g., brochures, banners, window signage, WDB website).
- Continued the WDB's successful Workforce Wednesday (WW) live interview series on KVTB-1590 AM, the only all-news/talk radio station in Ventura County. Aired segments featuring WDB and



## **2016-2017 YEAR-END REVIEW**

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

WDB committee members discussing such topics as education and career readiness, WIOA programs and services, and the impact of workforce development on business and economic development in Ventura County.

- Focused general messaging on key WDB-supported employer, job seeker, and youth services and partnerships on KCLU AM Edition and All Things Considered, through public service announcements. Included online impressions through targeted KCLU banner placements, connecting users directly with the services described.
- Encouraged WDB members to establish a more visible presence in the community for collaborative workforce and economic development, including participation in such activities as Workforce Wednesday, press articles, opinion pieces, written and video testimonials, meetings with state and national representatives, presentations at community events, and participation in state and national conferences.
- Placed opinion pieces in the Ventura County Star and in the Pacific Coast Business Times), authored by WDB members focusing on different workforce development issues in the Ventura County region.
- Developed and distributed news releases (published in 34 media sources) and interview guides featuring new WDB members.
- Conducted the outreach, screening, selection, and public recognition process for the 2017 WDB Awards to recognize outstanding contributions to workforce development in Ventura County.

## **2016-2017 YEAR-END REVIEW**

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

#### **WDB OUTREACH COMMITTEE**

#### **Insights**

Examples:

- WIOA requirements are complex and challenging.
- We need to continue our broader approach to outreach strategies—prioritize, integrate, and leverage our messaging.
- WDB members need to visit the AJCCs to see, first-hand, the public experience (employer and job seeker) of what we are promoting, and to understand the role of the WDB members in conveying the message.
- We need to continue our employer outreach efforts. Employers need to know that they are not alone, how to connect with business services, and how to help us spread the good word about employer resources in the Ventura County region.
- The collaborative partnership between AJCC staff and staffing agencies is valuable for WIOA program outreach and networking efforts.
- Measuring the impact of outreach is always a challenge. We know that repetition over time is essential for building general awareness. When people need something, we want them to remember our message—even if they cannot recall where they heard it.
- With the new WIOA requirements for employer outreach and engagement, it's great to see validation that the WDB and our committee have been going down the right path for many years.



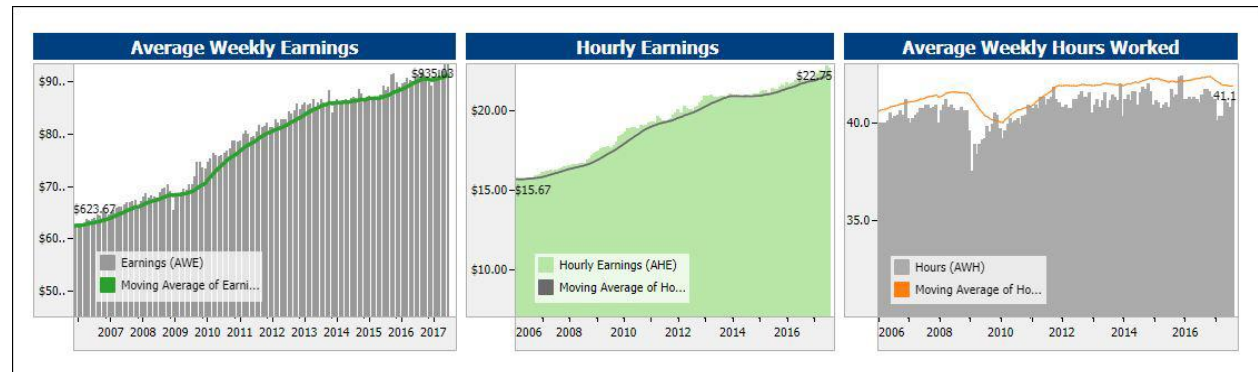
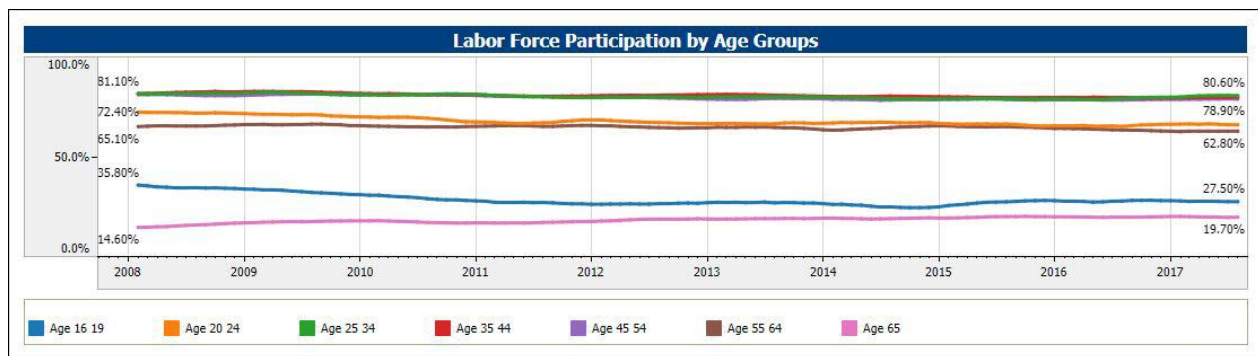
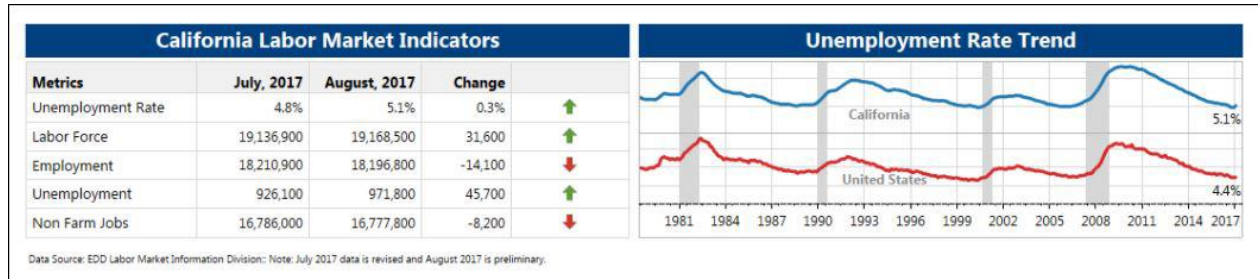
# Workforce Development Board of Ventura County

## Job Outlook Report

### August 2017

**STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD) LABOR MARKET MONTHLY RELEASE: Statewide Labor Market Review** <http://www.labormarketinfo.edd.ca.gov/>

CA NSA = 5.4%  
US NSA = 4.5%



- Six of California's eleven industry sectors added a total of 22,200 jobs in August. Other services posted the largest jobs increase with a gain of 7,600 jobs, followed by **manufacturing**, up 6,600 jobs, and trade, transportation and utilities, up 3,900 jobs. Other sectors adding jobs over the month were **information**; construction; and educational and **health services**.
- Five industry sectors reported job declines over the month, down a total of 30,400 jobs. **Leisure and hospitality** posted the largest decrease over the month, down 12,400 jobs, followed by **professional and business services**, down 11,500 jobs. Other sectors posting declines were government; mining and logging; and financial activities.
- Nine of California's eleven industry sectors added a total of 269,000 jobs year-over. The largest job gains were in educational and **health services**, up 75,400 jobs (a 3.0 percent increase); construction, up 47,400 jobs (a 6.1 percent increase); and **leisure and hospitality**, up 39,500 jobs (a 2.1 percent increase). Other sectors adding jobs over the year were government; 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 3,900 jobs. **Manufacturing** fell by 2,800 jobs (down 0.2 percent), and mining and logging declined by 1,100 jobs (down 4.6 percent).

# Workforce Development Board of Ventura County

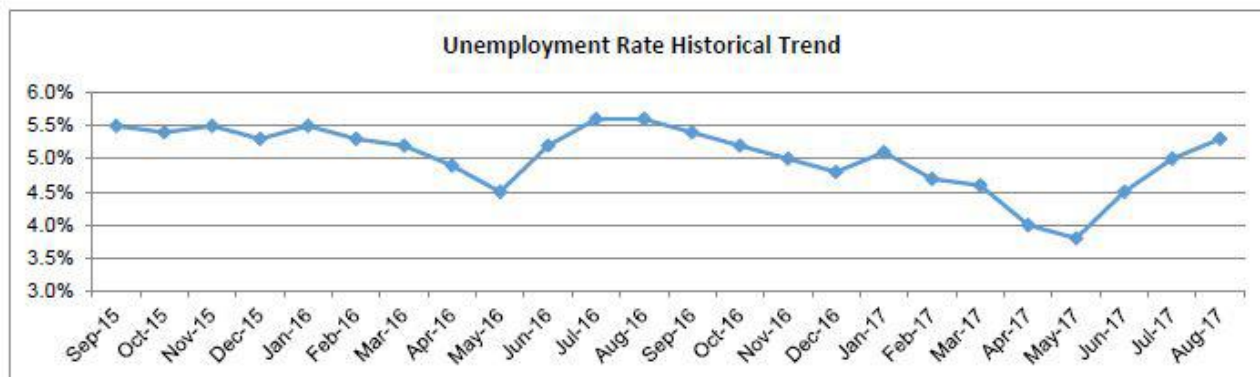
## Job Outlook Report

### August 2017

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

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

The unemployment rate in the Ventura County was 5.3 percent in August 2017, up from a revised 5.0 percent in July 2017, and below the year-ago estimate of 5.6 percent. This compares with an unadjusted unemployment rate of 5.4 percent for California and 4.5 percent for the nation during the same period.



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

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

#### UNEMPLOYMENT INSURANCE DATA FOR REGULAR STATE PROGRAMS

WEEK ENDING	September 9	September 2	Change	August 26	Prior Year <sup>1</sup>
Initial Claims (SA)	284,000	298,000	-14,000	236,000	258,000
Initial Claims (NSA)	214,121	250,621	-36,500	196,227	193,291
4-Wk Moving Average (SA)	263,250	250,250	+13,000	236,750	258,750
WEEK ENDING	September 2	August 26	Change	August 19	Prior Year <sup>1</sup>
Insured Unemployment (SA)	1,944,000	1,951,000	-7,000	1,945,000	2,139,000
Insured Unemployment (NSA)	1,707,094	1,812,516	-105,422	1,841,596	1,867,279
4-Wk Moving Average (SA)	1,948,500	1,951,000	-2,500	1,952,250	2,139,250
<u>Insured Unemployment Rate (SA)<sup>2</sup></u>	1.4%	1.4%	0.0	1.4%	1.6%
<u>Insured Unemployment Rate (NSA)<sup>2</sup></u>	1.2%	1.3%	-0.1	1.3%	1.4%

#### UNITED STATES DEPARTMENT OF LABOR – THE EMPLOYMENT SITUATION: AUGUST 2017

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

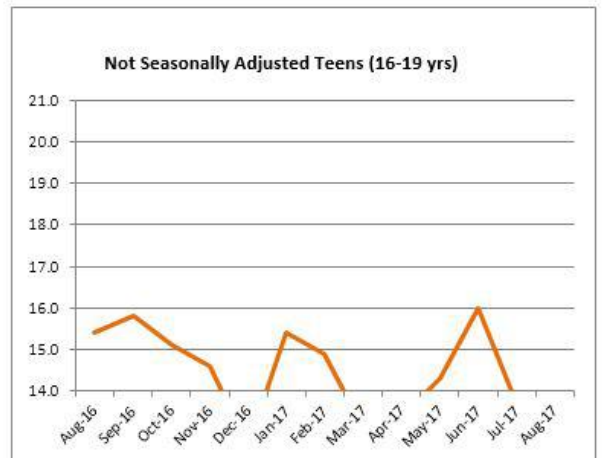
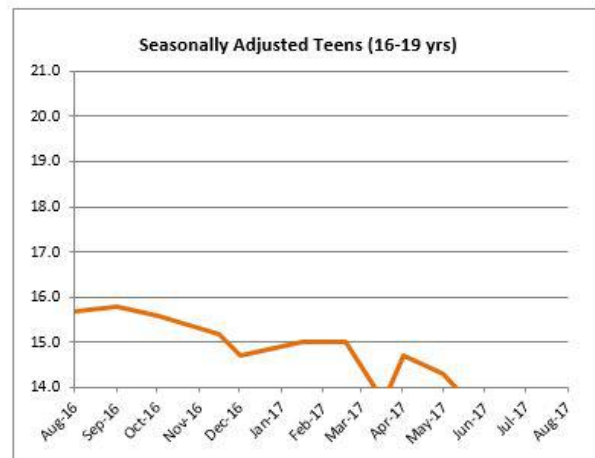
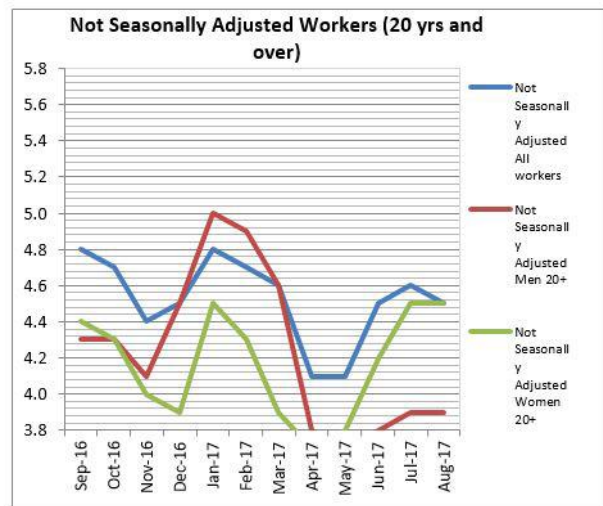
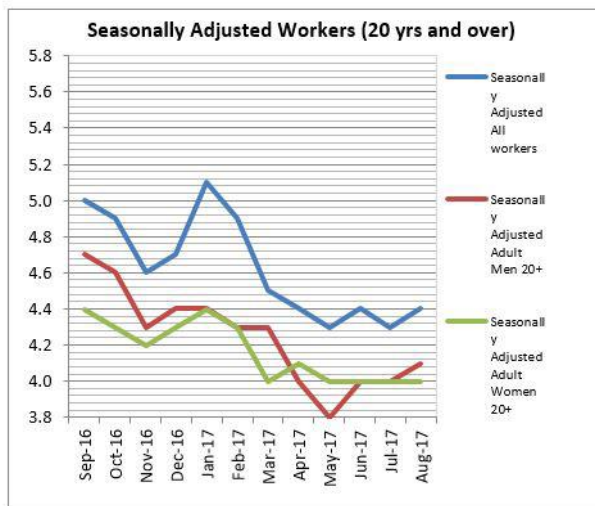
- Total **nonfarm payroll employment** increased by 156,000 in August. Job gains occurred in **manufacturing**, construction, **professional and technical services**, **health care**, and mining. Employment growth has averaged 176,000 per month thus far this year, about in line with the average monthly gain of 187,000 in 2016.

# Workforce Development Board of Ventura County

## Job Outlook Report

### August 2017

- **Manufacturing employment rose by 36,000 in August.** Job gains occurred in motor vehicles and parts (+14,000), fabricated metal products (+5,000), and computer and electronic products (+4,000). Manufacturing has added 155,000 jobs since a recent employment low in November 2016. In August, construction employment rose by 28,000, after showing little change over the prior 5 months. Employment among residential specialty trade contractors edged up by 12,000 over the month.
- Employment in **professional and technical services continued to trend up in August (+22,000)** and has grown by 262,000 over the last 12 months. In August, job gains occurred in computer systems design and related services (+8,000).
- **Health care employment continued on an upward trend over the month (+20,000)** and has risen by 328,000 over the year. Employment in hospitals edged up over the month (+6,000).
- The **average workweek for all employees on private nonfarm payrolls declined by 0.1 hour** to 34.4 hours in August. **In manufacturing, the workweek declined** by 0.2 hour to 40.7 hours, while overtime was unchanged at 3.3 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls was 33.7 hours for the fifth consecutive month.
- In August, **average hourly earnings for all employees on private nonfarm payrolls rose by 3 cents** to \$26.39, after rising by 9 cents in July. Over the past 12 months, average hourly earnings have increased by 65 cents, or 2.5 percent. In August, average hourly earnings of private-sector production and nonsupervisory employees increased by 4 cents to \$22.12.





# Workforce Development Board of Ventura County

## Job Outlook Report

### August 2017

#### CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES AUGUST 2017 REPORT

Measures the number of new, first-time online jobs and jobs reposted from the previous month for over 16,000 Internet job boards, corporate boards and smaller job sites that serve niche markets and smaller geographic areas. <https://www.conference-board.org/data/helpwantedonline.cfm>

Region	Number of unemployed people per online job posted
USA	1.52
California	1.75
Los Angeles	1.71

- Online advertised vacancies decreased 125,900 to 4,479,800 in August, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series**, released August 30.
- The July Supply/Demand rate stands at 1.52 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 7.0 million in July.

#### Sector/Occupational Changes

In August, nine of the largest ten online occupational categories posted decreases.

**Computer and mathematical science** ads decreased 11,300 to 498,700. The supply/demand rate lies at 0.19, i.e. over 5 advertised openings per unemployed job-seeker.

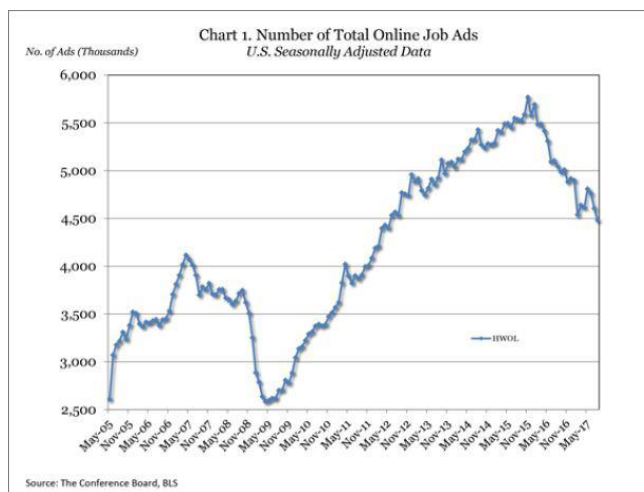
**Education, training, and Library** ads decreased 13,900 to 154,900. The supply/demand rate lies at 1.72, i.e. over 1 job-seeker for every advertised available opening.

**Sales and related** ads decreased 33,700 to 427,700. The supply/demand rate lies at 1.45, i.e. over 1 unemployed job-seeker for every advertised available opening.

**Office and administrative support** ads decreased 29,300 to 452,800. The supply/demand rate lies at 1.55, i.e. over 1 unemployed job-seeker for every advertised available opening.

**Food preparation and serving** related ads decreased 9,400 to 213,800. The supply/demand rate for these occupations lies at 2.47, more than 2 unemployed job-seekers for every advertised available opening.

**Installation, maintenance, and repair** ads decreased 11,500 to 182,700. The supply/demand rate lies at 0.71, i.e. over 1 advertised opening per unemployed job-seeker.



#### THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX – AUGUST 2017

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

- The Conference Board Employment Trends Index™ (ETI) increased in August, after increasing in July. The index now stands at 134.62, up from 133.60 (a downward revision) in July. The change represents a 5.6 percent gain in the ETI compared to a year ago.
- “The rapid growth in the Employment Trends Index continued in August, suggesting solid job growth in the months ahead,” said Gad Levanon, Chief Economist, North America, at The Conference Board. “While Friday’s job numbers were slightly disappointing, the ETI does not provide any indication of slowing employment growth.”

#### RELEVANT NEWS ARTICLES

**August 4, 2017, "U.S. trade deficit drops 6% in June to 8-month low"**

**Jeffrey Bartash, *MarketWatch***

<http://www.marketwatch.com/story/us-trade-deficit-drops-6-in-june-to-8-month-low-2017-08-04>

- The trade deficit shrank nearly 6% in June to an eight-month low, but the U.S. is still on track to post a bigger gap in 2017 than it did the year before.
- The deficit fell to \$43.6 billion in June from \$46.4 billion in May, the Commerce Department said Friday. Economists polled by MarketWatch had forecast a \$44 billion gap.
- Although that’s the lowest level since last October, the U.S. trade deficit is still about 11% higher through the first half of 2017 compared with the same period the year before.
- President Trump has promised to get tough with trading partners such as China, Mexico and Germany to reduce the deficit, but so far he’s made no progress. U.S. trade deficits — a drag on the economy — have persisted for decades and bedeviled presidents since Ronald Reagan

**Aug 9, 2017, “U.S. productivity picks up a bit in second quarter”**

**Greg Robb, *MarketWatch***

<http://www.marketwatch.com/story/us-productivity-picks-up-a-bit-in-second-quarter-2017-08-09>

- The productivity of U.S. workers accelerated a bit in the second quarter as economic growth accelerated, though it remains well below historical average.
- Productivity — or how many goods and services U.S. workers produce per hour — rose at an annual rate of 0.9% in the second quarter from the prior three months, the Labor Department said Wednesday. This is up from a 0.1% rate in the first quarter.
- The overall economy, as measured by gross domestic product, accelerated to a 2.6% growth rate from a 1.2% rate in the first quarter.
- “If you don’t get a surge in productivity, the ability of the economy to accelerate will remain limited,” noted Joel Naroff, president of Naroff Economic Advisers.
- At the moment, the economy is growing at a trend rate of about 1.75%. That’s well below the Trump Administration’s goals, which alternatively have been set at 3% or 4%.

#### **August 10, 2017, “U.S. producer prices record biggest drop in 11 months”**

**Lucia Mutikani, Reuters**

<https://www.reuters.com/article/us-usa-economy-inflation-idUSKBN1AQ1HE>

- U.S. producer prices unexpectedly fell in July, recording their biggest drop in nearly a year and pointing to a further moderation in inflation that could delay a Federal Reserve interest rate hike.
- Other data on Thursday showed an increase in the number of Americans filing for unemployment benefits last week. The trend in weekly jobless claims, however, remained consistent with a tightening labor market.
- “Another twist of the screw tighter for this labor market but inflation is not able to gain a foothold in this economy,” said Chris Rupkey, chief economist at MUFG in New York. “The pot is on the stove boiling but no inflation steam is coming out.”
- Fed Chair Janet Yellen told lawmakers last month that “some special factors” were partly responsible for the low inflation readings. Inflation, which has remained below the U.S. central bank’s 2 percent target for five years, is being watched for clues on the timing of the next interest rate increase.
- But low inflation, characterized by sluggish wage growth, suggests the central bank could delay raising rates again until December. It has increased borrowing costs twice this year.

#### **August 15, 2017, “Strong U.S. retail sales bolster third quarter growth outlook”**

**Lucia Mutikani, Reuters**

<http://www.reuters.com/article/us-usa-economy-retail-idUSKCN1AV1BZ>

- U.S. retail sales recorded their biggest increase in seven months in July as consumers boosted purchases of motor vehicles and raised discretionary spending, suggesting the economy continued to gain momentum early in the third quarter.
- “American shoppers flocked to the malls in July, suggesting consumers are well-positioned to propel the economy forward in the second half of the year,” said Sal Guatieri, a senior economist at BMO Capital Markets in Toronto. “It should tamp down chatter about the Fed delaying rate hikes until next year.”
- Excluding automobiles, gasoline, building materials and food services, retail sales surged 0.6 percent last month after an upwardly revised 0.1 percent gain in June. These so-called core retail sales, which correspond most closely with the consumer spending component of gross domestic product, were previously reported to have dipped 0.1 percent in June.

#### **August 27, 2017, “Dollar hits four-month low vs yen after North Korea ballistic missile launch”**

**Shinichi Saoshiro, Reuters**

<http://www.reuters.com/article/uk-global-forex-idUSKCN1B70XZ>

- The dollar dropped to a four-month low against the yen early on Tuesday after the Japanese and South Korean governments said North Korea had fired a missile that passed over northern Japan.
- The dollar was down 0.5 percent at 108.725 yen after hitting 108.330, its lowest since April 18.
- The greenback was already on the defensive, particularly against the euro, after Federal Reserve Chair Janet Yellen did not mention monetary policy at a central bankers’ summit in Jackson Hole last week, and as European Central Bank President Mario Draghi’s held back from talking down the euro at the same meeting.
- The euro was down 0.1 percent at \$1.1965 following an ascent to \$1.1986, its highest since January 2015.



## Workforce Development Board Outreach Update: July 1 to August 31, 2017

### **Employer Outreach**

- **Manufacturing Roundtable**
  - MRVC Networking Event #6 – Will these activities continue in 17/18?
  - 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**
  - **August 30** – Apprenticeships: Growing Regional & National Focus – Tony Skinner and Jeremy Goldberg - See attached discussion guide
  - **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 Mary Aldana-Navarro – See draft attached.
  - **October 25 - P20 Council: How Early Can We Start Developing Tomorrow's Workforce?** – Roger Rice, VCOE, and Stan Mantooth, VCOE. Confirmed, discussion guide 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
  - **December** – Month goes dark for WW.
- **August Workforce Update Eblast**
  - August 22 – WDB Cohorts: 593 Sent/25.5% Open Rate/6.2% CTR
  - August 22 – Biz List: 5,744 Sent/5% Open Rate/1% CTR
- **October 2017 Issue "Workforce Update" Topics**
  - AJCC – MOU Partners in Success
  - WDB Partner Focus: P-20 Council
  - Success Story Feature
- **Ventura County Grows Business Website – July to August, 2017**
  - 685 Unique Visitors
    - **48% increase year-over-year**
  - 1,017 Session
    - **97% increase year-over-year**
  - 2,738 Pageviews
    - **168% increase year-over-year**
  - 3:05 Average Session Duration
    - **190% increase year-over-year**



# Workforce Development Board Outreach Update: July 1 to August 31, 2017

## VCGB Facebook - July 1 to August 31, 2017


- As of August 31st – Likes/Fans, 2,896
  - **8.14% increase since new P/Y** (July 1 - 2,678)
- Posts: 66 total posts since July 1 (approx. 33 per month)
- Total Reach: 28,293 – Average 3,143/week
- Paid Post Reach: 1,355 most for a single day (7/27/17)
- Organic Post Reach: 726 most for a single day (8/26/17)

## Top Post Examples (by engagement):

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency [?] · August 17 at 7:30pm ·

Would you like to increase productivity by 13 percent, creativity by 33 percent, and happiness by 25 percent? (And who wouldn't?) One company did--and in one simple way. Could it work for your company?  
#venturacountygrowsbusiness #venturacounty  
venturacountygrowsbusiness.com | 805-522-6556



**Making This a Simple Change Skyrocketed Employee Productivity, Happiness, and Creativity**  
Here's the policy one company tried for seven weeks. It worked. Really, really well.  
INC.COM

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 12,000 people.

130 people reached

Lyn Slater, Nancy Jacobo-macias and 2 others · 1 Share

Like Comment Share


130 People Reached		
5 Likes, Comments & Shares		
4 Likes	4 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares
5 Post Clicks		
0 Photo Views	3 Link Clicks	2 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency [?] · August 16 at 7:30pm ·

Congressman Salud Carbajal (representing California's 24th District) experienced first hand how America's Job Center of California (AJCC) in Oxnard provides critical services to both employers and to job seekers in Ventura County during a recent visit.  
Do you know that the AJCC can assist employers to seek, select and train the right workers for their company?  
Learn more about additional services America's Job Centers of California in Ventura County provides. <http://bit.ly/...> See More



**Online Resource for Job Seekers - Human Services Agency - County of Ventura**  
Online Resource for Job Seekers - Human Services Agency The CAUOBS network is a free employment service offered online that allows users to tap into...  
VENTURA.ORG

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 12,000 people.

148 people reached

Lisa Goss, Ana G. Laguerrenne and 4 others

Like Comment Share


148 People Reached		
6 Likes, Comments & Shares		
6 Likes	6 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
5 Post Clicks		
0 Photo Views	2 Link Clicks	3 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency [?] · July 26 ·

Does Ventura County Grow Business? YES!  
Women's Economic Ventures (WEV) recently celebrated the accomplishments of 17 people who completed its Ventura County-based advanced Spanish self-employment training course.... See More



**17 graduate from Women's Economic Ventures program**  
Women's Economic Ventures recently celebrated the accomplishments of 17 people who completed its Ventura County-based advanced Spanish...  
VCSTAR.COM

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 12,000 people.

234 people reached

John Golden, Monica Gray and 7 others · 1 Comment

Like Comment Share

234 People Reached		
10 Likes, Comments & Shares		
9 Likes	9 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
10 Post Clicks		
0 Photo Views	3 Link Clicks	7 Other Clicks
NEGATIVE FEEDBACK		
1 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts






# Workforce Development Board Outreach Update: July 1 to August 31, 2017

## Top Post Examples (by reach):

**Post Details**

**Ventura County Grows Business**  
July 21 · 🌐

It's that time again, here comes the weekend. ❤️  
Photo Credit: Carrie McGann  
VenturaCountyGrowsBusiness.com... See More



440 people reached

**440** People Reached

**12** Likes, Comments & Shares

10 Likes	7 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	1 On Post	1 On Shares

**2** Post Clicks

1 Photo Views	0 Link Clicks	1 Other Clicks (🔗)
---------------	---------------	--------------------

**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 12,000 people.

Boost Post


Chester Gardiner, Pam Heckel and 5 others · 1 Share

Like Comment Share

**Post Details**

**Ventura County Grows Business**  
July 10 · 🌐

Please have a wonderful summer evening.  
Photo cred: Craig Sorenson  
Location: Oxnard, CA... See More



411 people reached

**411** People Reached

**11** Reactions, Comments & Shares

4 Like	4 On Post	0 On Shares
5 Love	5 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

**7** Post Clicks

5 Photo Views	0 Link Clicks	2 Other Clicks (🔗)
---------------	---------------	--------------------

**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 12,000 people.

Boost Post

411 people reached

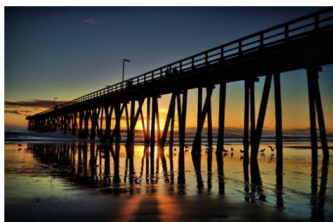
Destia Denzel, Pati Washington and 8 others · 1 Comment

Like Comment Share

**Post Details**

**Ventura County Grows Business**  
July 10 · 🌐

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/2uGPxLM>  
Photo Credit: Michael Ontiveros... See More



369 people reached

**369** People Reached

**11** Likes, Comments & Shares

9 Likes	7 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	1 On Post	1 On Shares

**14** Post Clicks

10 Photo Views	0 Link Clicks	4 Other Clicks (🔗)
----------------	---------------	--------------------

**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 12,000 people.

Boost Post

Donn Wesson, Rita May and 5 others · 1 Share

Like Comment Share




# Workforce Development Board Outreach Update: July 1 to August 31, 2017

## Top Boosted Post Examples:

**Post Details**

**Ventura County Grows Business**  
July 7 · 🌐

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 as the driving forces behind the business, Fresh Coat Painters quickly established themselves as one of the premier painting contractors in Santa Barbara and Ventura counties, and surrounding... See More



**3,982** People Reached

**109** Reactions, Comments & Shares

88 Like	68 On Post	20 On Shares
9 Love	3 On Post	6 On Shares
7 Comments	4 On Post	3 On Shares
5 Shares	2 On Post	3 On Shares

**392** Post Clicks

229 Photo Views	13 Link Clicks	150 Other Clicks (🔗)
-----------------	----------------	----------------------

**NEGATIVE FEEDBACK**

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

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

**Ventura County Grows Business**  
Government Organization

3,982 people reached


Like Comment Share

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · August 22 at 7:30pm · 🌐

Women entrepreneurs have the capacity to grow U.S. GDP and now own 36 percent of all businesses, but they typically don't get the capital and support they need. Organizations such as Women's Economic Ventures are stepping up by lending their voice, guidance and financial support to promote women's business success. Read about the WEV's new League of Extraordinary Women!

#womenseconomicventures #womenentrepreneurs #venturacountygrowsbusiness #venturacounty... See More



**WEV launches League of Extraordinary Women**  
Women's Economic Ventures recently hosted a group of women leaders from Ventura County at the kick off of their new League of Extraordinary Women.

VCSTAR.COM

**2,908** People Reached

**117** Reactions, Comments & Shares

97 Like	39 On Post	58 On Shares
4 Love	1 On Post	3 On Shares
8 Comments	5 On Post	3 On Shares
9 Shares	4 On Post	5 On Shares

**200** Post Clicks

0 Photo Views	98 Link Clicks	102 Other Clicks (🔗)
---------------	----------------	----------------------

**NEGATIVE FEEDBACK**

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

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

**WEV launches League of Extraordinary Women**  
Women's Economic Ventures recently hosted a group of women leaders from Ventura County at the kick off of their new League of Extraordinary Women.

VCSTAR.COM

2,908 people reached

Like Comment Share


**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · August 29 at 1:00pm · 🌐

Going to class isn't just for kids—smart business owners are life-long learners.

We keep a continually updated listing of local relevant business classes—all available at little to no-cost. Take a look and keep this link bookmarked—you can never learn too much. <http://bit.ly/2x4LH20>

#venturacountygrowsbusiness #venturacounty #businessclasses #education... See More



**1,247** People Reached

**39** Reactions, Comments & Shares

37 Like	37 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

**43** Post Clicks

4 Photo Views	18 Link Clicks	21 Other Clicks (🔗)
---------------	----------------	---------------------

**NEGATIVE FEEDBACK**

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

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

**Ventura County Grows Business**  
Government Organization

1,247 people reached

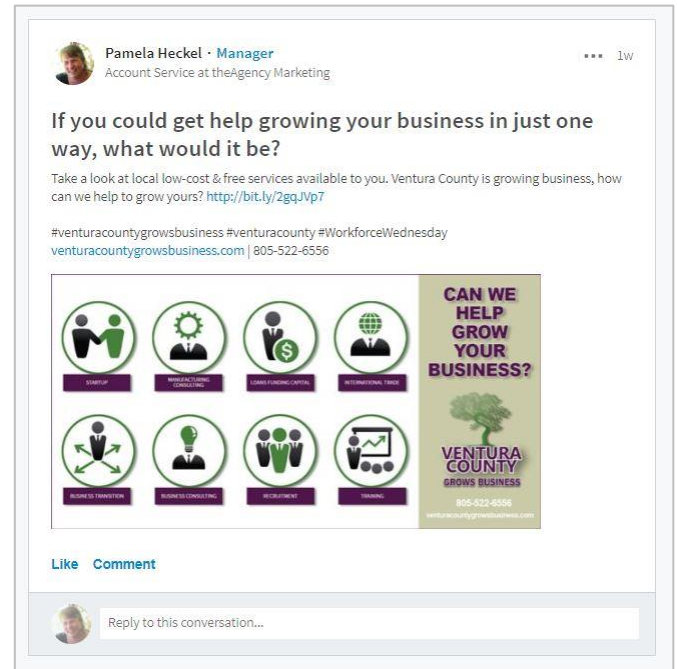
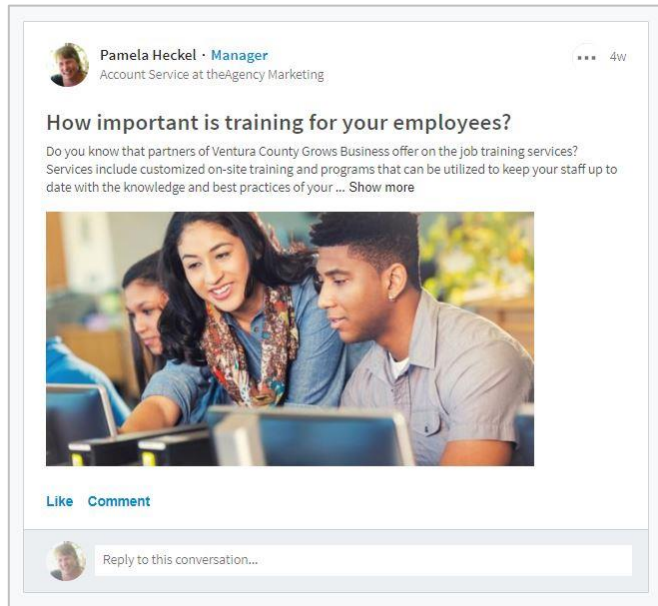
Like Comment Share



## Workforce Development Board Outreach Update: July 1 to August 31, 2017

### Ventura County Grows Business LinkedIn Group Page

- Total posts, July 1 through August 31: 25 posts



### EMPLOYER OUTREACH – IN DEVELOPMENT

- Requested new employer (EDC-VC) success stories for 17/18 (8/29)
- Discuss ongoing media support for VCGB. – TBD based upon budget balance.
  - KCLU – PSA and digital placements = VCGB focus until late September 2017

### YOUTH OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

- **VC Jobs with a Future Website – Moving Forward**
  - Home/Landing Page – See attached.
  - Content document in progress – See attached
  - Proposed timing:
    - Develop/Launch: July to November
    - Review/Audit: November/December
    - Outreach Campaign/Public Launch: January/February 2018
      - Disconnected youth target
  - Digital Media Recommendation – See attached.
- **Growing Jobs Flyer** – Print after final updates and website launch.
- **Requests sent soliciting new youth success stories for 17/18 on August 31**
  - AJCC team.
  - PathPoint
  - BGC

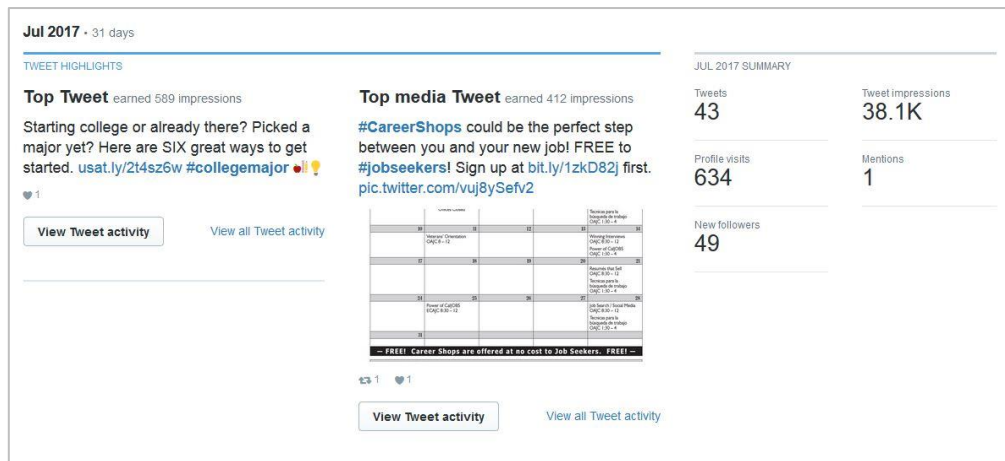


# Workforce Development Board Outreach Update: July 1 to August 31, 2017

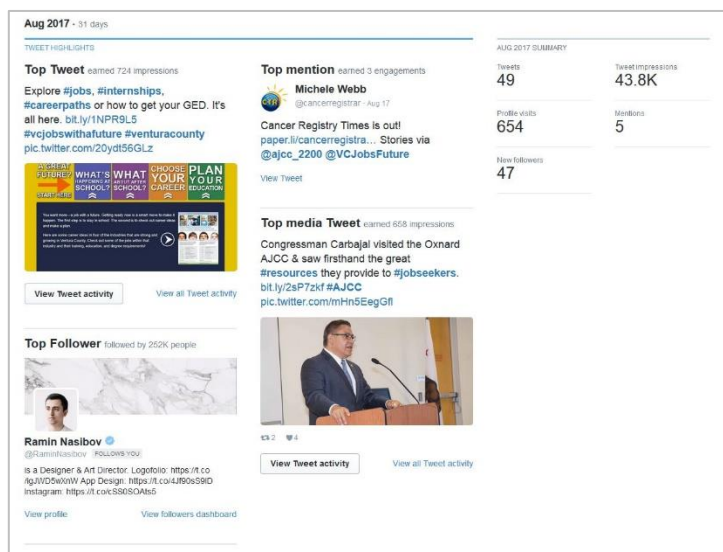
## VC Jobs with a Future – Twitter: July 1 to August 31, 2017

- As of August 31, 2017 – 868 followers
  - 14.21% increase since new P/Y (760 as of June 30, 2017)**
- 92 Total Tweets since July 1 (62 days)
  - 1288 Profile Visits
  - 81.9k Impressions
  - 1.3k Impressions per day average

## July “Top Tweet” Summaries (See graphics below)



## August “Top Tweet” Summaries (See graphics below)







# Workforce Development Board Outreach Update: July 1 to August 31, 2017

## Engagements & Top Tweets (See graphics below)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Jobs with a Future</b> @VCJobsFuture - Aug 11 Explore #jobs, #internships, #careerpaths or how to get your GED. It's all here. <a href="https://bit.ly/1NPR9L5">#bit.ly/1NPR9L5</a> #vcjobswiththefuture #venturacounty <a href="https://pic.twitter.com/20ydt56GLz">pic.twitter.com/20ydt56GLz</a>			725	1	0.1%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
		Promoted in campaign		521	3	0.4%
	<b>Jobs with a Future</b> @VCJobsFuture - Aug 18 Congressman Carbajal visited the Oxnard AJCC & saw firsthand the great #resources they provide to #jobseekers. <a href="https://bit.ly/28P7zkf">#bit.ly/28P7zkf</a> #AJCC <a href="https://pic.twitter.com/mhns5EagGfi">pic.twitter.com/mhns5EagGfi</a>			664	8	1.2%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
	<b>Jobs with a Future</b> @VCJobsFuture - Aug 23 AJC Oxnard, taller de técnicas de búsqueda de empleo, 1:30-4:00pm, 8/25/ Debe estar inscrito en CalCBES primero. <a href="https://bit.ly/2gp014b">#bit.ly/2gp014b</a>			552	0	0.0%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
		Promoted in campaign		650	1	0.1%
	<b>Jobs with a Future</b> @VCJobsFuture - Jul 27 Awesome! Ventura College & Amgen Inspire biotechnology careers through the Biotech Experience. <a href="https://bit.ly/2t25dZH">#bit.ly/2t25dZH</a> #futurecareers			531	2	0.4%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
		Promoted in campaign		428	2	0.5%
	<b>Jobs with a Future</b> @VCJobsFuture - Jul 24 What is the status of education in #VenturaCounty? From preschool to college and into the workforce? Find out. <a href="https://bit.ly/2uuvUta">#bit.ly/2uuvUta</a>			519	2	0.4%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
		Promoted in campaign		5231	1	0.1%
	<b>Jobs with a Future</b> @VCJobsFuture - Aug 24 Know about the #Military & #Veterans #JobFair? Sat. 8/26, 10am-2pm, Camarillo Community Center. Learn more: <a href="https://ow.ly/sDRi30eEIFT">ow.ly/sDRi30eEIFT</a> <a href="https://pic.twitter.com/Mmqz5dvdP">pic.twitter.com/Mmqz5dvdP</a>			451	0	0.0%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
		Promoted in campaign		454	2	0.5%
	<b>Jobs with a Future</b> @VCJobsFuture - Aug 18 Get a job using #socialmedia? YES! Employers are using social media platforms to source candidates. <a href="https://bit.ly/2x8mm7y">#bit.ly/2x8mm7y</a> #findajob			460	4	0.9%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
		Promoted in campaign		523	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture - Jul 15 #Career Shops could be the perfect step between you and your new job! FREE to #jobseekers! Sign up at <a href="https://bit.ly/1zk082j">#bit.ly/1zk082j</a> first. <a href="https://pic.twitter.com/vuj8ySeh2">pic.twitter.com/vuj8ySeh2</a>			425	5	1.2%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
		Promoted in campaign		775	2	1.2%
	<b>Jobs with a Future</b> @VCJobsFuture - Aug 4 Could vocational school be YOUR career path? Explore your options ... <a href="https://bit.ly/1MAq65L">#bit.ly/1MAq65L</a> #vocationaleducation <a href="https://pic.twitter.com/9XIX29R0r4">pic.twitter.com/9XIX29R0r4</a>			415	4	1.0%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
		Promoted in campaign		430	1	0.2%
	<b>Jobs with a Future</b> @VCJobsFuture - Aug 23 Should you go to every interview you're offered? Absolutely. Read why. #interview #interviewtips <a href="https://bit.ly/2xhy9Ko">#bit.ly/2xhy9Ko</a>			395	0	0.0%
	<a href="#">View Tweet activity</a>		<a href="#">Promote</a>			
		Promoted in campaign		130	2	0.2%

### Engagements

Showing 62 days with daily frequency

Engagement rate

0.5%



Link clicks

71

Aug 31  
1 link click



On average, you earned 1 link clicks per day

Retweets

14

Aug 31  
0 Retweets



On average, you earned 0 Retweets per day

Likes

85

Aug 31  
3 likes



On average, you earned 1 likes per day

Replies

0

Aug 31  
0 replies



On average, you earned 0 replies per day



## Workforce Development Board Outreach Update: July 1 to August 31, 2017

### **JOB SEEKER OUTREACH – COMPLETED & IN DEVELOPMENT**

- **Fall 2017 AJCC Outreach**
  - Ventura County Area Agency on Aging
    - “Older Workers” ad developed/placed in 2017 *Living Well* Annual – See attached
  - Workforce Wednesday – September 30 (See Employer Outreach page 1.)
  - KCLU Sponsorship – AJCC Job Seeker General Services Focus: to begin late-September
    - :30 PSA – See attached
    - Online/Mobile Banners – See attached
  - Spanish Language Job Seeker PSA Developed and Distributed – See attached.
- **AJCC Collateral** - Develop new and update existing AJCC one-sheets and pamphlets to address “America’s” and applicable content updates including:
  - **New One Sheets (3)** – Should the county logo be so prominent at the top?
    - Resources Center Guide – Two-sided, Spanish/English
    - Resource Room Rules – Two-sided, Spanish/English
    - WIOA Training Options Orientation Sessions– Two-sided, Spanish/English
  - **Update Existing Pamphlets (4)**
    - Job Seeker Services Pamphlet
    - OJT Pamphlet
    - Employer Services
    - Youth Programs – We will hold on this element until new website is further along.
  - **New Rapid Response Tri-Fold or One-Sheet (1)**
    - Rapid Response Employer Services
  - **Update Existing Tent Card (1)**
- **Career Shops**
  - sent out July workshops on July 1
  - sent out August workshops on July 12.
  - sent out September workshops on August 14

Clips:

  - 805Calendar.com – running August 29 Simi career workshop info
  - KDAR – running August career workshop info
  - Simi Acorn – ran July 25 Simi workshop on July 14
  - VC Star – ran west county workshops on July 25
  - Moorpark Patch – running August 29 Simi career workshop info
  - 805Calendar.com – running the September 26 Simi career workshop info
  - KDAR – running September career workshop info
  - VC Star – ran east county workshop on August 19
  - Santa Paula Times – running September workshop info



## Workforce Development Board Outreach Update: July 1 to August 31, 2017

### **GENERAL OUTREACH – COMPLETED & IN DEVELOPMENT**

- Changed “**American**” to “**America’s**” across the board.
  - WDB Website Updates Completed 8/4/17
- **KCLU Sponsorship**
  - **Status Purchase Order** - KCLU received 8/4
  - **Script Updates** – Develop new scripts for:
    - AJCC - Completed
    - Disconnected Youth with New Site Launch – In development
- **Press Releases**
  - Congressman Carbajal Media Advisory for 8/14 event – Distributed 8/8/17
  - New Chair/Vice-Chair Announcement in August – Distributed 8/9/17
  - Clips:
    - VC Star – ran new chair release on August 16
    - Citizen’s Journal – posted new board chair news release
    - Moorpark Patch – posted new board chair news release
    - PRLog.org – posted new board chair release (157 views)
    - ePRNews – posted new board chair release (39 views)
- **Op-Eds**
  - **Ventura County Grows Business** – Submitted to PCBT, scheduled to publish 9/15/17
  - **Apprenticeships** – Editorial pitch in development for the Camarillo Acorn.
- **Cal Workforce Social Media Campaign Support**
  - **#Vets #WorkforceWeek** – See attached Twitter posts
  - **#Workforce Wednesday** – See attached Facebook & Twitter posts from Aug 23 to Sept 13
- **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.
- theAgency has posted four of the youth success stories on the WDB website to link social media posts to the PDF. Develop “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



## Workforce Development Board Outreach Update: July 1 to August 31, 2017

### Workforce Ventura County Website

- **Google Analytics Stats July 1 to August 31, 2017**
  - Audience Overview – 1,740 Sessions/1,309 Unique Users
    - 19% increase in unique users year-over-year
  - Average Sessions 655/month
  - 2.46 pages per visit (unchanged)
  - 2.44 average minutes visit duration (-16.25% over 16/17)
  - 47.04% bounce rate (unchanged)

### Job Outlook Eblast:

- **July 21 (June 2017 Report)** – WDB Cohorts: 501/30.6% open rate/4.1% CTR
- **July 21 (June 2017 Report)** - Biz List: 5,818/7% open rate/1% CTR
- **Aug 18 (July 2017 Report)** – WDB Cohorts: 537/26.2 open rate/4.4% CTR
- **Aug 18 (July 2017 Report)** – Biz List: 5,775/5% open rate/1% CTR
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **July 2017**:
  - **Ventura County increased .5%** from 4.5% in June 2017 to 5% in July 2017 (July 2016 = 5.6%)
  - **California increased .5%** from 4.9% in June 2017 to 5.4% in July 2017 (July 2016 = 5.8%)
  - **U.S. increased .1%** from 4.5% in June 2017 to 4.6% in July 2017 (July 2016 = 5.1%)

### Updated Project in Process To Follow





Workforce Wednesday for 8/30/17

Topic: Apprenticeships

Interview at 8:40AM

Live at KVTA 1590-AM Studio

2284 Victoria Avenue, Ventura

## Workforce Wednesday Interview Guide

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

### Opening

There has been renewed national spotlight on the value and opportunity of Apprenticeship Programs as a pathway to a variety of good paying jobs and careers. Apprenticeships are also a great way to recruit, train and retain highly skilled workers. Here to talk about apprenticeships are two, particularly qualified individuals on this topic, and members of the Workforce Development Board.

- **Tony Skinner:** President , International Brotherhood of Electrical Workers, Local 952 and Executive Secretary/Treasurer, Tri-Counties Building & Construction Trades Council
- **Jeremy Goldberg:** Executive Director of the Tri-Counties Central Labor Council (AFL-CIO)

### Interview Questions

- **Tony:** What is an “apprenticeship?” Is an apprentice paid during their training period?
- **Jeremy/Tony:** What types of apprenticeship programs are available here in Ventura County?
- **Tony:** How long is an average apprenticeship training program? Does an apprenticeship always receive “Journeyman” distinction upon completion of their training?
- **Jeremy:** Do you think there are a significant number of unfilled apprenticeships opportunities in Ventura County? If so, why?
- **Tony:** In an apprentice program, what are the roles of the employer, the worker, and the Local? How many active apprentices does Local 952 have in place?
- **Tony/Jeremy:** What do you see as the most positive aspects of apprenticeship programs? (i.e. encourages local hiring, good paying/highly skilled careers, offers an alternate, often more affordable career path to college, etc.) Can any business consider the development of an apprenticeship program?

### Wrap-Up

You can learn more about apprenticeship career paths by visiting [aflcio.org/about/careers](http://aflcio.org/about/careers). If you are an employer and would like to know how to start your apprenticeship program, visit the Workforce Development Board website at [workforceventuracounty.org/employers](http://workforceventuracounty.org/employers) and click on “Open Doors to Youth.”



Workforce Wednesday for 9/27/17  
Interview at 8:40AM – America's Job Centers  
Live at KVTA 1590-AM Studio  
2284 Victoria Avenue, Ventura

### Workforce Wednesday Interview Guide

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

#### Opening

As of August 31<sup>st</sup>, unemployment rates in Ventura County were xx%, down significantly from a recession peak of 11.3% in August 2010. In spite of so much discussion around 'full employment,' there are still a significant number of job seekers searching for a good-paying job and employers trying to fill positions with skilled workers. Fortunately, there are robust FREE employment services available in Ventura County at the America's Job Centers of California. Here to talk about what is being done at the AJCC's to bring job seekers and employers together are:

- **Nancy Ambriz:** Workforce Program Manager, County of Ventura, Human Services Agency
- **Mary Navarro-Aldana:** Cluster-Field Office Manager, Workforce Services Brand, Employment Development Department and WDB member

#### Interview Questions

- **Nancy:** Tell us about the resources available at the AJCC's in Ventura County? (differences between full service and self-service, etc.)
- **Mary:** Can anyone take advantage of the services and resources available at the AJCC's? (first-time job seekers, changing career paths, re-entering the workforce, all age groups)
- **Nancy:** What programs and services are most popular among job seekers at the full-service resources centers? (perhaps address some of the more common challenges to appeal to a wider audience, i.e., "I'm not the only one who doesn't know how to approach creating a resume.")
- **Mary:** If a job seeker realizes they need additional training to pursue a specific career path, can the AJCC support staff help with access to training? (WIOA supported training paths, OJT,
- **Nancy:** How is the AJCC staff able to connect job seekers with Ventura County employers?
- **Nancy & Mary:** What would your advice be to job seekers in Ventura County? (Come to the full-service AJCC's for help! They are here for you, and it's FREE.)

#### Wrap-Up

The AJCC system offers free services and helps to both connect job seekers and employers with a wide range of resources throughout Ventura County and the state.

To find the full-service America's Job Center location nearest you call 800-500-7705 or go to the Workforce Development Board website at [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

That's [www.workforceventuracounty.org](http://www.workforceventuracounty.org).



heidi hayes

**From:** Workforce Development Board <info@workforceventuracounty.org>  
**Sent:** Tuesday, August 22, 2017 3:04 PM  
**To:** heidi@agency2.com  
**Subject:** Grow Your Business

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



## Workforce *Update*

August 2017



### WDB Welcomes New Chair & Vice Chair



The WDB recently elected new officers including Vic Anselmo as the new chair and Gregory Liu as vice chair. The County Board of Supervisors also approved the reappointment of Greg Barnes as a WDB board member for a second three-year term. Anselmo is owner and CEO of [Applied Powdercoat, Inc.](#) in Oxnard. "I'm honored to be elected WDB chair," says Anselmo.

"WDB's goal is to connect people with the resources that will make them a success. It's for those who are seeking work as well as businesses who are looking for quality employees. Many people are unaware of the free career and business services available to them. The best place to access these services is through the WDB. We plan to recharge our efforts to get the word out. WDB can change lives and businesses. My own company benefited from WDB by taking advantage of employee training funding and guidance that helped the company run more efficiently." WDB Vice-Chair Gregory Liu is owner/CEO of [Jaxx Manufacturing, Inc.](#) in Simi Valley and returning board member Greg Barnes is director of safety and environmental health at [Los Robles Medical Center](#) in Thousand Oaks.

[Join Our Mailing List!](#)

### Resources

**America's  
JobCenter**  
*of California*<sup>SM</sup>

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



## Congressman Carbajal Visits AJCC

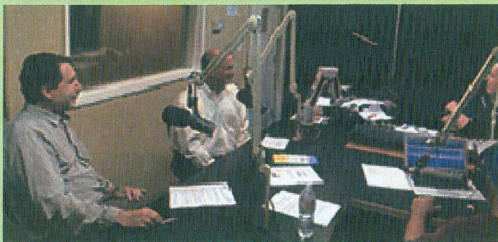


Congressman Salud Carbajal (representing California's 24th District) visited the America's Job Center of California (AJCC) in Oxnard and was given a tour by WIOA Program One-Stop Resource Center and EDD staff to experience firsthand how the center helps job seekers with critical services such as;

- Access to free career workshops and educational training opportunities
- Learning the latest techniques to finding and applying for available job openings

"The AJCC provides our job seekers on the Central Coast with the guidance and resources they need to find employment. I look forward to working with my colleague, [Congresswoman Brownley](#), to continue fighting for the funding to build workforce development in Ventura County," says [Congressman Carbajal](#). AJCC's also play a vital role in helping employers seek, select and train the right workers for their company. Congressman Carbajal took part in informal discussions while on his tour with Center partners who provide services to both job seekers and employers. AJCC's and one-stop resource centers are located in Oxnard and Simi Valley. Click here for more information about [America's Job Centers of California in Ventura County](#).

## Help for Small Businesses: All You Have To Do Is Ask



More than 23,000 businesses operate in Ventura County-three-quarters of which have ten employees or less. There are another 20,000 to 30,000 sole


proprietors. Anyone who runs his or her own business knows that it can be a daunting task. Business owners often do very well at producing a product or offering a service-but the business management side can be their weak link.

WDB members Brian Gabler, Director of Economic Development/Assistant City Manager of the City of Simi Valley, and Bruce Stenslie, President/CEO of the Economic Development



**FIND OUT WHAT  
VENTURA  
COUNTY  
CAN DO  
FOR YOUR**

**Business**



**VENTURA  
COUNTY  
GROWS BUSINESS**

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

## Did You Know?

Bloomberg: [AI Focus Signals Coming Labor Disruption](#)

Fast Company: [Skills That Robots Can't Master](#)

Time: [14 CEO's on the Most Valuable Career Skills](#)

## Quick Reads

NYTimes: [Writing a Script for Your Next Act](#)

Inc: [7 Unspoken Secrets for a Profitable Side Gig](#)

NYTimes: [Taking a Mid-Life Gap Year](#)

## Job Outlook

### June 2017 Unemployment

Not Seasonally Adjusted

U.S. = 4.5%  
California = 4.9%  
Ventura County = 4.5%

Note: July 2017 Job Outlook will be available on Aug. 22.



Collaborative-Ventura County joined Tom Spence on KVTa to discuss how a group of economic development agencies are working together to support businesses. [Ventura County Grows Business](#) is a collaborative effort with county and city economic development managers and the Workforce Development Board. Ventura County has great business and government organizations that make local business retention and expansion their top priority. [The Economic Development Collaborative -Ventura County](#), the [Small Business Development Center](#), and the [American Job Centers in Ventura County](#) are just a few that offer no-cost and low-cost professional services to support business growth. Rather than struggling on your own, rely on a group of experts and organizations that are happy to help. For a list and descriptions of agencies, go to [Ventura County Grows Business](#). Listen to the [June Workforce Wednesday](#) to learn more about the broad range of available services.

## Workforce Wednesday

Tom Spence  
KVTa 1590-AM

**Aug 30, 2017 at 8:40AM**

Topic: Apprenticeships

[Click to listen to June broadcast](#) about Ventura County Grows Business.

## Upcoming Events

**August 24, 8am**  
WDB Board Meeting at  
VCOE

**September 1, 8am**  
Healthcare Committee at  
VCCF

**September 15, 8am**  
Clean/Green Committee at  
VCCF

**September 27, 8:30am**  
Business Services  
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.

## Committees In Action: Healthcare Solutions Summit



Through a collaborative effort of three [WDB Healthcare Committee](#) members representing the Community Colleges' Health Workforce Initiative South Central

Coast Region, Ventura County Office of Education VC Innovates and the Workforce Development Board of Ventura County, the first Ventura County Industry and Education Healthcare Advisory Summit was held in Ventura on May 2, 2017. The summit brought together 75 representatives from numerous healthcare advisory groups, that meet separately throughout the year, for a robust discussion on how to streamline processes in the healthcare industry and education. Dr. Josh Luke, a former hospital CEO, best-selling author and internationally renowned healthcare futurist was the keynote speaker. Facilitated discussions tackled topics ranging from workforce availability and employment projections to bridging training and skill gaps for future healthcare jobs.

Congratulations to the [WDB Healthcare Committee](#) members for your successfully joining forces on this important event impacting the future of quality healthcare in Ventura County!



## 2017 WDB Award Congratulations



The 2017 WDB Awards were presented by the Workforce Development Board (WDB) of Ventura County at its annual meeting June 8th at the Ventura County Office of Education. The 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," said Brian Gabler, Director of Economic Development/Assistant City Manager of the City of Simi Valley and Workforce Development Board member and Outreach Committee chair. Members would like once again to congratulate this year's WDB Collaborative Action Award recipients:

**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).

**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.

**TECH Center** - 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.

**Biodico** - Biodico specializes in clean alternative energy solutions and works with the WDB to create multiple on-the-job WIOA training opportunities for job seekers.





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 America's Job Center of California<sup>SM</sup> 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).

theAgency

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

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## FIND YOUR FUTURE



Find My Direction



Finish High School



Choose Your Career



Get Work Experience



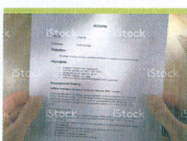
Get Training



What About College?



Get Job Ready



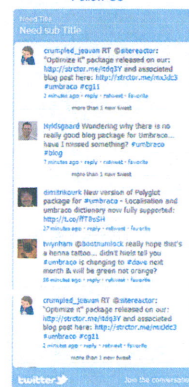
Look For A Job



Need More Help?



Follow Us



## WHAT'S NEW

[Take most popular career skills test](#)

[Read about one person's system to identify and pursue your passion](#)

[A Quick and painless temperament sorter analyzes your personality](#)

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- Noah

Success Story



America's **Job Center**  
of California

**WORKFORCE**  
DEVELOPMENT BOARD

California Lutheran  
UNIVERSITY

Channel Islands

VENTURA COUNTY  
OFFICE OF EDUCATION

**Find My Direction**  
What Job Is Right for Me?  
How Much Can I Make  
Job Shadowing

**Finish High School**  
GED  
High School Equivalency  
High School Proficiency  
Return to High School

**Choose Your Career**  
Find a Career I Like  
What's Hot in Ventura County?  
How Do I Get There?

**Get Work Experience**  
Internship  
Volunteer  
Seasonal

**Get Training**  
Adult Ed  
Trades/Vocational  
Apprenticeships  
On-The-Job Training

**What About College?**  
Community College  
4-Year College  
Applications  
Financial Aid/Scholarships

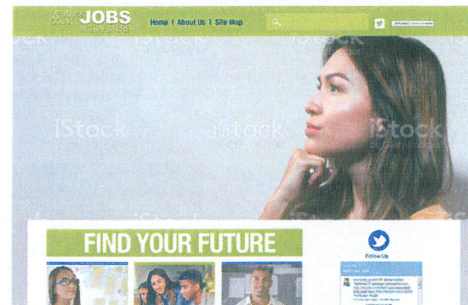
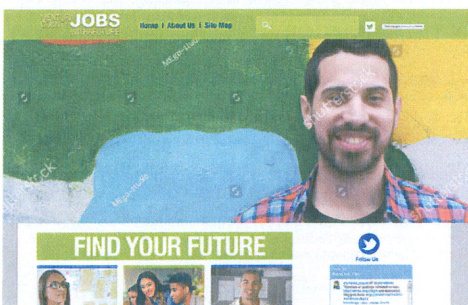
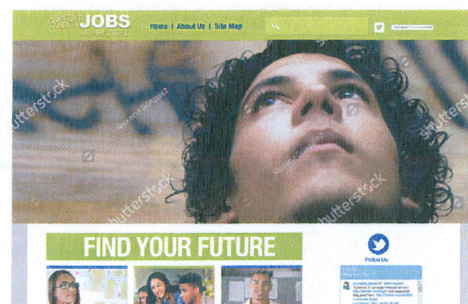
**Get Job Ready**  
Youth Networked Services  
Resumes  
Writing Letters

**Look for a Job**  
Job Search  
Interviewing  
Salary Negotiation

**Need More Help?**  
Housing  
Health  
ILP, etc.  
Transportation

America's **Job Center**  
of California





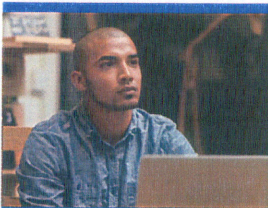




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## FIND MY DIRECTION

What can I do? What am I good at? What do I like to do? What career is right FOR ME? Explore careers and discover ones that could be a good fit.



**Find My Direction**

**Find My Direction**

**Finish High School**

**Choose Your Career**

**Get Work Experience**

**Certifications**

**What About College?**

**Get Job Ready**

**Look for a Job**

**Need More Help?**

**What job is Right for Me?**



**How Much Can I Make?**



**Job Shadowing**



### Find My Direction

What Job Is Right for Me?  
How Much Can I Make  
Job Shadowing

### Finish High School

GED  
High School Equivalency  
High School Proficiency  
Return to High School

### Choose Your Career

Find a Career I Like  
What's Hot in Ventura County?  
How Do I Get There?

### Get Work Experience

Internship  
Volunteer  
Seasonal

### Get Training

Adult Ed  
Trades/Vocational  
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### What About College?

Community College  
4-Year College  
Applications  
Financial Aid/Scholarships

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Resumes  
Writing Letters

### Look for a Job

Job Search  
Interviewing  
Salary Negotiation

### Need More Help?

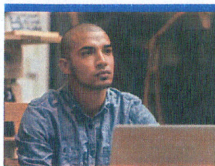
Housing  
Health  
ILP, etc.  
Transportation







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Find My Direction

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Need More Help?

## FIND MY DIRECTION

What can I do? What am I good at? What do I like to do? What career is right FOR ME? Explore careers and discover ones that could be a good fit.

### What job is Right for Me?

Answer these 24 questions steer you towards your dream job

**What career is right for you?**

[Take the most popular career skills test](#) on the internet and discover the careers that may be best for you.

**What interests you most?**

Have 5 minutes? [Take this online test](#) and find out how your interests and career choices can overlap.

**Do What You Love!**

[Read about one person's system to identify and pursue your passion](#)

**What's my temperament?**

[Kiersy.com](#) is a quick and painless "temperament sorter" that analyzes your personality to help you determine what your working style is and in what professional environment you'll thrive.

**Who Do You Want to Be?**

Not sure what career is right for you? [Take this quick and easy quiz](#) and learn which careers match well with your personality and interests.

### How Much Can I Make?



### Job Shadowing



#### Find My Direction

What Job Is Right for Me?  
How Much Can I Make  
Job Shadowing

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High School Equivalency  
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Salary Negotiation

#### Need More Help?

Housing  
Health  
ILP, etc.  
Transportation





## VENTURA COUNTY JOBS WITH A FUTURE

[Items in GREEN are added content]

### Find My Direction

*What can I do? What am I good at? What do I like to do? What career is right FOR ME?  
Explore careers and discover ones that could be a good fit.*

Yes, this is a BIG decision and for most people it's not an easy one either! It's also not something that is FOREVER, you CAN change your mind! The best thing to do right now is to get to know yourself—what things make you happy and what things don't, and what things don't matter to you at all.

### What Job is Right for Me?

- **What job could make you happiest?**

Answer these 24 questions steer you towards your dream job [link to:

<https://www.theguardian.com/lifeandstyle/2014/nov/11/-sp-questionnaire-what-job-would-make-you-happiest> ]

- **What career is right for you?**

Take the most popular career skills test on the internet and discover the careers that may be best for you.

[link to: <https://www.whatcareerisrightforme.com/>]

- **What interests you most?**

Have 5 minutes? Take this online test and find out how your interests and career choices can overlap. [link to: <https://www.careeronestop.org/GetMyFuture/Toolkit/interest-assessment.aspx>]

- **Do What You Love!**

Read about one person's system to identify and pursue your passion

[link to: <https://www.themuse.com/advice/do-what-you-love-how-to-identify-pursue-your-passions>]

- **What's my temperament?**

**Kiersy.com** [link to: <http://www.keirsev.com/sorter/instruments2.aspx> ]

is a quick and painless "temperament sorter" that analyzes your personality to help you determine what your working style is and in what professional environment you'll thrive.

- **Who Do You Want to Be?**

Not sure what career is right for you? Take this quick and easy quiz and learn which careers match well with your personality and interests. [link to: <http://whodouwant2b.com/student/pathways>]

### How much can I make?

- **What could be your future salary?**

Already know how much you want to make? Find out what kind of jobs will foot the bill!

[link to: <https://www.cacareerzone.org/budget/index> ]

- **Match your career choice with your salary goal.**

Find out how much you will need to make in order live the lifestyle you want. This tool will help you estimate the earning potential for a career you are considering [link to:

<https://www.cacareerzone.org/budget/index> ]

### Job Shadowing

September 14, 2017

- **Job shadowing**

This is a work experience option where you learn about a job by walking through the work day as a shadow to a competent worker. If you know someone doing the type of work you are considering, ask them if could 'shadow' for a day or two! [link to: <https://www.livecareer.com/quintessential/job-shadowing>]

## Finish High School

*Dropped out? Got bored? But need or want to go back and get your diploma or GED or HS Equivalency? Whatever the reason, start here to make it happen.*

Having a HS diploma or GED is like a key that unlocks doors—if you don't have it, it will be a lot harder to get through the door! Please finish high school—we promise you won't regret it.

### GED

- **The General Education Development Tests (GED)** [link to: <http://www.cde.ca.gov/ta/tg/gd/gedtest.asp>] offers the only certification that is equivalent to a high school diploma. By passing 5 subject exams, you are certified to have high school-level academic skills. For more information on testing centers, and to see if you qualify, visit the **California Department of Education**.: [link to: <http://www.cde.ca.gov/ta/tg/gd/>]
- **I want to get ready for the test!**  
To prepare for the test and learn more about the GED visit: To take the GED, contact an adult education center in your local area (see "Vocational Training"). [link to: <https://www.gedtestingservice.com/testers/about-ged-testing-service-test-taker>]

### High School Equivalency

- **I want to get my High School Equivalency**  
**High School Equivalency Tests (HSET)** [link to: [http://hiset.ets.org/requirements/state/ca/?WT.ac=hiset\\_34809\\_requirements\\_ca\\_160915](http://hiset.ets.org/requirements/state/ca/?WT.ac=hiset_34809_requirements_ca_160915)] Be sure to read the policies outlined on this page (click on link above) before calling for an HSET appointment.

### High School Proficiency

- **I want to get my High School Proficiency**  
[link to: <http://www.cde.ca.gov/ta/tg/sp/> ]  
California High School Proficiency Examination (CHSPE)
  - CHSPE is a test for students who need to verify high school level skills. In some cases, students take the test and leave high school early to work or attend college.
  - People who are 16 years of age or older may take the test. Younger people who meet other criteria can also take the test. This test is given twice each year at many sites in California.
  - At the time the test is taken, the registrant must be either: (1) sixteen years of age; or (2) have completed one year of enrollment in grade ten; or (3) will have completed one year of enrollment in grade ten at the end of the semester during which the next exam is administered. There is no upper age limit to take the test.

### Want to Return to High School?



- **I dropped out and want to return to high school, can I do that?**

It depends on your age, how long ago you dropped out, and state & local laws. Best bet would be to talk to your HS counselor and look at all your options, you have a few—including getting your HS Proficiency or HS Equivalency or your GED.

## Choose Your Career

### Find a Career I Like

*Knowing what you want to do is only part of the equation*

What do you like to do? What makes you happy? What are you good at? Do you want to make a lot of money or is just enough, enough? Do you like to be outdoors, work with seniors or perhaps kids? Do you like computers? How about making things? It's time to read, compare, and really dig into career information ...

- **Watch a video on your career choice!**

MyPlan.com offers videos on hundreds of jobs and career paths. You can literally see what a job you are considering looks and sounds. [link to: <http://www.myplan.com/careers/video/library.php?cat=00> ]

- **California Occupational Guides:**

Find just about everything you might want to know about any job or career on your list—opportunities, wages, licensing, education and training requirements. [link to: <http://www.labormarketinfo.edd.ca.gov/occguides/Default.aspx>]

- **California Career Zone:**

Explore your options after high school by checking out which career, training or education choices you have. You have to register, but it's really simple—and well worth the time. [link to: <https://www.cacareerzone.org/index>]

- **O\*Net Online:**

An online personality profiler and career database maintained by the Department of Labor that gives you detailed information about the careers you are considering, including projected salaries, required education, and more. [link to: <https://www.onetonline.org/>] [Search by DATA]

- **O\*Net Resource Center:**

The O\*NET program is the nation's primary source of occupational information. The O\*NET database contains information on hundreds of standardized and occupation-specific descriptors, and is available to the public at no cost. [link to: <https://www.onetcenter.org/overview.html/>]

### What's Hot in Ventura County?

- **100 Fastest Growing Occupations in Ventura County**

See how 'what you want to be' matches with projected local job opportunities in the future!  
[link to:

<http://www.labormarketinfo.edd.ca.gov/OccGuides/FastGrowingOcc.aspx?Geography=0604000111> ]

- **Growing Careers in Ventura County** [link to: <http://www.vcjobswithafuture.org/wp-content/uploads/2017/03/ventura-county-jobs-with-a-future-web.pdf>]

Some jobs in Ventura County are growing faster than others, especially in the areas of manufacturing, healthcare, business services and "green" jobs. Each job title includes a link to a "Job Report" and "Career Guide" to help learn what it takes and how much you can make with each career choice.

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- **Manufacturing**

A career in Manufacturing can offer you many exciting opportunities. The Society of Manufacturing Engineers Education Foundation (SMEEF) helps you to explore the possibilities. Find out how to register for a **SMEEF** summer camp or apply for a **[scholarship](http://www.smeef.org/scholarships/)**. <http://www.smeef.org/scholarships/> and other **[financial aid resources](http://www.smeef.org/what_we_do/page/student-resources)**. [link to: [http://www.smeef.org/what we do/page/student-resources](http://www.smeef.org/what_we_do/page/student-resources) ]

**[Look here for growing and well-paying Manufacturing](#)** [link to landing page] jobs in Ventura County.

Landing Page:

**Manufacturing**

Offering a wide range of jobs, high tech manufacturing is an evolving field. Jobs may be highly technical, involve project management, require operation of computerized equipment, or reading blueprints.

1. HS/OJT – Inspectors, Testers, Sorters, Samplers, and Weighers Job Report | Career Guide
2. HS/OJT – Electrical and Electronic Equipment Assemblers Job Report | Career Guide
3. HS/OJT – Machinists Job Report | Career Guide
4. HS/OJT – Industrial Machinery Mechanics Job Report | Career Guide
5. AA – Computer Numerical Control (CNC) Programmer Job Report | Career Guide
6. BS – Industrial Production Managers Job Report | Career Guide
7. BS – Architectural and Engineering Managers Job Report | Career Guide

HS – High School Diploma

OJT – On-the-Job Training

AA – Associate's Degree

VO – Vocational Training

BS – Bachelor's Degree

MA – Master's Degree

GRAD – Doctoral or Professional

- **Healthcare**

Healthcare jobs provide critical support for healthcare systems and services, offering a wide range of careers from physical therapists to lab technicians. Check out the **[Virtual Career Network](https://www.vcn.org/health-care/)** <https://www.vcn.org/health-care/> to find which careers interest you and how to take the proper courses to qualify for certification and get a good job.

**[Look here for growing and well-paying Healthcare](#)** [link to landing page] jobs in Ventura County.

Landing Page:

**Healthcare**

In high demand, jobs in the healthcare field may be technical, therapeutic, or administrative. These vital jobs support and supplement the work of doctors.

1. VO/OJT – Emergency Medical Technicians & Paramedics Job Report | Career Guide
2. AA – Dental Hygienists Job Report | Career Guide
3. VO/OJT – Medical Assistants Job Report | Career Guide
4. AA/BS – Registered Nurses® (RNs) Job Report | Career Guide
5. VO/OJT – Dental Assistants Job Report | Career Guide
6. VO/OJT – Medical Records & Health Information Technicians Job Report | Career Guide
7. BS – Clinical Lab Scientist Job Report | Career Guide

HS – High School Diploma

OJT – On-the-Job Training



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AA – Associate's Degree  
BS – Bachelor's Degree  
GRAD – Doctoral or Professional

VO – Vocational Training  
MA – Master's Degree

- **Business Services**

Business Services jobs are found throughout the business world. They involve processes, implementation, management and much more. Check out the **All Business Schools** to find which business careers interest you and how to obtain the proper degrees to get a good job.

<http://www.allbusinessschools.com/business-administration/job-description/>

[Look here for growing and well-paying Business Services](#) [link to business services content page] jobs in Ventura County.

Landing page:

**Business Services**

Covering the world of finances, IT, marketing, and more, careers in business involve creating solutions, processes, implementation, and management of products and services.

1. HS – Insurance Sales Agents    Job Report | Career Guide
2. HS/OJT – Bookkeeping, Accounting and Auditing Clerks    Job Report | Career Guide
3. HS – Administrative Support    Job Report | Career Guide
4. AA – Web Developers    Job Report | Career Guide
5. BA/BS – Market Research Analysts and Marketing Specialists    Job Report | Career Guide
6. BA/BS – General and Operations Managers    Job Report | Career Guide
7. BA/BS – Software and Applications Developers    Job Report | Career Guide

HS – High School Diploma  
AA – Associate's Degree  
BS – Bachelor's Degree  
GRAD – Doctoral or Professional

OJT – On-the-Job Training  
VO – Vocational Training  
MA – Master's Degree

- **Clean Green**

Clean Green jobs support environmental sustainability through planning, technology, smart business practices, and community education. Check out the **Virtual Career Network** [<https://www.vcn.org/i-gen/>] and **My Next Move** [link to: <https://www.mynextmove.org/profile/ext/green>] to find which green careers interest you and how to take the proper courses to qualify for certifications to get a good job.

[Look here for growing and well-paying Green](#) [link to green content pages] jobs in Ventura County.

Landing Page:

**Green Business**

A field that spans many industries, green jobs focus on protecting and sustaining our environment. These diverse careers span water, construction, manufacturing, and many more industries.

1. HS/OJT/AA – Water & Liquid Waste Treatment Plant and Systems Operator    Job Report | Career Guide
2. HS/OJT – Operating Engineers and other Construction Equipment Operators    Job Report | Career Guide

3. VO/OJT – Heating/Air Conditioning and Refrigeration Mechanics & Installers Job Report | Career Guide
4. AA – Environmental Engineering Technicians Job Report | Career Guide
5. BS – Environmental Engineer Job Report | Career Guide
6. BS – Water Resource Specialist Job Report | Career Guide
7. GRAD – Urban & Regional Planners Job Report | Career Guide

HS – High School Diploma

OJT – On-the-Job Training

AA – Associate's Degree

VO – Vocational Training

BS – Bachelor's Degree

MA – Master's Degree

GRAD – Doctoral or Professional

## How do I get there?

Designing your career pathway means mapping your route from education, training, work experience to career. Career pathways are an integrated collection of programs and services intended to develop your core academic, technical and employability skills; and place you in a high-demand, high-opportunity jobs.

- **Narrowed down your career choices?**

This tool from California's Community Colleges network allows you to see what type of training or education is needed for a career choice, which community colleges near you offer that certificate or degree and how your earnings may grow over time. [link to: <http://salarysurfer.cccco.edu/SalarySurfer.aspx> ]

- **What is my educational path?**

There are almost as many educational paths as there are career options. Find out what path you will need to take to reach your career goal. Connect with a complete list of schools and certified training programs offered right here in Ventura County. [link to:

<http://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/localAreaProfileQSMOREResult.asp?viewAll=yes&viewAllUS=&currentPage=1&currentPageUS=&sortUp=&sortDown=&criteria=Training+Providers&categoryType=General&geogArea=0604000111&timeseries=&more=More&menuCho>]

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## Get Work Experience

*You need to get a job but everyone wants work experience first. So how are you going to do that?*

Volunteer, seek an internship, do seasonal or temporary work! Getting work experience for the first time often means working for little to no pay—but that's OK, the experience & education you gain from it are priceless, you're building the foundation of your work life.



## Internship

What is an internship? Simply put, it is an opportunity that employers offer to students interested in gaining work experience in particular industries.

- **P-20 Council**

[Link to: <https://www.vcp20.org/projects> ] The Ventura County P-20 Council is working to connect internship candidates with employers throughout Ventura County.

- **Land the perfect internship** [link to: <http://www.internships.com/>]

Internships provide opportunities to learn about careers that match your academic and personal interests. Benefits are many, including test-driving a future career as well as building your professional network.

- **Internship Programs** [link to: <http://www.internshipprograms.com/>]

Search for an internship by kind & location. Also keep up on a few helpful hints to make the most of your internship.

## Volunteer

Volunteer work expands your understanding of other people's lives and working together for a common cause. Volunteering also looks fantastic on college applications, and sometimes it even makes you eligible for certain scholarship assistance or financial aid.

- **VolunteerMatch**

Bringing Good Causes and Good People Together [link to: <https://www.volunteermatch.org/> ]

- **Volunteer Ventura County** [link to: <http://www.volunteerventuracounty.org/>]

You can volunteer right here close to home! This site lists opportunities that you can sign up for and participate in without having to travel very far and you can make a difference in your own community.

## Seasonal or Temporary Work ("Temping")

In a "temp" job an employee is expected to remain in a position only for a certain period of time. Temporary employees may have the opportunity to achieve permanent employment status. It's also a great way to get work experience, add to your resume and obtain positive references for future job applications.

- **Get Info on Seasonal/Part Time Employment** [link to:

<https://www.dol.gov/general/topic/workhours/seasonalemployment> ]

Check out this informative DOL (Department of Labor) page—everything you need to know about PT employment including a great FAQ section.

- **Seasonal Employment** [link to: <http://www.seasonalemployment.com/> ]

Search for seasonal employment as well as sign up for job alerts. Informational too—learn what kinds of industries have seasonal employment.

## On-the-Job-Training (OJT)

OJT is a program of the federal Workforce Innovation and Opportunity Act (WIOA). OJT employers use their own system to teach their employees the new skills necessary for successful permanent employment within their companies. Benefits to job seekers include: job coaching, earn as you learn and skills attainment.

- **America's Job Center of California (AJCC) OJT Programs** [

<http://workforceventuracounty.org/employers/workforce-services> ] Contact an AJCC in Ventura County to see if you qualify for a subsidized OJT job placement opportunity.

## Get Training

*I don't have the skills needed for the job I want, help me find training.*

If you know the kind of job you want, you've taken the first step—a very IMPORTANT one by the way! Now it's time to find where you can get trained for the job you want. Adult school, vocational school, or an apprenticeship could all be the right choice. Explore them!

Visit the [Career One Stop](https://www.careeronestop.org/FindTraining/Types/types-of-training.aspx) to find the training option that best fits your needs. [link to: <https://www.careeronestop.org/FindTraining/Types/types-of-training.aspx> ]

### Adult & Continuing Education

- **Ventura Adult and Continuing Education** (including the Technology Development Center) has flexible scheduling and course times that will work with your job or other commitments. [link to: <http://www.vace.com/>]
- **Oxnard Adult School** has several programs to get you started in basic education, lifelong learning and parent education. [link to: <http://www.oxnardadulthood.us/>]
- **Simi Institute for Careers & Education** has 130 occupational training programs and classes ranging in fields from computer technology to cosmetology. [link to: <http://www.simiinstitute.org/>]
- **Conejo Valley Adult School** offers certification and training programs, including computer classes and medical programs. [link to: <http://www.conejoadultschool.org/>]

### Vocational Education

- **Vocational Training** – There are many career opportunities to be discovered through post-secondary vocational training. Many are available through adult education. Click on the link to learn more about these careers and their educational requirements. [link to: <http://www.labormarketinfo.edd.ca.gov/OccGuides/TrainingLevel2.aspx?oohtrntm=%27G%27&Geography=%270604000111%27>]
- **Exploring Vocational Programs** – Become part of a highly trained, educated, & skilled workforce. Click on the link to learn more about vocational careers and their educational requirements. [link to: <http://www.accreditedschoolsonline.org/vocational-trade-school/careers/>]

### Apprenticeships

- **State of California Department of Industrial Relations Apprenticeship** program information in the State of California. Search available apprenticeship programs by selecting a county and an occupation group. [link to: <http://www.dir.ca.gov/databases/das/aigstart.asp>]
- **I Built It**--If you enjoy working outdoors and like using your hands to create, the trades may be the right fit for you. There's no better training than apprenticeship. [link to: <http://www.dir.ca.gov/DAS/IBuiltIt/>]
- **Cal Apprenticeships**--An apprenticeship is an excellent career choice if you like to work with your hands; are willing to serve an apprenticeship for up to five years, have dexterity, mechanical ability, problem-solving skills and the ability to work collaboratively with a team. [link to: <http://www.calapprenticeship.org/>]



## Trades

- **Explore the Trades** - Skilled tradespeople are in demand. Plumbers, HVAC technicians and electricians are in position to take advantage of great opportunities now and in the years to come. [link to: <http://www.explorethetrades.org/>]
- **Growing Skilled Trade Opportunities** - Skilled trades jobs are expected to increase faster than the national average of all jobs, which is 11 percent, over the next 10 years. Think about a job or career in the trades. [link to: <https://www.monster.com/skilled-trades-careers> ]

## What About College?

*College comes in many shapes and sizes, there might be one that fits you!*

Deciding to attend college is a BIG decision and it's not for everyone. But if it IS your decision, your choices are endless. Explore your choices—2-yr community college, 4-yr university or even further! But no matter which, you need to research and you need to make a plan—and then you need to figure out how to pay for it.

## 2-Year Community Colleges

The public Ventura County Community College District (VCCCD) include three campuses. You may find that you can mix and match different campuses to obtain the classes needed to complete a specific certification or degree.

- **Moorpark College**  
Moorpark College opened September 11, 1967, with 2,500 students. The campus is located at the eastern edge of the city of Moorpark and is one of the most beautiful community colleges in California. [link to: <http://www.moorparkcollege.edu/> ]
- **Oxnard College**  
Oxnard College, an accredited two-year institution of higher education, has been a part of the Ventura County Community College District since 1975. [link to: <http://www.oxnardcollege.edu/>]
- **Ventura College**  
Ventura College, an accredited two-year institution of higher education, has been a part of this beautiful seaside community since 1925. [link to: <http://www.venturacollege.edu/> ]
- **Explore all of the VCCCD fields of study, certifications and degree options here.** [link to: [https://ssb.vcccd.edu/prod/pw\\_pub\\_sched.P\\_Simple\\_SEARCH?term=201505](https://ssb.vcccd.edu/prod/pw_pub_sched.P_Simple_SEARCH?term=201505) ]
- **California Career Café:**  
A Virtual Career Center for California Community College Students, the Career Café Offers Insights and Tools to Help You Identify Your Career Direction. [LINK TO: <http://www.cacareercafe.com/>]

## 4-Year Colleges

- **California State University**  
The California State College (CSU) public system is made up of 23 campuses educating 479,000 students every year. The CSU has one of the most diverse student populations in the United States. [link to: <https://www2.calstate.edu/> ]

- **Cal State University Channel Islands (CSUCI)**  
We are fortunate to have a CSU located in Ventura County. CSUCI offers an unparalleled student-centered learning experience in of the Southern California's most scenic settings. [link to: <https://www.csuci.edu/> ]
- **University of California (UC)**  
The first public UC opened its doors in 1869 with just 10 faculty members and 38 students. Today, the UC system includes more than 238,000 students and 190,000 faculty and staff. [link to: <https://www.universityofcalifornia.edu/> ]
- **Cal Lutheran University**  
Located in Ventura County, California Lutheran University is a private college founded in 1959 and is home to more than 2,791 undergraduate (four-year) and 1,282 graduate (4-8 year) students. [link to: <https://www.callutheran.edu/> ]

## Applications

- **The College Application Checklist**  
There are so many important details to remember when applying to college, to keep track of requirements, print and use this checklist for tasks and deadlines for each college!  
[link to: <https://bigfuture.collegeboard.org/get-in/applying-101/college-application-checklist>]
- **How to Fill Out a College Application**  
A great step-by-step guide to filling out a college application—and a great place to review BEFORE you start the college application process.  
[link to: <https://www.universitylanguage.com/guides/how-to-fill-out-a-college-or-us-universit-application/>]
- **The Common Application**  
More than 700 colleges, one application. Learn more about the Common Application and why it might be the right way for you to apply to college.  
[link to: <http://www.commonapp.org/>]
- **Universal College App ... should we include? Is it commonly used?**  
[link to: <https://www.universalcollegeapp.com/overview>]

## Financial Aid/Scholarships

- **California Lutheran University: Upward Bound**  
The Upward Bound Program is available to students at a select number of high schools in Ventura County. The program is geared toward low-income and first-generation college bound students. [link to: <https://www.callutheran.edu/offices/upward-bound/>]
- **Sallie Mae**  
Sallie Mae is the nation's saving, planning, and paying for college company. Find option for loans, scholarships and more. [link to: <https://www.salliemae.com/plan-for-college/>]
- **The College Navigator**  
Is the U.S. Department of Education's website to help guide you through the process of finding the right college. It includes tools to help estimate expenses, find financial aid, and identify programs and majors that are right for you. [link to: <https://nces.ed.gov/collegenavigator/>]



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- **Federal Student Aid (or FAFSA)**

Is an office of the U.S. Department of Education intended to ensure that all eligible individuals can benefit from federally funded or federally-guaranteed financial assistance for education beyond high school. [link to: <https://fafsa.ed.gov/>]

- **FinAid!**

Is one of the most comprehensive free resources for information about student financial aid, scholarships, and education loans. [link to: <http://www.finaid.org/>]

## College Resources

- **Education Connection:**

Overwhelmed by degree options? We'll help match you with the right school for you. Education Connection has information on hundreds of schools and college programs in a wide variety of career fields. [link to: <https://www.educationconnection.com/>]

- **uPLANit:**

uPLANit is a college and career planning website geared for high school students. It is useful for college students and is an awful lot of fun. Not your typical boring career planner. You can even use it to figure out how much it will cost to live in certain locations and maintain certain lifestyles, etc. [link to: <http://www.uplanit.org/>]

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## GET JOB READY

*I'm ready to work, or at least I think so. Can anyone help me?*

There's more involved in "getting a job" than you probably think. And this is definitely a time in which the more you know, the better off you will be. The following organizations will help you learn the ropes BEFORE you look for a job—like writing a resume or cover letter and super important things like follow-ups and sending thank-you letters!

## Youth Networked Services

- **Pathpoint**

PathPoint's Ventura County Division provides a wide array of comprehensive training and support services including employment, independent living, community access, and behavioral health services, to individuals with disadvantages or disabilities.

[link to: <http://www.pathpoint.org/locations/ventura/>]

- **Boys & Girls Clubs of Greater Oxnard & Port Hueneme (YEP)**

The Youth Empowerment Program provides the training and skills to be successful—it is a job-ready accelerated program that requires participants to complete at least one of five career paths and attend workshops in job readiness. YEP has been successfully running since its 2004 launch, serving approximately 1,800 youth ages 16-24 in the Oxnard & Port Hueneme areas. <https://bgcop.org/youth-empowerment-program/>

- **California Conservation Corps**

The California Conservation Corps (CCC) is a state agency hiring young men and women, 18 to 25, for a year of natural resource work and emergency response that puts youth and the environment together to benefit both. In addition to learning basic work skills, the CCC offers a Core Training Program throughout a corps member's stay. The CCC also offers Specialized Training in job-specific areas that enhance a corps member's learning opportunity and skill level. [link to: <http://www.ccc.ca.gov/Pages/default.aspx>]

## Resumes

- **Up To Work**

Resume writing 101! Everything anyone needs to know about writing the resume that will get you the job. Step-by-step guides, resume samples, to tailoring your resume to a job description, and everything in-between. This handy online blog even covers interviewing, cover letters, and job searching.

[link to: <https://uptowork.com/blog/resume-writing>]

- **Purdue Online Writing Lab (OWL)**

This résumé workshop provides detailed explanations, as well step-by-step processes, for creating an effective résumé. This site also contains quick tips and resources.

(link to: <https://owl.english.purdue.edu/owl/resource/719/1/>)

- **Resume Samples**

Comprehensive library containing hundreds of thousands of quality resume samples across all industries.

(link to: <http://www.jobhero.com/resume-samples/browse>)

## Cover Letters/Thank you

### Needs content

<https://www.thebalance.com/free-cover-letter-examples-and-writing-tips-2060208>

<https://resumegenius.com/cover-letters-the-how-to-guide>

<https://www.careeronestop.org/JobSearch/Resumes/cover-letters.aspx>

<https://money.usnews.com/money/blogs/outside-voices-careers/articles/2016-08-22/do-you-have-good-job-search-manners>

<https://www.interviewsuccessformula.com/job-search-advice/job-search-manners-can-help-you-get-employed.php#>



## Look for a Job

*Just HOW do I look for a job? I'm overwhelmed.*

When you are just starting out with no or limited work experience, your job search might happen by answering local job ads, asking people you know for leads, knocking on the door of any potential employer or working with a youth or young adult job placement service or organization.

### Job Search

- **America's Job Centers of California**

America's Job Centers of California (AJCC) are your easy one-stop access to the state's employment-related services. Explore the resources online or visit a local center in Oxnard or Simi Valley. Job seekers can get assistance in assessing skills, finding job opportunities and training, preparing a résumé, and much more. [link to: <http://www.americasjobcenter.ca.gov/>]

- **CalJOBS**

CalJOBS is California's online resource to help job seekers navigate the state's workforce services. The system allows users to search for jobs, build résumés, access career resources, and gather information on education and training programs.

[link to: [http://www.edd.ca.gov/jobs\\_and\\_training/Caljobs.htm](http://www.edd.ca.gov/jobs_and_training/Caljobs.htm)]

- **CareerOneStop**

Your source for career exploration, training & jobs. [link to: <https://www.careeronestop.org/> ]

- **My Next Move**

Enter information about your interests and discover what matches. This site provides approximate salaries, skills and personality traits for each career and then takes you directly to job listings. [link to:

<https://www.mynextmove.org/>]

- **My Skills, My Future**

CareerOneStop is your source for employment information and inspiration, the place to manage your career, your pathway to career success, tools to help job seekers, students, businesses and career. [LINK TO:

<https://www.myskillsmyfuture.org/OccupationMatch.aspx?onetcode=11202100&detailonetcode=1>]

- **All the Best Advice We Could Find on How to Get a Job**

[link to: <https://80000hours.org/career-guide/how-to-get-a-job/> ]

This site hopes to help you make the right career choices for a more rewarding and interesting life.

- **Camarillo Library Russel Fisher Business Center Career Assistance**

The Russell Fischer Business Collection is dedicated to informing, educating, and sharing knowledge to help businesses, entrepreneurs, and professionals thrive. The collection also has a nice little Career Assistance page with links to popular job search sites and free downloadable resume and cover letter templates.

[link to: <http://camarillolibrary.org/content/career-assistance> ]

- **Youth Employment Services - Simi Valley**

[link to: <http://www.simivalley.org/departments/community-services/youth-employment-service-yes> ]

The YES program is provided at no cost to the Simi Valley youth ages 15-22 who are able to schedule appointments for coaching on the application process, interview skills, professionalism in the workplace, as well as job referrals.

## Interviewing

- **Informational Interviewing**

Career-explorers or job-seekers conduct short interviews with people in their prospective professions to learn more about those fields. [link to: <https://www.livecareer.com/quintessential/job-shadowing>]

- **Benefits & Steps for Informational Interviewing**

Get first-hand information, find out about career paths & get tips to prepare for a given career. [link to: <https://career.berkeley.edu/Info/InfoInterview> ]

## Salary Negotiation

### Needs content

- **Negotiate Your Salary**

After you receive a job offer is a good time to negotiate a salary that will be a win-win for you and your employer, read these great tips before you get started.

[link to: <https://www.careeronestop.org/JobSearch/Interview/negotiate-your-salary.aspx>]

- **How to Negotiate Your Salary**

Negotiation can be scary. But what's even scarier is not doing it.

(Link to: <https://www.themuse.com/advice/how-to-negotiate-salary-37-tips-you-need-to-know>)

- **Negotiating Your FIRST Salary**

Salary negotiation is intimidating for young grads starting their careers. Any how-to on salary negotiation will advise you to use your skills and experience as leverage. So, how do you make a strong case for yourself when you don't have a lot of ammunition?

(link to: <http://www.payscale.com/salary-negotiation-guide/the-art-of-negotiating-your-first-job-offer>)

- **Don't Make These Salary Negotiation Mistakes**

Ten easy-to-make mistakes in salary negotiation that are best avoided.

(link to: <https://www.livecareer.com/quintessential/salary-negotiation-mistakes>)

## Need More Help?

We know it's hard to even think about a job when you need things like a roof over your head or food in your belly.

Take a look at a few resources for additional help—housing, health, transportation & food to name a few.

**Needs more resources – This section needs more time—ran out of it!** 😞

### Housing

- **County of Ventura Transitional Housing**

Learn about what transitional housing options are available. [Link to: <http://www.ventura.org/ilp-youth/housing> ]

- **Area Housing Authority of the County of Ventura**

Need emergency housing? This is a contact list of the organizations that can assist you.

[link to: [http://www.ahacv.org/emergency\\_housing.shtml](http://www.ahacv.org/emergency_housing.shtml)]

### Health



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- **Former Foster Youth & Healthcare**

Learn what healthcare benefits are available if you are a foster youth within six months of emancipation or turned 18 while still in foster care. [link to: <http://www.ventura.org/ilp-youth/health>]

- **Ventura County Healthcare Agency**

Comprehensive services for individuals needing health services and/or for those experiencing a mental health crisis

[link to: <http://www.vchca.org/mental-health-youth-family-services>]

- **Ventura County Healthcare Agency**

[link to: <http://www.vchca.org/>]

- **Emerging Adults, After 18, Healthcare**

[link to: <http://www.ventura.org/after-eighteen/health>]

- **Healthcare Programs for the Uninsured of Ventura County**

[link to: <http://www.vchca.org/health-care-programs-for-the-uninsured-of-ventura-county>]

### **Independent Living Programs (ILP)**

- **County of Ventura ILP**

This site provides information for current, former and prospective ILP youth to support services available in Ventura County. [link to: <http://www.ventura.org/ilp-youth/resources> ]

### **Transportation**

- **County of Ventura Assistance & Resources**


Find information on resources, driver's license and transportation assistance options. [link to: <http://www.ventura.org/ilp-youth/transportation> ]

### **Food**

[I think we need to add this one to the mix]

- **County of Ventura - CalFresh**

The CalFresh program, helps people who have little or no income to buy nutritious groceries. [link to: <http://www.ventura.org/human-services-agency/calfresh-food-stamps>]

Ventura County Jobs With a Future		Workforce Development of Ventura County November 2017 to June 2018 Digital Media Flowchart - Target Audience: Disconnected Youth								 25-Aug-17				
Placements	Notes:	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	Total Impressions	Total Investment	Total Value		
PANDORA.COM	Geo-Targeted Ventura County: Millenials, living with parent, job seekers, high school grads, household income <\$30K			300x250 Mobile Audio/ <b>Muted Video</b> / Mobile Display with Standard Responsive Banner						585,964	\$9,412	\$9,907		
SNAPCHAT.COM	Geo-Targeted Ventura County: Young adults ages 16-24. Lifestyle: hip trends, music interest, nightlife, etc.			:10 video ads play in between/after the user is watching their 'stories'						300,000	\$7,059	\$8,471		
TWITTER		Included in fall campaign										N/A	\$700	\$700
SEARCH ENGINE OPTIMIZATION (SEO)		Keyword research, set-up.	Keyword Strategy analysis, onsite optimization, content enhancement, monthly rankings reports, Google Tag & Analyitcs, Keyword-rich Alt-image Y anchor text, ranking monitoring, etc.									N/A	\$7,059	\$8,824
KCLU (Radio)				:30 Sec PSA 2x per wk / :05 Sec local Biz Report / :30 Sec Marketplace / :30 Sec All Things Considered 2x per wk						1,018,800	Included in Direct PO			
KCLU.COM				Streaming Banners : 300x250 / 300x600 / :30 Sec streaming						801,231				
WORKFORCE WEDNESDAY				1/24						38,500	Included in Integrated Outreach			
Total:										2,744,495	\$24,230	\$27,902		

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 \$24,500 of paid media placement in support of a plan for VC Jobs With a Future. Please note that the information above is subject to change based on the time of Insertion Order.

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

Date





## Picturing Yourself Going Back To Work?

America's Job Centers of California<sup>SM</sup> (AJCC)  
in Ventura County are here to help with:

- Career Exploration
- Skills & Training Opportunities
- Job Search Guidance
- Resumes and Cover Letters

And it's all free.

Call **800-500-7705** for an AJCC near you or visit  
**[workforceventuracounty.org](http://workforceventuracounty.org)**.



**Workforce Development Board**  
*Bringing People & Opportunities Together*

Equal Opportunity Employer/Program/Service. Auxiliary aids and services are available upon request to individuals with disabilities. TTD/TTY inquiries, call the California Relay Service 711 or 800-735-2922.



KCLU Script  
WDB AJCC Jobseeker Radio  
August 30, 2018

**:30 Jobseeker Radio – KCLU**

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KCLU PROGRAMMING IS MADE POSSIBLE IN PART BY THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY...UNEMPLOYED, RE-ENTERING THE WORKFORCE OR NEED NEW JOB SKILLS? VENTURA COUNTY HAS RESOURCES TO HELP JOB SEEKERS WRITE A GOOD RESUME, PREPARE FOR AN INTERVIEW, LEARN NEW SKILLS, AND MATCH SKILLS TO GOOD-PAYING JOBS. THROUGH SUPPORT OF AMERICA'S JOB CENTER OF CALIFORNIA LOCATIONS IN VENTURA COUNTY, THE WORKFORCE DEVELOPMENT BOARD IS BRINGING PEOPLE AND OPPORTUNITIES TOGETHER. MORE ABOUT WORKFORCE PROGRAMS AND HELP WITH FINDING A JOB AT WORKFORCE VENTURA COUNTY DOT ORG.

**:10**

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KCLU NEWS IS MADE POSSIBLE BY THE WORKFORCE DEVELOPMENT BOARD, BRINGING PEOPLE AND OPPORTUNITIES TOGETHER THROUGH SUPPORT OF AMERICA'S JOB CENTER LOCATIONS IN VENTURA COUNTY. INFO AT WORKFORCE VENTURA COUNTY DOT ORG.



**Workforce Investment Board of Ventura County**  
**Fall 2017: Spanish - Job Seeker PSA Copy**  
**September 14, 2017 – R1**  
**Spanish Translation**

Target Audience: Hispanic Job Seekers  
:30 Radio – to be translated into Spanish  
Narrator: Man or Woman's Voice, music background

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**87 Words in English**

Trying to get back to work, but your skills don't match what's available? The Ventura County America's Job Centers of California can help.

AJCC staff can help you to write a professional resume, practice interviewing and find smart ways to look for a job. And it's all FREE!

For a center nearest you call Eight hundred, Five Hundred 7 7 0 5 or visit [workforce.ventura-county.org](http://workforce.ventura-county.org).

WIOA Title I equal opportunity program. Auxiliary aids and services available upon request to individuals with disabilities.

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¿Estás tratando de volver a trabajar, pero tus habilidades no coinciden con los empleos disponibles? En America's Job Center of California del condado de Ventura te pueden ayudar.

Nuestro personal puede ayudarte a escribir un currículum profesional, a prepararte para entrevistas y a descubrir nuevas formas de buscar empleo. ¡Y todo de forma GRATUITA!

Para encontrar el centro más cercano, llama al Ochocientos, Quinientos 7 7 0 5 o visita el sitio de web [workforce.ventura-county.org](http://workforce.ventura-county.org).

Programa de igualdad de oportunidades, Título 1 de la ley WIOA. La asistencia y servicios auxiliares están disponibles a solicitud, para personas con discapacidades.

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**America's Job Center, Oxnard**  
**July 2017 Career Shops**

Location: West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Floor, Oxnard  
805-204-5171

**July 11 - Veterans Orientation**, 8:00 a.m. – noon - This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran.

**July 14 - Winning Interviews**, 8:30 a.m. - noon - You never get a second chance to make a first impression. This Career Shop 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.

**July 14 - The Power of CalJOBS**, 1:30 p.m. – 4 p.m. - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

**July 21 – Résumés that Sell**, 8:30 a.m. – noon - **Get** hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references.

**July 28 – Job Search/Social Media**, 8:30 a.m. – noon - This 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. Social Media: This workshop provides information on the most popular online social networks.

Space is limited. Prior registration required by calling the West County America's Job Center at 805-204-5171 to enroll. 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.

Career shops are sponsored by the Human Services Agency, EDD Workforces Services and the Workforce Development Board. This is an Equal Opportunity Employer/Program/Service. For TDD/TT inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.





# East County America's Job Center July 2017 Career Workshop

Location: East County America's Job Center  
2900 N. Madera Rd., Simi Valley, Calif. 93065  
805-955-2282

**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.



America's **JobCenter**  
of California<sup>SM</sup>



**America's Job Center, Oxnard**  
**Spanish Language July 2017 Career Shop**

Location: West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Fl., Oxnard  
805-204-5171

**SPANISH Language Career Shops:**

July 21 & 28, 1:30 p.m. – 4:00 p.m. - **Técnicas para la Búsqueda de Trabajo (Job Search Techniques)**, 1:30 p.m. – 4:00 p.m. Esta diseñada para personas que estan buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicacion, tecnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. Tambien aprendera tecnicas apropiadas para hacer un entrevista. 805-204-5171.

Space is limited. Prior registration required by calling the West County America's Job Center at 805-204-5171 to enroll. 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.

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**America's JobCenter**  
*of California*<sup>SM</sup>





# Simi Valley Acorn

2017-07-14 / Business

## BRIEFS

### **Job center to host career workshop**

East County America's Job Center will hold a career workshop from 8:30 a.m. to noon Tues., July 25 at the center, 2900 N. Madera Road, Simi Valley.

The workshop 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 resumes, access career resources, and find information on education and training programs.

Career Shops are offered at no cost to job seekers.

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

Before enrolling, 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 workshops offered in Oxnard

Staff reports Published 3:19 p.m. PT July 4, 2017



(Photo: STOCK PHOTO)

The west Ventura County America's Job Center in Oxnard plans several workshops in July.

Here's the schedule:

- July 11, "Veterans Orientation," 8 a.m. to noon: This collaborative meeting will provide veterans with information on local services and programs that are available.
- July 14, "Winning Interviews," 8:30 a.m. to noon: This workshop will give participants the tools to make a lasting impression that wins a job. They will walk away with their own 30-second commercial to quickly and efficiently discuss their skills.
- July 14, "The Power of CalJOBS," 1:30-4 p.m.: CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources and find information on education and training programs.
- July 21, "Résumés That Sell," 8:30 a.m. to noon: Participants will get hands-on assistance in completing their résumé and cover and thank-you letters. They will walk away with a portfolio that shows off professional documents. Participants should come prepared with their employment history for the past 10 years and names, addresses and phone numbers of three personal and three professional references.
- July 28, "Job Search/Social Media," 8:30 a.m. to noon: This workshop will provide common-sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers and returning to



the workforce. The social media portion will provide information on the most popular online social networks.

All workshops will meet at the center, 2901 N. Ventura Road, third floor, in Oxnard.

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

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

# VCReporter

## Biz Buzz | July 2017

Jul 5, 2017 | [Biz Buzz](#), [Daphne Khalida Kilea](#)

**Dona Toteva Lacayo** and **Sumantra Sengupta** are the newest board members to join the **Workforce Development Board of Ventura County**. Lacayo is the director of business development at the Port of Hueneme/Oxnard Harbor District and has over 16 years of experience in global logistics and transportation development. Sengupta is MBA program director and management faculty member at CLU and has 25 years of experience in operations and business development. **Victor Dollar**, senior vice president of Brighton Management, and **Tony Skinner**, executive secretary/treasurer of the Tri-Counties Building and Construction Trades Council, were reappointed to three-year terms.



**America's Job Center, Oxnard**  
**August 2017 Career Shops**

Location: West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Floor, Oxnard  
805-204-5171

**August 1 - 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. Again on August 11, 1:30 p.m. – 4 p.m.

**August 4, August 18 – Résumés that Sell, 8:30 a.m. – noon** - Get hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references.

**August 8 - Veterans Orientation, 8:00 a.m. – noon** - This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran.

**August 11 - Winning Interviews, 8:30 a.m. - noon** - You never get a second chance to make a first impression. This Career Shop 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.

**August 25 – Job Search/Social Media, 8:30 a.m. – noon** - This 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. Social Media: This workshop provides information on the most popular online social networks.

Space is limited. Prior registration required by calling the West County America's Job Center at 805-204-5171 to enroll. 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.

Career shops are sponsored by the Human Services Agency, EDD Workforces Services and the Workforce Development Board. This is an Equal Opportunity Employer/Program/Service. For TDD/TT inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



## East County America's Job Center August 2017 Career Workshop

Location: East County America's Job Center  
2900 N. Madera Rd., Simi Valley, Calif. 93065  
805-955-2282

**Tuesday, August 29 - 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.



America's **Job** Center  
of California<sup>SM</sup>





**America's Job Center, Oxnard**  
**Spanish Language August 2017 Career Shop**

Location: West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Fl., Oxnard  
805-204-5171

**SPANISH Language Career Shops:**

August 4, 18 and 25 - 1:30 p.m. – 4:00 p.m. - *Técnicas para la Búsqueda de Trabajo (Job Search Techniques)*, 1:30 p.m. – 4:00 p.m. Esta diseñada para personas que están buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicación, técnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. También aprenderá técnicas apropiadas para hacer un entrevista. 805-204-5171.

Space is limited. Prior registration required by calling the West County America's Job Center at 805-204-5171 to enroll. 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.

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America's **JobCenter**  
of California<sup>SM</sup>



**98.3 FM**  
**THE WORD**



## Career Work Shops

### Community Events

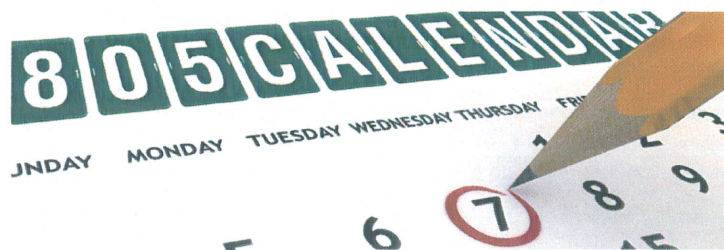
Free Career Shops For Job Seekers - presented throughout August by the America's Job Center of California with support from the Workforce Development Board, EDD Workforce Services and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. 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 800-500-7705 to enroll.

### **Location:**

West County America's Job Center  
2901 N. Ventura Rd., 3rd Floor  
Oxnard, CA 93003

[Google Map](#)





**Tue, Aug 29: Career Workshop, The Power of CalJOBS** CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration required by calling the East County America's Job Center at [805-955-2282](tel:805-955-2282) to enroll. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. 8:30 a.m. – noon at East County America's Job Center, 2900 N. Madera Rd., Simi Valley. Info: [805-955-2282](tel:805-955-2282)



### **East County America's Job Center**

August 2017 Career Workshop

Location: East County America's Job Center

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

805-955-2282

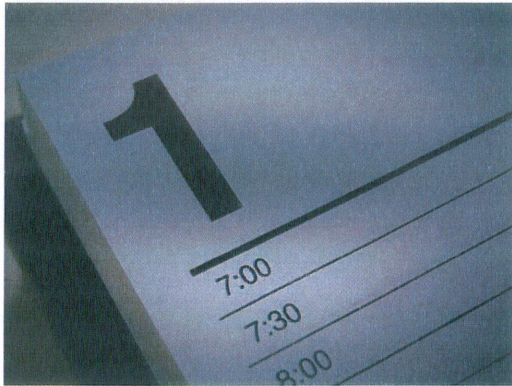
Tuesday, August 29 - The Power of CalJOBS, 8:30 a.m. – noon - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, 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.

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**VENTURA COUNTY**  
**STAR**  
vcstar.com  
PART OF THE USA TODAY NETWORK



July 25, 2017

The west Ventura County America's Job Center in Oxnard plans several free workshops in August.

Here's the schedule:

**Aug. 1, 8:30 a.m. to noon, and Aug. 11, 1:30-4 p.m., "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.

**Aug. 4 and Aug. 18, 8:30 a.m. to noon, "Résumés That Sell":** Participants will get hands-on assistance in completing their résumé and cover and thank-you letters. They will walk away with a portfolio that shows off professional documents. Participants should come prepared with their employment history for the past 10 years and names, addresses and phone numbers of three personal and three professional references.

**Aug. 8, 8 a.m. to noon, "Veterans Orientation":** This collaborative meeting will provide veterans with information on local services and programs that are available.

**Aug. 11, 8:30 a.m. to noon, "Winning Interviews":** This workshop will give participants the tools to make a lasting impression that wins a job. They will walk away with their own 30-second commercial to quickly and efficiently discuss their skills.

**Aug. 25, 8:30 a.m. to noon, "Job Search/Social Media":** This workshop will provide common-sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers and returning to the workforce. The social media portion will provide information on the most popular online social networks.

All workshops will meet at the center, 2901 N. Ventura Road, third floor, in Oxnard.

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

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



## America's Job Center, Oxnard September 2017 Career Shops

Location: West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Floor, Oxnard  
805-204-5171

**September 1 – Résumés that Sell, 8:30 a.m. – noon** - Get hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references. Again on September 15, 8:30 a.m. – noon.

**September 5 - 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. Again on August 11, 1:30 p.m. – 4 p.m.

**September 8 – Winning Interviews, 8:30 a.m. - noon** - You never get a second chance to make a first impression. This Career Shop 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. Again on September 29, 8:30 a.m.- noon.

**September 12 - Veterans Orientation, 8:00 a.m. – noon** - This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran.

**September 22 – Job Search/Social Media, 8:30 a.m. – noon** - This 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. Social Media: This workshop provides information on the most popular online social networks.

Space is limited. Prior registration required. 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. For more information, call the West County America's Job Center at 805-204-5171.

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# East County America's Job Center September 2017 Career Workshop

Location: East County America's Job Center  
2900 N. Madera Rd., Simi Valley, Calif. 93065  
805-955-2282

**Tuesday, September 26 - 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. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. For more information, call the East County America's Job Center at 805-955-2282.

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.



America's **JobCenter**  
of California<sup>SM</sup>





**America's Job Center, Oxnard**  
**Spanish Language September 2017 Career Shop**

Location: West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Fl., Oxnard  
805-204-5171

**SPANISH Language Career Shops:**

September 1, 15, 22 and 29 - 1:30 p.m. – 4:00 p.m. - Técnicas para la Búsqueda de Trabajo (Job Search Techniques), 1:30 p.m. – 4:00 p.m. Esta diseñada para personas que estan buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicacion, tecnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. Tambien aprendera tecnicas apropiadas para hacer un entrevista. 805-204-5171.

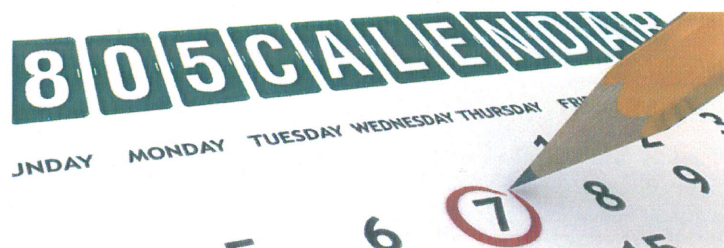
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**America's Job Center**  
*of California*<sup>SM</sup>





**Tue, Sep 26: 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. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. 8:30 a.m. – noon at East County America's Job Center, 2900 N. Madera Rd., Simi Valley. Info: [805-955-2282](tel:805-955-2282)





KDAR

#### Career Work Shops

8:00 AM on Friday, September 1 - 12:00 PM on Friday, September 29

Free Career Shops For Job Seekers - presented throughout September 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 800-500-7705 or go to its website to enroll.

#### Location:

West County America's Job Center  
2901 N. Ventura Rd., 3rd Floor  
Oxnard, CA 93003

[Google Map](#)



September 01, 2017

**Free Job & Career Workshops**

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

Contact tel.: 805-204-5171

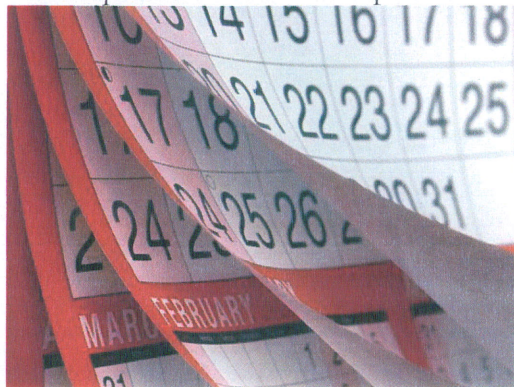
Contact: **Talia Barrera**

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## Free career workshop scheduled in Simi Valley

Staff reports Published 3:00 p.m. PT Aug. 19, 2017



The East County America's Job Center will host a free workshop, "The Power of CalJOBS," in September.

The workshop will meet from 8:30 a.m. to noon Sept. 26 at the center, 2900 N. Madera Road in Simi Valley.

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

Space is limited for the workshop and prior registration required. Participants must first sign up with CalJOBS at <https://www.caljobs.ca.gov> before registering for the class.

For more information, call 955-2282.



**WORKFORCE  
DEVELOPMENT BOARD**

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

## **Media Advisory/Invitation to Attend**

**What:** Congressman Salud Carbajal to Visit America's Job Center in Oxnard

**When:** Monday, August 14, 2017, 4:15 p.m. to 5:15 p.m.

**Where:** [2901 N. Ventura Rd, 3rd Floor, Oxnard, CA 93036](#)

Congressman Salud Carbajal, (representing California's 24<sup>th</sup> District) will visit the America's Job Center in Oxnard to observe how the center helps job seekers:

- Access free career workshops and educational training opportunities
- Learn the latest techniques to finding and applying for available job openings

"The Jobs Center in Oxnard has done invaluable work connecting employers to job seekers here on the Central Coast. I'm looking forward to seeing first-hand how this Center so successfully puts people back to work, benefitting our communities and local economy," says Congressman Carbajal.

America's Job Centers also play a vital role in helping employers seek, select and train the right workers for their company. Congressman Carbajal will take part in informal discussions while on his tour with Center partners who provide services to both job seekers and employers.

America's Job Centers are located in Oxnard and Simi Valley in Ventura County and counties throughout the U.S. including Santa Barbara and San Luis Obispo counties. In Ventura County, the County of Ventura Human Services Agency oversees the centers.

### **More information about America's Job Centers in Ventura County:**

<http://www.ventura.org/human-services-agency/online-resource-for-job-seekers>

### **To attend the event, contact:**

**Jennie Pittman, Senior Manager**

County of Ventura Human Services Agency

855 Partridge Drive, Ventura, CA 93003

805-477-5340, [Jennie.Pittman@ventura.org](mailto:Jennie.Pittman@ventura.org)

###

### About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit

<http://workforceventuracounty.org>.





## WORKFORCE DEVELOPMENT BOARD

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

### Contacts:

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

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

For Immediate Release: (Date)

### Workforce Development Board of Ventura County Names New Chair

VENTURA, CALIF.-- The Workforce Development Board of Ventura County (WDB) recently elected new officers including Vic Anselmo as the new chair and Gregory Liu as vice chair. The County Board of Supervisors also approved the reappointment of Gregory Barnes as a WDB member for a second three-year term at its June 20, 2017 meeting.

Anselmo is owner and CEO of Applied Powdercoat, Inc. in Oxnard. "I'm honored to be elected WDB chair," says Anselmo. "WDB's goal is to connect people with the resources that will make them a success. It's for those who are seeking work as well as businesses who are looking for quality employees. Many people are unaware of the free career and business services available to them. The best place to access these services is through the WDB. We plan to recharge our efforts to get the word out. WDB can change lives and businesses. My own company benefited from WDB by taking advantage of employee training funding and guidance that helped the company run more efficiently."

WDB Vice-Chair Gregory Liu is owner/CEO of Jaxx Manufacturing, Inc. in Simi Valley and returning board member Gregory Barnes is director of safety and environmental health at Los Robles Medical Center in Thousand Oaks.

"Our board is strong and committed to our county's employees and employers," says Jim Faul, outgoing WDB board chair. "Vic will guide the board through the opportunities and challenges that come when tasked with growing our county's employer and employment base."

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

## Workforce Development Board elects new officers

Staff reports Published 4:15 p.m. PT Aug. 16, 2017



The Workforce Development Board of Ventura County recently elected new officers, including Vic Anselmo as the new chair and Gregory Liu as vice chair.

The Ventura County Board of Supervisors also approved the reappointment of Gregory Barnes as a Workforce Development Board member for a second three-year term.

Anselmo is owner and CEO of Applied Powdercoat Inc. in Oxnard.

“I’m honored to be elected WDB chair,” he said. “WDB’s goal is to connect people with the resources that will make them a success. It’s for those who are seeking work as well as businesses who are looking for quality employees. Many people are unaware of the free career and business services available to them. The best place to access these services is through the WDB. We plan to recharge our efforts to get the word out.”

Liu is owner/CEO of Jaxx Manufacturing Inc. in Simi Valley and Barnes is director of safety and environmental health at Los Robles Hospital & Medical Center in Thousand Oaks.



The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth and employer programs.

## PRLOG



# Workforce Development Board of Ventura County Names New Chair

Vic Anselmo is the new chair and Gregory Liu is vice chair of the Workforce Development Board of Ventura County.



Vic Anselmo

**VENTURA, Calif. - Aug. 14, 2017 - [PRLog](#)** -- The Workforce Development Board of Ventura County (WDB) recently elected new officers including Vic Anselmo as the new chair and Gregory Liu as vice chair. The County Board of Supervisors also approved the reappointment of Gregory Barnes as a WDB member for a second three-year term at its June 20, 2017 meeting.

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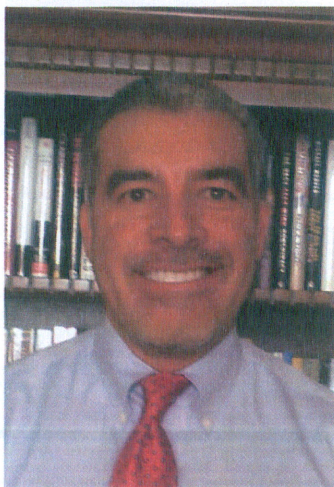
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## Business

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## Workforce Development Board of Ventura County Names New Chair

[Mark 0 Aug 15, 2017](#)



Vic Anselmo is the new chair and Gregory Liu is vice chair of the Workforce Development Board of Ventura County.

*Press Release (ePRNews.com) - VENTURA, Calif. - Aug 15, 2017 - The Workforce Development Board of Ventura County (WDB) recently elected new officers including Vic Anselmo as the new chair and Gregory Liu as vice chair. The County Board of Supervisors also approved the reappointment of Gregory Barnes as a WDB member for a second three-year term at its June 20, 2017 meeting.*

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**Source :** Workforce Development Board of Ventura County

## Workforce Development Board of Ventura County Names New Chair

Added by [Debra Tash](#) on August 14, 2017.

Tags: [Applied Powdercoat](#), [Ventura County](#), [Vic Anselmo](#), [Workforce Development Board](#)

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Vic Anselmo

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**Jobs with a Future** @VCJobsFuture · Jul 8



#Vets are heroes—think about hiring one! Read a few #successstories.  
[bit.ly/2uphgT1](http://bit.ly/2uphgT1) #WorkforceWeek



1



**Jobs with a Future** @VCJobsFuture · Jul 4



Are you a #veteran re-entering the #workforce? Local experts talk about Vta  
County vet services. #WorkforceWeek [bit.ly/2tuzLZN](http://bit.ly/2tuzLZN)



2





**Jobs with a Future** @VCJobsFuture · Jul 5

Ventura County [#veterans](#)--take a look at a few great **RESOURCES** to assist you in your [#jobsearch](#). [#WorkforceWeek](#) [bit.ly/2t60iJH](http://bit.ly/2t60iJH)



**Jobs with a Future** @VCJobsFuture · Jul 5

[#Veteran](#)? Want to start a business, take the Boots to Business workshop, 8/5 & 8/12. [bit.ly/2tpYj5P](http://bit.ly/2tpYj5P) [#WorkforceWeek](#) [#entrepreneur](#)



### Boots to Business REBOOT

FREE Entrepreneurship Training Program for Active Duty, Veterans, and their Spouses Are you a veteran that either owns a business or is thinking of starting one? S... [venturacountygrowsbusiness.com](http://venturacountygrowsbusiness.com)





**Jobs with a Future** @VCJobsFuture · Jul 6



Check out a few [#veteranresources](#) at USDOL. [#Vets](#) need jobs. And so do their spouses. [bit.ly/2tOnZJD](http://bit.ly/2tOnZJD) [#WorkforceWeek](#)



1



**Jobs with a Future** @VCJobsFuture · Jul 6



[#Veterans](#)--do you know the DOL has a website devoted to vet's [#employmentandtraining](#)? Great resource! [#WorkforceWeek](#) [bit.ly/2bukY4C](http://bit.ly/2bukY4C)



2





**Jobs with a Future** @VCJobsFuture · Jul 7



If you are a [#vet](#), SBA has [#resources](#) to help you start, grow, & make your [#smallbusiness](#) succeed. [bit.ly/2uTobnE](https://bit.ly/2uTobnE) [#WorkforceWeek](#)



1



**Jobs with a Future** @VCJobsFuture · Jul 7



VCCCD is leading a statewide effort to expand & improve [#vetservices](#) on college campuses, learn more. [bit.ly/2tuTyZf](https://bit.ly/2tuTyZf) [#WorkforceWeek](#)



1

## Post Details



### Ventura County Grows Business

Published by Pam TheAgency [?] · 23 hrs ·

Wagner-Peyser? Who or what is that? Thanks to the Wagner-Peyser Act of 1933 we have American Job Centers (One-Stop Centers)! Check out all the services those centers provide—to workers, to job seekers, AND to employers—and all in one place, under one roof. #WorkforceWednesday

Look here for an overview of employer services available.  
<http://bit.ly/2h3cQfu>

#venturacountygrowsbusiness #venturacounty... See More



✓ Get More Likes, Comments and Shares  
 Boost this post for \$20 to reach up to 12,000 people.

62 people reached

Boost Post

Like Comment Share

62 People Reached

0 Likes, Comments & Shares

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0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

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## Post Details

### Ventura County Grows Business

Published by Pam TheAgency [?] · August 23 at 1:00pm ·

The U.S. manufacturing industry—once one of the most robust and powerful economic engines in the world—is no longer what it used to be. Baby boomers are retiring and taking their unique knowledge and skills with them as they head out the door. The people taking their place in the workforce—millennials and Generation Z—don't have the training necessary to fill the void on the shop floor. So what is being done?

Read about a Camarillo company, Hi-Tech Engineering, and what they are doing to help. Also learn a little more about manufacturing and why STEM curricula, technical training, and apprenticeships will help restore U.S. manufacturing so it can thrive once again.

#workforcednesday #apprenticeships #STEM  
[venturacountygrowsbusiness.com](http://venturacountygrowsbusiness.com) | 805-522-6556



Navigating the Skills Gap: How U.S. Manufacturing Can Thrive Again | Quality Digest

QUALITYDIGEST.COM

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 Boost this post for \$20 to reach up to 12,000 people.

60 people reached

Boost Post

Like Comment Share

60 People Reached

2 Likes, Comments & Shares

2 Likes 2 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

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**Jobs with a Future** @VCJobsFuture · Aug 23

Bringing U.S manufacturing back to glory with #apprenticeships & on-the-job training ... [bit.ly/2xtnnqK](http://bit.ly/2xtnnqK) #workforcednesday #STEM



1

#### Post Details



**Ventura County Grows Business**

Published by Pam TheAgency [?] · August 30 at 7:30pm ·

If you could get help growing your business in just one way, what would it be?

Take a look at local low-cost & free services available to you. Ventura County is growing business, how can we help to grow yours?  
<http://bit.ly/2gqJVp7>

#venturacountygrowsbusiness #venturacounty #WorkforceWednesday...  
See More



✓ Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 12,000 people.

264 people reached

Boost Post

Like Comment Share

264 People Reached

0 Likes, Comments & Shares

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0 Comments 0 On Post 0 On Shares

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**Jobs with a Future** @VCJobsFuture · 19h

Wagner-Peyser Act? What's that? We have American Job Centers (One-Stop Centers) as a result! #WorkforceWednesday #jobsearchresources



#### Post Details



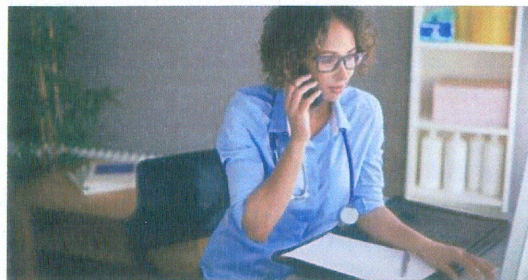
#### Ventura County Grows Business

Published by Pam TheAgency (?) · September 6 at 7:30pm · 🌐

Do you know your local Workforce Development Board Healthcare Committee, is hard at work to create a pipeline of workers to fill healthcare positions within Ventura County? And it takes a community! Business, education, labor & government to name just a few. Read more about their accomplishments. And think about getting involved!

#venturacountygrowsbusiness #venturacountybusinessresources  
#WorkforceWednesday

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



#### Healthcare Sector

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

[WORKFORCEVENTURACOUNTY.ORG](http://WORKFORCEVENTURACOUNTY.ORG)



**Get More Likes, Comments and Shares**

Boost this post for \$20 to reach up to 12,000 people.

👤 92 people reached

Boost Post

👤 Melissa Livingston



Like



Comment



Share

92 People Reached

1 Likes, Comments & Shares

1 Likes

1 On Post

0 On Shares

0 Comments

0 On Post

0 On Shares

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#### NEGATIVE FEEDBACK

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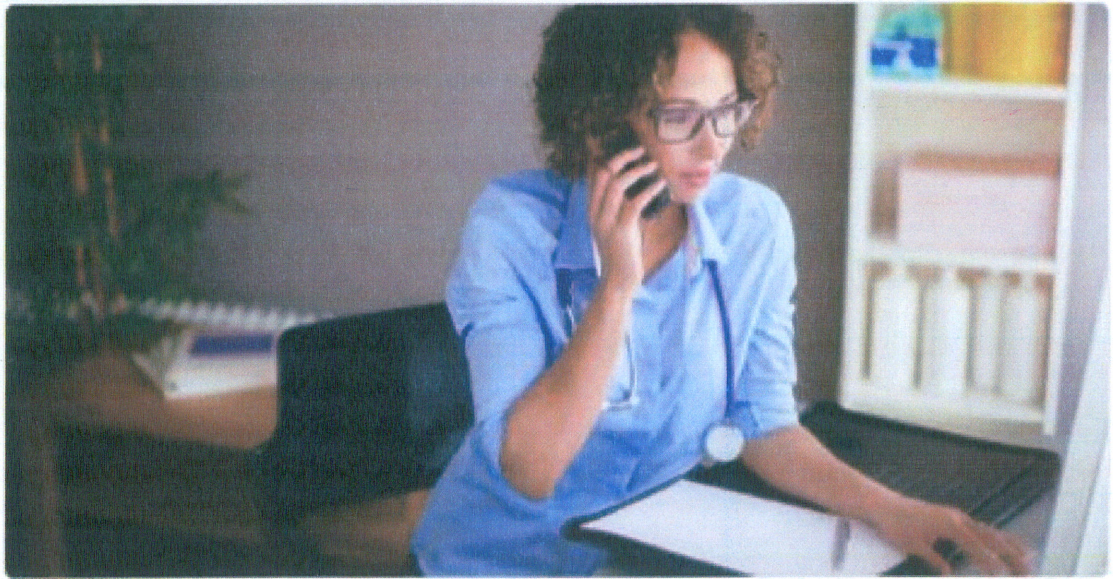
0 Unlike Page

Reported stats may be delayed from what appears on posts



**Jobs with a Future** @VCJobsFuture · Sep 6

New #jobs take a community--business, education, government & more.  
Read successes! [bit.ly/2gHMOOM](https://bit.ly/2gHMOOM) #WorkforceWednesday #healthcare



1



heidi hayes

**From:** Workforce Development Board <info@workforceventuracounty.org>  
**Sent:** Friday, July 21, 2017 3:38 PM  
**To:** heidi@agency2.com  
**Subject:** Job Outlook, June 2017 Report

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

## Job Outlook

June 2017 Report



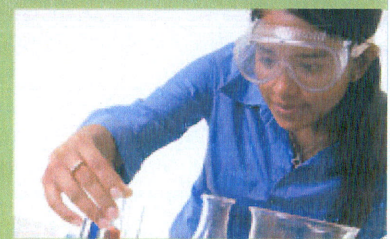
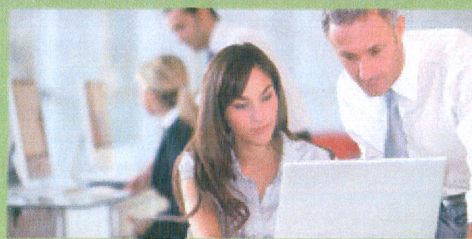
Ventura County Labor Market Information

State Of California Employment

United States Department Of Labor

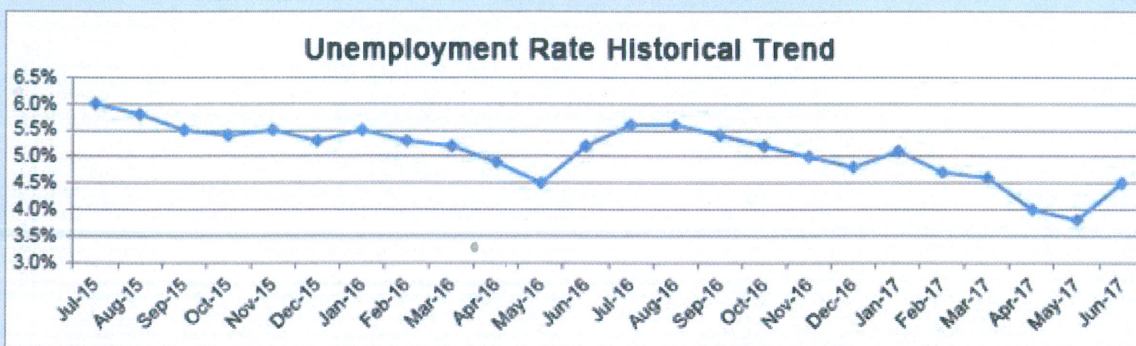
Conference Board - Help Wanted Online Data®

Relevant News



### Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 4.5 percent in June 2017, up from a revised 3.8



percent in May 2017, and below the year-ago estimate of 5.2 percent. This compares with an unadjusted unemployment rate of 4.9 percent for California and 4.5 percent for the nation during the same period.

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

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

California Labor Market Indicators				
Metrics	May, 2017	June, 2017	Change	
Unemployment Rate	4.7%	4.7%	0.0	→
Labor Force	19,156,700	19,136,800	-19,900	↓
Employment	18,258,300	18,237,000	-21,300	↓
Unemployment	898,400	899,800	1,400	↑
Non Farm Jobs	16,704,700	16,703,300	-1,400	↓



California's seasonally adjusted unemployment rate was unchanged at 4.7 percent in June, matching the record low that occurred in November-December 2000, according to data released today by the California Employment Development Department (EDD).

Eight of California's eleven industry sectors added a total of 274,000 jobs year-over. The largest job gains were in educational and health services, up 60,900 jobs (a 2.4 percent increase); construction, up 46,500 jobs (a 6.0 percent increase); and leisure and hospitality, up 44,200 jobs (a 2.3 percent increase). Other sectors adding jobs over the year were government; trade, transportation and utilities; professional and business services; other services; and financial activities.

Six of California's eleven industry sectors added a total of 21,500 jobs in June. Professional and business services posted the largest jobs increase with a gain of 9,100 jobs, followed by construction with a gain of 8,100 jobs. Other sectors adding jobs over the month were financial activities; leisure and hospitality; mining and logging; and educational and health services.

Three industry sectors posted job declines over the year, down a total of 12,600 jobs. Manufacturing

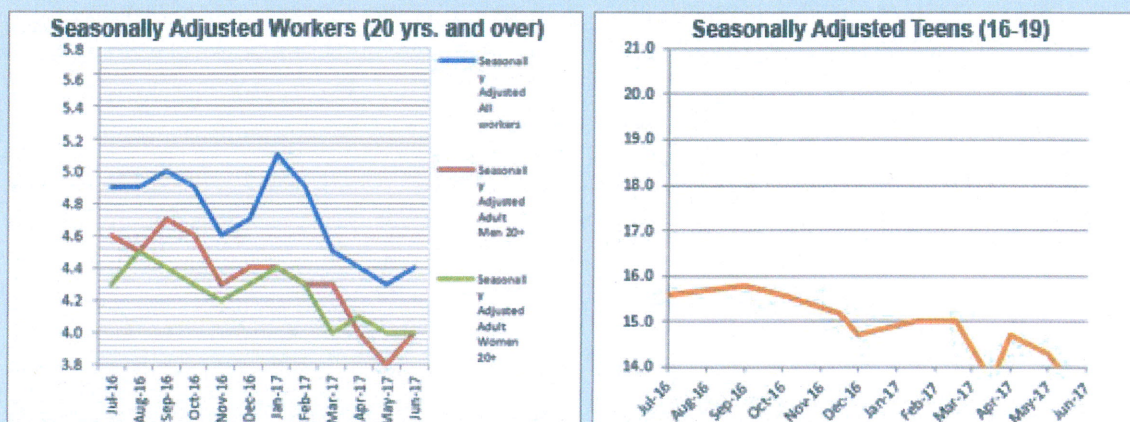


fell by 9,900 jobs (down 0.8 percent), information was down by 1,500 jobs (down 0.3 percent), and mining and logging fell by 1,200 jobs (down 4.9 percent).

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

## United States Department Of Labor - The Employment Situation: June 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 222,000 in June, and the seasonally adjusted unemployment rate was little changed at 4.4 percent, the U.S. Bureau of Labor Statistics reported today. Employment increased in health care, social assistance, financial activities, and mining.

In June, health care added 37,000 jobs. Employment increased in ambulatory health care services (+26,000) and hospitals (+12,000). Health care has added an average of 24,000 jobs per month in the first half of 2017, compared with a monthly average of 32,000 jobs in 2016.

Employment in professional and business services continued to trend up in June (+35,000) and has grown by 624,000 over the last 12 months.

Employment in other 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 rose by 0.1 hour to 34.5 hours in June. In manufacturing, the workweek edged up by 0.1 hour to 40.8 hours, while overtime was unchanged at 3.3 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls rose by 0.1 hour to 33.7 hours.

In June, average hourly earnings for all employees on private nonfarm payrolls rose by 4 cents to \$26.25. Over the year, average hourly earnings have risen by 63 cents, or 2.5 percent. In June, average hourly earnings of private-sector production and nonsupervisory employees increased by 4 cents to \$22.03.

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 45,800 to 4,763,400 in June, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series**, released July 5.

The May Supply/Demand rate stands at 1.43 unemployed for each advertised vacancy, with a total of 2.1 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 6.9 million in May.

### Sector/Occupational Changes

In June, seven of the largest ten online occupational categories posted decreases.

**Healthcare practitioners and technical** ads decreased 27,700 to 614,700. The supply/demand rate lies at 0.23, i.e. over 4 advertised openings per unemployed job-seeker.

**Computer and mathematical science** ads decreased 11,500 to 530,600. The supply/demand rate lies at 0.19, i.e. over 5 advertised openings per unemployed job-seeker.

**Business and finance** ads decreased 16,300 to 282,300. The supply/demand rate lies at 0.60, i.e. over 1 advertised opening per unemployed job-seeker.

**Office and administrative** support ads decreased 8,800 to 498,600. The supply/demand rate lies at 1.32, i.e. over 1 unemployed job-seeker for every advertised available opening.

**Transportation and material moving** ads increased 6,300 to 305,600. The supply/demand rate lies at 1.90, more than 1 advertised opening per unemployed job-seeker.

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

### Relevant News

June 19, 2017, *CNBC*, [US Workers Forfeit Half Their Vacation Time](#), Jessica Dickler

June 23, 2017, *Record Searchlight*, [On the Fringe, the Gig Economy Grows](#), Nathan Solis

June 26, 2017, *The Washington Times*, [A Summer Bummer for Young Job-Seekers](#), Richard Berman

July 7, 2017, *New York Times*, [U.S. Job Growth Picks Up the Pace, but Wages Lag Behind](#), Patricia Cohen

### Resources





**VENTURA  
COUNTY**  
GROWS BUSINESS

See how Ventura County  
is working to Grow Business



**AmericanJobCenter**  
California

Connect with free and low-cost  
Ventura County Employer Services



**Bringing People & Opportunities Together**

*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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heidi hayes

**From:** Workforce Development Board <info@workforceventuracounty.org>  
**Sent:** Friday, August 18, 2017 4:31 PM  
**To:** heidi@agency2.com  
**Subject:** Job Outlook, July 2017 Report

## Job Outlook

July 2017 Report



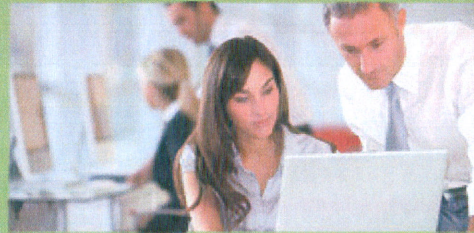
[Ventura County Labor Market Information](#)

[State Of California Employment](#)

[United States Department Of Labor](#)

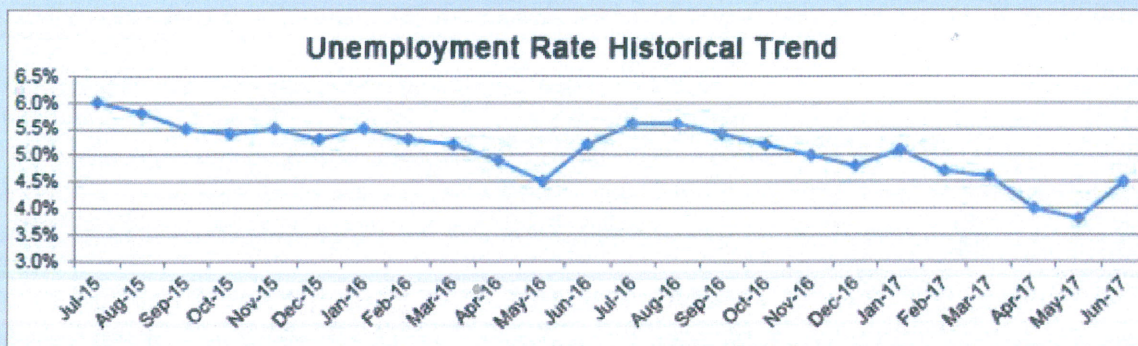
[Conference Board - Help Wanted Online Data®](#)

[Relevant News](#)



### Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 5.0 percent in July 2017, up from a revised 4.5 percent in June 2017, and below the year-ago estimate of 5.6 percent. This compares with an

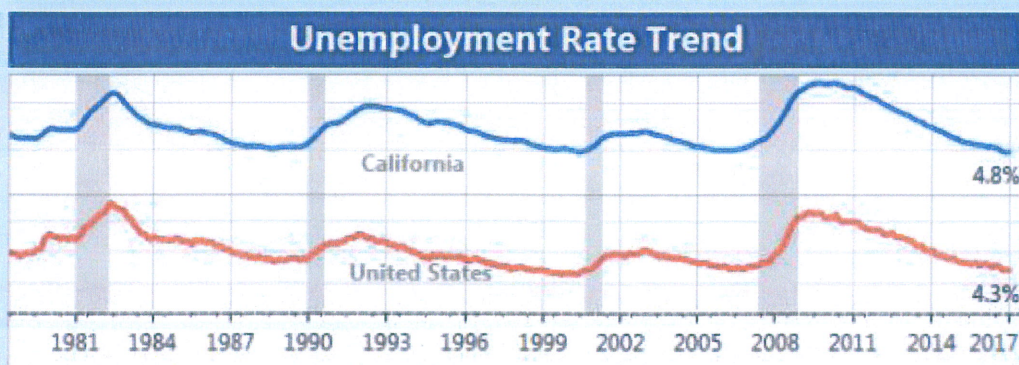


unadjusted unemployment rate of 5.4 percent for California and 4.6 percent for the nation during the same period.

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	June, 2017	July, 2017	Change	
Unemployment Rate	4.7%	4.8%	0.1%	↑
Labor Force	19,137,800	19,136,400	-1,400	↓
Employment	18,236,600	18,211,700	-24,900	↓
Unemployment	901,200	924,700	23,500	↑
Non Farm Jobs	16,701,500	16,784,100	82,600	↑



California's nonfarm payroll jobs increase by 82,600 in July and unemployment rate increases to 4.8 percent. California's employers added 82,600 nonfarm payroll jobs in July, while the state's unemployment rate rose to 4.8 percent, according to data released today by the California EDD.

Two industry sectors reported job declines over the month, down a total of 1,500 jobs. Manufacturing posted the largest decrease over the month, down 1,200 jobs, followed by mining and logging, down 300 jobs.

Nine of California's eleven industry sectors added a total of 291,800 jobs year-over. The largest job gains were in educational and health services, up 72,900 jobs (a 2.9 percent increase); leisure and hospitality, up 52,600 jobs (a 2.8 percent increase); and construction, up 51,000 jobs (a 6.6 percent increase). Other sectors adding jobs over the year were government; trade, transportation and utilities; other services; professional and business services; financial activities; and information.

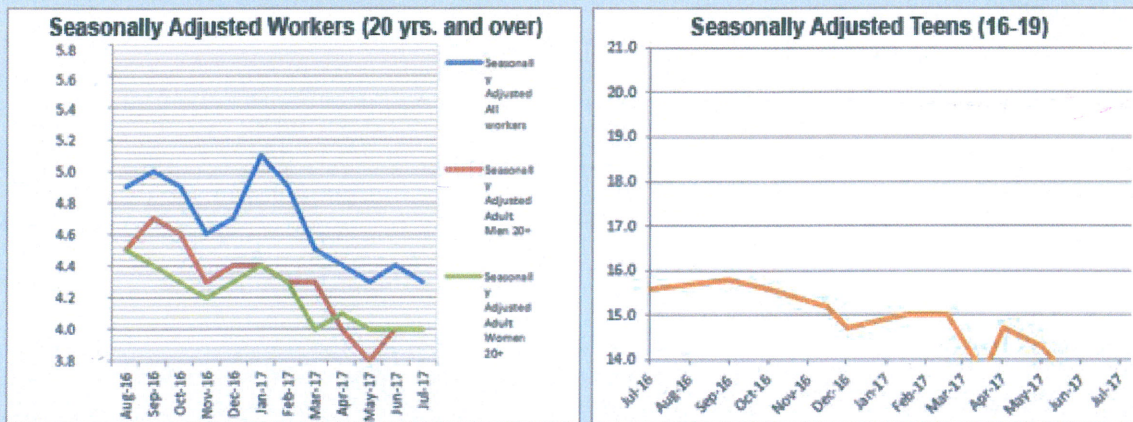
Two industry sectors posted job declines over the year, down a total of 15,500 jobs. Manufacturing fell by 14,100 jobs (down 1.1 percent), and mining and logging fell by 1,400 jobs (down 5.7 percent).

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



## United States Department Of Labor - The Employment Situation: July 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 209,000 in July, and the unemployment rate was little changed at 4.3 percent, the U.S. Bureau of Labor Statistics reported today. Employment increased in food services and drinking places, professional and business services, and health care.

Professional and business services added 49,000 jobs in July, in line with its average monthly job gain over the prior 12 months.

In July, health care employment increased by 39,000, with job gains occurring in ambulatory health care services (+30,000) and hospitals (+7,000). Health care added 327,000 jobs over the past year.

The average workweek for all employees on private nonfarm payrolls was unchanged at 34.5 hours in July. In manufacturing, the workweek was also unchanged at 40.9 hours, and overtime remained at 3.3 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls was 33.7 hours for the fourth consecutive month.

In July, average hourly earnings for all employees on private nonfarm payrolls rose by 9 cents to \$26.36. Over the year, average hourly earnings have risen by 65 cents, or 2.5 percent. In July, average hourly earnings of private-sector production and nonsupervisory employees increased by 6 cents to \$22.10.

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 157,700 to 4,605,700 in July, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released August 2.

The June Supply/Demand rate stands at 1.46 unemployed for each advertised vacancy, with a

total of 2.2 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 7.0 million in June.

### Sector/Occupational Changes

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

**Computer and mathematical science** ads decreased 20,700 to 510,000. The supply/demand rate lies at 0.21, i.e. over 4 advertised openings per unemployed job-seeker.

**Management** ads decreased 6,000 to 401,400. The supply/demand rate lies at 0.80, i.e. over 1 advertised opening per unemployed job-seeker.

**Sales and related** ads decreased 27,300 to 461,400. The supply/demand rate lies at 1.62, i.e. over 1 unemployed job-seeker for every advertised available opening.

**Office and administrative support** ads decreased 16,500 to 482,100. The supply/demand rate lies at 1.51, i.e. over 1 unemployed job-seeker for every advertised available opening.

**Food preparation and serving** related ads decreased 7,700 to 223,200. The supply/demand rate for these occupations lies at 2.82, more than 2 unemployed job-seekers for every advertised available opening.

**Installation, maintenance, and repair** ads decreased 6,900 to 194,300. The supply/demand rate lies at 0.93, i.e. over 1 advertised opening per unemployed job-seeker.

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

### Relevant News

July 20, 2017, [editors@strategic-i.com](mailto:editors@strategic-i.com), [Phased Retirement Can Preserve Boomers' Knowledge: GAO](#), Lee Barney

July 28, 2017, *Moneywatch*, [Who Are America's Happiest Workers?](#), Ed Leefeldt

August 1, 2017, *Reuters*, [U.S. Spending, Factory Data Point to Moderate Economic Growth](#), Lucia Mutikani

August 3, 2017, *Reuters*, [Strong U.S. Jobs Report Bolsters Case for Further Fed Tightening](#), Lucia Mutikani

### Resources





**VENTURA  
COUNTY**  
GROWS BUSINESS

See how Ventura County  
is working to Grow Business



**America's  
JobCenter**  
of California<sup>SM</sup>

Connect with free and low-cost  
Ventura County Employer Services



**Bringing People & Opportunities Together**

*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 America's Job Centers of California<sup>SM</sup> 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).

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## Workforce Development Board Outreach Update: September 1 to November 10, 2017

### **Employer Outreach**

- **Manufacturing Roundtable**
  - **MRVC Networking Event #6 – Will these activities continue in 17/18?**
- **Workforce Wednesday**
  - **October 25 - P20 Council: How Early Can We Start Developing Tomorrow's Workforce?** – Roger Rice, VCOE, and Stan Mantooth, VCOE. Confirmed, discussion guide attached.
  - **November 29 moved to December 13** - Youth Networked Services: Pathways to Youth Employment – Focus on YNS youth success stories and resources. Jesus Torres and Erin Antrim from Boys & Girls Club of Greater Oxnard & Port Hueneme. Note: Supports VCJWF new website launch. Discussion guide pending.
  - **2018 Topics Under Consideration:**
    1. Millennials: How can/should employers adapt their work environments to recruit highly qualified millennials? Sumantra Sengupta and Sean Bhardwaj?
    2. Groundhog Day – Job Shadowing – March 2018
    3. Maximizing Mentoring Opportunities – Victoria Jump + Older Worker in transition?
- **October Workforce Update Eblast**
  - October 10 – WDB Cohorts: 549 Sent/24.2% Open Rate/3.8% CTR
  - October 10 – Biz List: 5,694 Sent/5% Open Rate/1% CTR
- **December 2017 Issue “Workforce Update” Potential Topics**
  - AJCC – MOU Partners in Success
  - Regional Sector Meeting – Shared Prosperity
  - Partner Focus – ACE Charter High – Apprenticeship Feature VCStar
  - Success Story Feature
- **Ventura County Grows Business Website – July to October, 2017**
  - 1,145 Unique Visitors
    - **43% increase year-over-year**
  - 1,686
    - **78% increase year-over-year**
  - 5,150 Pageviews
    - **133% increase year-over-year**
  - 3.05 Pages/Session
    - **31% Increase year-over-year**
  - 3:28 Average Session Duration
    - **104% increase year-over-year**





## Workforce Development Board Outreach Update: September 1 to November 10, 2017

- **VCSB Search Engine Optimization (SEO) Q3 Ranking Positions**
  - 16 of twenty keywords currently on page one.
  - 12 improved rankings and 2 reduced.

Keyword	Current Sept 30	Previous Jun 24	Improved	Reduced
Biotech Ventura County	14	19	5	
Business Events Ventura County	5	3		2
Business Expansion Ventura County	1	1		
Business Transition Ventura County	1	2	1	
Consulting Services Business Plan Ventura County	1	2	1	
Employee Training Services Ventura County	3	4	1	
Filming Locations Ventura County	3	19	16	
Free Trade Zone Ventura County	1	1		
Green Business Ventura County	23	26	3	
Healthcare Ventura County	34	100	66	
Hospitality Ventura County	7	9	2	
Industrial Space Ventura County	29	37	8	
International Trade Ventura County	2	5	3	
Loans Funding Capital Services Ventura County	1	1		
Manufacturing Consulting Services Ventura County	4	4		
Quality Of Life Ventura County	2	3	1	
Recruitment Services Ventura County	4	4		
Relocation Ventura County	6	8	2	
Small Business Loans Ventura County	7	4		3
Start Up Business Plan Ventura County	1	1		
			12	2

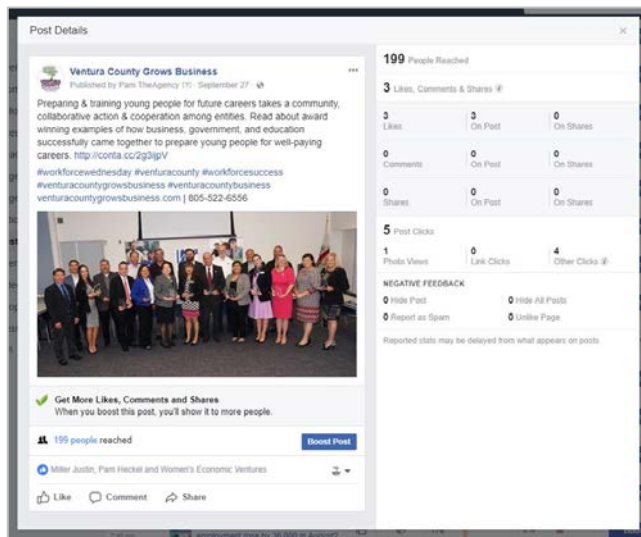
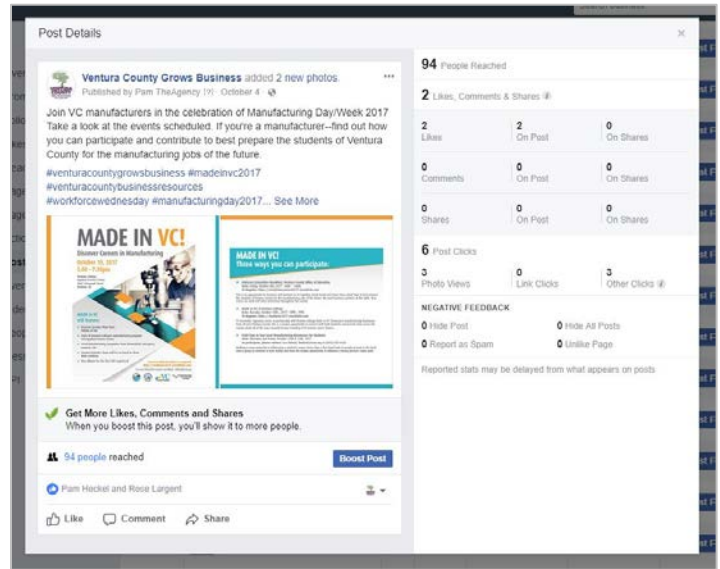
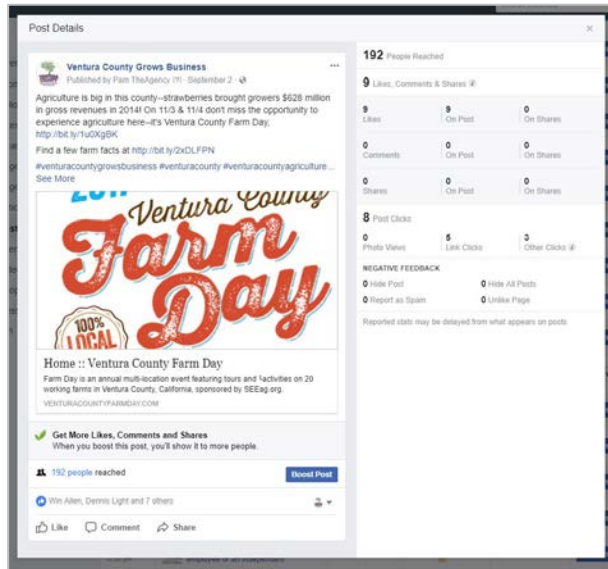


## Workforce Development Board Outreach Update: September 1 to November 10, 2017

### VCGB Facebook - September 1 to October 31, 2017

- As of October 31st – Likes/Fans, 3,115
  - **16.32% increase** (July 1 - 2,678)
- Posts: 68 total posts since September 1 (approx. 34 per month)
- Total Reach: 43,755 – Average 4,361/week (**39% increase over July/Aug**)
- Paid Post Reach: 893 most for a single day (10/1/17)
- Organic Post Reach: 836 most for a single day (10/2/17)
- See attached paid ad placement examples.

### Top Post Examples (by engagement):







# Workforce Development Board Outreach Update: September 1 to November 10, 2017


## Top Post Examples (by reach):

**Post Details**

**Ventura County Grows Business**  
Published by Pam The Agency 10 • October 11 at 12:45pm

Is there a right way to conduct a 90-day performance review? YES, there is! First of all, stop saying "probationary period." REALLY. Read along for some no-nonsense tips to making sure your business and your new hire(s) start out on the right foot. <http://inc.com/2yvgj8t>

#venturacountygrowsbusiness #venturacounty #employerservicesventuracounty venturacountygrowsbusiness.com | 805-522-6556



**The Right Way to Conduct a 90-Day Performance Review**  
What is the right way to do an evaluation of a new hire?  
INC.COM

Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

959 people reached

Melissa Livingston

Like Comment Share

**959 People Reached**

1 Likes, Comments & Shares

1 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

0 Post Clicks

0 Photo Views 0 Link Clicks 0 Other Clicks

**NEGATIVE FEEDBACK**

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page


Reported stats may be delayed from what appears on posts

**Post Details**

**Ventura County Grows Business**  
Published by Pam The Agency 10 • September 7

How much can you learn from listening to someone else's experiences? PLENTY. Check out CSUCI's Fall Speaker Series, Contemporary Topics in Healthcare. First speaker is Friday, September 15. Get all the information & RSVP too. Who knows what you might learn! <http://bit.ly/2aRwVQ2>

#venturacountygrowsbusiness #cscispeakerseries venturacountygrowsbusiness.com | 805-522-6556



**Speaker Series**  
Contemporary Topics in Healthcare  
JAMES HORNSTEIN, M.D. • Friday, Sep. 15, 2017  
Z. JOHN LI, Ph.D. • Friday, Dec. 1, 2017

Get More Likes, Comments and Shares  
Boost this post for \$15 to reach up to 4,300 people.

754 people reached

Like Comment Share

**754 People Reached**

0 Likes, Comments & Shares

0 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

6 Post Clicks

2 Photo Views 0 Link Clicks 4 Other Clicks

**NEGATIVE FEEDBACK**

1 Hide Post 0 Hide All Posts


0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

**Post Details**

**Ventura County Grows Business**  
Published by Pam The Agency 10 • September 8

Here's to a beautiful weekend Ventura County! Do what you love. Help others. Be thankful. ... See More



Get More Likes, Comments and Shares  
Boost this post for \$15 to reach up to 4,300 people.

650 people reached

Helpa Ono, Leticia Linder Chivers and 3 others

Like Comment Share

**650 People Reached**

5 Likes, Comments & Shares

5 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

3 Post Clicks

0 Photo Views 0 Link Clicks 3 Other Clicks

**NEGATIVE FEEDBACK**

1 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page


Reported stats may be delayed from what appears on posts

**Post Details**

**Ventura County Grows Business**  
Published by Pam The Agency 10 • September 22

Ventura County. A beautiful place to grow your business, a beautiful place to live your life. Have a magnificent weekend!

#venturacountygrowsbusiness #venturacounty #whereverworkhere venturacountygrowsbusiness.com | 805-522-6556



Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

526 people reached

Pam Hacker, Kande Williams and 2 others

Like Comment Share

**526 People Reached**

4 Likes, Comments & Shares

4 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

0 Post Clicks

0 Photo Views 0 Link Clicks 0 Other Clicks

**NEGATIVE FEEDBACK**

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts



# Workforce Development Board Outreach Update: September 1 to November 10, 2017

## Top Boosted Post Examples:

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · October 27 at 12:45pm

Do you shop online or local? Please support your local businesses & business owners! And do you know that Saturday, November 25, 2017 is Small Business Saturday® – a perfect day to celebrate and support small businesses and all they do for our communities. Learn more at <http://bit.ly/2h4AXzn>

Here are a few great reasons to support small & independent businesses! <http://bit.ly/2yRhgZs>

#smallbusinesses #venturacounty ... See More

1,505 people reached

126 Reactions, Comments & Shares

105 Likes	92 On Post	10 On Shares
8 Love	4 On Post	4 On Shares
6 Comments	3 On Post	3 On Shares
7 Shares	2 On Post	5 On Shares

53 Post Clicks

18 Photo Views	1 Link Clicks	34 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

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

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

1,505 people reached

View Promotion

Maria Mujica, Barbara Ball and 94 others · 3 Comments · 2 Shares

Like Comment Share

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · September 7

Does your business provide apprenticeships? Could it benefit? Many businesses are finding an exodus of highly skilled boomers and the need is there to prepare youth to replace them—your business & industry could depend upon it. If you haven't thought about apprenticeships, now is the time. Take a few minutes to listen to this great Workforce Wednesday interview and let us know if you need further information on how to get started! <http://bit.ly/2d6tSP>

#venturacountygrowsbusiness #venturacountybusiness #workforcedevelopment

[venturacountygrowsbusiness.com](http://venturacountygrowsbusiness.com) | 805-622-6656

Ventura County Grows Business  
Government Organization

1,972 people reached

View Promotion

Kaye Folger, Joanne Nave and 52 others · 3 Shares

Like Comment Share

1,972 People Reached

96 Reactions, Comments & Shares

87 Like	53 On Post	34 On Shares
2 Love	1 On Post	1 On Shares
6 Comments	0 On Post	0 On Shares
7 Shares	3 On Post	4 On Shares

89 Post Clicks

18 Photo Views	8 Link Clicks	63 Other Clicks
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NEGATIVE FEEDBACK

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

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

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · September 18

If you run your own business you know it's WORK! But do you know that there is a group of economic development agencies in Ventura County working together to support businesses by providing many free or low-cost services such as business consulting, low-cost loans, recruitment and training assistance? Learn more about resources that can HELP YOU! <http://bit.ly/2h4AK7n>

#venturacountygrowsbusiness #venturacountybusinessresources #venturacountygrowsbusiness.com | 805-622-6656

1,993 people reached

87 Likes, Comments & Shares

75 Likes	72 On Post	3 On Shares
6 Comments	5 On Post	1 On Shares
6 Shares	3 On Post	3 On Shares

45 Post Clicks

10 Photo Views	5 Link Clicks	30 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

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

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

1,993 people reached

View Promotion

Lila Goran, Erick Daniel Ramirez and 79 others · 2 Comments · 3 Shares

Like Comment Share

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · September 23

Are you wondering if Ventura County is a good place for your Biotech company? Read what some local leaders have to say. The 101 corridor from Calabasas to Camarillo remains an attractive destination for both established companies and new ones, the panel said. They also agreed that the comparatively low cost of renting business space makes the Conejo Valley more appealing than San Francisco and the expensive Silicon Valley. If you're not already considering Ventura County, yo... See More

Biotech leaders talk about the benefits of being in Ventura County | Moorpark Acorn BUSINESS BREAKFAST — From left, moderator Melissa Eufra and panelists Hal Yeh, James Trainor and Frank Vintarake at Cal Lutheran University's Corporate MPOCORN.COM

1,675 people reached

View Promotion

Mike Graywell, Kathleen Pearce and 16 others · 2 Comments

Like Comment Share

1,675 People Reached

25 Likes, Comments & Shares

20 Likes	18 On Post	2 On Shares
3 Comments	3 On Post	0 On Shares
2 Shares	0 On Post	2 On Shares

43 Post Clicks

0 Photo Views	19 Link Clicks	24 Other Clicks
---------------	----------------	-----------------

NEGATIVE FEEDBACK

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

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

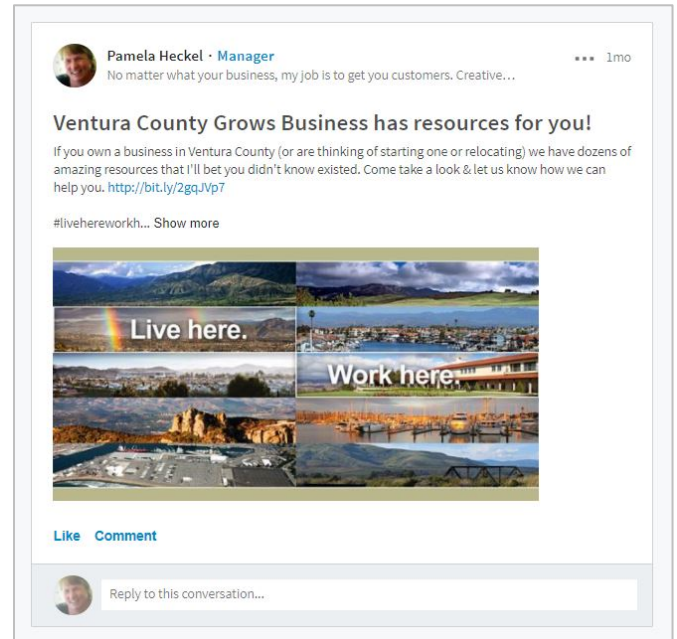
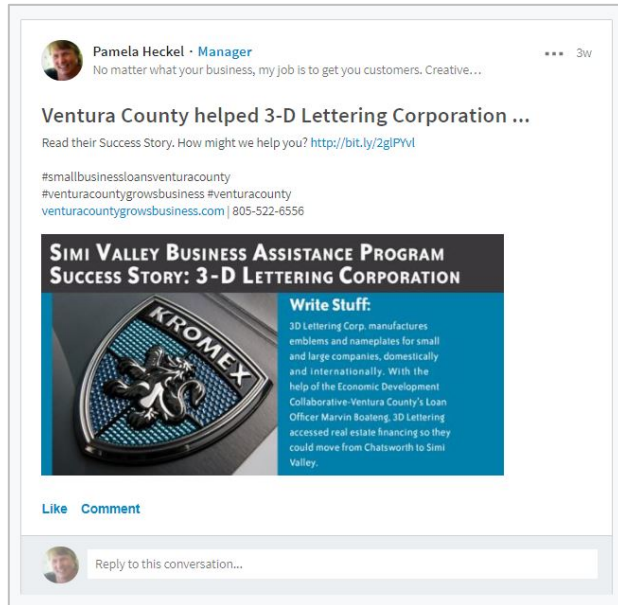




## Workforce Development Board Outreach Update: September 1 to November 10, 2017

### Ventura County Grows Business LinkedIn Group Page

- Total posts, September 1 through October 31: 40 posts (approx. 4-5 per week)



### EMPLOYER OUTREACH – IN DEVELOPMENT

- Requested new employer (EDC-VC) success stories for 17/18 (8/29)

### YOUTH OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

- **VC Jobs with a Future New Website Launch**
  - Development site available for review: <http://vcj.stagesoho.com>
  - Launch Timing:
    - Soft Launch – 12/4/17
    - Workforce Wednesday – First promotion: 12/13/17
    - Paid Media Outreach – 1/15/18 to 3/18/18
  - Approved Digital Media Recommendation – See attached.
  - **Creative Elements in Development**
    - Three ten-second video spots
    - Three banner sets to support each video concept: 300x250, 640x640, 300x600
    - :30 Pandora Radio
    - :30 KCLU PSA
- **Growing Jobs Flyer** – Print after final updates and website launch.
- **Youth Programs Pamphlet** - Review/Redesign to support website launch.
- **Requests sent soliciting new youth success stories for 17/18 on August 31**
  - AJCC team – Sent reminder week of 11/5
  - PathPoint – Sent reminder week of 11/5
  - BGC – Submitted on 10/19/17

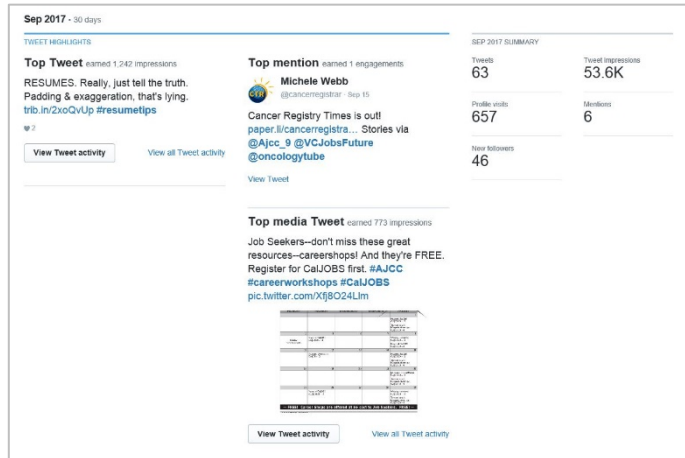


## Workforce Development Board Outreach Update: September 1 to November 10, 2017

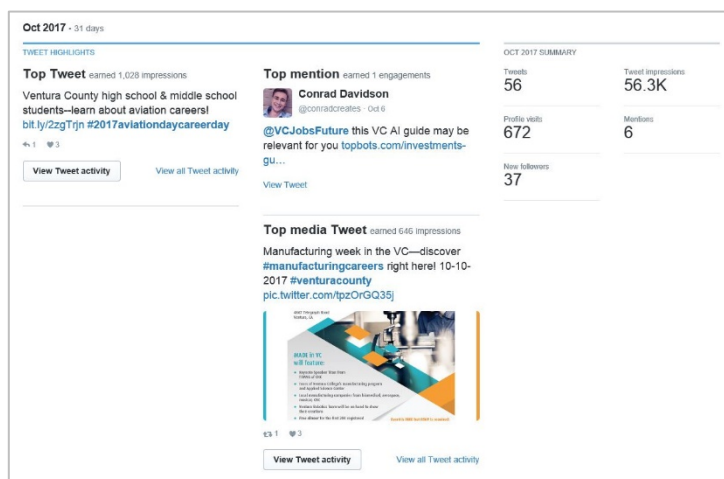
### VC Jobs with a Future – Twitter: September 1 to October 31, 2017

- As of October 31, 2017 – 943 followers
  - **24% increase (760 as of June 30, 2017)**
- 92 Total Tweets since September 1 (61 days)
  - 1,329 Profile Visits
  - 109,900 Impressions
  - 1,800 Impressions per day average

### September “Top Tweet” Summaries (See graphics below)



### October “Top Tweet” Summaries (See graphics below)







# Workforce Development Board Outreach Update: September 1 to November 10, 2017

## Engagements & Top Tweets (See graphics below)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
<b>VC JOBS</b>	Jobs with a Future @VCJobsFuture - Sep 16 RESUMES. Really, just tell the truth. Padding & exaggeration, that's lying. <a href="#">trib.in/2xoQvUp</a> #resumetips			1,245	1	0.1%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	Promoted in campaigns			772	9	1.2%
<b>VC JOBS</b>	Jobs with a Future @VCJobsFuture - Sep 19 You need a passion for growth & the ability to learn for tech jobs in LA, not always a degree. <a href="#">cbsloc.al/2uNRJEb</a> #techjobs #losangeles			1,194	3	0.3%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	Promoted in campaigns			673	16	2.4%
<b>VC JOBS</b>	Jobs with a Future @VCJobsFuture - Oct 18 Ventura County high school & middle school students-- learn about aviation careers! <a href="#">bit.ly/2zgTqjn</a> #2017aviationdaycareerday			1,029	2	0.2%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	Promoted in campaigns			613	8	1.3%
<b>VC JOBS</b>	Jobs with a Future @VCJobsFuture - Oct 5 You only get six seconds to make the right impression, does your #resume pass the six-second test? <a href="#">bit.ly/2TtSchN</a> #resumetips			947	0	0.0%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	Promoted in campaigns			557	7	1.3%
<b>VC JOBS</b>	Jobs with a Future @VCJobsFuture - Oct 3 Good #career direction! These 3 fields dominate the high-pay jobs list. #healthcare #tech #professionalservices. <a href="#">cnb.cx/2yW6mXR</a>			846	2	0.2%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	Promoted in campaigns			674	21	3.1%
<b>VC JOBS</b>	Jobs with a Future @VCJobsFuture - Sep 15 Job Seekers--don't miss these great resources--careershops! And they're FREE. Register for CaJOBS first. #AJCC #careerworkshops #CaJOBS <a href="#">pic.twitter.com/X58C24Lm</a>			825	4	0.5%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	Promoted in campaigns			689	11	1.6%
<b>VC JOBS</b>	Jobs with a Future @VCJobsFuture - Sep 18 The Green job market is growing--and with great careers. Is one right for you? <a href="#">bit.ly/2xsU0rY</a> #greencareers #vcjobswithafuture			787	3	0.4%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	Promoted in campaigns			995	4	0.4%
<b>VC JOBS</b>	Jobs with a Future @VCJobsFuture - Sep 20 Know about Google's AI powered job search? You do now. It could be a game-changer. <a href="#">bit.ly/2w725E</a> #jobsearch #ai #vcjobswithafuture			747	2	0.3%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	Promoted in campaigns			701	7	1.0%
<b>VC JOBS</b>	Jobs with a Future @VCJobsFuture - Sep 8 #Automation WILL change the #futurejobmarket. 65% of the jobs the next gen of workers will have, don't exist today. <a href="#">cnb.cx/2fyxPv</a>			719	1	0.1%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	Promoted in campaigns			845	15	1.8%
<b>VC JOBS</b>	Jobs with a Future @VCJobsFuture - Oct 30 Got #clutter? DYK that physical #clutter (like a desk mess!) wears down your mental resources? <a href="#">bit.ly/2yNZfUu</a> #cleanupyourdesk			697	3	0.4%
	<a href="#">View Tweet activity</a>					<a href="#">Promote</a>
	Promoted in campaigns			733	14	1.9%





## Workforce Development Board Outreach Update: September 1 to November 10, 2017

### **JOB SEEKER OUTREACH – COMPLETED & IN DEVELOPMENT**

- **Fall 2017 AJCC Outreach**
    - KCLU Sponsorship – AJCC Job Seeker General Services Focus: began late-September and continues to run including :30 PSA and Online/Mobile Banners
    - Spanish Language Job Seeker PSA Developed and Distributed – See attached.
  - **AJCC Collateral** - Develop new and update existing AJCC one-sheets and pamphlets to address “America’s” and applicable content updates including:
    - **New One Sheets (3-4 Versions)** –
      - Proposed layout to client for template approval on 10/2/17 – Advised feedback would be available on 11/20/17.
    - **Update Existing Pamphlets (4 Versions)**
      - Revised layouts/design/content updates to WDB staff for review on 11/10/17. See attached drafts for: OJT, Job Seekers, Employer Services
      - Youth Programs – We will hold on this element until new website is further along.
    - **Update Existing Tent Card (1)**
      - Will be completed when pamphlet feedback/approval is received.
  - **Career Shops**
    - Workshops – sent out November workshops info on Oct. 10.
    - Workshops – sent out October workshops on September 8.
- Clips:**
- 805Calendar.com – running Oct. 31 Simi workshop listing
  - 805Calendar.com – running Oct. 31 Simi workshop listing
  - Moorpark Patch – posted Simi workshop Oct. 10
  - VC Star – ran October workshops Sept. 23
  - 805Calendar.com – running the October Simi career workshop info
  - KDAR – running October career workshop info
  - Citizen’s Journal – posted East County October workshop listing
  - Moorpark Patch – posted East County October workshop listing

### **GENERAL OUTREACH – COMPLETED & IN DEVELOPMENT**

- Changed “American” to “America’s” across the board.
    - Updates ongoing as discovered.
  - **KCLU Sponsorship**
    - Disconnected Youth with New Site Launch – In development
  - **Press Releases**
    - **New board member release** – Jaime Mata, Marilyn Jansen, Connie Chan and Vic Anselmo, Gergory Lui and Bruce Stenslie reappointment. Sent release on Oct. 27.
- Clips:**





## Workforce Development Board Outreach Update: September 1 to November 10, 2017

- Moorpark Patch – posted new board members news release Oct. 27
- Online news release distribution
  - <https://www.prlog.org/12673269-workforce-development-board-of-ventura-county-adds-three-new-members.html>
  - <https://eprnews.com/workforce-development-board-of-ventura-county-adds-three-new-members-255876/>
- **Op-Eds**
  - **Ventura County Grows Business** – Submitted to PCBT, Ventura County Means Business – article appeared in the September 16 issue of the PCBT.  
<https://www.pacbiztimes.com/2017/09/15/help-is-available-for-small-business-owners/>
  - **Apprentice pitch** – prepared pitch and sent to Ventura Breeze, PCBT, VC Star and Simi Acorn. Ventura Breeze editor wanted to know if classes took place in Ventura (told him Oxnard). Achieved success with Tyler Hersko, a business reporter for the Star, who visited Ace Charter High on 11/6, shot video, interviewed and plans on publishing the story the week of 11/13/17.
  - **AJCC & Partners** - Under consideration.
  - **Pathways to Employment** – Support 12/13 Workforce Wednesday and support VCJWF launch.
- **Cal Workforce Social Media Campaign Support**
  - **#Workforce Wednesday** – Continued support of statewide CWA effort that started on 8/23. See attached Facebook & Twitter posts from Sept 20 to Oct 4.
- **Clean Green Employer Awareness Videos**
  - **Voiceover development support and review** – Agency assisted with narrator V/O copy on 10/19/17. (Draft recommendation attached.) Waiting on completion of videos in order to promote on the WDB, VCGB websites and via social media.

### Elevator Speech Revisited

- Consider revisiting development of a “genuine” (really short!) elevator speech describing the mission and work of the WDB – Client to advise next steps and priority.

### Workforce Ventura County Website

- **Google Analytics Stats July 1 to October 31, 2017**
  - Audience Overview – 3,643 Sessions/2,604 Unique Users
    - 24% increase in unique users year-over-year
  - 2.42 pages per visit (unchanged)
  - 2.09 average minutes visit duration (-15.47% over 16/17)
  - 50.62% bounce rate (-6.78% over 16/17)

### Joint Industry Sector Regional Meeting Eblast:

- Oct 11 – WDB Cohorts: 113/59% Open Rate/5.1% CTR
- Oct 24 – WDB Cohorts: 117/56.1% Open Rate/5% CTR



## Workforce Development Board Outreach Update: September 1 to November 10, 2017

### Job Outlook Eblast:

- **Sept 15 (Aug 2017 Report)** – WDB Cohorts: 547/23.2% open rate/2% CTR
- **Sept 15 (Aug 2017 Report)** - Biz List: 5,734/5% open rate/0% CTR
- **Oct 20 (Sept 2017 Report)** – WDB Cohorts: 532/24.9 open rate/4.7% CTR
- **Oct 20 (Sept 2017 Report)** – Biz List: 5,659/5% open rate/0% CTR
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **September 2017**:
  - **Ventura County decreased .6%** from 5.3% in August 2017 to 4.7% in September 2017 (September 2016 = 5.4%)
  - **California decreased .7%** from 5.4% in August 2017 to 4.7% in September 2017 (September 2016 = 5.2%)
  - **U.S. decreased .3%** from 4.5% in August 2017 4.1% in September 2017 (September 2016 = 4.8%)

**Updated Project in Process through November 10, 2017.**





**Workforce Wednesday for 10/25/17**  
**Interview at 8:40AM – Ventura County P-20 Council**  
**Live at KVTB 1590-AM Studio**  
**2284 Victoria Avenue, Ventura**

**Workforce Wednesday Interview Guide**

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

**Opening**

Building a skilled workforce that will meet the needs of the Ventura County business community is the focus of the Workforce Development Board and their partners. The vision of one of those partners, the P-20 Council, is working toward making sure that all children in the region have an opportunity to pursue any educational path, secure a good paying job, and have the resources to do so, is the vision of the P-20 Council. Here to talk about the P-20 council and how they work with the WDB to support businesses in Ventura County are:

- **Stan Mantooth:** Ventura County Superintendent of Schools
- **Dr. Roger Rice:** Deputy Superintendent, Student Services, WDB Programs Committee and board member.

**Interview Questions**

- **Stan:** Tell us about the P-20 Council, including what does “P-20” mean? (perhaps background, mission, the organizations, including the WDB, who work together on the council)
- **Roger:** I’ve heard more and more about the importance of Pre-Kindergarten education. Is the P-20 Council involved in promoting preschool programs? (suggest using this question to address the four key areas of P-20: Early Childhood, STEM, Aid and College programs)
- **Stan:** What type of initiatives has the council been successful in bringing to Ventura County? (if possible, state successes, specifics, including the potential beneficial impacts on xxx kids in VC)
- **Roger:** How can students take advantage of the available programs and initiatives offered by the P-20 Council?
- **Stan:** How are businesses able to work with the P-20 Council to connect with students in a meaningful way? (i.e., how to connect with interns, job shadowing, mentoring)
- **Stan & Roger:** If you each had one goal you could reach in the next year with the P-20 Council what would it be? (This is the wish list, sky’s the limit!!!)

**Wrap-Up**

The P-20 Council is interested in hearing from Ventura County companies who want to be involved in helping to build a workforce that’s ready for your business. You can learn more at [www.VCP20.org](http://www.VCP20.org) or call 805.437.3570.

If you are interested in partnering with the Workforce Development Board and learning more about the ways your business can be part of developing our future workforce visit [workforceventuracounty.org](http://workforceventuracounty.org).

That’s [www.workforceventuracounty.org](http://www.workforceventuracounty.org).



heidi hayes

**From:** Workforce Development Board <info@workforceventuracounty.org>  
**Sent:** Tuesday, October 10, 2017 2:01 PM  
**To:** heidi@agency2.com  
**Subject:** Grow Your Business with Workplace Learning

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



## Workforce *Update*

October 2017



### Apprenticeships: Workplace Learning



Businesses throughout the U.S. are taking up the challenge of workplace learning. From job shadowing to mentoring to internships to apprenticeships, communities are opening up to diverse

education models. There is a renewed national spotlight on the value of Apprenticeship Programs as a pathway to a variety of good paying jobs and careers. Apprenticeships are also a great way to recruit, train and retain highly skilled workers. Tony Skinner, President, [International Brotherhood of Electrical Workers, Local 952](#) and Executive Secretary/Treasurer, Tri-Counties Building & Construction Trades Council and Jeremy Goldberg: Executive Director of the [Tri-Counties Central Labor Council \(AFL-CIO\)](#) and WDB members joined Tom Spence on KVTM to discuss the importance of developing apprenticeship opportunities. Apprenticeships follow an earn-while-you-learn model where, for example in the International Brotherhood of Electrical Workers program, a first-year apprentice earns \$15/hour with benefits, working during the day and going to school in the evenings. The training period lasts anywhere from three to five years, depending upon the trade. While every trade has an apprenticeship program, there are also many programs outside the construction industry.

[Join Our Mailing List!](#)

### Resources

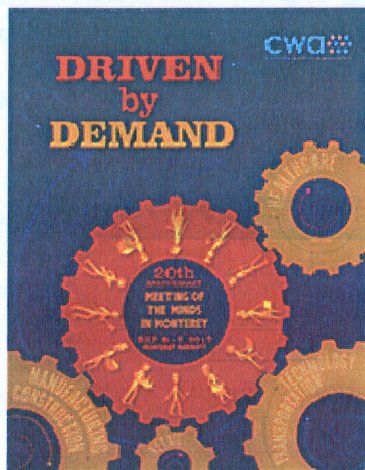
**America's  
JobCenter**  
*of California*<sup>SM</sup>

Connect with no-cost and low-cost Ventura County [Employer Services](#).



Apprenticeships reduce the need for expensive recruitment programs by creating a flow of candidates who are already screened and trained. For guidelines on how to start an apprenticeship program go to the [Department of Industrial Relations website](#). [Listen to Workforce Wednesday](#) to learn more about apprenticeship programs.

## Meetings of the Minds WDB Members in Action



"Driven By Demand" was the theme of the 20th Anniversary of the California Workforce Leadership's Meet of the Minds in Monterey. Three WDB members, Vic Anselmo, WDB Vice Chair, and CEO of Applied Powdercoat, Inc., Greg Barnes, Director, Safety and Regulatory Compliance, Los Robles Hospital and Medical Center and Patricia Schulz, CEO of The Arc of Ventura County were in attendance. This year's gathering focused on helping the workforce development system become even more demand driven. "The ideas and the information presented on how other organizations are implementing differing on-the-job training and apprenticeship programs were clear and innovative," said Patricia Schulz, "One particular example of a partnership between manufacturing, workforce development, and adult education sectors to serve young adults with autism was eye-opening." Schulz continued, "Understanding that in our environment the answers are out there as long as everyone works together to look for the opportunities, including the people we are trying to serve, to make better matches." The conference program reinforced that even when there are populations that appear to be harder to serve, workforce partnerships can deliver significant success. "Working in good-paying jobs gets them out of poverty and fills an important need in providing skilled workers in manufacturing. The idea of thinking out of the box is key," said Schulz.

**America's Job Center of California**  
Here to Help



High tech or low, large or small, start up or established, business friendly Ventura County is the perfect location to succeed.



**VENTURA COUNTY**  
GROWS BUSINESS

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



## Did You Know?

Business.com: [Changing Business Culture to Attract Millennials](#)

Advisor Perspectives: [Millennials Workforce Participation Trends](#)

Economic Modeling: [Millennials vs. Gen X: Snapshot of the American Workforce](#)

## Quick Reads

Forbes: [Time to Expand Modern Apprenticeships](#)

The Ladders: [Mentoring Across Ages & Stages](#)

Bank Investment Consultant: [Building Diversity Through Mentoring](#)

Department of Labor: [National Apprenticeship Week Nov. 13-19](#)

## Job Outlook

**August 2017**  
**Unemployment**





In August, the unemployment rates in Ventura County were 5.3%, down significantly from a recession peak of 11.3% in August 2010. In spite of so

much discussion around 'full employment,' there are still a significant number of job seekers searching for a good-paying job and employers trying to fill positions with skilled workers. Fortunately, there are robust employment services available in Ventura County at the new America's Job Centers of California (AJCC) locations in Oxnard and Simi Valley. AJCC staff can assist employers in finding and hiring skilled workers. Via [CalJOBS<sup>SM</sup>](#), employers can post unlimited job listings, search and screen résumés, and contact potential applicants. Employers can also connect with local resources to provide training programs for their employees, learn about tax credits for their business, and access additional resources, including labor market information. The AJCC can also assist job seekers in obtaining employment, and strengthen their skill set. Many workshops and training classes, such as interview techniques, are available and job seekers can receive career guidance. For more information about full-service one-stop AJCC resource centers in Ventura County call 800.500.7705.

Not Seasonally Adjusted

U.S. = **4.5%**  
California = **5.4%**  
Ventura County = **5.3%**

Note: Sept. 2017 Job Outlook will be available on Oct. 20.

### Workforce Wednesday

Tom Spence  
KVTA 1590-AM

**Oct. 25, 2017 at 8:40AM**

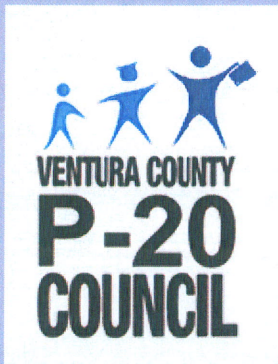
Topic: P-20 Council

[Click to listen to Sept. broadcast](#) about AJCC's.

### Upcoming Events

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.

### WDB Partner Focus: P-20 Council

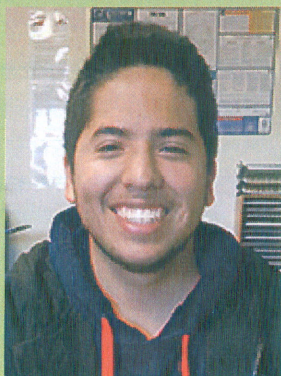


Building a skilled workforce that will meet the needs of the Ventura County business community is the focus of the Workforce Development Board and their partners. The vision of one of those partners, the P-20 Council, is making sure that all children in the region have an opportunity to pursue any educational path, secure a good paying job, and have the resources to do so. The Ventura County P-20 Council unites key decision makers from education,

business, government and community organizations to support the growth of educational and career pathways from pre-school (P) through college and post-secondary/career (20). Whether you have a business and are looking for qualified interns or are interested in helping craft pathways that will prepare students for careers in your industry, the P-20 Council wants your involvement. Go to [www.vcp20.org/join-us](http://www.vcp20.org/join-us) to get started.



## Success Story: Boys & Girls Club of Greater Oxnard & Port Hueneme



**The Challenge:** Antonio's home is one of divorce and low-income where he currently lives with his mother and two siblings. He was a student at Oxnard High School when he learned about the Job Ready class and Youth Empowerment Program (YEP) available at the Boys & Girls Club.

**The Solution:** During the Job Ready class, Antonio learned how to create a resume, write a cover letter and job search online and apply to jobs. The YEP program paid for his driver's license and purchased an interview outfit to help him prepare for future job interviews. Because of his exceptional performance in the Job Ready class, he was selected to take part in a Subsidized Employment Program. In this program, Antonio had the opportunity to complete 125 hours of paid work at Smart & Final.

**The Outcome:** Antonio completed his hours, obtained his diploma from Oxnard High School and was offered a permanent job at Smart & Final. He is now attending Ventura College, while also working and hopes to transfer to Chico State University in two years. Antonio also speaks of becoming a Police Officer after obtaining his Bachelor's Degree.



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 America's Job Center of California<sup>SM</sup> 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)





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

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	<p>High tech or low, large or small, start up or established, business friendly Ventura County is the perfect location to succeed.</p> <div data-bbox="586 579 808 674"><p><b>VENTURA COUNTY</b> GROWS BUSINESS</p></div> <p data-bbox="527 682 857 709">venturacountygrowsbusiness.com</p>	
--	--	--

Headline:

**Ventura County Grows Business**

Copy:

Everything you need is here. What are you waiting for? Like our page & learn more. [82]

[Ad-2]

	<p>High tech or low, large or small, start up or established, business friendly Ventura County is the perfect location to succeed.</p> <div data-bbox="581 1400 805 1495"><p><b>VENTURA COUNTY</b> GROWS BUSINESS</p></div> <p data-bbox="524 1503 854 1530">venturacountygrowsbusiness.com</p>	
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Headline:

**Ventura County Grows Business**

Copy:

Ventura County has everything your business needs to succeed. Like our page & learn more. [89]



## Full Service One-Stops:

### Simi Valley

America's Job Center  
of California

2900 N. Madera Rd., #100 2901 N. Ventura Rd., 3rd Fl.

### Hours

8:00 am - 5:00 pm, Monday through Friday

### Oxnard

America's Job Center  
of California

2901 N. Ventura Rd., 3rd Fl.

## Self-Service Centers:

### Fillmore

828 Ventura St., #200

### Moorpark

612B Spring Rd., #301

### Santa Paula

725 E. Main St., #101

### Thousand Oaks

80 E. Hillcrest Dr., #200 4651 Telephone Rd., #200

### Hours

Please call the number below for center hours  
by location.

## Employment Services Information

(800) 500-7705

[www.caljobs.ca.gov](http://www.caljobs.ca.gov)

## Employer Services

[hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org)

## America's JobCenter<sup>SM</sup> of California

The **America's Job Center of California (AJCC)** network offers businesses convenient access to workforce development services. Account Executives work one-on-one with employers to help plan ways to build and train your workforce and to refer you to no-cost/low-cost consulting services.

Visit [www.caljobs.ca.gov](http://www.caljobs.ca.gov) to find the AJCC nearest you or call (800) 500-7705 or email [hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org) for more employer services information.

The **Workforce Development Board** administers federal funds that help to support AJCC and other job seeker, youth, and employer programs and services in Ventura County.

[www.americasjobcenter.ca.gov](http://www.americasjobcenter.ca.gov)

[www.caljobs.ca.gov](http://www.caljobs.ca.gov)

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

## ON-THE-JOB TRAINING

- You Hire, You Train, We Pay
- WIOA Program
- Earn As You Learn
- Employee & Employer Benefits

America's  
**JobCenter**  
of California<sup>SM</sup>



Bringing People & Opportunities Together



Printed on Recycled Paper



# America's **Job**Center of California<sup>SM</sup>

## Consider On-the-Job Training When You Are Ready To Hire

Thinking about hiring a new employee? An On-the-Job Training (OJT) program can make it more affordable. Funds are available to help you hire and train a screened applicant. OJT directly



reimburses employers up to 50 percent of a trainee's gross wages for the duration of the training period.

### WIOA Program

OJT is a program of the federal Workforce Innovation and Opportunity Act (WIOA). OJT employers use their own system to teach their employees the new skills necessary for successful permanent employment within their companies.

### Earn As You Learn

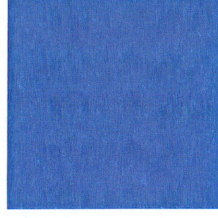
This is an opportunity for you as an employer to hire and train individuals with the necessary skills they need to succeed in your company. OJT is an 'earn as you learn' training method that's planned, organized and conducted by you at your workplace.

Equal Opportunity Employer/Program/Service. Auxiliary aids and services are available upon request to individuals with disabilities. TDD/TTY Inquiries call the California Relay Service 711 or 800-735-2922.



### Benefits to Employers:

- Free screening, assessment and applicant referral
- You decide who to hire
- You determine job performance standards
- Partial wage reimbursement during the training period
- Customized training, your way
- Simple process, minimal paperwork
- OJT programs can be developed for most skilled and semi-skilled jobs
- On-going support and assistance



### Benefits to Employees:

- Skills attainment
- Earn as they learn
- Job coaching
- Employment



[www.americasjobcenter.ca.gov](http://www.americasjobcenter.ca.gov)  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov)  
[www.workforceventuracounty.org](http://www.workforceventuracounty.org)

Interested in hiring an employee  
through the OJT program?  
Call (800) 500-7705 or email  
[hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org).



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[www.caljobs.ca.gov](http://www.caljobs.ca.gov)

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

## JOB SEEKER SERVICES

- Job Search Resources
- Education & Training
- Career Path Guidance
- Financial Assistance & Resources

America's  
**JobCenter**  
of California<sup>SM</sup>



Bringing People & Opportunities Together



Printed on Recycled Paper



# America's **JobCenter** of California<sup>SM</sup>

## America's Job Center of California

Across Ventura County, the American Job Center of California (AJCC) network offers FREE programs and services to help adults and youth job seekers choose and pursue careers. Services available to job seekers at no cost include:

### Job Search Resources

Tools will help build your job search plan.

- Résumé building, networking, and interviewing help
- Job search tips and online job banks
- Career and growing occupation guidance
- Workshops for achieving employment success
- Computer, printer, and fax machine use

### Education and Training

Training and support services are available at no cost to eligible job seekers.

- Education and training options
- Customized training
- On-the-job training
- Professional certifications and occupational licenses
- Registered apprenticeships

### Career Path Guidance

Need help choosing a career? CalJOBS is a comprehensive employment services website, designed as a "one-stop" search engine to make informed decisions on careers, training, and education.

- Job listings and employer information
- Create and post résumés online
- Career research tools
- Skills and career assessment tools
- Online learning resources

### Financial Assistance and Referral Resources

Guidance is available for job seekers with specific and immediate challenges.

- Unemployment insurance
- Financial aid Information
- Veterans job seeker services
- Disabled job seeker services
- Older worker services

Equal Opportunity Employer/Program/Service. Auxiliary aids and services are available upon request to individuals with disabilities. TDD/TTY Inquiries call the California Relay Service 711 or 800-735-2922.

[www.americasjobcenter.ca.gov](http://www.americasjobcenter.ca.gov)  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov)  
[www.workforceventuracounty.org](http://www.workforceventuracounty.org)



## Full Service One-Stops:

### Simi Valley

America's Job Center  
of California

2900 N. Madera Rd., #100 2901 N. Ventura Rd., 3rd Fl.

### Hours

8:00 am - 5:00 pm, Monday through Friday

### Oxnard

America's Job Center  
of California

2900 N. Madera Rd., #100 2901 N. Ventura Rd., 3rd Fl.

## Self-Service Centers:

### Fillmore

828 Ventura St., #200

### Moorpark

612B Spring Rd., #301

### Santa Paula

725 E. Main St., #101

### Thousand Oaks

80 E. Hillcrest Dr., #200 4651 Telephone Rd., #200

### Hours

Please call the number below for center hours  
by location.

## Employment Services Information

(800) 500-7705

[www.caljobs.ca.gov](http://www.caljobs.ca.gov)

## Employer Services

[hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org)

## America's JobCenter of California<sup>SM</sup>

The **America's Job Center of California (AJCC)** network offers businesses convenient access to workforce development services. Account Executives work one-on-one with employers to help plan ways to build and train your workforce and to refer you to no-cost/low-cost consulting services.

Visit [www.caljobs.ca.gov](http://www.caljobs.ca.gov) to find the AJCC nearest you or call (800) 500-7705 or email [hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org) for more employer services information.

The **Workforce Development Board** administers federal funds that help to support AJCC and other job seeker, youth, and employer programs and services in Ventura County.

[www.americasjobcenter.ca.gov](http://www.americasjobcenter.ca.gov)  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov)  
[www.workforceventuracounty.org](http://www.workforceventuracounty.org)

## EMPLOYER SERVICES

- Recruitment
- Customized Training
- Business Development
- Rapid Response

America's  
**JobCenter**  
of California<sup>SM</sup>



Bringing People & Opportunities Together



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# America's **JobCenter** of California<sup>SM</sup>

## America's Job Center of California

The America's Job Center of California (AJCC) network can assist employers in finding, hiring and training skilled workers at no-cost to low-cost. Services available to employers include:

### Recruitment

Save time and money with FREE AJCC talent recruitment services and assessment.

- Post a job opening
- Pre-screened candidates
- Host job recruitments at the AJCC
- Meeting facilities for conducting interviews
- Work Opportunity Tax Credit (WOTC) guidance

### Customized Training

Connect with local resources to provide training specific to the needs of your business.

- On-the-job training at employer sites
- Customized employee training programs
- Industry-specific education
- Employer reimbursement for employee training

### Business Development

Connect with convenient and confidential professional, no-fee employer assistance.

- Business start-up guidance
- Industry-specific consulting
- Targeted loan fund programs
- International trade education

### Rapid Response

Free services help employers and workers deal with the effects of layoffs and closures.

- Referrals for no-cost/low-cost business consulting
- Layoff aversion information
- Dislocated worker support services
- Downsizing/closure management
- Employment Training Panel Programs (ETP)

Equal Opportunity Employer/Program/Service. Auxiliary aids and services are available upon request to individuals with disabilities. TDD/TTY Inquiries call the California Relay Service 711 or 800-735-2922.

[www.americasjobcenter.ca.gov](http://www.americasjobcenter.ca.gov)  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov)  
[www.workforceventuracounty.org](http://www.workforceventuracounty.org)



# America's **Job** Center of California<sup>SM</sup>

## Welcome to the **RESOURCE ROOM**

The Resource Room provides customers access to employment resources, tools, and services designed to identify, secure, and retain employment. Resource Rooms are located within America's Job Centers and Community Service Centers throughout the County of Ventura.

We invite you to take advantage of the resources available to the public. While visiting the Resource Room, please adhere to the following rules:

- All customers must scan-in, sign-in, and/or register with CalJOBS to access Resource Room services.
- All phone, fax, and computer usage is logged.
- Use of the Resource Room for personal interests is not permitted.
- Customers are expected to be courteous to other customers, staff, and visitors. Discourteous behavior is grounds for being asked to leave.
- Computer settings are not to be altered or reset.
- When the Resource Room is busy, there may be a time limit for computer use.
- Personal CDs, flash drives, cell phones, etc., may not be plugged into Resource Room computers.
- Please take cell phone calls outside to be considerate of other customers.
- Children are not permitted in the Resource Room. At select locations, children may be signed-in to the on-site Children's Corner.
- Do not bring food or beverages into the Resource Room.
- Please do not leave personal belongings unattended or bring large bags into the Resource Room.
- Please do not remove newspapers, books, or videos from the Resource Room.
- Registered Assistance Dogs are the only animals allowed in the Resource Room.

## THANK YOU!

Please let us know if you have any questions.

The Workforce Development Board funds employment and business services in Ventura County.

\*

### Full Service One-Stops:

#### Oxnard

America's **Job** Center of California  
2901 N. Ventura Road, 3rd Floor

#### Simi Valley

America's **Job** Center of California  
2900 N. Madera Road, #100

### Self-Service Centers:

#### Fillmore

Service Center  
828 Ventura Street, #200

#### Moorpark

Service Center  
(Ruben Castro  
Human Services Center)  
612B Spring Road, #301

#### Santa Paula

Santa Clara Valley  
Service Center  
725 E. Main Street, #101

#### Thousand Oaks

Service Center  
80 E. Hillcrest Drive, #200

#### Ventura

Service Center  
4651 Telephone Road, #200

### Employment Services Information

(800) 500-7705  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov)

### Employer Services

[hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org)



**Equal Opportunity Employer/Program/Service**  
Auxiliary aids and services are available upon request to individuals with disabilities. TDD/TTY inquiries, call the California Relay Service 711 or 800-735-2922.



**America's Job Center, Oxnard**  
**Spanish Language October 2017 Career Shop**

Location: West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Fl., Oxnard  
805-204-5171

**SPANISH Language Career Shops:**

October 6, 20 and 27 - 1:30 p.m. – 4:00 p.m. - Técnicas para la Búsqueda de Trabajo (Job Search Techniques), 1:30 p.m. – 4:00 p.m. Esta diseñada para personas que estan buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicacion, tecnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. Tambien aprendera tecnicas apropiadas para hacer un entrevista. 805-204-5171.

Space is limited. Prior registration required. 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. For more information, call the West County America's Job Center at 805-204-5171.

Career shops are sponsored by the Human Services Agency, EDD Workforces Services and the Workforce Development Board. This is an Equal Opportunity Employer/Program/Service. For TDD/TT inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



America's **JobCenter**  
of California<sup>SM</sup>



## America's Job Center, Oxnard October 2017 Career Shops

Location: West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Floor, Oxnard  
805-204-5171

**October 3 - 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. Again on October 13, 1:30 p.m. – 4 p.m.

**October 6 – Résumés that Sell, 8:30 a.m. – noon** - Get hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references. Again on October 20, 8:30 a.m. – noon.

**October 10 - Veterans Orientation, 8:00 a.m. – noon** - This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran.

**October 13 – Winning Interviews, 8:30 a.m. - noon** - You never get a second chance to make a first impression. This Career Shop 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.

**October 27 – Job Search/Social Media, 8:30 a.m. – noon** - This 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. Social Media: This workshop provides information on the most popular online social networks.

Space is limited. Prior registration required. 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. For more information, call the West County America's Job Center at 805-204-5171.

Career shops are sponsored by the Human Services Agency, EDD Workforces Services and the Workforce Development Board of Ventura County. This is an Equal Opportunity Employer/Program/Service. For TDD/TT inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.





## East County America's Job Center October 2017 Career Workshop

Location: East County America's Job Center  
2900 N. Madera Rd., Simi Valley, Calif. 93065  
805-955-2282

**Tuesday, October 31 - 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. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. For more information, call the East County America's Job Center at 805-955-2282.

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.



America's **JobCenter**  
of California<sup>SM</sup>



**America's Job Center, Oxnard**  
**Spanish Language November 2017 Career Shop**

Location: West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Fl., Oxnard  
805-204-5171

**SPANISH Language Career Shops:**

November 3 & 17 - 1:30 p.m. – 4:00 p.m. - Tecnicas para la Busqueda de Trabajo (Job Search Techniques), 1:30 p.m. – 4:00 p.m. Esta diseñada para personas que estan buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicacion, tecnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. Tambien aprendera tecnicas apropiadas para hacer un entrevista. 805-204-5171.

Space is limited. Prior registration required. 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. For more information, call the West County America's Job Center at 805-204-5171.

Career shops are sponsored by the Human Services Agency, EDD Workforces Services and the Workforce Development Board. This is an Equal Opportunity Employer/Program/Service. For TDD/TT inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



America's **JobCenter**  
of California<sup>SM</sup>





## **America's Job Center, Oxnard November 2017 Career Shops**

Location: West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Floor, Oxnard  
805-204-5171

**November 3 – Résumés that Sell, 8:30 a.m. – noon** - Get hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references.

**November 7 - Veterans Orientation, 8:00 a.m. – noon** - This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran.

**November 7 - 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.

**November 17 – Job Search/Social Media, 8:30 a.m. – noon** - This 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. Social Media: This workshop provides information on the most popular online social networks.

Space is limited. Prior registration required. 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. For more information, call the West County America's Job Center at 805-204-5171.

Career shops are sponsored by the Human Services Agency, EDD Workforces Services and the Workforce Development Board of Ventura County. This is an Equal Opportunity Employer/Program/Service. For TDD/TT inquiries call 1 (800) 735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



## East County America's Job Center November 2017 Career Workshop

Location: East County America's Job Center  
2900 N. Madera Rd., Simi Valley, Calif. 93065  
805-955-2282

**Tuesday, November 28 - 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. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. For more information, call the East County America's Job Center at 805-955-2282.

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.



America's **JobCenter**  
of California<sup>SM</sup>







**Tue, Oct 31: 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. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. 8:30 a.m. – noon at East County America's Job Center, 2900 N. Madera Rd., Simi Valley. Info: [805-955-2282](tel:805-955-2282)

# CitizensJournal

*Real News for Ventura County*

## East County America's Job Center October 2017 Career Workshop

Added by [Debra Tash](#) on September 11, 2017.

Tags: [CalJOBS](#), [Career Workshop](#), [East County America's Job Center](#), [EDD Workforce](#), [Human Services Agency](#), [Simi Valley](#)

Location: East County America's Job Center

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

805-955-2282

**Tuesday, October 31 – 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. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. For more information, call the East County America's Job Center at 805-955-2282.

Career Shops are sponsored by the Human Services Agency, EDD Workforce





## Free Job & Career Workshops

**6:30 AM on Tuesday, October 3 - 12:00 PM on Friday, October 27**

Free Career Shops For Job Seekers - presented throughout October 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 800-500-7705 or go to its website to enroll.

### **Location:**

West County's America's Job Center  
2901 N. Ventura Rd., 3rd Floor  
Oxnard, CA 93003  
[Google Map](#)



## The Power of CalJOBS - Free Career Workshop

Learn how to search for jobs, build résumés, access career resources and find information on education and training programs online.

Sep 8, 2017 4:13 pm ET



**Tuesday, October 31 - 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. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. For more information, call the East County America's Job Center at 805-955-2282.

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 .



# MoorparkPatch

## The Power of CalJOBS

Free career workshop - November 28



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. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. For more information, call the East County America's Job Center at 805-955-2282.

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.

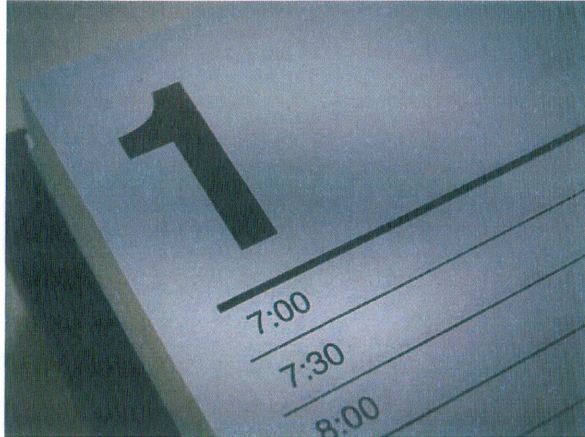
Location: East County America's Job Center

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

805-955-2282

## October workshops scheduled for job seekers

Staff reports Published 10:09 a.m. PT Sept. 23, 2017



America's Job Center in Oxnard will present several free career workshops in October for job seekers.

Here's the schedule:

**"The Power of CalJOBS,"** 8:30 a.m. to noon Oct. 3 and 1:30-4 p.m. Oct. 13: 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.

**"Résumés that Sell,"** 8:30 a.m. to noon Oct. 6 and Oct. 20: Get hands-on assistance in completing your résumé, cover and thank-you letters. Participants will walk away with a portfolio that shows off their 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.

**Veterans orientation,** 8 a.m. to noon Oct. 10: This collaborative meeting will provide veterans with information on local services and programs that are available.

**"Winning Interviews,"** 8:30 a.m. to noon Oct. 13: You never get a second chance to make a first impression. This workshop will give participants the tools to make a lasting impression that



wins a job. Participants will walk away with a 30-second commercial that allows them to quickly and efficiently discuss their skills.

**“Job Search/Social Media,”** 8:30 a.m. to noon Oct. 27: The job search portion will provide common-sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers and returning to the workforce. The social media portion will provide information on the most popular online social networks.

All workshops will be offered at the center, 2901 N. Ventura Road, third floor, in Oxnard. Space is limited and prior registration required. Participants also must be registered with CalJOBS at <https://www.caljobs.ca.gov> before signing up.

For more information, call 204-5171.

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

This is an equal-opportunity employer/program/service. For TDD/TT inquiries, call 800-735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



## WORKFORCE DEVELOPMENT BOARD

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

Contacts:

Heidi Hayes  
805.383.4550 ext. 204

[heidi@agency2.com](mailto:heidi@agency2.com)

Diane Rumbaugh  
805.493.2877

[diane@agency2.com](mailto:diane@agency2.com)

For Immediate Release: (Date)

### **Workforce Development Board of Ventura County Adds Three New Members**

Ventura, Calif.—The Ventura County Board of Supervisors has appointed three new board members to serve on the Workforce Development Board (WDB) of Ventura County. The appointments were announced at the Board of Supervisors' September 19 meeting.

Joining the WDB are Jaime Mata, regional director of the Center for Employment Training (CET), Marilyn Jansen, delegate and membership department representative for United Food and Commercial Workers International Union, Local 770 and Connie Chan, deputy division chief for the State of California's Los Angeles Coastal Workforce Services Division. All were appointed to three-year terms.

Mata directs six CET non-profit training centers across four states from offices in Oxnard. CET serves migrant and seasonal farm workers, unemployed youth, displaced workers, refugees and immigrants, homeless and other disadvantaged populations. Jansen has over 40 years of experience in grocery retail, and is a long-time labor union representative and volunteer with community-based organizations. Chan has been involved in economic and workforce development as a board member of the Los Angeles County and Santa Barbara County WDBs and served on the Youth Council of the Southeast Los Angeles County WDB.

"All those who volunteer on our board are dedicated to advancing business growth, workforce training and education and increasing the number of well-paying jobs in Ventura County," says Vic Anselmo, WDB chair. "Our new board members have the experience and know-how to help make this happen."

The Board of Supervisors reappointed Anselmo, Gregory Liu, Bruce Stenslie and Celina Zacarias for additional three-year terms.

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



## Workforce Development Board of Ventura County Adds 3 New Members

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"All those who volunteer on our board are dedicated to advancing business growth, workforce training and education and increasing the number of well-paying jobs in Ventura County," says Vic Anselmo, WDB chair. "Our new board members have the experience and know-how to help make this happen."

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



## **Help is available for small business owners**

By Friday, September 15th, 2017

**By Brian Gabler and Bruce Stenslie**

More than 23,000 businesses operate in Ventura County — three quarters of which have 10 employees or less. There are another 20,000 to 30,000 sole proprietors.

Anyone who runs his or her own business knows that it can be a daunting task. Business owners often do very well at producing a product or offering a service but the business management side can be their weak link.

The good news is that there is a group of economic development agencies in Ventura County working together to support businesses by providing many free or low-cost services such as business consulting, low-cost loans, recruitment and training assistance.

Take for example 3-D Lettering.

Owner Armik Shahoony was looking to move from the San Fernando Valley to Simi Valley. He was referred to the Economic Development Collaborative of Ventura County for help. EDC-VC is one of the agencies that provides free advising services to small business owners. It helps with business plans, capital sourcing, financing, human resources and legal issues.

In this case, EDC-VC connected Shahoony with financing to purchase and renovate a building in Simi Valley to meet his business needs. He reached out to EDC-VC on several other occasions to help him obtain additional capital to upgrade the facility and purchase equipment.

Unfortunately, many businesses are unaware that agencies such as EDC-VC exist.

Worse, they underestimate the knowledge needed to run a business and don't seek assistance until it's too late.

One of the hardest things for business owners to admit is that they need help — whether it's about financing, marketing, relocating or addressing sales, management or personnel issues.

Yet, the benefits of having a trained and experienced outside professional review company plans and procedures can be enormous.

A fresh look can uncover systems that are potentially harming to the business or reveal opportunities not yet considered.

One business owner who wasn't hesitant to seek help was Alma Ferrel.

In 2002, she opened a home-based day care center and preschool in Fillmore. By 2010, she was at capacity. With the demand for childcare services rising in Fillmore, Ferrel knew she needed a bigger space.

All it took was a phone call to EDC-VC and its Small Business Development Center for Ferrel to begin the process of opening ABC Kids Preschool & Childcare in a facility that could accommodate more children.

From working with SBDC advisers on permits, financing, planning of facilities and developing a business plan, to acquiring loans and contacting construction engineers for renovations and playgrounds, SBDC advisers were with Ferrel every step of the way.

EDC-VC's partnership with the county and First 5 Ventura County enabled Ferrel to receive more than \$200,000 in loan funding to build out her new commercial facility, equip it with furniture, purchase playground equipment and install a kitchen. ABC Kids Preschool & Childcare currently has more than 150 children enrolled and employs 20 teachers.

Besides EDC-VC, Ventura County has many other great business and government organizations that make local business retention and expansion their top priority. They include the Small Business Development Center, the American Job Center in Ventura County, Women's Economic Ventures and SCORE. All offer a wide variety of no-cost and low-cost services. And every city has its own economic development department ready to provide assistance or a referral.

Rather than struggling on your own, rely on a group of experts and organizations that are happy to help.

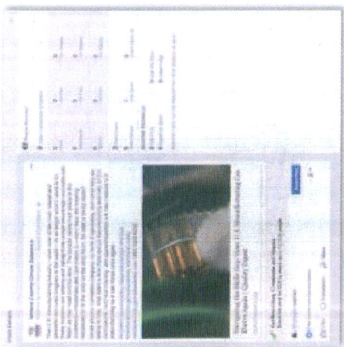
For a list and descriptions of agencies, go to Ventura County Grows Business at [www.venturacountygrowsbusiness.com](http://www.venturacountygrowsbusiness.com), a collaborative effort with economic development managers and the Workforce Development Board of Ventura County to connect local businesses with the organizations that are here to support business growth.

Don't be too shy, proud or stubborn to ask for help.

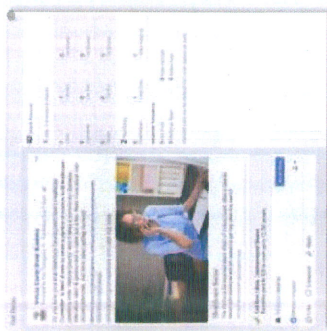
*• Brian Gabler is director of economic development and assistant city manager of Simi Valley. Bruce Stenslie is president and CEO of the Economic Development Collaborative of Ventura County. Both serve on the Outreach Committee of the Workforce Development Board of Ventura County.*



Clara - #VCW Posts



august-23-vcgb-fb-ww.jpg



september-6-vcgb-fb-ww.jpg



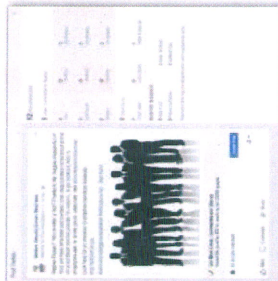
september-6-vcjwaf-twitter-ww.jpg



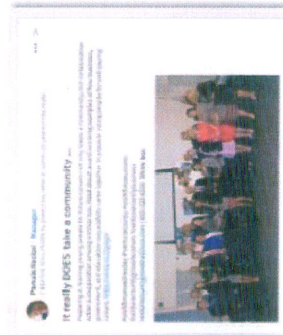
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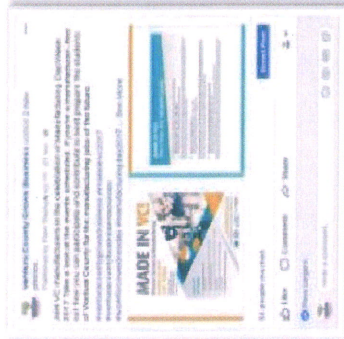
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september-13-vcjwaf-twitter-ww.jpg



october-4-vcgb-fb-ww.jpg



september-20-vcgb-fb-ww.jpg



october-4-vcjwaf-twitter-ww.jpg

heidi hayes

---

To: Duffy, Patricia  
Subject: RE: Intro for Clean Green Videos

Hello Patricia,

Here is my suggestion for the opening V/O for the clean/green success stories. This opening is about 70 words or :30 seconds, which is about the maximum length I would recommend. A few suggestions and questions:

- What will be on the screen when the opening Voiceover is playing?
- Will there be supers with the company name, name and title of each speaker in the video?
- Suggestion: Each video should have its own opening introducing the company to be presented and perhaps noting key takeaways: i.e., "improved organizational performance and profitability," "gave them a competitive advantage," "reduced costs and gained market share," "benefit of having workers with environmental best practices knowledge," etc.
- Recommendation: Make the "Brought to you by" statement a super at the bottom of the opening or closing screen.

Opening V/O:

More Ventura County employers are taking a "green" approach to business operations. The Clean/Green Committee of the Workforce Development Board of Ventura County strives to increase awareness of the value of hiring employees with sustainable business practices knowledge. From restaurants to trophy designs, no business is too small make a difference by following green practices.

The following story featuring, xxxxx, illustrates how clean/green practices improved organizational performance and profitability.

Super at the bottom of the opening or closing screen.

*Brought to you by the Clean/Green Committee of the Workforce Development Board in collaboration with Ventura Adult Continuing Education Multi-media Program.*

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

Hope this is helpful,  
Heidi

Heidi Hayes | **President**  
**theAgency**

55 S. Glenn Drive  
Camarillo, CA 93010  
805-383-4550 ext. 204  
805-732-0078 cell  
[www.agency2.com](http://www.agency2.com)





heidi hayes

**From:** Talia Barrera <info@workforceventuracounty.org>  
**Sent:** Tuesday, October 24, 2017 2:03 PM  
**To:** heidi@agency2.com  
**Subject:** Save the Date: 11/16/2017, 1:30 pm - 4:30 pm

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## Workforce Development Board

*Bringing People & Opportunities Together*



### Joint Industry Sector Regional Meeting

Save the Date! 11/16/2017 1:30 pm-4:30 pm

Hosted by:

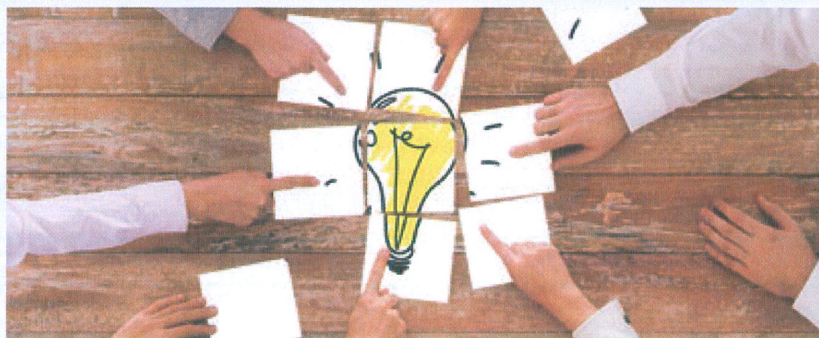


#### Where & When

**Date:**  
Thurs., Nov. 16th, 2017

**Time:**  
1:30 p.m. to 4:30 p.m.  
Refreshments will be served.

**Location:**  
Ventura County



Please join the Workforce Development Board of Ventura County for a robust discussion on:

***"Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity"***



Community Foundation  
4001 Mission Oaks  
Blvd., Camarillo, CA  
93012



[Click for Directions](#)

Guest Speaker: Vinz Koller, Director of Training & Technical Assistance, Social Policy Research Associates:

***Topic: Swiss Model for Apprenticeships***

Meeting Facilitator: Bob Lantor, California Workforce Association Director

**RSVP by November 9th**

Event to be held at the Ventura County Community Foundation in Camarillo on Thursday, Nov. 16th from 1:30 to 4:30 pm.

Please email [Tracy.Johnson@ventura.org](mailto:Tracy.Johnson@ventura.org) or call 805.477.5306 to confirm your participation.

---

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California<sup>SM</sup> locations and other no cost adult, youth, and employer programs and services in Ventura County.

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

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## Workforce Development Board

*Bringing People & Opportunities Together*



### Joint Industry Sector Regional Meeting

Save the Date! 11/16/2017 1:30 pm-4:30 pm

**Hosted by:**



#### Where & When

**Date:**

Thurs., Nov. 16th, 2017

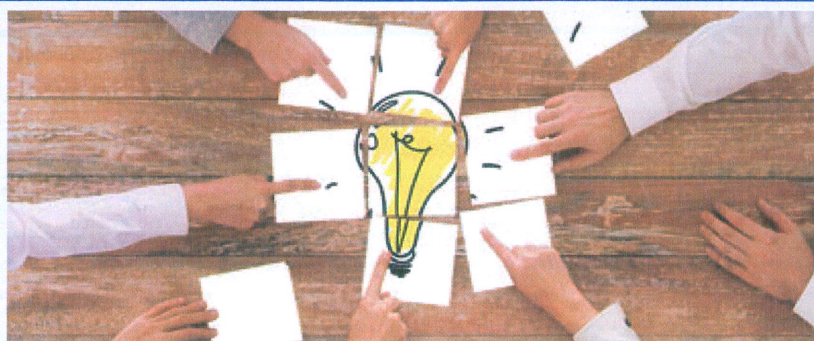
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Community Foundation



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**From:** Workforce Development Board <info@workforceventuracounty.org>  
**Sent:** Friday, October 20, 2017 4:05 PM  
**To:** heidi@agency2.com  
**Subject:** Job Outlook, September 2017 Report

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## Job Outlook

### September 2017 Report



[Ventura County Labor Market Information](#)

[State Of California Employment](#)

[United States Department Of Labor](#)

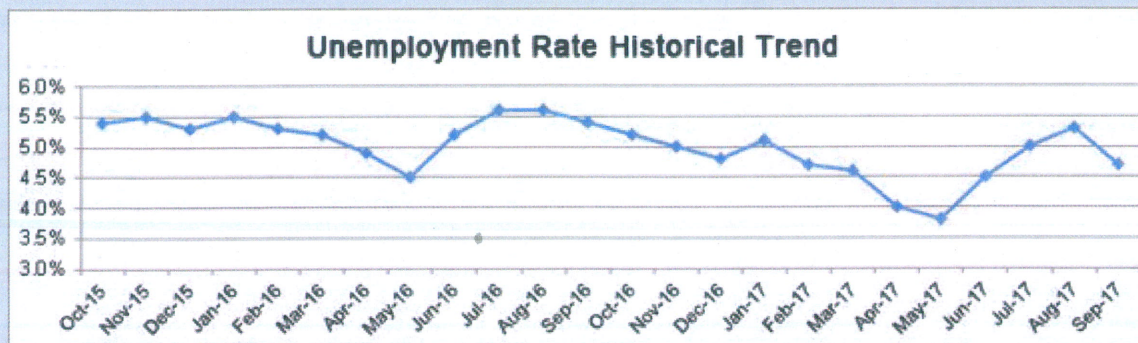
[Conference Board - Help Wanted Online Data®](#)

[Relevant News](#)



### Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 4.7 percent in September 2017, down from a



revised 5.3 percent in August 2017, and below the year-ago estimate of 5.4 percent. This compares with an unadjusted unemployment rate of 4.7 percent for California and 4.1 percent for the nation during the same period.

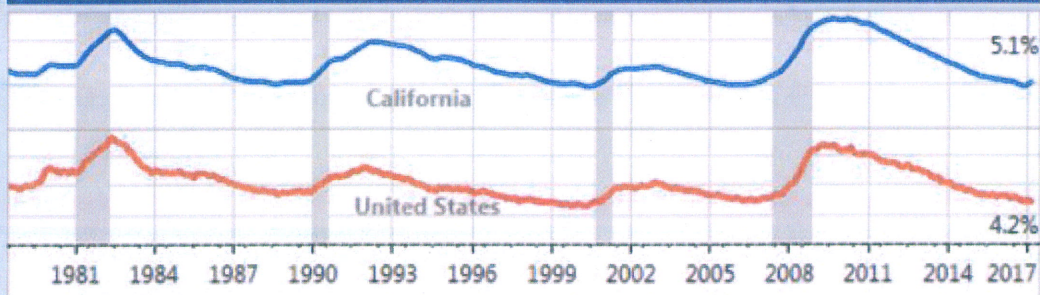
Source: [labormarketinfo.edd.ca.gov](http://labormarketinfo.edd.ca.gov)

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

### California Labor Market Indicators

Metrics	August, 2017	September, 2017	Change	
Unemployment Rate	5.1%	5.1%	0	→
Labor Force	19,169,300	19,295,200	125,900	↑
Employment	18,196,300	18,309,100	112,800	↑
Unemployment	973,000	986,200	13,200	↑
Non Farm Jobs	16,778,300	16,830,500	52,200	↑

### Unemployment Rate Trend



**Month over Job Gains:** Eight of California's eleven industry sectors added a total of 57,100 jobs in September. Government posted the largest jobs increase with a gain of 27,000 jobs, followed by trade, transportation and utilities, up 13,000 jobs, and other services, up 5,200 jobs. Other sectors adding jobs over the month were information; leisure and hospitality; construction; educational and health services; and financial activities.

**Month over Job Losses:** Three industry sectors reported job declines over the month, down a total of 4,900 jobs. Professional and business services posted the largest decrease over the month, down 3,500 jobs, followed by manufacturing, down 1,300 jobs, mining and logging, down 100 jobs.

**Year over Job Gains:** Eight of California's eleven industry sectors added a total of 287,700 jobs over the year. The largest job gains were in educational and health services, up 75,300 jobs (a 3.0 percent increase), government, up 57,600 jobs (a 2.3 percent increase), and construction, up 44,600 jobs (a 5.7 percent increase). Other sectors adding jobs over the year were leisure and hospitality; trade, transportation and utilities; other services; information; and financial activities.

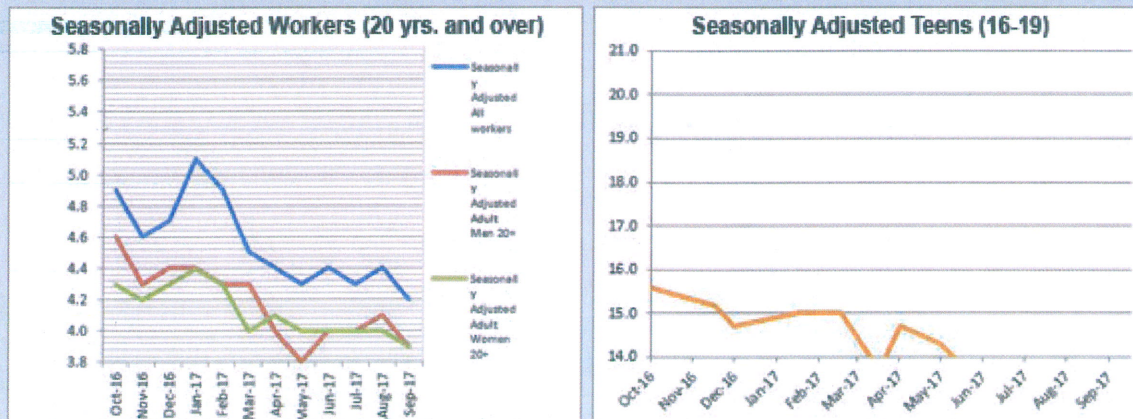


**Year over Job Losses:** Three industry sectors posted job declines over the year, down a total of 7,400 jobs. Professional and business services fell by 3,400 jobs (down 0.1 percent), manufacturing fell by 3,000 jobs (down 0.2 percent), and mining and logging fell by 1,000 jobs (down 4.2 percent).

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

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

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



Total nonfarm payroll employment was little changed in September (-33,000), after adding an average of 172,000 jobs per month over the prior 12 months. In September, a steep employment decline in food services and drinking places and below-trend growth in some other industries likely reflected the impact of Hurricanes Irma and Harvey. Employment rose in health care and in transportation and warehousing.

In September, health care added 23,000 jobs, in line with its average monthly gain over the prior 12 months (+27,000). The employment increase in ambulatory health care services (+25,000) was partially offset by a decline in nursing care facilities (-9,000).

Employment in financial activities changed little in September (+10,000). A job gain in insurance carriers and related activities (+11,000) largely reflected hurricane-recovery efforts. The gain was partly offset by losses in activities related to credit intermediation (-4,000) and in commercial banking (-3,000). Over the year, financial activities has added 149,000 jobs.

In September, employment in professional and business services was little changed (+13,000). Over the prior 12 months, job growth in the industry had averaged 50,000 per month. Manufacturing employment was essentially unchanged in September (-1,000). From a recent employment trough in November 2016 through August of this year, the industry had added an average of 14,000 jobs per month.

The average workweek for all employees on private nonfarm payrolls was unchanged at 34.4 hours in September. In manufacturing, the workweek also was unchanged at 40.7 hours, and overtime held steady at 3.3 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls was unchanged at 33.6 hours.

In September, average hourly earnings for all employees on private nonfarm payrolls rose by 12 cents to \$26.55. Over the past 12 months, average hourly earnings have increased by 74 cents, or 2.9 percent. In September, average hourly earnings of private-sector production and nonsupervisory



employees increased by 9 cents to \$22.23.

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 2,500 to 4,482,300 in September, according to The Conference Board Help Wanted OnLine® (HWOL) Data Series, released October 4.

The August Supply/Demand rate stands at 1.59 unemployed for each advertised vacancy, with a total of 2.7 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 7.1 million in August.

### Sector/Occupational Changes

In September four of the largest ten online occupational categories posted increases.

**Management** ads decreased 27,200 to 371,800. The supply/demand rate lies at 1.09, i.e. over 1 job-seeker for every advertised available opening. (see Table C and Table 7).

**Business and financial operations** ads decreased 16,100 to 265,500. The supply/demand rate lies at 0.73, i.e. over 1 advertised opening per unemployed job-seeker.

**Computer and math** ads decreased 5,000 to 493,700. The supply/demand rate lies at 0.23, i.e. over 4 job seekers for every advertised available opening.

**Sales and related** ads increased 16,900 to 444,500. The supply/demand rate lies at 1.66, i.e. over 1 unemployed job-seeker for every advertised available opening.

**Office and administrative** support ads increased 13,200 to 466,000. The supply/demand rate lies at 1.62, i.e. over 1 unemployed job-seeker for every advertised available opening.

**Transportation** ads increased 8,700 to 308,600. The supply/demand rate lies at 1.89, i.e. over 1 advertised opening per unemployed job-seeker.

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

## Relevant News

October 3, 2017, *MarketNews.com*, [National Retail Federation: Holiday Retail Sales +3.6% To +4.0%](#), Vicki Schmelzer

October 6, 2017, *New York Times*, [U.S. Lost 33,000 Jobs in September; Unemployment Rate Dips to 4.2%](#), Patricia Cohen



October 10, 2017, *The Economist*, [American Entrepreneurs Have Not Lost Their Mojo](#), The DATA TEAM

October 18, 2017, *The Wall Street Journal*, [Dow Hits Another Milestone, But Signs of Caution Loom](#), Corrie Driebusch and Michael Wursthorn

October 18, 2017, *Market Watch*, [Fed's Beige Book Still Can't Find Inflation Threat, Despite Labor Bottlenecks](#), Jeffry Bartash

## Resources



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**From:** Workforce Development Board <info@workforceventuracounty.org>  
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**Subject:** Job Outlook, August 2017 Report

## Job Outlook

August 2017 Report



[Ventura County Labor Market Information](#)

[State Of California Employment](#)

[United States Department Of Labor](#)

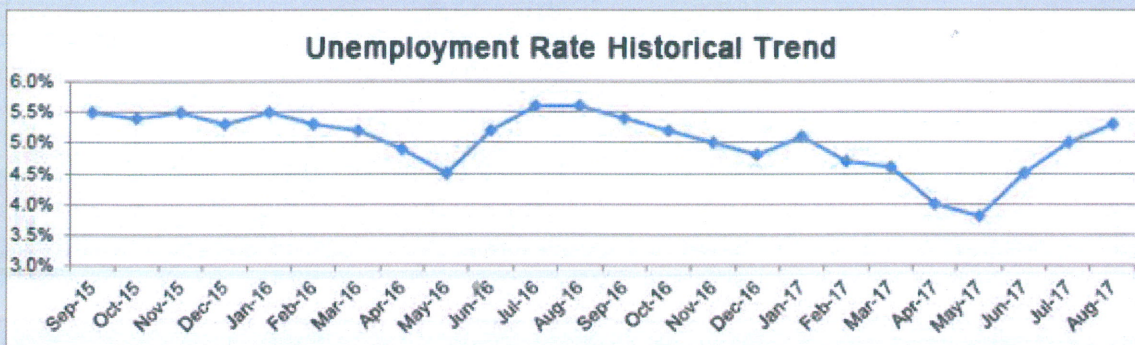
[Conference Board - Help Wanted Online Data®](#)

[Relevant News](#)



### Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 5.3 percent in August 2017, up from a revised 5.0 percent in July 2017, and below the year-ago estimate of 5.6 percent. This compares with an



unadjusted unemployment rate of 5.4 percent for California and 4.5 percent for the nation during the same period.

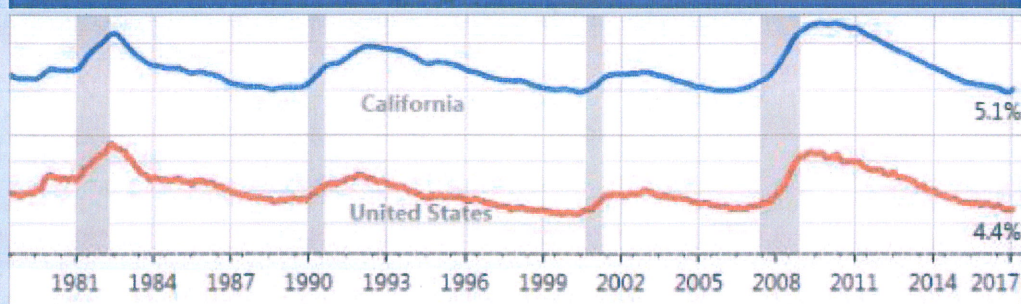
Source: [labormarketinfo.edd.ca.gov](http://labormarketinfo.edd.ca.gov)

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

### California Labor Market Indicators

Metrics	July, 2017	August, 2017	Change	
Unemployment Rate	4.8%	5.1%	0.3%	↑
Labor Force	19,136,900	19,168,500	31,600	↑
Employment	18,210,900	18,196,800	-14,100	↓
Unemployment	926,100	971,800	45,700	↑
Non Farm Jobs	16,786,000	16,777,800	-8,200	↓

### Unemployment Rate Trend



Six of California's eleven industry sectors added a total of 22,200 jobs in August. Other services posted the largest jobs increase with a gain of 7,600 jobs, followed by manufacturing, up 6,600 jobs, and trade, transportation and utilities, up 3,900 jobs. Other sectors adding jobs over the month were information; construction; and educational and health services.

Five industry sectors reported job declines over the month, down a total of 30,400 jobs. Leisure and hospitality posted the largest decrease over the month, down 12,400 jobs, followed by professional and business services, down 11,500 jobs. Other sectors posting declines were government; mining and logging; and financial activities.

Nine of California's eleven industry sectors added a total of 269,000 jobs year-over. The largest job gains were in educational and health services, up 75,400 jobs (a 3.0 percent increase); construction, up 47,400 jobs (a 6.1 percent increase); and leisure and hospitality, up 39,500 jobs (a 2.1 percent increase). Other sectors adding jobs over the year were government; other services; trade, transportation and utilities; professional and business services; financial activities; and information.

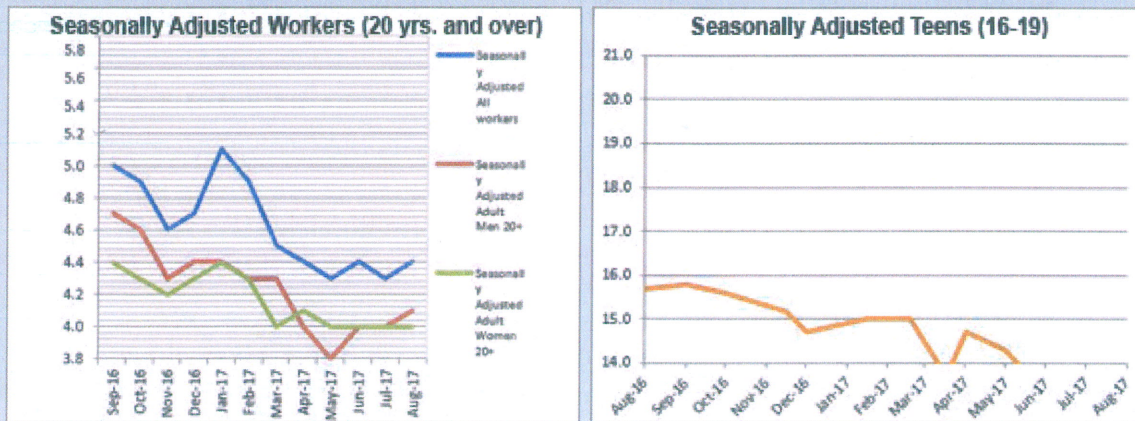


Two industry sectors posted job declines over the year, down a total of 3,900 jobs. Manufacturing fell by 2,800 jobs (down 0.2 percent), and mining and logging declined by 1,100 jobs (down 4.6 percent).

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

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

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



Manufacturing employment rose by 36,000 in August. Job gains occurred in motor vehicles and parts (+14,000), fabricated metal products (+5,000), and computer and electronic products (+4,000). Manufacturing has added 155,000 jobs since a recent employment low in November 2016. In August, construction employment rose by 28,000, after showing little change over the prior 5 months. Employment among residential specialty trade contractors edged up by 12,000 over the month.

Employment in professional and technical services continued to trend up in August (+22,000) and has grown by 262,000 over the last 12 months. In August, job gains occurred in computer systems design and related services (+8,000).

Health care employment continued on an upward trend over the month (+20,000) and has risen by 328,000 over the year. Employment in hospitals edged up over the month (+6,000).

The average workweek for all employees on private nonfarm payrolls declined by 0.1 hour to 34.4 hours in August. In manufacturing, the workweek declined by 0.2 hour to 40.7 hours, while overtime was unchanged at 3.3 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls was 33.7 hours for the fifth consecutive month.

In August, average hourly earnings for all employees on private nonfarm payrolls rose by 3 cents to \$26.39, after rising by 9 cents in July. Over the past 12 months, average hourly earnings have increased by 65 cents, or 2.5 percent. In August, average hourly earnings of private-sector production and nonsupervisory employees increased by 4 cents to \$22.12.

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 125,900 to 4,479,800 in August, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series**, released August 30. The July Supply/Demand rate stands at 1.52 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 7.0 million in July.

### Sector/Occupational Changes

In August, nine of the largest ten online occupational categories posted decreases.

**Computer and mathematical science** ads decreased 11,300 to 498,700. The supply/demand rate lies at 0.19, i.e. over 5 advertised openings per unemployed job-seeker.

**Education, training, and Library** ads decreased 13,900 to 154,900. The supply/demand rate lies at 1.72, i.e. over 1 job-seeker for every advertised available opening.

**Sales and related** ads decreased 33,700 to 427,700. The supply/demand rate lies at 1.45, i.e. over 1 unemployed job-seeker for every advertised available opening.

**Office and administrative** support ads decreased 29,300 to 452,800. The supply/demand rate lies at 1.55, i.e. over 1 unemployed job-seeker for every advertised available opening.

**Food preparation and serving** related ads decreased 9,400 to 213,800. The supply/demand rate for these occupations lies at 2.47, more than 2 unemployed job-seekers for every advertised available opening.

**Installation, maintenance, and repair** ads decreased 11,500 to 182,700. The supply/demand rate lies at 0.71, i.e. over 1 advertised opening per unemployed job-seeker.

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

### Relevant News

August 4, 2017, *MarketWatch*, [U.S. Trade Deficit Drops 6% in June to 8-Month Low](#), Jeffry Bartash

Aug 9, 2017, *MarketWatch*, [U.S. Productivity Picks up a Bit in Second Quarter](#), Greg Robb

August 10, 2017, *Reuters*, [U.S. Producer Prices Record Biggest Drop in 11 Months](#), Lucia Mutikani

August 15, 2017, *Reuters*, [Strong U.S. Retail Sales Bolster Third Quarter Growth Outlook](#), Lucia Mutikani



August 27, 2017, Reuters, [Dollar Hits Four-Month Low vs Yen After North Korea Ballistic Missile Launch](#), Shinichi Saoshiro

## Resources



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## Workforce Development Board

### Projects in Process: 17/18 Program Year

11/10/17

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Client Action
General	Op-Ed: Pathways to Youth Employment	Media Relations	1-Dec	n/a	31-Jan	Interview WW 12/13 participants to develop op-ed support VCJWF, etc.
General	Op-Ed: AJCC & Partners	Media Relations	1-Nov	n/a	28-Feb	Interview AJCC MOU participants to develop editorial for placement in PCBT or VCStar
General	Editorial: Pitched Apprenticeship Feature	Media Relations	1-Sep	n/a	15-Nov	Pitched Apprenticeship editorial in support of August WW. VCStar developing a feature that will include a video.
General	AJCC Outreach Strategy	Agency Services	1-Jul	n/a	25-Sep	Developed KCLU PSA and online banners to promote AJCC. <b>Started 9/25/17</b>
Youth	VCJWF Outreach Strategy	Agency Services	1-Jul	n/a	15-Jan	Agency develop media strategy and budget which was approved 10/2/17. Plan to begin 1/15/18 and run until 3/18/18
Employers	VCGB Sustaining Outreach Strategy	Agency Services	1-Jul		Q1 2018	Develop an ongoing outreach strategy to maintain relevant traffic on the website and Facebook page. Waiting for client go ahead.
Employer	Sector Committee - Clean Green	Agency Services	1-Jul	n/a	TBD	Work with Clean Green committee on completion and promotion of testimonial videos. <b>Assisted with/narrator V/O Copy 10/19/17.</b> Waiting on next steps
General	WDB Outreach	Agency Services	1-Jul	n/a	TBD	Develop talking points or "Elevator Speech" for WDB members
Job Seeker	June 2018 Career Shops	Press Release	1-May		n/a	Waiting on client input
Job Seeker	May 2018 Career Shops	Press Release	1-Apr		n/a	Waiting on client input
Job Seeker	April 2018 Career Shops	Press Release	1-Mar		n/a	Waiting on client input
Job Seeker	March 2018 Career Shops	Press Release	1-Feb		n/a	Waiting on client input
Job Seeker	February 2018 Career Shops	Press Release	1-Jan		n/a	Waiting on client input
Job Seeker	January 2018 Career Shops	Press Release	1-Dec		n/a	Waiting on client input
Job Seeker	December 2017 Career Shops	Press Release	1-Nov		n/a	Client Provided Schedule
General	Job Outlook: May 2017	Creative Services/Eblast	20-May		19-Jun	
General	Job Outlook: April 2018	Creative Services/Eblast	22-Apr		19-May	



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General	Job Outlook: March 2018	Creative Services/Eblast	20-Jan		21-Apr	
General	Job Outlook: February 2018	Creative Services/Eblast	n/a		n/a	February hiatus due to local year-end reporting delays. Pick back up in March
General	Job Outlook: December 2017	Creative Services/Eblast	23-Dec		19-Jan	
General	Job Outlook: November 2017	Creative Services/Eblast	18-Nov		22-Dec	
General	Job Outlook: October 2017	Creative Services/Eblast	21-Oct		17-Nov	
Employer	Workforce Update: June 2018	Creative Services/Eblast	26-Apr		5-Jun	Agency to develop content for client review
Employer	Workforce Update: April 2018	Creative Services/Eblast	22-Feb		24-Apr	Agency to develop content for client review
Employer	Workforce Update: February 2018	Creative Services/Eblast	13-Jan		20-Feb	Agency to develop content for client review
Employer	Workforce Update: December 2017	Creative Services/Eblast			5-Dec	Agency to develop content for client review
Employer	Sector Committee - MRVC Networking Events #6 TBD	Creative Services/Eblast	1-Jul	n/a	TBD	Customize Eblasts, lists and dissemination for MRVC networking events. Waiting on client input
Employer	Workforce Wednesday, 6/20/18 - TBD	Agency Services	3-Jan		21-Jun	TBD
Employer	Workforce Wednesday, 5/23/18 - TBD	Agency Services	3-Jan		24-May	TBD
Employer	Workforce Wednesday, 4/25/18 - TBD	Agency Services	3-Jan		26-Apr	TBD
Employer	Workforce Wednesday, 3/28/18 - TBD	Agency Services	3-Jan		22-Mar	TBD
Employer	Workforce Wednesday, 2/21/17 - TBD	Agency Services	3-Jan		22-Feb	TBD
Employer	Workforce Wednesday, 1/24/18 - TBD	Agency Services	1-Jul		24-Jan	TBD
Employer	Workforce Wednesday, 12/13/17 - Pathways to Youth Employment	Agency Services	1-Jul		29-Nov	Jesus Torres and Erin Antrim. Discussion guide in development.
Youth	:10 Videos for Pandora, Snapchat & Social Media (3)	Creative Services	29-Oct		18-Dec	Develop, three :10 videos for the Q1 VCJWF Campaign.





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Youth	KCLU PSA & Online Banners	Creative Services	29-Oct		18-Dec	Develop new :30 PSA and online banners to promote new VCJWF website
Youth	Pandora Online Banners	Creative Services	29-Oct		18-Dec	Develop 300x250, 640x640 online banners for VCJWF
Youth	Pandora :30 Radio Spot	Creative Services	29-Oct		18-Dec	Develop and produce :30 radio spot for VCJWF
Youth	VCFWF - Site Redesign	Creative Services	1-Jul		1-Dec	Redevelop content and redesign creative approach to address new WIOA priorities. In process. Scheduled to launch 12/4/17.
Youth	Growing Jobs Flyer	Creative Services	1-Jul		TBD	Do final updates after website launch and print if needed
Job Seekers	AJCC - Outreach Campaign	Creative Services	1-Jul		TBD	TBD
Employers & Job Seekers	AJCC Pamphlets	Creative Services	1-Jul		1-Dec	Update (4) Job Seeker and Employer AJCC pamphlets in English & Spanish and OJT Tent Card. <b>Layouts to client for review 11/6/17.</b>
Job Seekers	AJCC Resource Room One-Sheets	Creative Services	1-Jul		TBD	Redesign/develop resource room one-sheets (4) versions. <b>New design to client for review 10/2/17.</b> Client advised feedback would be provided 11/20/17.
General	Convert "American" to "America's"	Creative Services	1-Jul		1-Dec	Convert "American" to "America's" wherever it appears online and collateral. In process.
General	KCLU Scripts & Banner	Creative Services	1-Jul		30-Jun	Develop new and update scripts and online banners for KCLU ongoing.
General	Employer & Job Seeker Success Stories	Creative Services	1-Jul		30-Jun	Solicit, produce and post new stories from WDB MOU Partners. <b>BGC provided new stories on 10/19/17.</b> Waiting on stories from PathPoint, AJCC & FDC-VC.
General	WDB Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.
General	KCLU PSA Sponsorships	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.
General	Op-Ed Development: New Topics	Media Relations	1-Jul	n/a	30-Jun	Agency services ongoing.
General	WDB Photo Library	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.
General	Workforce Ventura County Website	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.
Employer	Business Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.



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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.
Employer	Ventura County Grows Business LinkedIn	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.
Employer	MRVC LinkedIn	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	Business Outreach - Ventura County Grows Business	Agency Services	23-Mar	n/a	TBD	Converted "Internships" Campaign to VCGB campaign for retention/growth services. Update/Steward media plan.
Employer	Business Outreach - WDB Initiatives	Agency Services	2-Nov	n/a	TBD	Develop campaign that targets employers on various WDB mission fronts: Working name - Open Door Campaign
General	WDB Outreach	Agency Services	1-Jul	n/a	TBD	Investigate development of a 2-minute video that highlights are segments of WDB-supported programs
Youth Outreach	VCFWF - Spring After School Program Presentations	Agency Services	1-Jul	TBD	TBD	PPT outline draft to client for review 1/16/15. In Development/Discussion.

Workforce Wednesday

Eblast Development/Dissemination

Creative Services

Career Shops





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Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Client Action
Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Client Action
Job Seeker	July 2017 Career Shops	Press Release	1-Jun	n/a	n/a	Completed 7/1/17
General	Apprenticeship Editorial	Press Release	1-Jul	n/a	14-Jul	Provided support to reporter inquiry asking for WDB member experts. Completed 7/14/17
Job Seeker	August 2017 Career Shops	Press Release	1-Jul	n/a	n/a	Completed 7/21/17
General	Job Outlook: June 2017	Creative Services/Eblast			21-Jul	Completed 7/21/17
General	New Chair & Vice Chair	Press Release	1-Jul	n/a	15-Aug	Develop release announcing new WDB chair and vice-chair. Completed 8/9/17
General	Congressman Carbajal Press Advisory	Press Release	25-Jul	n/a	8-Aug	Develop and distribute press advisory. Completed 8/14/17
General	VCCCD Resource Guide	Agency Services	1-Jul	n/a	4-Aug	Copyediting and review of WDB-related content in VCCCD Resource Guide Completed 8/14/17
Job Seeker	September 2017 Career Shops	Press Release	1-Aug	n/a	n/a	Completed 8/16/17
General	Job Outlook: July 2017	Creative Services/Eblast	22-Jul		18-Aug	Completed 8/18/17
Employer	Workforce Update: August 2017	Creative Services/Eblast	1-Jul		22-Aug	Completed 8/22/17
Employer	Workforce Wednesday, 8/30/17: Apprenticeships	Agency Services	1-Jul		30-Aug	Tony Skinner and Jeremy Goldberg. Completed 8/30/17
Job Seeker	October 2017 Career Shops	Press Release	1-Sep	n/a	n/a	Completed 9/8
General	AJCC Spanish & English PSA	PSA	1-Sep	n/a	14-Sep	English & Spanish-Language PSA Developed & Distributed Completed 9/14/17
General	Op-Ed: VCGB	Media Relations	1-Jul	n/a	25-Aug	Interview Bruce Stenslie & Brian Gabler for VCGB Op-Ed, scheduled to appear in PCBT. Completed 9/15/17
General	Job Outlook: August 2017	Creative Services/Eblast	19-Aug		15-Sep	Completed 9/15/17
Employer	Workforce Wednesday, 9/27/17: AJCC & Partners	Agency Services	1-Jul		27-Sep	Nancy Ambriz and Mary Navarro-Aldana. Completed 9/27/17



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General	CWA: #workforcewednesday support	Agency Services	15-Aug	n/a	4-Oct	Develop topic-specific posts to support statewide CWA "Workforce Wednesday" social media effort. Developed weekly posts from 8/23 to 10/4. Seven posts. <b>Completed 10/4/17</b>
Job Seeker	November 2017 Career Shops	Press Release	1-Oct		n/a	<b>Completed 10/10/17</b>
Employer	Workforce Update: October 2017	Creative Services/Eblast			24-Oct	<b>Completed 10/10/17</b>
General	Job Outlook: September 2017	Creative Services/Eblast	16-Sep		20-Oct	<b>Completed 10/20/17</b>
Employer	Workforce Wednesday, 10/25/17: P-20 Council	Agency Services	1-Jul		25-Oct	Roger Rice and Stan Mantooth. <b>Completed 10/25/17</b>
General	New Board Members & Reappointments Release	Press Release	1-Oct	n/a	30-Oct	Develop and distribute press advisory. <b>Completed 10/30/17</b>
General	Joint Sector Regional Meeting Eblasts (2)	Creative Services/Eblast	1-Oct		30-Oct	Designed and distributed (2) eblasts to promote participation in the 11/16/17 regional meeting <b>Completed 10/30/17</b>

Workforce Wednesday

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Career Shops