



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

Thursday, April 27, 2017
8:00 a.m. – 10:00 a.m.

Ventura County Office of Education (Salon C)
5100 Adolfo Road, Camarillo, CA

MEETING AGENDA

- | | | |
|-----------|---|-----------------------------------|
| 8:00 a.m. | 1.0 CALL TO ORDER AND AGENDA REVIEW | Jim D. Faul |
| 8:05 a.m. | 2.0 PUBLIC COMMENTS

<i>Procedure:</i> The public is welcome to comment. Public comment cards are available at the meeting sign-in table and submitted to the Clerk of the Board. Comments not related to items on the agenda may be made at the beginning of the meeting only. | Jim D. Faul |
| 8:10 a.m. | 3.0 WDB CHAIR COMMENTS

<i><u>WDB Member Recognition and Appreciation</u></i> | Jim D. Faul |
| 8:25 a.m. | 4.0 CONSENT ITEMS

4.1 Approve Workforce Development Board Minutes: February 23, 2017
4.2 Receive and File: WDB Committee Reports | Jim D. Faul |
| 8:30 a.m. | 5.0 ACTION ITEMS

5.1 Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend Ventura County Board of Supervisors Approval of the Renewal of a Contract with the Agency to Provide Marketing and Public Relations Services to the WDB in an Amount Not to Exceed \$150,000 in Program Year July 1, 2017, through June 30, 2018

5.2 Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend Ventura County Board of Supervisors Approval of the Renewal of a Contract with the Economic Development Collaborative-Ventura County to Provide Business Services to the WDB in an Amount Not to Exceed \$95,000 in Program Year July 1, 2017, through June 30, 2018 | Brian Gabler

Talia Barrera |

9:40 a.m.

6.0 WDB ADMINISTRATION

- Perspectives from Washington, D.C.
 - NAWB Forum 2017 Conference
 - Meetings with Congressional Representatives
- Additional Funding
 - Regional Training Coordinator- Subgrant modification
 - High Performing WDB Award
- On the Calendar

Jim D. Faul
Vic Anselmo
Gregory Liu
Byron Lindros
Tracy Perez

Jim D. Faul

Jim D. Faul

April 28, 2017

WDB Award Nominations Due

May 2, 2017

Ventura County Industry and Education Health Care Advisory Solutions Summit (Workforce Development Board Healthcare Committee, HWI South Central Coast Regional Consortium DSN and Ventura County Office of Education VC Innovates Initiative)

May 10-12, 2017

CWA WORKCON 2017 (Formerly the CWA Annual Spring Conference)

June TBD

Annual WDB Study Session with Board of Supervisors
County of Ventura Hall of Administration

June 8, 2017

WDB Annual Meeting (WDB Awards, Election of Officers)

9:50 a.m.

7.0 WDB MEMBER COMMENTS

WDB Members

10:00 a.m.

8.0 ADJOURNMENT

Jim D. Faul

Next Meeting

June 8, 2017 (8:00 a.m.-10:00 a.m.)
Ventura County Office of Education (Salon C)
5100 Adolfo Road, Camarillo, CA

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

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



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

MEETING MINUTES

February 23, 2017

Ventura County Office of Education
5100 Adolfo Road, Camarillo, CA

WDB Members Present

Jim D. Faul, WDB Chair
Vic Anselmo, Vice Chair
Gerhard Apfelthaler
Greg Barnes
Will Berg
Martel Fraser
Cindy Guenette

Kathy Harner
Capt. Douglas King
Byron Lindros
Gregory Liu
Anthony Mireles
Mary Navarro-Aldana
Bill Pratt

Roger Rice
Alex Rivera
Patty Schulz
Tony Skinner
Jesus Torres
Celina Zacarias
Peter Zierhut

WDB Members Absent

Victor Dollar
Brian Gabler
Greg Gillespie
Jeremy Goldberg
Charles Harrington

Victoria Jump
Tracy Perez
Bruce Stenslie
Mike Soules
Richard Trogman

Greg Van Ness
Stephen Yeoh
Barry Zimmerman

WDB Administration Staff

Talia Barrera
Patricia Duffy

Tracy Johnson
Patrick Newburn

Ma. Odezza Robite

Guests

Nancy Ambriz
Jason Barnes
Jaimé Duncan
Sally Harrison
Heidi Hayes
Brad Hudson
Tina Knight
Dona Lacayo
Robert Lee
Grant Leichtfuss
Marissa Mach
Richard McNeal
Steve Thompson

Community Services Department/WIOA, Human Services Agency
Representative, Congresswoman Julia Brownley's Office
Adult and Family Services Department/WIOA, HSA
County of Ventura CEO's Office
theAgency
Representative, Senator Hannah-Beth Jackson Office
Contracts Department, Human Services Agency
The Port of Hueneme
Employment Development Department
Villa Park Orchards Association
Adult and Family Services Department/WIOA, HSA
Retired WDB Administration Manager
Ventura Adult and Continuing Education

1.0 CALL TO ORDER AND AGENDA REVIEW

WDB Chair Jim D. Faul called the meeting to order at 8:07 a.m. No changes were made to the agenda.

2.0 PUBLIC COMMENTS

Steve Thompson from the Ventura Adult and Continuing Education (VACE) made a public comment for WDB agenda action item 5.4 *Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend Board of Supervisors Approval of Contracts to Provide Comprehensive Workforce Innovation and Opportunity Act (WIOA) Youth Services under Request for Proposals (RFP # 1617.01.WIOA) in Program Year July 1, 2017 Through June 30, 2018.*

3.0 WDB CHAIR'S COMMENTS

Mr. Faul also shared WDB staff member Richard McNeal retired in January having served the Human Services Agency for over 11 years. Lastly WDB member Theresa Salazar Vital also retired in the same week of the February 23 WDB meeting, serving over 20 years with the Human Services Agency.

WDB Vice Chair Vic Anselmo thanked recent Workforce Wednesday radio show participants. In January 2017, WDB members Greg Van Ness and Richard Trogman spoke on career awareness. In February 2017, Tracy Perez (WDB member) and Carolyn Vang-Walker (Ventura Adult and Continuing Education) talked about staffing challenges and skill gaps. Recordings of these and other Workforce Wednesday broadcasts are available on the WDB website, About Us/Outreach tab: www.workforceventuracounty.org.

On behalf of the WDB, Jim Faul expressed appreciation to three departing WDB members: Gerhard Apfelthaler, Will Berg, and Martel Fraser.

- A WDB member since February 2014, Mr. Apfelthaler served as Vice Chair of the former Resource Development Committee, and as a member of the new Business Services Committee.
- Mr. Berg has served on the Workforce Investment/Development Board for 9 years since November 2007 as a former Chair of the Business Marketing and Outreach Committee and past member of the Executive Committee.
- Ms. Fraser served 7 years since April 2010 on the Workforce Investment/Development Board. Ms. Fraser was the former Chair of the Allied Health Committee, now called the Healthcare Committee. She is also a former member of the Executive Committee.

WDB Chair Jim D. Faul and WDB Vice Chair Vic Anselmo presented them each with a plaque and thanked them for their passion and commitment to workforce development in Ventura County.

4.0 CONSENT ITEMS

4.1 Approve Workforce Development Board Minutes: December 8, 2016

4.2 Receive and File: WDB Committee Reports

4.3 Approve Addition or Deletion of Providers and/or Programs (Courses) for the Eligible Training Providers List (ETPL)

Motion to approve the Consent Items: Bill Pratt

Second: Byron Lindros

Motion carried unanimously

5.0 ACTION ITEMS

5.1 Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend Board of Supervisors Approval of the Ventura County Workforce Innovation and Opportunity Act (WIOA) Regional and Local Workforce Development Plans for Program Years 2017-2020

Motion to approve: Alex Rivera

Second: Martel Fraser

Motion carried

5.2 Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend Board of Supervisors Approval to Submit a Request for Approval to the California Workforce Development Board for the Human Services Agency (HSA) to be the WDB's America's Job Center of California Adult and Dislocated Worker Career Services Provider

Motion to approve: Anthony Mireles

Second: Bill Pratt

Motion carried unanimously

5.3 Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend Board of Supervisors Approval to Submit a Request for Approval to the California Workforce Development Board for the Consortium Formed by the Human Services Agency (HSA), the Employment Development Department (EDD) and Center for Employment Training (CET), to be the WDB's America's Job Center of California Operator

Mary Navarro-Aldana stepped out of the room for voting.

Motion to approve: Byron Lindros

Second: Kathy Harner

Abstained: Mary Navarro-Aldana

Motion carried

5.4 Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend Board of Supervisors Approval of Contracts to Provide Comprehensive Workforce Innovation and Opportunity Act (WIOA) Youth Services under Request for Proposals (RFP # 1617.01.WIOA) in Program Year July 1, 2017 Through June 30, 2018

Motion to approve: Alex Rivera

Second: Byron Lindros

Abstained: Gerhard Apfelthaler, Bill Pratt, and Peter Zierhut

Motion carried

5.5 Recommendation that the Workforce Development Board of Ventura County (WDB) Approve the Appointment of a non-WDB Member to the Programs Committee for a Three-Year Term: Leslie J. Webster

Motion to approve: Bill Pratt

Second: Roger Rice

Abstained: Kathy Harner

Motion carried

6.0 APPOINTMENT OF AN AD HOC COMMITTEE

WDB Chair Jim D. Faul announced his responsibility to appoint an *Ad Hoc* Nominations Committee to develop a slate of nominations for the positions of Chair and Vice Chair. The Nominations Committee should be staffed by April and all meetings completed by Thursday June 1, 2017. He explained that additional nominations may be made by WDB members at the annual meeting in June.

7.0 WDB ADMINISTRATION

- One-Stop Operator (RFP No. 5832)

Jim D. Faul announced that after the request for proposals period ended, the General Services Agency identified the Consortium, which submitted the only proposal, as the successful bidder. The Consortium includes, the Human Services Agency, Employment Development Department, and the Center for Employment Training.

- MOU Phase II Update

Mr. Faul reported the MOU Phase II date for submission has been extended to September 2017.

- On the Calendar

WDB members (Jim D. Faul, Vic Anselmo, Tracy Perez, Gregory Liu, and Byron Lindros) and WDB staff (Patrick Newburn and Talia Barrera) will be attending the NAWB Forum 2017, Washington, DC, from March 25-28, 2017. They will provide the Board an update at the April 27, 2017 WDB Meeting.

8.0 WDB MEMBER COMMENTS

No public comments from WDB.

9.0 ADJOURNMENT

Motion to adjourn at 9:50 a.m.: Alex Rivera

Second: Gregory Liu

Motion carried unanimously

Next WDB Meeting

April 27, 2017 (8:00 a.m.–10:00 a.m.)

Ventura County Office of Education

5100 Adolfo Road (Salon C), Camarillo, CA



Workforce Development Board of Ventura County

April 27, 2017

WDB COMMITTEE REPORTS

- Executive Committee
- Business Services Committee
- Clean/Green Committee
- Healthcare Committee
- Manufacturing Committee
- Membership Committee
- Outreach Committee
- Programs Committee



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

**FROM: JIM D. FAUL, CHAIR
EXECUTIVE COMMITTEE**

DATE: APRIL 27, 2017

SUBJECT: EXECUTIVE COMMITTEE REPORT

The Executive Committee met on April 13, 2017. In attendance were Committee members Jim D. Faul (Chair), Vic Anselmo (Vice Chair), Greg Barnes, Victor Dollar, Brian Gabler, Alex Rivera, Patty Schulz, Tony Skinner, and Jesus Torres; WDB staff Talia Barrera, Patricia Duffy, Patrick Newburn, Tracy Johnson, Ma. Odezza Robite and guests Bruce Stenslie (EDC-VC), Bryan Gonzales (HSA Fiscal Department), Rebecca Evans (HSA, AFS/WIOA) Nancy Ambriz (HSA AFS/WIOA) and Jaimé Duncan (HSA Adult and Family Services Department/WIOA), Sally Harrison (County of Ventura Chief Executive Office), Melissa Livingston (Human Services Agency), and Heidi Hayes (theAgency). The following is a summary of topics discussed at the meeting:

WDB Administration

- FY 2016-17 Financial Status Report: February 2017

The Committee reviewed and discussed the Financial Status Report (FSR) for Fiscal Year 2016-2017, reflecting year-to-date expenditures from July 1, 2016 through February 28, 2016. (A copy of the FSR is in the April 13, 2017 Executive Committee meeting packet posted on the WDB website: www.workforceventuracounty.org). The status of expenditures at 67% into the fiscal year was:

<u>WIOA Core Funds</u>	<u>2016-2017 Plan</u>	<u>YTD Expended</u>	<u>% Expended vs. Plan</u>
Dislocated Worker	2,490,097	1,413,776	57%
Adult	1,833,689	1,106,969	60%
Youth	2,022,074	1,241,119	61%
Rapid Response	520,805	293,344	56%
<u>WIOA Non-Core Funds</u>			
DOL Bridges 2 Work Grant	240,857	140,716	58%
CWDB Steps 2 Work Grant	234,150	91,582	39%
VC I-E3	138,466	76,312	55%
CWDB Regional Capacity Bldg.	82,927	9,766	12%

DOL Bridges 2 Work: Creates a specialized in-jail AJCC and augments current services by adding employment-focused activities and services to pre-release offenders. Multiple program year grant.

CWDB Steps 2 Work: Provides training opportunities for ex-offenders at VCCCD and with local businesses in WDB priority Manufacturing and Clean Green industry sectors. Multiple program year grant.

VC Innovates: Expand, Enhance, Extend (VCI-E3) funding, through the California Career Pathways Trust: Department of Education funding is for a two-year fixed-term WDB Manager position. Multiple program year grant (July 1, 2016 through March 31, 2018)

CWDB Regional Capacity Building: Supports regional training coordination through CSD/WIOA, AJCC partnership, and Statewide Coordinator. Multiple program year grant.

- WIA/WIOA Core Formula Funds Utilization

The State requires WDBs to spend a minimum of 80% of the annual WIOA Dislocated Worker, Adult, and Youth core grant allocations and 100% of the annual Rapid Response core grant allocation by June 30, 2017. Under WIOA requirements, at least 75% of the annual Youth WIOA core allocation must be expended for out-of-school youth and the 20% Work Experience requirement by June 30, 2017.

- WIA/WIOA Training Expenditures

As shown in the table below, the summary of WIOA training expenditures, as of February 28, 2016, indicated appropriate spending against the required Adult/Dislocated Worker training expenditure targets (25% in 2012-2013 through 2015-2016; 30% in 2016-2017 and each performance year thereafter) and against WIOA core grants across the overlapping federal two-year grant cycles.

	Core Grant <u>FY 14-16</u>	Core Grant <u>FY 15-17</u>	Core Grant <u>FY 16-18</u>
Total Adult and Dislocated Worker Formula Fund Allocations	4,092,349	4,133,724	4,012,696
Training Expenditure Requirement	1,023,087 25%	1,240,117 30%	1,203,809 30%
Formula Fund Training Expenditures	1,128,877	926,680	369,565
Leveraged Resources			
• Total Leveraged Resources Used Toward Training Expenditures	425,933	323,765	123,455
• Maximum Allowed Leveraged Resources (10%)	409,235	413,372	401,270
Total Leveraged Resources Used Toward Training Expenditures	409,235	323,765	123,455
• Total Amount Spent on Training	1,538,112	1,250,446	493,020
• % of Training Requirement Met (Final goal = 100%)	150%	101%	41%

Performance Report PY 2016-2017

Bruce Stenslie presented a report to the WDB regarding Economic Development Collaborative – Ventura County, Rapid Response Allowable Activities: Business Retention and Layoff Aversion Activities (PY 2016-2017 Q3).

Action Items

The Executive Committee considered background information, asked questions, and discussed the following items before taking action to approve. The meeting packet with background information on the action items is available on the WDB website: www.workforceventuracounty.org.

- Approved a Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend the Board of Supervisors Approval of the Renewal of a Contract with the Economic Development Collaborative-Ventura County to Provide Business Services to the WDB in an Amount Not to Exceed \$95,000 in Program Year July 1, 2017, through June 30, 2018
- Approved a Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend the Board of Supervisors Approval of the Renewal of a Contract with the Agency to Provide Marketing and Public Relations Services to the WDB in an Amount Not to Exceed \$150,000 in Program Year July 1, 2017, through June 30, 2018

WIOA Implementation

Patricia Duffy provided an update on One Stop Operator MOU Status, AJCC MOU Phase II, Regional Training Coordinator Project - subgrant modification, High Performing WDB Award

WIOA Administration

Vic Anselmo and Jim D. Faul provided perspectives from the Washington, DC National Association of Workforce Boards (NAWB) Forum 2017 held March 26-28, 2017. Attending the Forum 2017 were: Jim D. Faul (Chair), Vic Anselmo (Vice Chair), Gregory Liu, Byron Lindros, Tracy Perez, and WDB staff Talia Barrera and Patrick Newburn. Vic provided insights and observations. Additionally the attendees had meetings with three congressional representatives and their staff: Representative Julia Brownley, Representative Steve Knight, and Representative Salud Carbajal.

The next meeting of the Executive Committee is scheduled for May 18, 2017, from 8:00 a.m. to 9:30 a.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo, CA.

If you have questions or need more information, please call me at (805) 497-1244, or Cheryl Moore, WDB Executive Director, at (805) 477-5306, or Melissa Livingston, HSA Chief Deputy Director at (805) 477-5303.



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

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workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

**FROM: JESUS TORRES, CHAIR
BUSINESS SERVICES COMMITTEE**

DATE: APRIL 27, 2017

SUBJECT: BUSINESS SERVICES COMMITTEE REPORT

The next Business Services meeting is scheduled for May 31, 2017, from 8:30 a.m. to 10:00 a.m., at the Ventura County Community Foundation, 4001 Mission Oaks Blvd., Camarillo. The Business Services Committee report for that meeting will be provided at the Workforce Development Board meeting on June 8, 2017.

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



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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: APRIL 27, 2017

SUBJECT: CLEAN/GREEN COMMITTEE REPORT

The Clean/Green Committee met on March 17, 2017. In attendance were Committee members Anthony Mireles (Chair), John Brooks, Rebekah Evans, Victor Dollar, Grant Leichtfuss, Doug O'Brien and Wayne Pendrey; WDB staff Patricia Duffy; and guest Darrell Gooden (VCOE). Topics of discussion included:

Ventura County Regional Strategic Workforce Development Plan

- Employer Awareness Workgroup Report

The Employer Awareness Workgroup shared their progress on ways to help businesses understand the value of incorporating sustainability into their business practices. The workgroup was exploring a way to create short videos of local industry success stories on how sustainable practices in business saves money, grows business, and creates jobs. John Brooks reported that the Ventura Adult Continuing Education multi-media program, did the first on-site video for the Clean/Green Committee project. The interviews were at the Himalaya Restaurant in Thousand Oaks and at Conejo Awards, at least two more video interviews are being scheduled.

- Hospitality Update

Rebekah Evans (Ventura County Lodging Association) gave an update on the hospitality industry, reporting the success of on-going marketing campaigns increasing occupancy rates at hotels in Ventura. Occupancy rates have increased from 60% to 79.3% in 5 years. They have also been promoting Agritourism by partnering with Farm Day events. In addition, they have partnered with VC Innovates for hospitality week, which will be held on April 21st, allowing high school students to visit hotels and learn about the various occupations and opportunities available in the hospitality industry.

- Water/Wastewater Survey Update

Patricia Duffy discussed the completed Water/Wastewater Survey Report for the South Central Coast Region, provided for distribution by Holly Chavez (DSN for Agriculture, Water and Environmental Technologies). The results reported a high need for employees in the industry with a 3.7% employment growth rate for Ventura. Regionally there are anticipated high rates of retirements in the industry, with from 29.8% to 37.6% (percentages broken out based on occupation) of employees eligible for retirement in the next three years. A shortage of relevant skills and a need for offsite customized training was reported.

- Career Pathways Update: VC Innovates

Darrell Gooden, Energy, Environment and Utilities Liaison, VC Innovates, gave an update on the accomplishments of the Career Pathways Program. One hundred eighteen pathways created and

352 classes have been aligned within pathways. Energy, Environment and Utilities Pathways in grades 9-12 are being articulated to the community college programs. CSUCI will be establishing a mechatronics program leading to opportunities to develop pathways from high schools and community colleges, into the program. The drone agribusiness collaborative was discussed, as well as other programs giving middle school and high school students opportunities to explore numerous career opportunities.

The next meeting of the Clean/Green Committee is scheduled for May 19, 2017, from 8:00 a.m. to 9:30 a.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo, CA.

If you have questions or need more information, please call me at (805) 643-5487 or Patricia Duffy at (805) 477-5350, email Patricia.Duffy@ventura.org.



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TO: WORKFORCE DEVELOPMENT BOARD

**FROM: RICHARD TROGMAN, VICE CHAIR
HEALTHCARE COMMITTEE**

DATE: APRIL 27, 2017

SUBJECT: HEALTHCARE COMMITTEE REPORT

The WDB Healthcare Committee met on March 3, 2017. Attending the meeting were Committee members Richard Trogman (Vice Chair), John Cordova, Irene Ornelas, Michele Reynolds, Lisa Safaeinili, and Bill Werner; WDB staff Patricia Duffy; and guests Charlyn Gutierrez (Westminster Free Clinic), Marybeth Jacobsen (Workforce Education Coalition), Anthony Millcop (Westminster Free Clinic Guest) and Jim Rose (Oxnard Chamber of Commerce). The following is a summary of topics discussed:

Ventura County Regional Strategic Workforce Development Plan

- LAEDC Future Forum: New Health Economy:
Lisa Safaeinili presented on the LAEDC Future Forum: New Health Economy. The Forum was held in LA on September 28th 2016 and some of the topics discussed included, new technologies changing the healthcare system, innovative companies disrupting the status quo and a need for a new interdisciplinary approach to healthcare labor needs.
- Regional Healthcare Case Manager/Care Coordinator Pathway Project:
Patricia Duffy gave an update on the LA/Ventura Healthcare Coordinator Sling Shot Project. The Leadership Team met on February 6th. Charts indicating the proposed career pathways, the career pathway profile and the three certification levels were distributed and discussed.
- Collaborating To Bring Together Healthcare Industry Advisory Groups:
The California Community Colleges Health Workforce Initiative (HWI), VC Innovates (VCOE) and the WDB Healthcare Committee are working to bring together the numerous healthcare industry advisory groups for education, that currently meet separately throughout the County. This effort is to create an opportunity for the healthcare industry to come together with healthcare educators in a larger forum, to identify the skills needed for the 21st century healthcare jobs in Ventura County.
- Healthcare Deputy Sector Navigator Update:
John Cordova provided details on the nurse specialty training program that is being proposed throughout the SCCRC region for the colleges that have nursing programs that would like to participate. The program will be on-line. Colleges can focus on different training based on local needs. A survey of healthcare industries will identify local training needs. Apprenticeship funding will provide an apprenticeship for the nurse specialty track.

- WIOA Sector Planning:

The Committee members continued their discussion to identify and prioritize regional healthcare workforce training needs. The question came up, due to the rapidly changing healthcare industry needs, “how do we get the workforce development infrastructure to keep up with the rapid changes in healthcare, so schools can provide the necessary skills?” The committee decided to explore if in this region, we are able to provide a workforce pipeline for the healthcare technology needs. Guest speakers, familiar with regional programs on Health IT and cybersecurity were identified by committee members and will be invited to speak at future meetings.

The next meeting of the Healthcare Committee is scheduled for May 12, 2017, from 8:00 a.m. to 9:30 a.m., at VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo.

If you have questions or need more information, please call me at (818) 719-2963 or contact Patricia Duffy at (805) 477-5306, e-mail Patricia.Duffy@ventura.org.



TO: WORKFORCE DEVELOPMENT BOARD

**FROM: ALEX RIVERA, CHAIR
MANUFACTURING COMMITTEE**

DATE: April 27, 2017

SUBJECT: MANUFACTURING COMMITTEE REPORT

The Manufacturing Committee met on April 20, 2017. In attendance were Committee members Alex Rivera (Chair), Bill Pratt, Michael Bastine, Mary Beth Jacobsen, Scot Rabe, Mary Anne Rooney, as well as Workforce Development Board (WDB) staff Patrick Newburn. Guests attending were Tracy Perez (WDB member), Cynthia Muro (Human Services Agency - AJCC staff) and Rochelle Nitka (United We Staff). The following summarizes topics discussed at the meeting:

ALIGNMENT WITH 2-YEAR COMMITTEE PLAN DISCUSSION

- Alex Rivera lead discussion regarding the Manufacturing Committee 2-year plan 2016-2018. The seven components of the plan (Engage Leaders, Analyze Data, Take Inventory, Determine Priorities, Identify Gaps, and Take Action) were reviewed by committee members. The committee had several insights and observations about potential priorities which were captured on Wall Notes (see below). Future workforce research and workgroup topics will be determined at future meetings. The 2-year plan remains as a draft with further discussion planned.
- Patrick Newburn invited members to review the WDB-VC 2017-2020 Regional and Local Plans posted online at www.workforceventuracounty.org in order to align the committee's 2-year plan, research, and workgroup action.

WALL NOTES
2-Year Plan Discussion
<ul style="list-style-type: none">• Include California Lutheran University within the "Engage Leaders" section• Research employer lists in order to expand the "Engage Leaders" section (WDB staff to research available lists of Ventura county manufacturing employers and demographic data)• Survey employers in order to share with educators the need for industry driven curriculum• Encourage Economic Development Managers at city and county level to promote Ventura County as a place for starting and growing manufacturing businesses (e.g. San Bernardino and Pasadena have strong economic development programs)• Committee 2-year Plan should align with the WIOA 2017-2020 Regional and Local Plans (also look at Ventura County Strategic Plan)

- Research what resources are available to aid members in conducting research and workgroups (private Grants? Staff?)
- Committee should narrow a list of priorities in order to identify workgroup projects (Committee Chair to work with WDB staff to survey and develop short list)
- WDBVC might include a webpage that allows employers to post feedback and share questions and concerns (e.g. <http://www.venturacountygrowsbusiness.com> or <http://www.workforceventuracounty.com>)
- Committee should support manufacturing occupations outreach to students and support career technical education centers sponsored by Haas Automation, VCOE, and/or Linked Learning Academies
- Identify gaps in Career Technical Education in order to ensure industry in-demand occupations and skills building opportunities
- Committee should research and support apprenticeships, guild, and related On the job training models for manufacturing occupations
- Recommendation to continue the WDBVC joint industry sector forum model used at the August 2016 meeting in order capture the “voice of industry” and in-demand occupations and desired skills (meeting might provide centralized collaboration and required outcomes from all WIOA/AJCC partners)
- Explore methods for committee to achieve meaningful outcomes given limited funding

WIOA WORKFORCE DEVELOPMENT PLANNING

- National Association of Workforce Boards
 - Tracy Perez provided a recap of the National Association of Workforce Boards conference held March 26-28, 2017 in Washington, D.C. Attending the Forum 2017 in Washington were: Jim D. Faul (Chair), Vic Anselmo (Vice Chair), Gregory Liu, Byron Lindros, Tracy Perez, and WDB staff Talia Barrera and Patrick Newburn. Tracy provided insights and observations for our local board's consideration. Additionally the attendees had meetings with three congressional representatives and their staff: Rep. Julia Brownley, Rep. Steve Knight, and Rep. Salud Carbajal. Discussions included congressional funding and support for workforce programs and how employers benefit from WIOA employment and training services.
- MRVC: Planning Update
 - Alex Rivera reported for Byron Lindros that the Manufacturing Roundtable Ventura County (MRVC) next Networking Event is being planned in late spring at an East County manufacturer to be determined. Additionally the leadership group wants to stay in communication through VC Innovates regarding National Manufacturing Day tours. Lastly, the leadership is committed to expanding MRVC membership on LinkedIn and attendance at Networking Events.

COMMITTEE MEMBER COMMENTS

- Mary Anne Rooney announced that the Oxnard Union High School District is seeking summer internship opportunities for 100 students.
- Patrick Newburn announced that the June 13 Committee meeting will feature an extended presentation on Registered Apprenticeships Model for Advanced Manufacturing delivered by Tracy DiFilppis, Goodwill of Southern California. Information available at: <http://www.camac.us/>
- Scot Rabe announced his May retirement from Ventura College. Committee members thanked Scot for his past service and commitment with career technical education.

The next Manufacturing Committee meeting is scheduled for (new date) June 13, 2017, from 8:00 a.m. to 9:30 a.m., at the United Food and Commercial Workers International Union, 816 Camarillo Springs Rd., Camarillo, CA.

If you have questions or need more information, please call me at (805) 579-5188, or contact Patrick Newburn at (805) 477-5470, email: patrick.newburn@ventura.org.



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TO: WORKFORCE DEVELOPMENT BOARD

**FROM: PATTY SCHULZ, CHAIR
MEMBERSHIP COMMITTEE**

DATE: APRIL 27, 2017

SUBJECT: MEMBERSHIP COMMITTEE REPORT

The Membership Committee met on April 4, 2017. In attendance were Committee members Patty Schulz (Chair), Capt. Doug King, and Jesus Torres as well as Workforce Development Board (WDB) staff Patrick Newburn. The following summarizes topics discussed at the meeting:

Appointments and Reappointments

- Reappointments: The Committee reviewed current WDB member attendance records and discussed participation on WDB committees. WDB staff were asked to contact one WDB member in good standing whose term would be ending June 2017, regarding interest in reappointment to the WDB. As previously directed by the Committee, letters regarding interest in reappointment were sent to two WDB members in good standing whose terms ended in March 2017. Both WDB members expressed interest in reappointment and provided updated resumes as requested. The Committee is recommending that the Board of Supervisors consider reappointment of Victor Dollar and Tony Skinner for new three year terms. Lastly, Barry Zimmerman (Non-Voting) will not seek reappointment at the end of his current term as of March 2017.
- Appointments: Committee members discussed board composition, categories of representation, required business member and workforce member ratios, and the engagement/recruitment process. Two new WDB appointments are in process at the time of reporting. The Committee is recommending that the Board of Supervisors consider new WDB member appointment of Sumantra Sengupta (Workforce/CBO Sector) and Dona Toteva Lacayo (Non-Voting Sector) for three year terms.
- Recruitments: Committee members discussed the engagement of one workforce/union sector candidate for recommended appointment to the WDB. As directed by the Committee, WDB staff will engage and provide an application to the individual. Members also discussed one candidate for a Non-Voting Sector WDB appointment, with no action recommended at this time.

WIOA Development and Implementation Planning

Committee members discussed 2-Year Plan Guidelines and agreed to continue to use the document as a reference in outlining the Membership Committee action plan.

The next Membership Committee meeting is scheduled for June 6, 2017, from 8:30 a.m. to 10:00 a.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo, CA.

If you have questions or need more information, please call me at (805) 650-8611, or contact Patrick Newburn at (805) 477-5470, email patrick.newburn@ventura.org.



WORKFORCE DEVELOPMENT BOARD

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workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

**FROM: BRIAN GABLER, CHAIR
OUTREACH COMMITTEE**

DATE: APRIL 27, 2017

SUBJECT: OUTREACH COMMITTEE REPORT

The WDB Outreach Committee met on March 15, 2017. Attending the meeting were Committee members Brian Gabler, Bruce Stenslie, Victoria Jump and Tracy Perez; WDB staff Talia Barrera; and guests Heidi Hayes (theAgency), and Nancy Ambriz (Human Services, Adult and Family Services Department). The following is a brief summary of Workforce Development Board of Ventura County (WDB) outreach activities from January 14, 2017 through March 10, 2017.

Employer Outreach

- **Manufacturing Roundtable**

- Manufacturing Networking Event at Haas Automation Eblast:
 - Press release/calendar announcement distributed 1/23/17
 - VC Star – Manufacturing Roundtable open house January 29
 - Manufacturing Roundtable open house:
<https://patch.com/california/moorpark/manufacturing-roundtable-hold-networking-event-haas-automation-february-9>
 - PRlog.org – Manufacturing Roundtable open house
<https://patch.com/california/moorpark/manufacturing-roundtable-hold-networking-event-haas-automation-february-9>
 - Eblast #1 – 1/23: 1895 sent, 805% open rate
 - Eblast #2 – 2/1: 410 sent, 13% open rate
- **MRVC LinkedIn**
 - Page Growth & Content Development – ongoing
 - Sent requests to MRVC members to post
 - WDB staff continue to post
 - Agency continues to post Job Outlook and Workforce updates as applicable

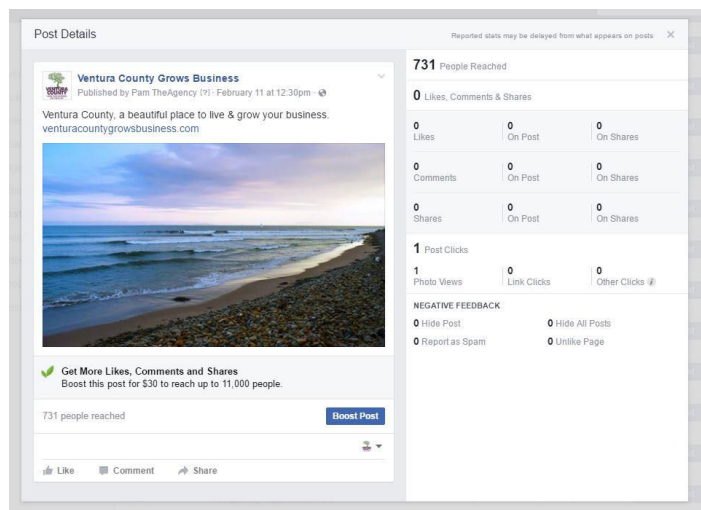
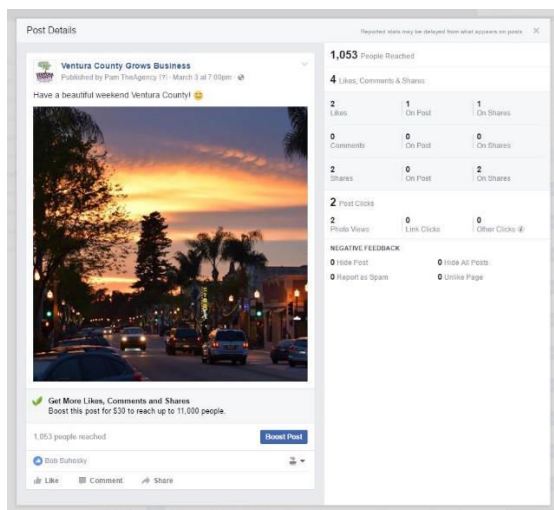
- **KCLU**

- WDB General PSA restarted on 1/18/17

- **Workforce Wednesday**

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

- **Workforce Update Eblast**
 - February 21 – WDB Cohorts: 930 sent 20.7% open rate
 - February 21 – Biz List: 6,139 sent 5% open rate
- **Ventura County Grows Business Website**
 - Site Redesign & Relaunch Completed 3/6/17
 - Approved digital outreach and Search Engine Optimization (SEO)
 - Creative elements in development
 - Banner assets
 - :30 PSA
 - :30 Digital Radio
 - :30 Whiteboard
 - Custom blast
- **VCGB Facebook**
 - Page Likes/Fans: 2,313
 - Posts – 38 total posts since January 14, 2017
 - Top Post Examples



Employer Outreach – In Development

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

Youth Outreach

- VC Jobs with a Future Website
 - Developed updated site design and content recommendation – on Hold

- Career Pathways One-Sheet – Agency developed catalog sheet highlighting key sector career pathways
- VCJWF Twitter January 14 - March 8, 2017 – 769 followers
 - 73 Total Tweets
 - 982 Profile visits
 - 47,281 Impressions

Job Seeker Outreach

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

General Outreach

Media Relations and Various:

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

Nominations:

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

Press Release

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

2017 WDB Nomination Form and Logo – see attached

JOB SEEKER OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

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

Collateral

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

- Workforce Ventura County Website
 - Google Analytics Jul1 1, to March 9, 2017 (7 months + 1 week)
 - Audience Overview – 6,367 Sessions 4,346 Unique users

- Average Sessions 600/month
- 2.63 pages per visit
- 2.31 average minutes visit duration
- 48.87% bounce rate
- WDB Website –
 - Key Sector & Standing Committee Website Updates
 - Add Spanish translation widget to live site
- **Job Outlook Eblast**
 - Jan 20 – WDB Cohorts: 708/21.8% open rate
 - Jan 20 – Biz List: 6,178 6.% open rate
- **Job Outlook:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for December 2016:
 - Ventura County decreased .2% from 5.0% in November 2016 to 3.8% in December 2016
 - California remained unchanged from 5.0% in November 2016 to 5.0% in December 2016
 - U.S. increased .1% from 4.4% in November 2016 to 4.5% in December 2016

The next meeting of the WDB Outreach Committee is scheduled for May 17, 2017 from 8:30 a.m. to 10:00 a.m., at the Economic Development Collaborative-Ventura County, 1601 Carmen Drive, #215, Camarillo, CA.

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



WORKFORCE DEVELOPMENT BOARD

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TO: WORKFORCE DEVELOPMENT BOARD

**FROM: TONY SKINNER, CHAIR
PROGRAMS COMMITTEE**

DATE: APRIL 27, 2017

SUBJECT: PROGRAMS COMMITTEE REPORT

The Programs Committee held two meetings since the Executive Committee last convened on February 9, 2017. Below are two separate reports for Program Committee meetings held March 1, 2017 and April 5, 2017:

MARCH 1, 2017 REPORT

The Programs Committee met on March 1, 2017. In attendance were Committee members Tony Skinner (Chair); Kathy Harner, Mary Navarro-Aldana, Tressie Nickelberry, and Leslie Webster; WDB staff Patrick Newburn and Patricia Duffy; and guests Nancy Ambriz, (Human Services Agency/Adult and Family Services Department) and Sheri Long (Vista Real Charter High School). The following summarizes topics discussed at the meeting:

New Youth Contracts for 2017-2018 Update

Tony Skinner announced that two providers, PathPoint and the Boys and Girls Clubs of Oxnard and Port Hueneme, were selected from a pool of proposals in the Youth Contracts procurement process and were recently approved for new contracts by the Workforce Development Board of Ventura County (WDB) at its February meeting.

WIOA Overview Presentation

Patrick Newburn presented a PowerPoint overview of Ventura County's Regional/Local structure of the *Workforce Innovation and Opportunity Act* (WIOA). Patrick explained top-down structure from the U.S. Department of Labor to State of California to the County of Ventura Board of Supervisors and the local WDB. Ventura County is one of 14 Regional Planning Units (RPU) in the State. The purpose of the presentation was to provide the Committee members guidance as they begin the new WIOA oversight of several programs including: Adult and Dislocated-Worker, Rapid Response, One-Stop (AJCC) Operator, the Eligible Training Provider List, and Youth programs. As part of the WIOA overview, Patrick provided draft Executive Summaries of the recently completed 2017-2020 Regional and Local Workforce Plans. Complete plans are located at <http://www.workforceventuracounty.org>.

Oversight of Client Centered Programs Discussion

Patrick Newburn facilitated discussion about the committee's duties for programs oversight. Nancy Ambriz, WIOA Program Manager from the Human Services Agency's Adult and Family Services Department, provided a brief overview of Common Measures and Outcomes, and explained some of

the new WIOA Performance Measures that are currently in effect and a preview of new measures in the planning stage.

Committee members discussed the differences between program oversight versus monitoring activity. Members agreed that the committee duties for program oversight need additional definition and clarity. Members requested future discussions to include additional explanation of program measures, the need to establish a chart of work in manageable blocks, and the need to establish timelines for reporting outcomes. The committee requested that all program providers be invited to present introductions and overview of their service programs at future meetings. The oversight/monitoring discussion “wall notes” are shown below:

WALL NOTES	
OVERSIGHT	MONITORING
** Under Construction **	
<ul style="list-style-type: none"> • Responsibility of the Programs Committee • To insure accountability • Determine if program providers are meeting their mandated goals • Insure that program operations, activities, and outcomes are compliant with law and contract guidelines • A mechanism to insure transparency • To insure that data is transparent • Reviewers must be un-biased in their oversight duties • Reviewers must avoid conflict of interest • Reviewers must know the contract guidelines • Reviewers should be knowledgeable about program provider services and programs • Workload should be in manageable batches to allow thoughtful analysis • Oversight outcomes should have timelines established in advance to avoid rushed analysis and to stay on track 	<ul style="list-style-type: none"> • Audit of Fiscal budgets & Programs • An interview to check files and proper documentation to meet contract requirements • Conducted by: State Authority, County Agency, or Independent entity, or a collaboration of multiple entities • Conducted annually • To validate that oversight and internal controls are working

APRIL 5, 2017 REPORT

The Programs Committee last met on April 5, 2017. In attendance were: Committee members Tony Skinner (Chair), Roger Rice (Vice Chair), Jerry Beckerman, Kathy Harner, Leslie Webster; WDB staff Patrick Newburn and Patricia Duffy; and guests Kim Whitaker (PathPoint, Inc.), Pierrette Authier (PathPoint, Inc.), Jessica Gallardo (PathPoint, Inc.), Marixza Juarez (PathPoint, Inc.), and Sheri Long (Vista Real Charter High School). The following summarizes topics discussed at the meeting:

PathPoint, Inc. Presentation

Kim Whitaker, Director Program Services, presented a PowerPoint overview of PathPoint's Workforce Innovation and Opportunity Act (WIOA) contracted Youth Services program. PathPoint has provided successful WIA and WIOA services to high risk youth since 2001 in Ventura County. Since 1964, PathPoint is a leader in employment and independent living services in five southern California counties. Ms. Whitaker introduced three Youth Specialists, Pierrette Authier, Jessica Gallardo, and Marixza Juarez. The Youth Specialists each provided program insights.

PathPoint was successful in the recent County RFP to be selected along with the Boys and Girls Clubs of Greater Oxnard and Port Hueneme (BGCOP), to provide youth services to out-of-school youth ages 16-24. WIOA eligibility requirements include barriers such as low income, basic skills deficient, pregnancy/parenting, disability, foster, probation, or homeless. PathPoint serves all of Ventura County except Oxnard and Port Hueneme, which is served by BGCOP. PathPoint expects to enroll more than 90 youth in the WIOA PY 17-18. WIOA mandates that youth participants receive as many as 14 program elements such as paid internships, alternative secondary school and drop-out recovery services, supportive services, and follow-up services after exit. PathPoint is expected to meet high levels of four successful outcomes which include employment reported in 2nd and 4th quarters after program exit, Median earnings reporting, credential attainment, and measurable skills gain.

Committee members had thoughtful discussion and several questions for the PathPoint team. Committee Members provided resource suggestions for PathPoint's program consideration including paid apprenticeships via local labor unions, entrepreneurial skills training available from Economic Development Collaborative-Ventura County, Aspire 3 K12 Entrepreneur Program, and Young Entrepreneurs Academy – Oxnard Chamber of Commerce. Committee members expressed encouragement and gratitude to PathPoint for their continuing efforts to offer high quality services for high risk youth.

WIOA Implementation and Development

Patrick Newburn provided Committee Members information of the new WIOA 14 Program Elements and the 5 performance indicators (outcomes). The program elements and performance indicators are employment and training services offered to adult, dislocated worker, and youth participants. Committee members will use this information to conduct the oversight necessary to ensure that providers are effective and fulfilling the intent of WIOA and the WDBVC Regional and Local Plans. Program providers report their services and outcomes into the automated management system CalJOBS, and reports will be generated for oversight by the Committee at periodic intervals. Lastly, Committee Members reviewed the Client Centered Oversight/Monitoring Discussion Notes form the March 1, 2017 meeting.

The next meeting of the Programs Committee is scheduled for June 7, 2017, from 3:00 p.m. to 4:30 p.m., at the Human Services Agency (Redwood Room), 855 Partridge Drive, Ventura, CA.

If you have questions or need more information, please call me at (805) 642-2149, or contact Patrick Newburn at (805) 477-5470, email patrick.newburn@ventura.org.



WORKFORCE DEVELOPMENT BOARD

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TO: WORKFORCE DEVELOPMENT BOARD

**FROM: BRIAN GABLER, CHAIR
OUTREACH COMMITTEE**

DATE: APRIL 27, 2017

SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) RECOMMEND VENTURA COUNTY BOARD OF SUPERVISORS APPROVAL OF THE RENEWAL OF A CONTRACT WITH the AGENCY TO PROVIDE MARKETING AND PUBLIC RELATIONS SERVICES TO THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) IN AN AMOUNT NOT TO EXCEED \$150,000 IN PROGRAM YEAR JULY 1, 2017, THROUGH JUNE 30, 2018

RECOMMENDATION

Recommend that the Workforce Development Board of Ventura County (WDB) Recommend Ventura County Board of Supervisors approval of the renewal of a contract with the Agency to provide marketing and public relations services to the WDB from July 1, 2017, through June 30, 2018 in an amount not to exceed \$150,000.

DISCUSSION

On March 15, the Outreach Committee reviewed and evaluated the year-to-date deliverables and performance of the Agency under the 2016-2017 contract. Indicators of success were applied to the plan timeline and project deliverables:

- Timely delivery of projects achieved
- Project completion on budget
- Creative design and media negotiation aligned with budget
- Status reports on projects presented to the Outreach Committee on a timely basis
- Ability of the Agency to adapt and respond to changes in marketing and outreach needs for the WDB

Working in alignment with the WDB goals, and program support described in the WDB-approved plan, and with the WDB Outreach Committee, the Agency had provided creative design, production and copywriting (e.g., brochures, flyers, ads), media negotiation and placement (e.g., newspapers, newsletters, English radio, public access programming), and public relations (e.g., press releases, media placements, public service announcements and placement) for targeted outreach to youth, job seekers, employers, and the community.

The Committee determined that the Agency had completed all deliverables on time, on budget, and according to plan, while also demonstrating creativity and flexibility in responding to changing marketing and outreach needs as the year progressed. Committee members then approved a recommendation to the Executive Committee for renewal of the Agency contract for 2017-2018.

If you have questions, please call me at (805) 583-6701, or contact Talia Barrera (805) 477-5341, talia.barrera@ventura.org.



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

PURPOSE

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

EFFECTIVE DATE

- July 1, 2016: Marketing and Outreach Services

SCOPE

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

EVALUATION FACTORS

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

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



3. Public Relations

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

4. Reporting

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

EVALUATION

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

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



PLAN TIMELINE

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



WDB Outreach Annual Review July 1 – March 10, 2017

Employer Outreach

Promote Business Goals

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

The following activities were implemented to promote WDB Business Goals:

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



WDB Outreach Annual Review July 1 – March 10, 2017

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

Youth Outreach

Promote Youth Goals

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

The following activities were implemented to promote WDB Youth Goals:

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



WDB Outreach Annual Review July 1 – March 10, 2017

- **Youth Outreach – New Elements Developed**

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

Job Seeker Outreach

Promote Job Seeker Goals

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

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

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

General Outreach

Promote WDB Goals

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

The following activities were implemented to promote General WDB Goals:

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



WDB Outreach Annual Review July 1 – March 10, 2017

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



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

**FROM: TALIA BARRERA, STAFF
WORKFORCE DEVELOPMENT BOARD**

DATE: APRIL 27, 2017

SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) RECOMMEND VENTURA COUNTY BOARD OF SUPERVISORS APPROVAL OF THE RENEWAL OF A CONTRACT WITH THE ECONOMIC DEVELOPMENT COLLABORATIVE-VENTURA COUNTY TO PROVIDE BUSINESS SERVICES TO THE WDB IN AN AMOUNT NOT TO EXCEED \$95,000 IN PROGRAM YEAR JULY 1, 2017, THROUGH JUNE 30, 2018

RECOMMENDATION

Recommend that the Workforce Development Board of Ventura County (WDB) Recommend Ventura County Board of Supervisors approval of the renewal of a contract with the Economic Development Collaborative-Ventura County (EDC-VC) to provide business services to the WDB from July 1, 2017, through June 30, 2018 in an amount not to exceed \$95,000.

DISCUSSION

At the April 13, 2017 meeting, the WDB Executive Committee approved a recommendation for the renewal of a contract with the Economic Development Collaborative-Ventura County (EDC-VC), in an amount not to exceed \$95,000 in WOIA funds.

The EDC-VC Business Retention and Layoff Aversion program provides Workforce Innovation and Opportunity Act (WIOA) services designed to reduce job losses (Layoff Aversion) in Ventura County. Business services includes business layoff aversion support, focusing on (but not limited to) employers with healthcare; technology-related jobs (e.g., manufacturing); and clean/green-related jobs (e.g., energy/recycling, building/design; tourism/agriculture). Program activities and outcomes are conducted and reported in alignment with the California Workforce Development Board's policy framework for Local Workforce Development Boards Rapid Response systems.

OUTCOMES

The following evaluation factors were considered:

- Rapid Response (Allowable) Outcomes – Meet a minimum 70% of program plan goal for at-risk employers served, at-risk jobs retained, at-risk Incumbent Workers trained, contract expenditures, and in-kind expenditures. Average customer satisfaction score is minimum of 4 on a 5 point scale.

The status of EDC-VC's program outcomes July 1, 2016 through March 31, 2017 are detailed in the attached Business Retention/Layoff Aversion Services Quarterly Review/business logs.

Executive Committee action recommends that the Workforce Development Board (WDB) approves a recommendation to the Ventura County Board of Supervisors for consideration and approval of an additional contract year for the term from July 1, 2017 through June 30, 2018.

If you have questions, please contact Talia Barrera at 805-477-5341, email talia.barrera@ventura.org



Business Retention/Layoff Aversion Services Program Year 2016 – 2017 Quarterly Review

Quarter Cumulative July, 2016 through September, 2016	Quarter Cumulative July, 2016 through December, 2016	Quarter Cumulative July, 2016 through March 31, 2017 WDB EVALUATION May 3, 2017	Quarter Cumulative July, 2016 through June, 2017
		X	

Plan vs. Actual Outcomes for the Contract Period of July 1, 2016 – June 30, 2017

	# At-Risk Employers Served (with 1 or more At-Risk Workers) Provided Layoff Aversion Services	# Jobs At-Risk and Retained after Completion of all Employer Services and at 6 Weeks Retention for Employers Served *	# At-Risk Workers provided non- WIOA Incumbent Worker Training (IWT) for Job Retention by all Providers	(A) Contract Expenditures (B) In- Kind Expenditures	Average Customer Satisfaction Score for Employers Served
Plan to Actual					
Program Year (PY) Plan (July 1, 2016 through June 30, 2017)	20	80 *	50	A = \$95,000 B = \$69,250	4 on 5 point scale
Minimum Number For WDB Evaluation	15	60 *	38	A = \$71,250 B = \$51,938	4 on 5 point scale
Cumulative Actual	14	85	10	A = \$45,708.98 B = \$22,715.00	4.81
Plan to Actual and Average Score	70%	107%	20%	A = 48% B = 33%	

* Number of Jobs Saved by Layoff Aversion Activity for 122 State Report

Layoff Aversion 122 Report

Name of Reporting Local Area: VTA
Local Area Contact Person: Talia Barrera
Email address: Talia.Barrera@ventura.org
Telephone Number: 805-477-5341
Fax Number: 805-477-5386

Date Submitted:
Quarter Ending: 3/31/2017

INSTRUCTIONS: Activities reported on the Layoff Aversion 122 Report are those relating to business visits by Local Workforce Investment Area (local area) staff to conduct business outreach activities and/or layoff aversion activities during any stage of the business cycle. Activities reported on this form are those relating to business visits when an activity or resource is introduced, planned, or involves follow-up or wrap-up of a prior activity. It is important that local area staff consider and document how layoff aversion activities will result in a positive outcome before allocating resources. For completion of the layoff aversion activity, documentation from the business receiving service is required to be submitted for validation of outcomes (retained at the local area).

Date of Employer Contact	Reason (drop-down menu)	Type of Contact (drop-down)	Industry Sector Code/Title (drop down)	Local Area Priority Sector? Yes/No (drop down)	Company Name	Street Address	City	Zip Code	What business area of need was addressed? (drop down) - explain "other" in Comments	Did layoff aversion activity result in successful outcome? Yes/No (drop down)	Number of jobs saved by layoff aversion activity	Testimonial letter/ documentation of jobs saved provided by employer? Yes/No (drop down)	Comments
8/9/2016	Follow-up meeting/ progress report	On-site	54=Professional, Scientific, and Technical Services	Yes	GoldCoast Rooters	3989 Market Street	Ventura	93003-5616	Strategic Business Plans/5-Yr Strategic Planning	Yes	22	Yes	
7/6/2016	Follow-up meeting/ progress report	On-site	81=Other Services (except Public Administration)	Yes	Roadrunner Shuttle	95 Dawson Drive	Camarillo	93012	Process improvement	Yes	50	Yes	
8/19/2016	Follow-up meeting/ progress report	On-site	54=Professional, Scientific, and Technical Services	Yes	JR Bookkeeping	3639 Harbor Blvd Suite 214	Ventura	93001-4200	Strategic Business Plans/5-Yr Strategic Planning	Yes	3	Yes	
8/8/2016	Follow-up meeting/ progress report	On-site	54=Professional, Scientific, and Technical Services	Yes	Hot Section	4082 Southbank Road Suite A	Oxnard	93036-0977	Process improvement	Yes	10	Yes	

ECONOMIC DEVELOPMENT COLLABORATIVE-VENTURA COUNTY
RAPID RESPONSE BUSINESS RETENTION/LAYOFF AVERSION

2016-2017 Second Quarter July, 2016 through June, 2017													
	Employer	City	Date(s) of Employer Visit(s)	# of Employees	# Jobs At-Risk	# At-Risk Employers Served (with 1 or more At-Risk Workers) Provided Layoff Aversion Services	# Jobs At-Risk and Retained after Completion of All Employer Service and at 6 Weeks Retention for Employers Served	At-Risk Workers provided Incumbent Worker Training (IWT) for Job Retention by all Providers (A) WIOA (B) non-WIOA	Average Customer Satisfaction Score for Employers Served (4 on 5 point scale)	IWT Provided in (A) Healthcare (B) Manufacturing (C) Clean Green "multi sector" (D) Other Sector	# At-Risk Employers Served (with 1 or more At-Risk Workers) Referred to BESD for Required Rapid Response Activity	Industry	Classifications Affected (list 3 major)
1	GoldCoast Rooters EDC1160	Ventura	08/09/16	23	23	1	22		4.6			Service Establishment	Technical, Customer Service, Management
2	Road Runner Shuttle EDC1495	Camarillo	07/06/16	451	50	1	50		5			Transportation	Accounting, Management, Drivers
3	Sheroes Entertainment EDC1836g	Simi Valley	07/01/16	20	5	1			5			Arts and Entertainment	Management, Accounting, Customer Service
4	Salon D'Mar EDC2241	Oxnard	08/01/16	2	1	1	0					Beauty Salon	Management, Accounting, Customer Service
5	5 Day Tire Store EDC2306	Ventura	07/29/16	4	2	1			5			Service Establishment	Management, Accounting, Technical
6	Juliana Ramirez EDC1964	Ventura	08/19/16	6	3	1	3		5			Professional Technical	Management, Customer Service, Technical
7	Coffee Doc Post EDC2273	Ventura	07/20/16	5	5	1			5			Restaraunt	Customer Service, Management, Accounting
8	Hot Section EDC2141	Oxnard	08/08/16	10	5	1	10		5			Manufacturer	Management, Accounting, Technical
9	Rivas Fishing Company EDC1915	Camarillo	12/06/16	2	2	1			5			Agriculture	Customer Service, Management, Accounting
10	Anacapa Ukulele EDC2416	Ventura	11/18/16	2	2	1			4.4			Retail	Technical, Customer Service, Management
11	YCE Inc EDC2415	Ventura	11/17/16	8	3	1			4.5			Pro-Tech	Technical, Customer Service, Management
12	Savage Maghining Inc. EDC2235	Simi Valley	07/11/16	15	2	1						Manufacturer	Technical, Customer Service, Management
13	Fro-Yo and Treats EDC2015	Fillmore	11/16/16	2	4	1			4.34			Food Service	Customer Service, Management, Accounting
14	Gravity Plus Products EDC1289	Simi Valley	01/17/17	2	1	1						Manufacturer	Technical, Customer Service, Management
15													
16													
17													
18													
19													
20													
21													
22													
	Totals/Average			552	108	14	85		4.81				