



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

BUSINESS SERVICES COMMITTEE MEETING

NOTE: CHANGE IN TIME

**Tuesday, August 7, 2018
10:00 a.m. - 11:30 a.m.**

EDC-VC
4001 Mission Oaks Blvd, Suite A-1
Camarillo, CA 93010

AGENDA

10:00 a.m.	1.0	Call to Order and Agenda Review	Jesus Torres
10:02 a.m.	2.0	Public Comments <i>Procedure: The public is welcome to comment. All comments not related to items on the agenda may be made at the beginning of the meeting only.</i>	Jesus Torres
10:04 a.m.	3.0	Committee Chair Comments	Jesus Torres
10:10 a.m.	4.0	Self-Introductions	
10:15 a.m.	5.0	Regional Plan Implementation Grant	Heidi Hayes
10:25 a.m.	6.0	Ventura County Community College District ➤ Updates	Alexandria Wright
10:40 a.m.	7.0	America's Job Center of California ➤ Business Services	Rebecca Evans
10:55 a.m.	8.0	Regional Collaboration for Business Engagement ➤ Updates from Members	Committee Members
11:20 a.m.	9.0	2018-2019 Committee Meeting Calendar	Committee Members
11:25 a.m.	10.0	Committee Member Comments	Committee Members
11:00 a.m.	11.0	Adjournment <u>Next Meeting</u> TBD	Jesus Torres

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.



BUSINESS SERVICES COMMITTEE MEETING

June 6, 2018

MINUTES

Meeting Attendees

The Business Services Committee met on Wednesday, June 6, 2018. In attendance were Committee members Jesus Torres (Chair), Tracy Perez (Vice Chair), Stephen Yeoh, Ashish Shah; WDB staff Talia Barrera; and guests Claire Briglio and Bruce Stenslie (Economic Development Collaborative of Ventura County), Ray Bowman (Ventura County Small Business Development Center), Rana Ghadban (Simi Valley Chamber), Nancy Lindholm (Oxnard Chamber), Dona Toteva (The Port of Hueneme), and Lisa Minyard (Women's Economic Ventures).

1.0 Call to Order and Agenda Review

Jesus Torres called the meeting to order at 8:36 a.m. No changes were made to the agenda.

2.0 Public Comments

No comments.

3.0 Committee Chair Comments

Committee chair Jesus Torres asked members and guests in attendance to make self-introductions.

4.0 EDC-VC Presentation

Bruce Stenslie shared with the committee the Regional Plan Implementation project (funded by the Workforce Development Board) that EDC-VC will be working on. EDC-VC will develop a Lean Six Sigma project, which will help identify cross organizational training, processes and tools for information sharing for businesses, to be able to establish a communication and information sharing system for the region's partners in business outreach and engagement.

5.0 WIOA Business Services

The discussion included ideas for innovative partnerships with organizations that provide business support, how to help the WDB become more relevant to local businesses and help local employers find the talent they need among workforce, improving the demands of sustainable business engagement and expansion of economic development opportunities in the region to improve overall economic growth.

6.0 Committee Objectives

Committee strategies include the following:

- Take inventory of resources available to businesses in the region, to include, chambers WEV, AJCC, EDC-VC, SBDC, Education and any other organizations that provide business support, including workforce development
- Identify business needs in the region, become a resource to the business community,
- Actively listen and connect with businesses in the region, identify, engage and communicate with local partners in an effort to increase awareness of local resources to support businesses through local partnerships
- Committee will go on a “Listening Tour” throughout the region to identify areas of opportunity

Committee is interested in creating a survey and distribute to local businesses to identify who should be included in the conversations to identify the areas of need.

Committee will be gathering data which will help identify the areas of need. Members agreed to work together to identify regional economic indicators related to business services.

Talia Barrera also shared with the committee a tool that is currently being used for business engagement; Ventura County Grows Business website, which is a platform developed by the Workforce Development Board and is being utilized as a collaborative resource to provide information to businesses in the region.

7.0 Committee Member Comments

Committee members agreed that the most important component of the committee at this time is discussion an inventory of services available to businesses. Members, also commented on the importance of understanding how the AJCC system works and requested to have representatives from the AJCC provide information on services at the next committee meeting.

8.0 Adjournment

Jesus Torres adjourned the meeting at 10:00 a.m.

Next Business Services Committee Meeting:

TBD

2018-2019 MEETING CALENDAR **Workforce Development Board of Ventura County (WDB) and WDB Committees**

	WORKFORCE DEVELOPMENT BOARD	EXECUTIVE COMMITTEE	BUSINESS SERVICES COMMITTEE	CLEAN/GREEN COMMITTEE	HEALTHCARE COMMITTEE	MANUFACTURING COMMITTEE	MEMBERSHIP COMMITTEE	OUTREACH COMMITTEE	PROGRAMS COMMITTEE
JULY 2018									
AUGUST 2018									
SEPTEMBER 2018									
OCTOBER 2018									
NOVEMBER 2018									
DECEMBER 2018									
<u>Locations</u> AJCC Riverpark = America’s Job Center of California, 3 rd Floor, 2901 N. Ventura Road, Oxnard EDC-VC = Economic Development Collaborative – Ventura County, 4001Mission Oaks Boulevard, Camarillo HSA = Human Services Agency, 855 Partridge Drive, Ventura UFCW = United Food & Commercial Workers Union, 816 Camarillo Springs Road, Camarillo (<i>Meeting Room was formerly known as “Suite A”</i>) EDC-VC = Economic Development Collaborative – Ventura County (VCCF Nonprofit Center) Suite A-1, 4001 Mission Oaks Boulevard, Camarillo VCOE = Ventura County Office of Education, 5100 Adolfo Road, Camarillo								CANCELED	RE-SCHEDULED
								NEW	CHANGED

2018-2019 MEETING CALENDAR
Workforce Development Board of Ventura County (WDB) and WDB Committees

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JANUARY 2019									
FEBRUARY 2019									
MARCH 2019									
APRIL 2019									
MAY 2019									
JUNE 2019									
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Business Retention & Growth Outreach

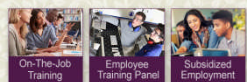
17/18 Program Year

Ventura County Grows Business

YOU HIRE. YOU TRAIN. **WE PAY!**



Take advantage of subsidized workplace training solutions that enhance skill sets and groom new employees.



• Goals

- Business Outreach and Engagement
- Targeted Outreach to the Region's High Demand Sectors
- Regional Outreach of Training Resources to Businesses
- Expanded use of VCGB Website, Facebook and LinkedIn pages



TACTICS

- Researched and developed a dedicated Work-Based Learning & Training landing page on VCGB
 - “Slider” also placed on WDB site to link to the page
- Negotiated a paid media plan to target business owners, executives, influencers, and youth
- Extended strategic Search Engine Optimization efforts the Ventura County Grows Business website
- Designed creative assets focusing on the vast array of available business growth resources, work-based learning programs, and training opportunities
- Integrated “*Work-Based Learning*” content into the April 2018 edition of the *Workforce Update* eblast and the June 2018 Workforce Wednesday broadcast as well as social media assets

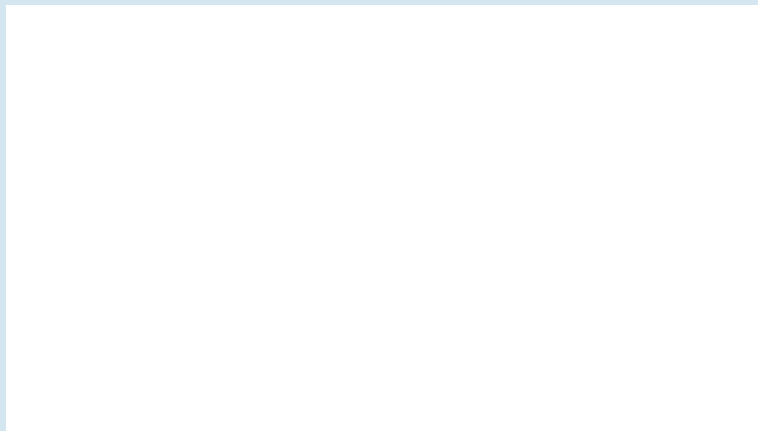
Note: WBL op-ed in development. Seven, AJCC collateral also produced which focus on resources and programs available to employers and job seekers.



3

CREATIVE

Broadcast - :30 Video “Take Advantage”



4

CREATIVE

"Work-Based Learning" Banners



5

CREATIVE

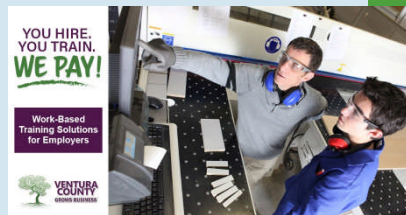
"Take Advantage" Banners



6

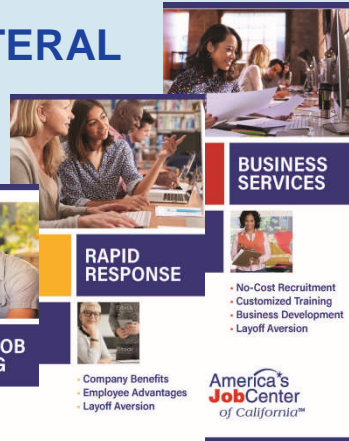
RADIO & AJCC COLLATERAL

- KCLU
 - Sponsorship
- KVTA
 - Workforce Wednesday



- You Hire, You Train, We Pay
- Employees Earn & Learn
- Employer & Employee Benefits

America's
JobCenter
of California™



- Company Benefits
- Employee Advantages
- Layoff Aversion

America's
JobCenter
of California™



7

OUTCOME



- Paid Media
 - Over 3.1m/ media impressions
 - Over 8k reported clicks to website
- SEO
 - 17 of 20 keywords now on page one of Google searches
 - 84% visibility score (40% is typical)
- Website
 - 25% increase in unique website users
 - 24% increase in sessions (9,900+)
 - Mobile increased from 5% to 53%
 - 64% visited 3+ pages
 - 15% sessions included WBL page
- Facebook
 - 25% increase in followers (over 3,300)
 - Average one post/day
 - Average 7,500 reach/week



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