



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

BUSINESS SERVICES COMMITTEE MEETING

NOTE: CHANGE IN LOCATION

Tuesday December 11, 2018

10:00 a.m. - 11:30 a.m.

Ventura County Community College District
(Anacapa Conference Room #249)
761 E. Daily Drive, Suite 200
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	Approval of Minutes: June 6 & August 7, 2018	Committee Members
10:10 a.m.	4.0	Committee Chair Comments	Jesus Torres
10:15 a.m.	5.0	Regional Plan Implementation Grant: Update	Heidi Hayes
10:25 a.m.	6.0	Business Services EDC: Update	TBD
10:40 a.m.	7.0	America's Job Center of California ➤ Business Services	Rebecca Evans
11:25 a.m.	8.0	Committee Member Comments	Committee Members
11:30 a.m.	9.0	Adjournment	Jesus Torres

Next Meeting

January 8, 2019 10:00 a.m. – 11:30 a.m.
Ventura County Community College District (VCCD)
761 E. Daily Drive, Santa Rosa Rm. 209, Camarillo

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



BUSINESS SERVICES COMMITTEE MEETING

August 7, 2018

MINUTES

Meeting Attendees

The Business Services Committee met on Wednesday, August 7, 2018. In attendance were Committee members Jesus Torres (Chair), Jaime Mata, Paula Hodge, Heidi Hayes, Marybeth Jacobsen; WDB staff Talia Barrera; and guests Claire Briglio, Nancy Ambriz (HSA Adult and Family Services), Rebecca Evans (HSA Adult Family Services), Gayla Jurevich (Deputy Sector Navigator-Business Services), Alix Wright (Ventura County Community College District), and Claire Briglio (Economic Development Collaborative).

1.0 Call to Order and Agenda Review

Jesus Torres called the meeting to order at 10:05 a.m. No changes were made to the agenda.

2.0 Public Comments

No comments.

3.0 Committee Chair Comments

Jesus Torres shared information regarding the Business Services training offered by the California Workforce Association in Anaheim, on Monday, July 23, 2018. He and Tracy Perez attended the training. The purpose of the training was to expand business engagement and share strategies and activities that go on in local and regional boards. Most importantly, this training was focused on America's Job Center staff to build long-term relationships with customers, defining businesses services based on employer needs.

4.0 Self-Introductions

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

5.0 Regional Plan Implementation Grant

Heidi Hayes with the Agency provided an update on the Regional Plan Implementation (RPI) Grant. The goals of the grant for PY 2018-2019 for the Agency are to enhance business outreach and engagement, targeted outreach to the region's high demand sectors, regional outreach of training resources to businesses and expand use of Ventura County Grows Business (VCGB). Heidi reported current outcomes:

- 3,113,362 Gross Media Impressions delivered and connected with target audiences
- VCGB Website and Social Media:

- 25% Increase in users visiting the website
- Mobile usage increased from 5% to 53%
- 64% of sessions visited three or more pages
- 15% of sessions include a visit to the WDB Landing page
- 25% increase in like/fans on Facebook page 3,348

theAgency also researched and developed a dedicated Work-Based Learning & Training landing page on VCGB, negotiated a paid media plan to target business owners, extended SEO (search engine optimization) efforts on VCGB, designed creative assets focusing on the vast array of available business growth resources, work-based learning programs, and training opportunities. Heidi will continue to update the committee on the outreach for the RPI Grant.

6.0 Ventura County Community College District: Updates

Alexandria Wright shared with the committee information on a recently released workforce development guide for employers that she developed. The purposed of this guide is to provide available resources for customized training in the region. It has information on local apprenticeship programs and benefits, resources for employee recruitment, information on education and training at local community colleges and adult schools, and information on government resources.

7.0 America's Job Center of California: Business Services

Rebecca Evans and Nancy Ambriz shared with the committee an overview of the programs and services at the America's Job Center of California (AJCC). They explained that the AJCC is designed to provide a full range of assistance to job seekers. The centers offer training referrals, career counseling, job listings using CalJOBS, and similar employment-related services. Nancy explained that the AJCC is operated as a consortium and currently there is one comprehensive center and one satellite center in our region. The difference is that a comprehensive center has representatives of different programs that are colocated which allow customers to have access to core, intensive and training services. WIOA identified mandatory partners, although not required to be physically located at the AJCC, the partners have to coordinate their services. Nancy mentioned some of the mandatory partners that are at the local AJCC are; those that run programs under Title I for Adults and Dislocated Workers, Department of Rehabilitation, Employment and Training programs. Nancy also shared that the AJCC offers direct placement services through the CalJOBS system and/or depending on the employer needs, they could be partially reimbursed for employee training. The Committee will continue to receive information on services offered at the AJCC.

8.0 Regional Collaboration for Business Engagement: Updates from Attendees

Committee members provided feedback, agreed that it is important to identify the key leaders to participate on the Business Services Committee, and would like to meet on a monthly basis. There is a need to collaborate and align information that will support business engagement. In collaboration with theAgency, the committee will work to develop an employer survey that will help identify areas of need. This information will be shared with local partners to support regional alignment for business services.

9.0 2018-2019 Committee Meeting Calendar

Committee members agreed to meet on a monthly basis, the second Tuesday of the month. The next meeting will be scheduled for September 11. Location TBD.

10.0 Adjournment

Jesus Torres adjourned the meeting at 11:40 a.m.



Workforce Development Board Outreach Update: Fall 2018 Business Outreach December 11, 2018 Business Services Committee

Employer Outreach

- **Hill & Woolsey Fire Recovery**
 - **VCGB Website Fire Recovery**
 - Slider (for both VCGB and WDB both linking to resource landing page)
 - Recovery Resources Landing Page – www.venturacountygrowsbusiness.com/firerecovery
 - Content updated regularly
 - **December 4 - David Cruz, KOXR** – Fire Recovery Business Resources – Rigoberto Gonzalez-Nossa (USSBA), Alondra Gaytan, EDC-SBDC – **Spanish interview**
 - **KXLM & KLJR** – Four-week schedule negotiated and new :30 radio spot produced and will begin to air 12/10 – **Spanish language**
 - **KCLU** - New :30 PSA produced and began to air 12/7
 - Three new “Fire Recovery” banners produced for placement on KCLU website and mobile
- **Workforce Wednesday – Tom Spence, KVTB**
 - **August 22** – Recruitment: Struggles & Strategies – Alex Rivera and Rebecca Evans.
 - **September 26** – ACE Charter High School IB Global – Tony Skinner and Joe Clausi.
 - **October 24** – Prison to Employment – Anthony Mireles and Patrick Newburn.
 - **November 28** – Veteran’s Day! What can we do for you? – Jesse Cuevas or Mary Navarro-Aldana and Captain King.
 - **January 23** – Hill & Woolsey Fire Recovery Business Resources and Look Back on Thomas Fire: TBD
 - **February 20** – Ventura County Education Summit and looking ahead to March Job Shadowing month: TBD
- **David Cruz – KOXR, Spanish**
 - **December 11** – David Cruz, KOXR – Prison to Employment – Anthony Mireles and Patrick Newburn.
 - **December TBD** - David Cruz, KOXR – Veteran’s Day! What can we do for you? – Jesse Cuevas or Mary Navarro-Aldana and Captain King.
- **October 2018 Workforce Update Eblast – New Design**
 - Oct 30 – WDB Cohorts: 560 Sent/23.7% Open Rate/12.7% CTR
 - Oct 30 – Biz List: 3,067 Sent/6% Open Rate/74% CTR – (*Barracuda*).
 - **December Workforce Update scheduled for distribution December 17**
- **Ventura County Grows Business Website – July 1 to December 6, 2018**
 - 4,890 Users
 - **243.4% increase year-over-year**
 - 5,678 Sessions
 - **176.03% increase year-over-year**
 - 9,619 Pageviews
 - **62.24% increase year-over-year**



Workforce Development Board Outreach Update: Fall 2018 Business Outreach December 11, 2018 Business Services Committee

- **RPI Grant: Regional Business Outreach & Engagement Tactics**

- **VCGB/VCJWF Fall 2018 Media** – October 1 to December 31, 2018

- Designed new creative assets focusing on general business growth and retention resources for VCGB.
- Continued to integrate the “*Work-Based Learning*” messaging into VCGB and VCJWF creative and content.
- Over 2.14 million impressions – Negotiated Value: 182% of Cost
 - VCGB Media Highlights to date:
 - Admail 10/23 Eblast
 - 50,000 sent @ 19.36 open rate = 9,679
 - 1,067 Clicked for a CTR rate = 11.02%
 - Pandora
 - 433,822 Total Impressions and 8.38 Frequency
 - 2,921 Clicked for a CTR rate = .67%

- **Business Services/Workforce Development Research**

- Survey Content Finalized and Programmed Ready to Launch
- Methodology: Panel survey, targeting business executives, owners and c-level decision makers of various sizes and industries reflecting the county.

- **Sampling by business size: 100 (Completes)**

- Utilizing data from 2017 Q3 data from the EDD we will sample as follows:

Size of business/employees	Our sample	% breakdown	No. of Businesses
			25,236
0-4		64%	16,117
5-9	79	15%	3,696
10-19	10	10%	2,587
20-49	7	7%	1,821
50-99	4	2%	617
100-249		1%	310
250-499		0%	54
500-999		0%	23
1000+		0%	11

- **Sampling by industry:**

- To ensure we have responses from a variety of industries, we will not have more than 6 or so businesses from a single category (e.g., manufacturing, retail, etc.) Setting modest quotas will make sure there is no heavy skewing in just one or two directions

- **Sampling by region:**

- East – Thousand Oaks, Simi Valley, Moorpark
- West – Camarillo, Ventura, Oxnard, Port Hueneme, Santa Paula, Fillmore, Ojai
- Plus any unincorporated areas that fall within each region.

- **Survey Length:** Approx. 13-15 minutes for participants to complete.

- **Timing:** Data collection completed.

- **Outcome:** Data in review.



Workforce Development Board Outreach Update: Fall 2018 Business Outreach December 11, 2018 Business Services Committee

- **Various Creative & Content Development**

- **Spanish Language Job Seeker Broadcast** – Four-week schedule starting 10/22 negotiated on KXLM and KLJR to air during holiday seasonal hiring period. :30 radio spot produced.
- **AJCC Spanish Language Collateral** – Four elements finalized and printed.
 - Job Seeker Pamphlet, Business Services Pamphlet, Rapid Response Pamphlet. OJT
- **AJCC Collateral** – Six elements finalized and printed.
 - Job Seeker Pamphlet
 - Business Services Pamphlet
 - Rapid Response Pamphlet
 - OJT Pamphlet
 - OJT Tent Card
 - Press Kit Folder
- **AJCC OJT Success Story**
- **AJCC Pull-Up Signs** – (5) Employer, Job Seeker, Youth, Rapid Response, OJT
- **VCGB Pull-Up Sign**
- **VCGB Website Veterans Resources**
 - Slider (for both VCGB and WDB sites linking to resource page on VCGB)
 - Landing Page – www.venturacountygrowsbusiness.com/veterans
- **VCGB New Pamphlet** – Completed and in review by Outreach Committee.
- **Yardi Systems Corporate Partnership**
 - Yardi Systems contacted theAgency via the VC Jobs With a Future website looking to donate computer equipment to organizations serving youth in Ventura County.
 - theAgency coordinated with BGC and PathPoint to connect and introduce on behalf of the WDB for ongoing donations.
- **Editorial**
 - **ACE Charter High School and the IB Program** – Prepared op-ed piece. "Creating A Pathway To Success For Our Kids" by Tony Skinner & Joseph Clausi. Published 11/10. <https://www.vcstar.com/story/opinion/columnists/2018/11/10/giving-teens-early-start-success/1898760002/>
 - **Prepared and sent "More Doors Opening for Subsidized Workforce Training" op-ed** by Bruce Stenslie and Melissa. Published VCStar 8/19. <https://www.vcstar.com/story/opinion/columnists/2018/08/18/new-emphasis-subsidized-workforce-training/1014839002/>

- **VCGB Facebook - September 1 to October 31, 2018**

- As of **December 7, 2018** – Likes/Fans, 3,450
 - +3.05% (June 30, 2018 = 3,348)
- Posts: 54 total posts in Sept. and Oct. combined (approx. 27 per month or 6 per week)
- Total Reach: 47,472– Average 5,274/week
- Organic Post Reach: 217 most for a single day (9/18/18)
- Paid Post Reach: 2288 for a single day (9/23/2018)



Post Details
More

Ventura County Grow's Business

Published by Pam The Agency | Oct 30 | 3

How many of these nine tools are you using to promote your business online? Which one is working the best for you? <http://bit.ly/promote-your-business-online>

#venturacountygrowsbusiness #venturacounty
#onlinemarketing #businessgoals
[ventura-county-grows-business.com](#) | 805-522-6556

i

INFLUENCIVE.COM

9 Ways to Promote Your Local Business Online

If you're looking to drum up some business, try these handy methods.

✔ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 1,700 people.

149 People Reached

10 Engagements

Boost Post

1 Pam Heckel and Brian Krawczykowski

2 Shares

Like

Comment

Share

Performance for Your Post

149 People Reached		
5 Likes, Comments & Shares		
3 Likes	2 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares
5 Post Clicks		
0 Photo Views	5 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
X

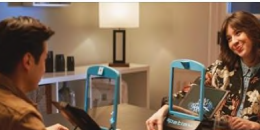
Ventura County Grow's Business

Published by Pam The Agency | September 1

...

Innovation in Ventura County? YES. What do you know about local Camarillo incubator, the Pharos Center for Innovation? Take a minute and read about what's happening there—it's all good. <http://bit.ly/Camarillo-Incubator>

#venturacountygrowsbusiness #eventuracounty
#startupbusiness #entrepreneur
[venturacountygrowsbusiness.com](#) | 805-622-6556



THECAMARILLOACORN.COM

Camarillo incubator spawns a winner | Camarillo Acorn

FUTURE FUN—Spatial, a mixed-reality gaming company based in...

✔ Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 1,700 people.

120

People Reached

7

Engagements

Boost Post

▶

Ventura County Grows Business and Pam Heckel

Like
 Comment
 Share

Performance for Your Post

120 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
5 Post Clicks		
0 Photo Views	5 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 TheAgency (1) · October 17 at 8:00 PM

Who needs a productivity boost? This is a great list—but 3 of them stand out above the others.

#1. Start your day with something that brings you joy, fill your tank first.

#2. Get enough sleep.

#3. Turn all of your alerts OFF.... See More

FASTCOMPANY.COM

9 Productivity experts on how you can finally beat distractions and get everything done

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 1,700 people.

127
People Reached

8
Engagements

Boost Post

Ventura County Grows Business and Pam Heckel

1 Share

Like

Comment

Share

Performance for Your Post

127
People Reached

4
Likes, Comments & Shares

3
Likes

2
On Post

1
On Shares

0
Comments

0
On Post

0
On Shares

1
Shares

1
On Post

0
On Shares

4
Post Clicks

0
Photo Views

3
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

Ventura County Grow's Business

Published by Pam TheAgency · 11 · October 7 at 10:45 AM · 🌐

Halloween is just around the corner! Take advantage of the season with a few funsize ways to market your small business. Here are a few tips, tricks, and treats! <http://bit.ly/halloween-marketing-treats>

#venturacountygrowsbusiness #venturacounty
#holiday #marketing #halloween
[ventura-county-grows-business.com](#) | 805-522-6556

About this website

5 Fun Halloween Marketing Ideas for Your Small Business

Ready for some scary-good inspiration? Think about 'Halloween-izing' yo...

✔️ Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 1,700 people.

157	8	Boost Post
People Reached	Engagements	

+ Robin Horne, Pam Heckel and 4 others 1 Share

👍 Like
💬 Comment
➦ Share
⋮

Performance for Your Post

157 People Reached

7 Likes, Comments & Shares 📊		
6 Likes	6 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

1 Post Clicks

0 Photo Views	1 Link Clicks	0 Other Clicks 📊
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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



Ventura County Grows Business

Published by Pam The Agency [?] · September 16 · 🌐

INSPIRING WOMEN: A Female Entrepreneur Forum on Digital Marketing!
Have you registered yet? Learn about branding, blogging, email marketing, social media, and more. Join SCORE and several guest speakers at this no-charge forum on September 26 from 9:30 to 6:30pm at the Camarillo Library. Seats are limited. You must reserve your seat. Register at <http://bit.ly/Digital-Marketing-Forum>

#venturacountygrowsbusiness #VenturaCounty
#entrepreneur #marketing #smallbusiness
[venturacountygrowsbusiness.com](#) | 805-522-6556

Camarillo Library September 26, 2018 FREE

VENTURA SCORE ORG
"Inspiring Women" - A Female Entrepreneur Forum on Digital Marketing | SCORE

✔ Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 1,700 people.

195 People Reached 4 Engagements Boost Post

Pam Heckel 1 Comment 1 Share

Like Comment Share ⋮

Performance for Your Post

195 People Reached

3 Likes, Comments & Shares		
1 Likes	1 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares
1 Post Clicks		
0 Photo Views	1 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

Ventura County Grows Business

Published by Pam The Agency [?] · September 4 · 🌐

Need qualified employees? We bet there are older workers that could do the job. Just why are more Americans delaying retirement and working longer? Economists offer multiple theories about what is driving people to work longer, including improving health, higher education and a shift toward less physically demanding jobs. Or could it be that they need to pay their bills too? <http://bit.ly/Delaying-Retirement-or-Paying-the-Bills>

#venturauncountygrowsbusiness #VenturaCounty
#venturecountygrowsbusiness.com | 805-522-6556

About this website

SANDEGOUNIONTRIBUNE.COM
More Americans are delaying retirement. But finding jobs when older isn't so easy

✔ Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 1,700 people.

191 People Reached 11 Engagements Boost Post

Jeff Rodger and Monica Lindsay

Like Comment Share ⋮

Performance for Your Post

191 People Reached

3 Reactions, Comments & Shares		
2 Like	2 On Post	0 On Shares
1 Sad	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
8 Post Clicks		
0 Photo Views	1 Link Clicks	7 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

THE AGENCY



Ventura County Grows Business

Published by Pam TheAgency · Oct 16 at 8:00 PM

Entrepreneurs take note. Tucked away in a corner of Westlake Village is an office space that could be the home of any Silicon Valley startup company. It's called "hub 101," and it's the go-to place for dozens of companies founded by students and locals—anyone with an idea and the passion to pursue it. If you're not aware of this tremendous resource—take the time to check it out.

#venturacountygrowsbusiness #venturacounty #entrepreneur #growyourbusiness #startup #hub101 ventural ... See More

TOACORN COMM
Communal hub a well-kept secret in Westlake Village | Thousand Oaks Acorn

840 People Reached **53** Engagements **Boost Again**

Recent Activity

Boosted on Oct 26

Audience: VC08 - VC Zip Codes

By Pam TheAgency · Completed

View Results

25 2 Comments 5 Shares

Like Comment Share

Performance for Your Post

840 People Reached

36 Likes, Comments & Shares	28 Likes	25 On Post	3 On Shares
2 Comments	2 On Post	0 On Shares	
6 Shares	6 On Post	0 On Shares	

27 Post Clicks

0 Photo Views	9 Link Clicks	18 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlink 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

Published by Pam TheAgency · Oct 16 at 3:36 PM

Nomination date extended! Hey Ventura County workforce—do you know co-workers who have done magnificent things for others—to help youth, or build partnerships, or support workforce development, or to provide leadership?

Get them the recognition they deserve—it will only take a few minutes! Nominate someone today. Click the link to go to the WDB Award Nomination Form and fill it out! The due date has been extended to this Friday, October 19. C'mon, nominate a deserving indivi... See More

813 People Reached **54** Engagements **Boost Again**

Recent Activity

Boosted on Oct 16

Audience: Ventura County Business

By Pam TheAgency · Completed

View Results

25 2 Comments 5 Shares

Like Comment Share

Performance for Your Post

813 People Reached

39 Reactions, Comments & Shares	33 Like	32 On Post	1 On Shares
2 Love	2 On Post	0 On Shares	
0 Comments	0 On Post	0 On Shares	
4 Shares	4 On Post	0 On Shares	

15 Post Clicks

6 Photo Views	3 Link Clicks	6 Other Clicks
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NEGATIVE FEEDBACK

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

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

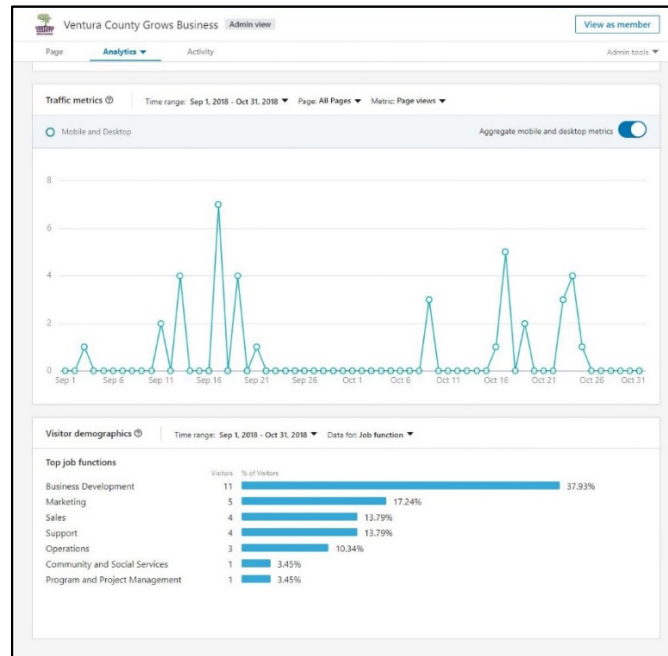
THEAGENCY



Workforce Development Board Outreach Update: Fall 2018 Business Outreach December 11, 2018 Business Services Committee

VCGB LinkedIn Company Page - <https://www.linkedin.com/company/ventura-county-grows-business/>

- 36 posts in September & October combined, 4 posts per week average.
- **Baseline Stats**



Sample Sept/Oct Sponsored LinkedIn post vs Organic post, *note impressions.

Posted by Pamela Heckel • 10/23/2018 • Sponsor now

Ventura County Grows Business
9 followers
2w

Did you know—our unemployment rate was down again this month? The unemployment rate in Ventura County was 3.7 percent in September 2018, down from a revised 3.9 percent in August 2018, and below the year-ago estimate...see more

Job Outlook - September 2018 Edition
myemail.constantcontact.com

2 Likes

Like Comment

Sponsored impressions: 802 Impressions Show stats

Posted by Pamela Heckel • 9/14/2018 • Sponsor now

Ventura County Grows Business
9 followers
1mo

You've always wanted to start your own business—what's stopping you, now is a great time! Check out this 12-step guide that starts with self-evaluation—and when you're ready—we're here to help. ...see more

The Complete, 12-Step Guide to Starting a Business
entrepreneur.com

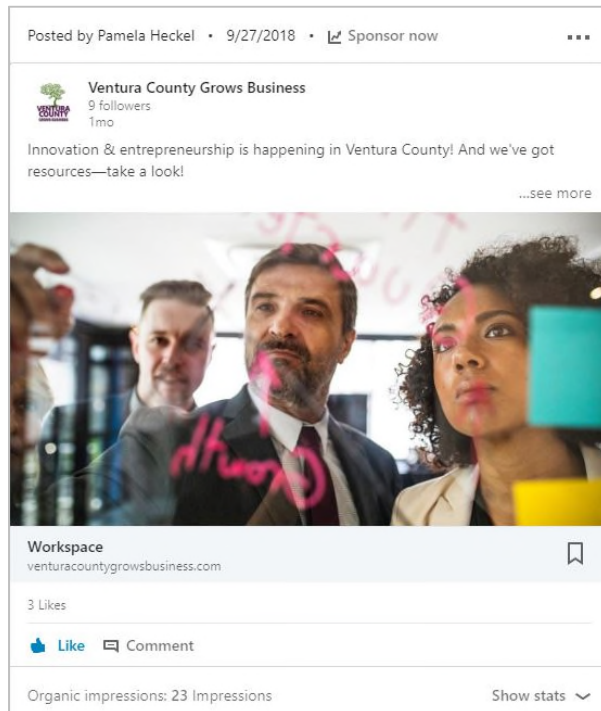
1 Like

Like Comment

Organic impressions: 81 Impressions Show stats

Workforce Development Board Outreach Update: Fall 2018 Business Outreach December 11, 2018 Business Services Committee

Sample Sept/Oct LinkedIn posts continued:



GENERAL OUTREACH

- **Job Outlook Eblast: New Design**– Tableau Data Software integration.
<https://www.venturacountygrowsbusiness.com/job-trends/>
 - **November 16 (October 2018 Report)** – WDB Cohorts: 555/26.1% open rate/11.6% CTR
 - **November 16 (October 2018 Report)** – Biz List: 3,062/6% open rate/74% CTR (Barracuda)
 - **October 19 (September 2018 Report)** – WDB Cohorts: 558/24.5% open rate/9.3% CTR
 - **October 19 (September 2018 Report)** – Biz List: 3,071/6% open rate/42% CTR (Barracuda)
 - **September 21 (August Report)** – WDB Cohorts: 549/26.4% open rate/10.1% CTR
 - **September 21 (August Report)** - Biz List: 3,087/7% open rate/67% CTR (Barracuda)
- **Job Outlook Most Recent Stats:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **October 2018**:
 - **Ventura County was unchanged** from 3.7% in September 2018 to 3.7% in October 2018 (October 2017 = 4.1%)
 - **California increased .1% from 3.9% in September 2018 to 4.0% in October 2018** (October 2017 = 4.2%)
 - **U.S. decreased .1% from 3.6% in September 2018 to 3.5% in October 2018** (October 2017 = 3.9%)

Note: November Job Outlook to be developed/distributed on 12/21/18.