



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday, January 17, 2018
9:00 a.m. – 10:30 a.m.

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

AGENDA

9:00 a.m.	1.0 Call to Order and Agenda Review	Brian Gabler
9:05 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>	Brian Gabler
9:10 a.m.	3.0 Approval of Minutes: November 15 , 2017	Committee Members
9:15 a.m.	4.0 Marketing and Outreach Update: 2017-2018 Q2 Summary	Heidi Hayes
10:00 a.m.	5.0 Regional Plan Implementation Grant	Talia Barrera
10:25 a.m.	6.0 Committee Member Comments	Committee Members
10:30 a.m.	7.0 Adjournment	Brian Gabler

Next Meeting
March 21, 2018 (9:00 a.m.-10:30 a.m.)
TBD

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 www.workforceventuracounty.org



WDB Outreach Committee Meeting **November 15, 2017**

MINUTES

Meeting Attendees

Outreach Committee

Brian Gabler*
Victoria Jump*
Bruce Stenslie*
Tracy Perez

WDB Staff

Talia Barrera

Guests

Heidi Hayes (theAgency)

**WDB Members*

1.0 Call to Order

Acting Chair Brian Gabler called the meeting to order at 9:05 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: August 15, 2017

Motion to Approve: Bria Gabler
Second: Tracy Perez
Motion carried

4.0 Marketing and Outreach Update: July – September 2017

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

Employer Outreach

• Workforce Wednesday

- October 25 – P20 Council- Roger Rice and Stan Mantooth
- December 13 – Youth Network Services – Jesus Torres and Erin Antrim

• MRVC LinkedIn

- Group has 42 members
- theAgency continues to post Job Outlook and Workforce updates as applicable
- Workforce Update Eblast
 - October 10 – WDB Cohorts:
549 Sent/24.2% Open Rate/3.8% CTR

- October 10 – Biz List: 5,694 Sent/5% Open Rate/1% CTR

- **Ventura County Grows Business Website – July to October, 2017**

- 1,145 Unique Visitors (43% increase year-over-year)
- 5,150 Pageviews (133% increase year-over-year)
- 3.05 Pages/Session (increase year-over-year)
- 3:28 Average Session Duration (104% increase year-over-year)

- **VeVCGB Search Engine Optimization (SEO) Q3 Ranking Positions**

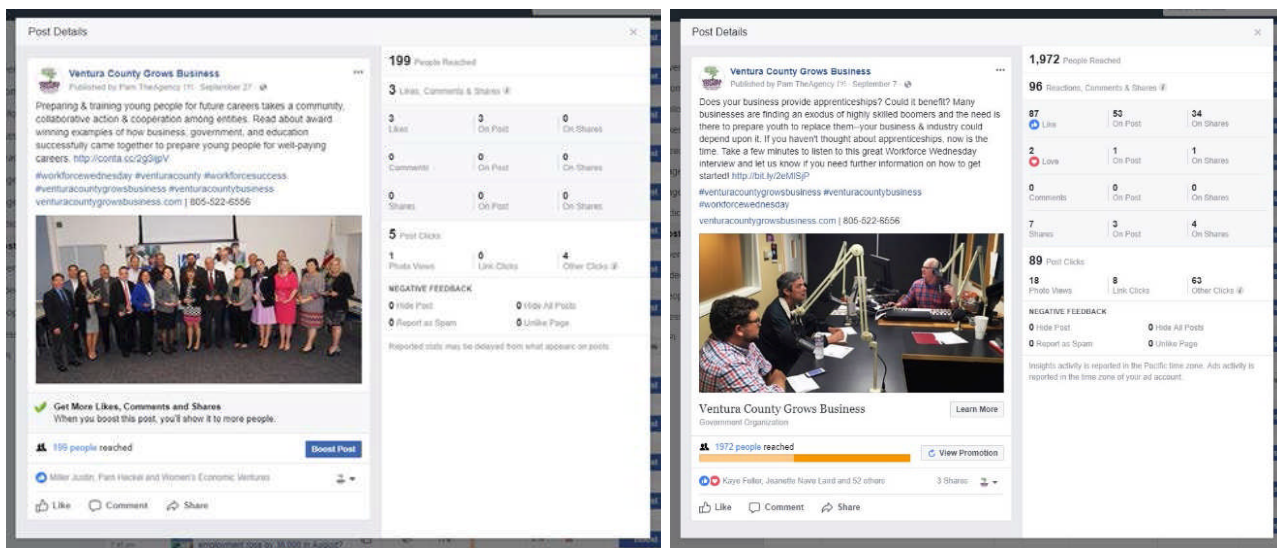
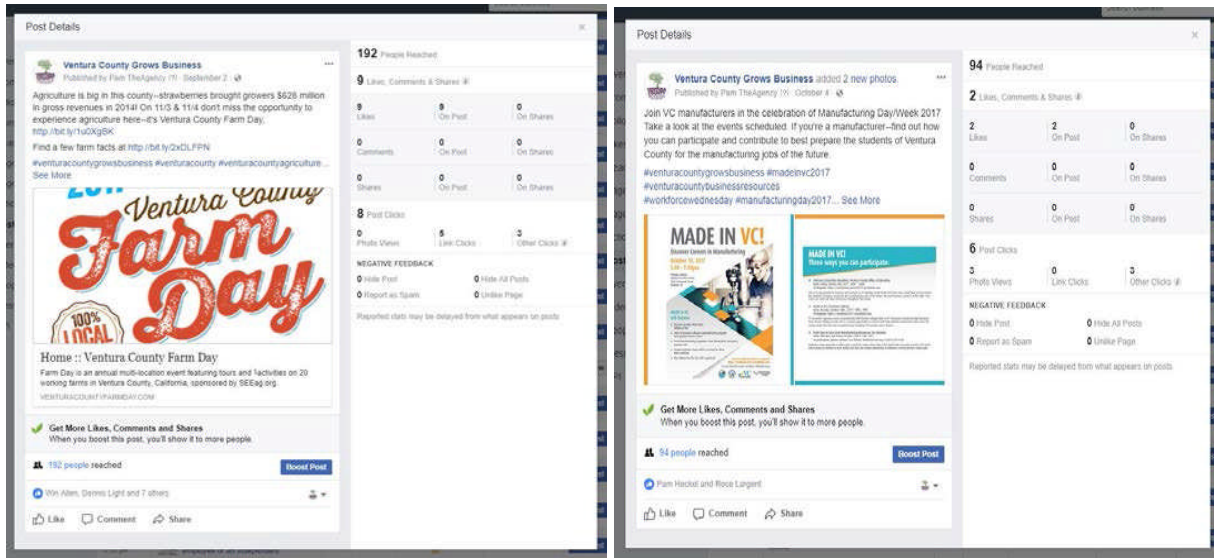
- 16 of 20 keywords currently on page one
- 12 improved rankings and 2 reduced

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

- **VCGB Facebook – September 1 to October 31, 2017**

- As of October 31st – Likes/Fans 3,115
(16.32% increase)
- Posts: 68 Total posts since September 1

- Total Reach: 43,755 – Average 4,361/week (39% increase over July/Aug)
- Paid Post Reach: 893 most for a single day (10/1/17)
- Organic Post Reach: 836 most for a single day (10/2/17)



Youth Outreach

- **VC Jobs With a Future – New Website Launch**
 - Soft launch – 12/4/17
 - Workforce Wednesday – First promotion 12/13/17
 - Paid Media Outreach – 1/15/18 – 3/18/18
 - In Development:
 - Three ten-second video spots

- Three banner sets to support each video concept
- :30 Pandora Radio
- :30 KCLU PSA
- **Growing Jobs Flyer – Print after final updates and website launch**
- **Requests sent soliciting new youth success stories for 10/18 on August 31**
 - AJCC team – sent reminder week of 11/5
 - Pathpoint – sent reminder week of 11/5
 - BGC – submitted on 10/19/17

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

As of October 31, 2017 – 943 followers (24% increase)
92 total Tweets since September 1

- 1,329 Profile visits
- 109,900 Impressions
- 1,800 Impressions per day average

Job Seeker Outreach

- Fall 2017 AJCC Outreach
 - KCLU Sponsorship – AJCC Job Seeker General Services Focus: began late September and continues to run :30 PSA and online/mobile banners
 - Spanish Language Job Seeker PSA developed and distributed
- AJCC Collateral – develop new and update existing AJCC one-sheets and pamphlets to address “America’s Job Center of California” and applicable content updates including:
 - New One Sheets
 - Proposed layout to client for template approval on 10/2/17 waiting for feedback
 - Update Existing Pamphlets (3 versions)
 - Revised layouts/design/content: OJT, Job Seekers, Employer Services
- Career Shops
 - Workshops – sent out November workshops info on Oct 10
 - Workshops – sent out October workshops on September 8
- Cips
 - 805Calendar.com
 - Moorpark Patch
 - VC Star
 - KDAR
 - Citizen’s Journal

General Outreach

- Changed “American” to “America’s” to have standard AJCC branding across the board
- Press Releases
 - New Board member release – Jaime Mata, Marilyn Jensen, Connie

Chan and Vic Anselmo, Gregory Liu and Bruce Stenslie reappointment.
Sent release on October 27, 2017.

- KCLU
 - Disconnected Youth with new site launch

- Op-Eds
 - Ventura County Grows Business – Submitted to PCBT, Ventura County Means Business article appeared in the September 16 issue of the PCBT
 - Apprentice pitch – prepared pitch and sent to Ventura Breeze, PCBT, VC Star and Simi Acorn. Tyler Hersko, a business reporter for the Star, visited Ace Charter High on 11/6, shot video, interviewed and plans on publishing the story the week of 11/13/17
 - AJCC Partners – under review
 - Pathways to Employment – Support 12/13 Workforce Wednesday and support VCJWF launch

- Cal Workforce Social Media Campaign Support
 - #Workforce Wednesday – Continued support of statewide CWA effort that started on 8/23

- Clean/Green Employer Awareness
 - Voiceover development support and review – Agency assisted with narrator V/O copy on mission and work of the WDB – C/G committee to advise next steps

Workforce Ventura County Website

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

- New Board member release – Jaime Mata, Marilyn Jensen, Connie Chan and Vic Anselmo, Gregory Liu and Bruce Stenslie reappointment.

- KCLU
 - Disconnected Youth with new site launch

- Joint Industry Sector Regional Meeting Eblast
 - Oct 11 – WDB Cohorts: 113/59% Open Rate/5.1% CTR
 - Oct 24 – WDB Cohorts: 117/56 1% Open Rate/5% CTR

Job Outlook Eblast:

- Sept 15 (August 17 Report) — WDB Cohorts: 547/23.2% open rate/2% CTR
- Sept 15 (August 2017 Report) - Biz List: 5,734/5% open rate/0% CTR
- Oct 20 (Sept 2017 Report) — WDB Cohorts: 532/24.9 open rate/4.7% CTR
- Oct 20 (Sept 2017 Report) — Biz List: 5,659/5% open rate/0% CTR
- Job Outlook: The following highlights local, state and national data in terms of NOT seasonally adjusted rates for September 2017:

- Ventura County decreased .6% from a revised 5.3% in August 2017 to 4.7% in September 2017 (September 2016 = 5.4%)
- California decreased .7% from 5.4% in August 2017 to 4.7% in September 2017 (September 2016 = 5.2%)
- U.S. decreased .3% from 4.5% in August 2017 4.1% in September 2017 (September 2016=4.8%)

5.0 2016-2017 Committee Year End Review

Committee members reviewed the accomplishments for 2016-2017 program year, and discussed the insights and recommendations for action in 2017-2018.

6.0 Committee Member Comments

No comments

Next Meeting

January 17, 2018 (9:00 a.m.-10:30 a.m.)

Economic Development Collaborative–Ventura County (EDC-VC)

1601 Carmen Drive, Suite 215, Camarillo, CA



Workforce Development Board

Projects in Process: 17/18 Program Year

1/12/18

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date		Client Action
Employer	VCGB Outreach Campaign	Agency Services	2-Jan		30-Jun	Develop new outreach plan for potential regional development grant.	Waiting on next steps
Youth	SEO for VCJWF Website	Agency Services	1-Nov		31-May	Develop and Optimize SEO strategy for VCJWF Website. 13 of 20 keywords appear on page one of Google Search as of 12/31/17.	
General	Op-Ed: AJCC & Partners	Media Relations	1-Nov	n/a	28-Feb	Interview AJCC MOU participants to develop editorial for placement in PCBT or VCStar	
Youth	VCJWF Outreach Strategy	Agency Services	1-Jul	n/a	15-Jan	Agency develop media strategy and budget which was approved 10/2/17. Plan to begin 1/15/18 and run until 3/18/18	
Employers	VCGB Sustaining Outreach Strategy	Agency Services	1-Jul		Q1 2018	Develop an ongoing outreach strategy to maintain relevant traffic on the website and Facebook page	Waiting for client go ahead.
Employer	Sector Committee - Clean Green	Agency Services	1-Jul	n/a	TBD	Work with Clean Green committee on completion and promotion of testimonial videos. Assisted with/narrator V/O Copy 10/19/17.	Waiting on next steps
General	WDB Outreach	Agency Services	1-Jul	n/a	TBD	Develop talking points or "Elevator Speech" for WDB members	Waiting for client go ahead.
Job Seeker	June 2018 Career Shops	Press Release	1-May		n/a		
Job Seeker	May 2018 Career Shops	Press Release	1-Apr		n/a		
Job Seeker	April 2018 Career Shops	Press Release	1-Mar		n/a		
Job Seeker	March 2018 Career Shops	Press Release	1-Feb		n/a		
Job Seeker	February 2018 Career Shops	Press Release	1-Jan		n/a		
General	Job Outlook: May 2017	Creative Services/Eblast	20-May		19-Jun		
General	Job Outlook: April 2018	Creative Services/Eblast	22-Apr		19-May		
General	Job Outlook: March 2018	Creative Services/Eblast	20-Jan		21-Apr		
General	Job Outlook: February 2018	Creative Services/Eblast	n/a		n/a	February hiatus due to local year-end reporting delays. Pick back up in March	



Workforce Development Board

Projects in Process: 17/18 Program Year

1/12/18

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Client Action
General	Job Outlook: December 2017	Creative Services/Eblast	23-Dec		19-Jan	
Employer	Workforce Update: June 2018	Creative Services/Eblast	26-Apr		5-Jun	Agency to develop content for client review
Employer	Workforce Update: April 2018	Creative Services/Eblast	22-Feb		24-Apr	Agency to develop content for client review
Employer	Workforce Update: February 2018	Creative Services/Eblast	13-Jan		20-Feb	Agency to develop content for client review
Employer	Sector Committee - MRVC Networking Events #6 TBD	Creative Services/Eblast	1-Jul	n/a	TBD	Customize Eblasts, lists and dissemination for MRVC networking events. Waiting on client input
Employer	Workforce Wednesday, 6/20/18 - TBD	Agency Services	3-Jan		21-Jun	TBD
Employer	Workforce Wednesday, 5/23/18 - TBD	Agency Services	3-Jan		24-May	TBD
Employer	Workforce Wednesday, 4/25/18 - TBD	Agency Services	3-Jan		26-Apr	TBD
Employer	Workforce Wednesday, 3/28/18 - TBD	Agency Services	3-Jan		22-Mar	TBD
Employer	Workforce Wednesday, 2/21/17 - TBD	Agency Services	3-Jan		22-Feb	TBD
Employer	Workforce Wednesday, 1/31/18 - Economic Vitality Strategic Plan	Agency Services	1-Jul		31-Jan	Melissa Livingston and Paul Stamper. Discussion guide in development.
Youth	Growing Jobs Flyer	Creative Services	1-Jul		TBD	Do final updates after website launch and print if needed. Awaiting next steps.
Employers & Job Seekers	AJCC Pamphlets	Creative Services	1-Jul		1-Dec	Update (4) Job Seeker and Employer AJCC pamphlets in English & Spanish and OJT Tent Card. Layouts to client for review 11/6/17.
Job Seekers	AJCC Resource Room One-Sheets	Creative Services	1-Jul		TBD	Redesign/develop resource room one-sheets (4) versions. New design to client for review 10/2/17. Client advised feedback would be provided 11/20/17.
General	Convert "American" to "America's"	Creative Services	1-Jul		1-Dec	Convert "American" to "America's" wherever it appears online and collateral. In process.
General	KCLU Scripts & Banner	Creative Services	1-Jul		30-Jun	Develop new and update scripts and online banners for KCLU ongoing.



Workforce Development Board

Projects in Process: 17/18 Program Year

1/12/18

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date		Client Action
General	Employer & Job Seeker Success Stories	Creative Services	1-Jul		30-Jun	Solicit, produce and post new stories from WDB MOU Partners. 5 completed for BGC and PathPoint as of 1/8/18	
General	WDB Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
General	Op-Ed Development: New Topics	Media Relations	1-Jul	n/a	30-Jun	Agency services ongoing.	
General	WDB Photo Library	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
General	Workforce Ventura County Website	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Employer	Business Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Website	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business Facebook	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Employer	Ventura County Grows Business LinkedIn	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Employer	MRVC LinkedIn	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Youth	Youth Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Youth	VC Jobs With A Future Website	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Youth	VC Jobs With A Future Twitter Page	Creative Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Job Seeker	Job Seeker Outreach	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	
Job Seeker /Employer	JCC Job Fair/Business Expo Support	Agency Services	1-Jul	n/a	30-Jun	Agency services ongoing.	Client to provide info on Job Fairs/Business Expos
Employer	Business Outreach - Ventura County Grows Business	Agency Services	23-Mar	n/a	TBD	Converted "Internships" Campaign to VCGB campaign for retention/growth services. Update/Steward media plan.	HOLD
Employer	Business Outreach - WDB Initiatives	Agency Services	2-Nov	n/a	TBD	Develop campaign that targets employers on various WDB mission fronts: Working name - Open Door Campaign	HOLD
General	WDB Outreach	Agency Services	1-Jul	n/a	TBD	Investigate development of a 2-minute video that highlights are segments of WDB-supported programs	HOLD
Youth Outreach	VCFWF - Spring After School Program Presentations	Agency Services	1-Jul	TBD	TBD	PPT outline draft to client for review 1/16/15. In Development/Discussion.	HOLD

Workforce Wednesday

Eblast Development/Dissemination

Creative Services

Career Shops



Workforce Development Board

Projects in Process: 17/18 Program Year

1/12/18

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date		Client Action
Job Seeker	July 2017 Career Shops	Press Release	1-Jun	n/a	n/a	Completed 7/1/17	
General	Apprenticeship Editorial	Press Release	1-Jul	n/a	14-Jul	Provided support to reporter inquiry asking for WDB member experts. Completed 7/14/17	
Job Seeker	August 2017 Career Shops	Press Release	1-Jul	n/a	n/a	Completed 7/21/17	
General	Job Outlook: June 2017	Creative Services/Eblast			21-Jul	Completed 7/21/17	
General	New Chair & Vice Chair	Press Release	1-Jul	n/a	15-Aug	Develop release announcing new WDB chair and vice-chair. Completed 8/9/17	
General	Congressman Carbajal Press Advisory	Press Release	25-Jul	n/a	8-Aug	Develop and distribute press advisory. Completed 8/14/17	
General	VCCCD Resource Guide	Agency Services	1-Jul	n/a	4-Aug	Copyediting and review of WDB-related content in VCCCD Resource Guide Completed 8/14/17	
Job Seeker	September 2017 Career Shops	Press Release	1-Aug	n/a	n/a	Completed 8/16/17	
General	Job Outlook: July 2017	Creative Services/Eblast	22-Jul		18-Aug	Completed 8/18/17	
Employer	Workforce Update: August 2017	Creative Services/Eblast	1-Jul		22-Aug	Completed 8/22/17	
Employer	Workforce Wednesday, 8/30/17: Apprenticeships	Agency Services	1-Jul		30-Aug	Tony Skinner and Jeremy Goldberg. Completed 8/30/17	Waiting for client feedback
Job Seeker	October 2017 Career Shops	Press Release	1-Sep		n/a	Completed 9/8	
General	AJCC Spanish & English PSA	PSA	1-Sep	n/a	14-Sep	English & Spanish-Language PSA Developed & Distributed Completed 9/14/17	
General	Op-Ed: VCGB	Media Relations	1-Jul	n/a	25-Aug	Interview Bruce Stenslie & Brian Gabler for VCGB Op-Ed, scheduled to appear in PCBT. Completed 9/15/17	
General	Job Outlook: August 2017	Creative Services/Eblast	19-Aug		15-Sep	Completed 9/15/17	
Employer	Workforce Wednesday, 9/27/17: AJCC & Partners	Agency Services	1-Jul		27-Sep	Nancy Ambriz and Mary Navarro-Aldana. Copmleted 9/27/17	



Workforce Development Board

Projects in Process: 17/18 Program Year

1/12/18

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Client Action
General	CWA: #workforcewednesday support	Agency Services	15-Aug	n/a	4-Oct	Develop topic-specific posts to support statewide CWA "Workforce Wednesday" social media effort. Developed weekly posts from 8/23 to 10/4. Seven posts. Completed 10/4/17
Job Seeker	November 2017 Career Shops	Press Release	1-Oct		n/a	Completed 10/10/17
Employer	Workforce Update: October 2017	Creative Services/Eblast			24-Oct	Completed 10/10/17
General	Job Outlook: September 2017	Creative Services/Eblast	16-Sep		20-Oct	Completed 10/20/17
General	Joint Sector Meeting Eblasts (2)	Creative Services	1-Oct	n/a	30-Oct	Agency developed and disseminated (2) eblasts promoting participation. Completed 10/24/17
Employer	Workforce Wednesday, 10/25/17: P-20 Council	Agency Services	1-Jul		25-Oct	Roger Rice and Stan Mantooth. Completed 10/25/17
General	New Board Members & Reappointments Release	Press Release	1-Oct	n/a	30-Oct	Develop and distribute press advisory. Completed 10/30/17
General	Joint Sector Regional Meeting Eblasts (2)	Creative Services/Eblast	1-Oct		30-Oct	Designed and distributed (2) eblasts to promote participation in the 11/16/17 regional meeting Completed 10/30/17
Job Seeker	December 2017 Career Shops	Press Release	1-Nov		n/a	Completed 11/10/2017
General	Job Outlook: October 2017	Creative Services/Eblast	21-Oct		17-Nov	Completed 11/17/2017
General	Editorial: Pitched Apprenticeship Feature	Media Relations	1-Sep	n/a	15-Nov	Pitched Apprenticeship editorial in support of August WW. Completed 12/1/17
General	Editorial: Pitched Pathways to Youth Employment	Media Relations	1-Dec	n/a	31-Jan	Interview WW 12/13 participants to develop op-ed support VCJWF, etc. Completed 12/1/17
Youth	VCFWF - Site Redesign	Creative Services	1-Jul		1-Dec	Redevelop content and redesign creative approach to address new WIOA priorities. Completed/Launched 12/3/17
Employer	Workforce Update: December 2017	Creative Services/Eblast			5-Dec	Completed 12/5/17



Workforce Development Board

Projects in Process: 17/18 Program Year

1/12/18

Outreach Category	Project Reference	Element Description	Project Start Date	Production Deadline	Placement Date	Client Action
Employer	Workforce Wednesday, 12/13/17 - Pathways to Youth Employment	Agency Services	1-Jul		12-Jan	Jesus Torres and Erin Antrim. Completed 12/13/17
Youth	:10 Videos for Pandora, Snapchat & Social Media (3)	Creative Services	29-Oct		18-Dec	Develop, three :10 videos for the Q1 VCJWF Campaign. Completed 12/18/17
Youth	Pandora Online Banners	Creative Services	29-Oct		18-Dec	Develop 300x250, 640x640, 728x90, 320x50, three sets, online banners for VCJWF. Completed 12/18/17
Youth	Pandora :30 Radio Spot	Creative Services	29-Oct		18-Dec	Develop and produce :30 radio spot for VCJWF. Completed 12/18/17
Job Seeker	January 2018 Career Shops	Press Release	1-Dec		n/a	Completed 12/20/17
General	Job Outlook: November 2017	Creative Services/Eblast	18-Nov		22-Dec	Completed 12/22/17
Employer	SEO for VCGB Website	Agency Services	1-Jul		31-Dec	Develop and Optimize SEO strategy for VCGB Website. 19 of 20 keywords now appear on page one of Google Search. Completed 12/31/17.
General	AJCC Outreach Campaign	Agency Services	1-Jul	n/a	25-Sep	Developed KCLU PSA and online banners to promote AJCC. Started 9/25/17 Completed 12/31/17
Youth	KCLU PSA & Online Banners	Creative Services	29-Oct		18-Dec	Develop new :30 PSA and online banners to promote new VCJWF website. Completed 1/3/18
Youth	Youth Pathways & Partners Pamphlet	Creative Services	1-Jul		8-Jan	Develop new Youth pamphlet supporting launch of VCJWF and BGC & Pathpoint Partners. Completed 1/8/18
General	Update WIB Facebook to WDB Page	Creative Services	2-Jan	n/a	11-Jan	Agency redesign page to align with WDB and WIOA. Completed 1/11/18

Workforce Wednesday

Eblast Development/Dissemination

Creative Services

Career Shops



Workforce Development Board Outreach Update: November 2017 to January 11, 2018

Employer Outreach

- **Manufacturing Roundtable**
 - MRVC Networking Events: February & March – Currently pending for Wholesome Harvest and ECO Medical
- **Workforce Wednesday**
 - **December 13** - Youth Networked Services: Pathways to Youth Employment –Jesus Torres and Erin Antrim from Boys & Girls Club of Greater Oxnard & Port Hueneme. Discussion guide attached.
 - **January 31** – Economic Vitality Strategic Plan: Melissa Livingston and Paul Stamper – Confirmed. Discussion guide in development
 - **February 21** – Newly Available Dislocated Worker Funding: Connie Chan and Patrick Newburn – TBD
 - **March 28** – Millennials: How can/should employers adapt their work environment to recruit highly qualified millennials? Sumantra Sengupta and Sean Bhardwaj – TBD
 - **April 25** – 2018 WDB Award or Port of Hueneme World Trade Week and MAST Open House
 - **2018 Topics Under Consideration:**
 1. Maximizing Mentoring Opportunities – The “Unretirement” Trend. Victoria Jump + Older Worker in transition?
- **December Workforce Update Eblast**
 - December 5 – WDB Cohorts: 524 Sent/24% Open Rate/10% CTR
 - December 5 – Biz List: 5,585 Sent/5% Open Rate/2% CTR
- **February 2018 Issue “Workforce Update” Potential Topics**
 - Workforce Wednesday – Youth Pathways to Success: Erin & Jesus
 - Youth @ Work – 2018 Conference – Linda Fisher Helton WDB Representative
 - Committee Member Partner Focus – Westminster Clinic
 - ??? – MOU Partners in Success
 - Success Story Feature
- **Ventura County Grows Business Website – July to December 2017**
 - 1,651 Unique Visitors
 - **45% increase year-over-year**
 - 1,2,372 Sessions
 - **59% increase year-over-year**
 - 6,806 Pageviews
 - **88% increase year-over-year**
 - Popular Landing Pages Shared via Social Referral
 - **49% Home Page**
 - **21% Events**
 - **11% Workspace**
 - **New Pages/Content Added – See attached.**
 - Makerspace/Co-Working/



Workforce Development Board Outreach Update: November 2017 to January 11, 2018

- **VCGB Search Engine Optimization (SEO) Q4 Ranking Positions**
 - 19 (14-Q3) of 20 keywords are currently on page one.
 - 14 improved rankings (12 improved Q3) and 2 reduced since program start
 - Organic Search volume up 19% year-over-year for Q4

Keyword	Current Dec 31	Original Jun 24	Improved	Reduced
Biotech Ventura County	9	19	10	
Business Events Ventura County	5	3		2
Business Expansion Ventura County	1	1		
Business Transition Ventura County	1	2	1	
Consulting Services Business Plan Ventura County	1	2	1	
Employee Training Services Ventura County	1	4	3	
Filming Locations Ventura County	1	19	18	
Free Trade Zone Ventura County	1	1		
Green Business Ventura County	5	26	21	
Healthcare Ventura County	26	100	74	
Hospitality Ventura County	5	9	4	
Industrial Space Ventura County	9	37	28	
International Trade Ventura County	2	5	3	
Loans Funding Capital Services Ventura County	1	1		
Manufacturing Consulting Services Ventura County	2	4	2	
Quality Of Life Ventura County	1	3	2	
Recruitment Services Ventura County	2	4	2	
Relocation Ventura County	3	8	5	
Small Business Loans Ventura County	5	4		1
Start Up Business Plan Ventura County	1	1		
			14	2

VCGB Facebook - November 1 to December 31, 2017

- As of January 11, 2017 – Likes/Fans, 3,113 (October 31st 3,115)
 - **16.24% Increase** (July 1 – 2,678)
- Posts: 51 total posts since November 1 (approx. 26 per month or 4-5 per week)
- Total Reach: 12,047 – Average 1,506/week
 - Note: Overall reach in Nov/Dec was significantly reduces due to planned, reduced ad spending over the holiday period.
- Paid Post Reach: 731 most for a single day (12/25/17)
- Organic Post Reach: 477 most for a single day (11/6/17)

Workforce Development Board Outreach Update: November 2017 to January 11, 2018


Top Post Examples (by engagement): <= 4%

Post Details

Ventura County Grows Business
Published by Pam TheAgency (P) · December 29, 2017 at 7:45pm

As we head into a new year, there are changes in training, leave & hiring laws in the State of California. Make sure you get up-to-date on the changes and how they might affect your business. You can learn about 2018 Tax Laws & Regulations on February 21 at a no-charge presentation by the CA Department of Tax and Fee Administration (formerly known as the Board of Equalization), Franchise Tax Board, Employment Development Department and Internal Revenue Services. <http://bit.ly/2l0DX7u>

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



2018 Tax Laws and Regulations
Your Ventura County Library card id number is all you need to gain access to many useful databases. To apply for a Ventura County Library card, click here. Links include:
[VENTURACOUNTYGROWSBUSINESS.COM](http://venturacountygrowsbusiness.com)

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

341 people reached

Boost Post

Like Comment Share

341 People Reached

3 Likes, Comments & Shares

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

23 Post Clicks

0 Photo Views	12 Link Clicks	11 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 (P) · December 13, 2017 at 2:01pm

Our hearts go out to all those impacted by the fires.

The County of Ventura has set up a website dedicated to the recovery efforts related to the fires in Ventura County. Ventura County Recovers is intended to guide residents through the recovery process, regardless of the size of their loss.

Please visit venturacountyrecovers.org #venturacountystrong



Ventura County Recovers
VENTURACOUNTYRECOVERS.ORG

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

93 people reached

Boost Post

Like Comment Share

93 People Reached

0 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

7 Post Clicks

0 Photo Views	3 Link Clicks	4 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts


Post Details

Ventura County Grows Business
Published by Pam TheAgency (P) · December 21, 2017 at 4:53pm

Disaster Update and Support Services for Affected Ventura County Businesses

The Economic Development Collaborative-Ventura County is coordinating business services support for disaster recovery.

Our hearts go out to all those who have lost homes, property, revenue and much more in this disaster. We are standing in this recovery effort with you. For those impacted business owners, we know it can be daunting to know how to respond in the aftermath of such a disaster and even... See More



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

146 people reached

Boost Post

Like Comment Share

146 People Reached

4 Likes, Comments & Shares

4 Likes	4 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

7 Post Clicks

0 Photo Views	2 Link Clicks	5 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 (P) · December 21, 2017 at 7:45pm

The holidays are just around the corner, what are you doing for your employees? Check out a few ideas that don't involve a fruitcake. 🍰

<http://on.inc.com/2i11Wup>

#employeeholidaygifting #nofruitcakes
#venturacountygrowsbusiness #venturacounty
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Here's What the Best Bosses Are Doing for Their Employees This Holiday Season
Want to please your staff? Take a page from these startups' playbooks.
INC.COM

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

155 people reached

Boost Post

Like Comment Share

155 People Reached

0 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

6 Post Clicks

0 Photo Views	6 Link Clicks	0 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Workforce Development Board Outreach Update: November 2017 to January 11, 2018


Top Post Examples (by reach):

Post Details

Ventura County Grows Business
Published by Pam TheAgency (V) · December 29, 2017 at 7:45pm

As we head into a new year, there are changes in training, leave & firing laws in the State of California. Make sure you get up-to-date on the changes and how they might affect your business. You can learn about 2018 Tax Laws & Regulations on February 21 at a no charge presentation by the CA Department of Tax and Fee Administration (formerly known as the Board of Equalization), Franchise Tax Board, Employment Development Department and Internal Revenue Services. <http://bit.ly/2d0X7u>

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2018 Tax Laws and Regulations
Your Ventura County Library card is number 1 all you need to gain access to many useful databases. To apply for a Ventura County Library card, click here [Link](#) [R006](#)
[VENTURACOUNTYGROWSBUSINESS.COM](#)

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 7,800 people.

341 people reached

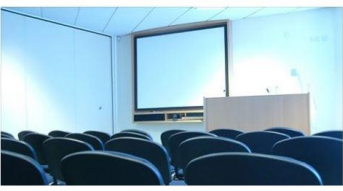
Like Comment Share

Post Details

Ventura County Grows Business
Published by Pam TheAgency (V) · November 4, 2017

When was the last time you sat in a classroom? If it's been awhile, think about going back & bring your employees! Check out upcoming classes & workshops—all available at little to no-charge. Be a life-long learner—you won't regret it! <http://bit.ly/2ZdgsQ4>

#businessventuracounty #employeeeventsservicesventuracounty #employeeeventsservicesventuracounty #venturacountygrowsbusiness #venturacounty... See More



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 7,800 people.

299 people reached


Like Comment Share

Post Details

Ventura County Grows Business
Published by Pam TheAgency (V) · November 15, 2017

Public officials, business people and Limoneira executives celebrated the groundbreaking of the Harvest at Limoneira development. This is great news for Santa Paula & the entirety of Ventura County! Read more about the multi-million dollar project that will bring the construction of 1500 housing units, a K-5 elementary school, parks and retail & commercial spaces. <http://bit.ly/2jau2zj>

#venturacountygrowsbusiness #venturacounty #businessexpansionventuracounty #limoneira #venturacountygrowsbusiness.com | 805-522-6556



Construction begins on long-awaited Limoneira project in Santa Paula
City officials and Limoneira executives celebrated the beginning of Harvest at Limoneira's construction at a Wednesday morning ceremony in Santa Paula.
[VESTAR.COM](#)

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 7,800 people.

285 people reached


Like Comment Share

Post Details

Ventura County Grows Business
Published by Pam TheAgency (V) · November 8, 2017

Do you employ millennials? If you don't already, you will soon—they are now the most populous generation in the workforce. Here are 5 principles to keep in mind. And here's a hint—these are applicable to ALL employees. <http://bit.ly/2A0D7fC>

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



5 Costly Mistakes Leaders Make When Managing Millennials
Here are five costly mistakes that leaders make when it comes to millennials, as well as ways to avoid the mistakes in the future.
[FORBES.COM](#)

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 7,800 people.

285 people reached

Like Comment Share

Workforce Development Board Outreach Update: November 2017 to January 11, 2018

Top Boosted Post Examples:

Post Details

Ventura County Grows Business
Published by Pam TheAgency (P) December 20, 2017 at 7:45pm

How much time each week do you dedicate to learning? And your employees? If it's not 5+ hours a week, a person is at risk of falling behind. Learning is no longer a luxury, it's a necessity. Learn the three steps to creating a "learning ritual." <http://bit.ly/2nfhzdy>
Look at upcoming January 2018 classes & workshops here <http://bit.ly/2B8xLEZ>
#employementtraining #learning See More



If you're not spending 5 hours per week learning, you're being irresponsible.
Learning is no longer a luxury, it's a necessity.
WORK-GZ.COM

1,578 people reached

20 Likes 19 On Post 1 On Shares
5 Comments 2 On Post 3 On Shares
3 Shares 1 On Post 2 On Shares

56 Post Clicks
0 Photo Views 33 Link Clicks 23 Other Clicks

NEGATIVE FEEDBACK
1 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page


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

Like Comment Share

Post Details

Ventura County Grows Business
Published by Pam TheAgency (P) December 12, 2017 at 12:45pm

Are you an entrepreneur or a small business owner, or trying to get a startup off the ground? Need workspace or makerspace? Take a look at available local resources in Ventura County. <http://bit.ly/2B8xLEZ>
Ventura County Grows Business. Can we help you grow YOUR business?
#businessventuracounty See More



Makerspace Networking Workspace

Ventura County Grows Business
Government Organization

1,001 people reached

57 Reactions, Comments & Shares

53 Like 52 On Post 1 On Shares
1 Love 1 On Post 0 On Shares
0 Comments 0 On Post 0 On Shares
3 Shares 0 On Post 3 On Shares

47 Post Clicks
5 Photo Views 23 Link Clicks 19 Other Clicks

NEGATIVE FEEDBACK
1 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page


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

Like Comment Share

Post Details

Ventura County Grows Business
Published by Pam TheAgency (P) November 28, 2017

How often do you take a class (online or in-person)? Read a book? Get trained? In our ever-evolving world of constant change, it's important for both you and your employees to embrace life-long learning. Learn something new--and break out those new pencils! <http://bit.ly/229gaQ4>
#businessventuracounty
#venturacountygrowsbusiness #venturacounty
venturacountygrowsbusiness.com | 805-522-6556



Ventura County Grows Business
Government Organization

886 people reached

56 Reactions, Comments & Shares

53 Like 53 On Post 0 On Shares
1 Love 1 On Post 0 On Shares
1 Comments 1 On Post 0 On Shares
1 Shares 0 On Post 1 On Shares

34 Post Clicks
4 Photo Views 12 Link Clicks 18 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post 1 Hide All Posts
0 Report as Spam 0 Unlike Page

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

Like Comment Share

VCGB LinkedIn Group Page


- 31 posts in November and December

Pamela Heckel • Manager
No matter what your business, my job is to get you customers. Creative...

When running a small business, there is always something to learn.

Do you manage your own small business website? Are you up-to-date on SEO and negative SEO? Make note of some common issues that can occur AND their solutions--a quick & informative read. <http://bit.ly/2jUCTYq>

#websitemanagement #education #SBA #SEO
#venturacountygrowsbusiness #venturacounty
venturacountygrowsbusiness.com | 805-522-6556




Like Comment

Pamela Heckel • Manager
No matter what your business, my job is to get you customers. Creative...

Do You Need Workspace or Makerspace?

Are you an entrepreneur or a small business owner, or trying to get a startup off the ground? Take a look at available local resources in Ventura County. Ventura County Grows Business. <http://bit.ly/2B8xLEZ>

#businessventuracounty #workspace #mak... Show more



Makerspace Networking Workspace

Like Comment



Workforce Development Board Outreach Update: November 2017 to January 11, 2018

EMPLOYER OUTREACH – IN DEVELOPMENT

- Requested new employer (EDC-VC) success stories for 17/18 (8/29)
- Spring Outreach Planning – Pending Regional Development Grant

YOUTH OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

- **VC Jobs with a Future New Website Launch**
 - New site launched: 12/3/17 www.vcjobswithafuture.org
 - **Search Engine Optimization:** Work began 11/1/17 during site construction.
 - 13 of 20 keywords are currently on page one.
 - 10 improved rankings since program start.

Keyword	Current Dec 31	Original Dec 1	Improved	Reduced
GED Practice Test Ventura County	1	1		
GED Test Ventura County	15	27	12	
Good Paying Jobs in Ventura County	17	21	4	
Ventura Community College	50	56	6	
Ventura County Adult Education	7	7		
Ventura County Apprenticeship Programs	5	5		
Ventura County Career Path	2	2		
Ventura County Career Planning	1	1		
Ventura County Community college	49	50	1	
Ventura County Internships	8	28	20	
Ventura County Job Placement	25	25		
Ventura County Job Search	32	35	3	
Ventura County Job Search Websites	18	25	7	
Ventura County Job Shadowing	2	2		
Ventura County Job Skills	5	5		
Ventura County Job Training	9	14	5	
Ventura County On the Job Training	4	4		
Ventura County Trade School	2	4	2	
Ventura County Vocational Training	2	4	2	
Ventura County Work Experience	1	1		
			10	0

- **Paid Media Outreach** – 1/15/18 to 3/18/18. See attached for updated plan.
- **Creative Elements in Development**
 - Three ten-second video spots – Spots to be played.
 - Three banner sets to support each video concept: 300x250, 640x640, 300x600. See attached.)
 - :30 Pandora Radio – Spot to be played.
 - :30 KCLU PSA – See attached.
- **Collateral** – Youth Pathways and Programs pamphlet completed. See example.
- **New youth success stories for 17/18 update:**
 - AJCC team – Sent reminder week of 11/5. Response pending/
 - PathPoint – Two success stories completed. See attached.
 - BGC – Three success stories completed. See attached.
- **Growing Jobs Flyer** – TBD

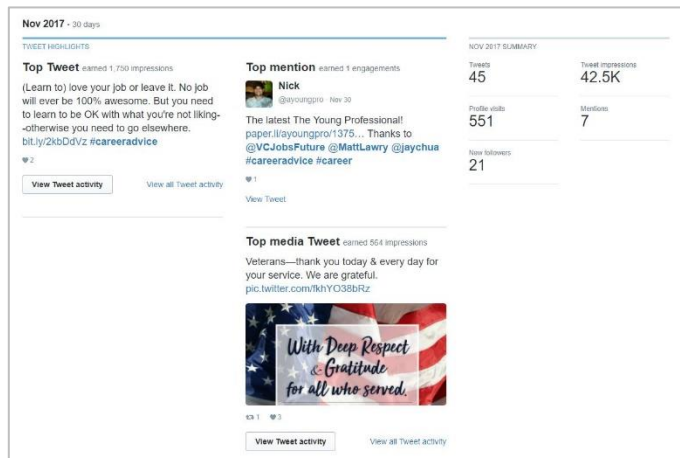


Workforce Development Board Outreach Update: November 2017 to January 11, 2018

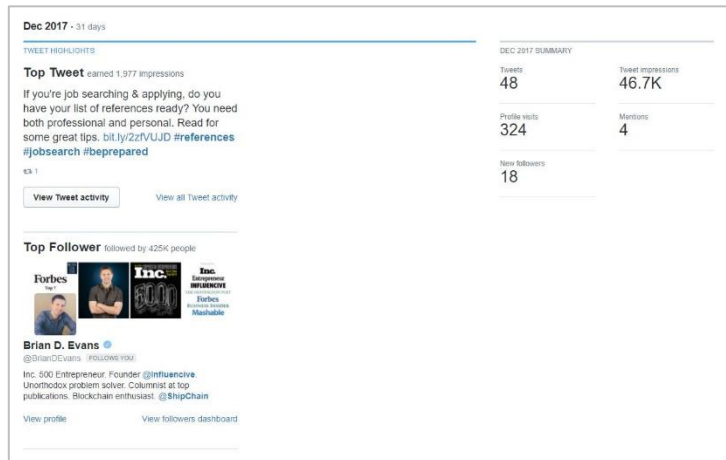
VC Jobs with a Future – Twitter: November 1 to December 31, 2017

- As of January 11, 2017 - 987 followers
 - **30% increase (760 as of June 30, 2017)**
- 93 Total Tweets since November 1 (61 days)
 - 875 Profile Visits (1,329 Sept/Oct)
 - 89,200 Impressions (109,900 Sept/Oct)
 - 1,500 Impressions per day average (1,800/day Sept/Oct)

November “Top Tweet” Summaries (See graphics below)



December “Top Tweet” Summaries (See graphics below)





Workforce Development Board Outreach Update: November 2017 to January 11, 2018

Engagements & Top Tweets (See graphics below)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Jobs with a Future @VCJobsFuture · Dec 28 If you're job searching & applying, do you have your list of references ready? You need both professional and personal. Read for some great tips. bit.ly/2zfVUJD #references #jobsearch #beprepared View Tweet activity			2,016	8	0.4%
		Promoted in campaigns		524	17	3.2%
	Jobs with a Future @VCJobsFuture · Nov 29 (Learn to) love your job or leave it. No job will ever be 100% awesome. But you need to learn to be OK with what you're not liking--otherwise you need to go elsewhere. bit.ly/2kbDdVz #careeradvice View Tweet activity			1,808	2	0.1%
		Promoted in campaigns		694	19	2.7%
	Jobs with a Future @VCJobsFuture · Dec 7 As the year's end is inching closer & closer--just WHAT are the highest paying jobs of 2017? And is one of them right for you? Regardless, opportunities abound. bit.ly/2izsOPd #highestpayingjobs View Tweet activity			1,548	2	0.1%
		Promoted in campaigns		717	4	0.6%
	Jobs with a Future @VCJobsFuture · Dec 7 How do you turn an interview into a job offer? Performing well at the job interview is the key. bit.ly/2k6s1sV #interviewtips View Tweet activity			1,510	4	0.3%
		Promoted in campaigns		471	6	1.3%
	Jobs with a Future @VCJobsFuture · Dec 28 What are YOUR job & career goals for 2018? Ready to get started? bit.ly/2hAXXmt #newyearscareerresolutions #goals View Tweet activity			1,265	1	0.1%
		Promoted in campaigns		412	7	1.7%
	Jobs with a Future @VCJobsFuture · Nov 19 Are you open about your #salary with friends, family & co-workers? Times are changing--this taboo is being broken. read bit.ly/2yoHZBE View Tweet activity			1,254	6	0.5%
		Promoted in campaigns		678	13	1.9%
	Jobs with a Future @VCJobsFuture · Nov 16 Nobody wants to go through the process of finding a new job & then find out it's a bad workplace--here are tips on how to see it in advance! bit.ly/2hAX7IL #beforeyoutakehthjob View Tweet activity			1,225	1	0.1%
		Promoted in campaigns		435	6	1.4%
	Jobs with a Future @VCJobsFuture · Dec 12 There ARE good jobs for those without a bachelor's degree. Look to manufacturing, health services, financial activities, real estate, construction & the retail. bit.ly/2krYnv9 #goodpayingjobs #nobachelorsdegree View Tweet activity			1,127	1	0.1%
		Promoted in campaigns		618	10	1.6%
	Jobs with a Future @VCJobsFuture · Dec 16 Do you know what an apprenticeship is? Do you there are local VC apprenticeships available? Check this out, it's a GREAT opportunity. bit.ly/2ArqYsT #electricianapprenticeship #apprenticeship #venturacountyapprenticeship View Tweet activity			1,078	1	0.1%
		Promoted in campaigns		388	5	1.3%
	Jobs with a Future @VCJobsFuture · Nov 28 Are leaders born? Or made? No matter which--YOU can improve your skills and be a better leader. Ready to learn how? bit.ly/2zbQOPn #leadingtips #beabetterleader View Tweet activity			1,060	5	0.5%
		Promoted in campaigns				

Engagements

Showing 61 days with daily frequency

Engagement rate

0.5%

Dec 31
1.7% engagement rate



Link clicks

92

Dec 31
2 link clicks

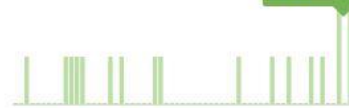


On average, you earned 2 link clicks per day

Retweets

18

Dec 31
2 Retweets



On average, you earned 0 Retweets per day

Likes

101

Dec 31
13 likes



On average, you earned 2 likes per day

Replies

0

Dec 31
0 replies



On average, you earned 0 replies per day



Workforce Development Board Outreach Update: November 2017 to January 11, 2018

JOB SEEKER OUTREACH – COMPLETED & IN DEVELOPMENT

- **Fall 2017 AJCC Outreach**
 - KCLU Sponsorship – AJCC Job Seeker began late-September and **ended December 31, 2017.**
 - Spanish Language Job Seeker PSA Produced by Gold Coast Broadcasting – Available to play.
 - **AJCC Collateral** - Develop new and update existing AJCC one-sheets and pamphlets to address “America’s” and applicable content updates including:
 - **New One Sheets (3-4 Versions)** –
 - Proposed layout to client for template approval on 10/2/17 – Advised feedback would be available on 11/20/17. **Pending.**
 - **Update Existing Pamphlets (3 Versions)**
 - Revised layouts/design/content updates to WDB staff for review on 11/10/17. See attached drafts for: OJT, Job Seekers, Employer Services. **Pending.**
 - **Update Existing Tent Card (1)**
 - Will be completed when pamphlet feedback/approval is received. **Pending.**
 - **Career Shops**
 - Workshops – prepared and sent out January workshops on December 20.
 - Workshops – sent out December workshops info on Nov. 10.
- Clips:**
- KCLU – running January 5 workshop info
 - 805Calendar.com – running December workshop listing and Jan. 30 Power of CalJOBS
 - KDAR – running January workshops
 - VC Star – ran Jan. 30 Simi workshop info Dec. 21
 - Moorpark Patch – posted Jan. 30 Simi workshop listing
 - VC Star – ran Simi workshop info Nov. 16.
 - Camarillo Acorn – ran Nov. workshops info Nov. 16.
 - Simi Acorn – ran Simi workshop info Nov. 10.
 - KDAR – running Nov. workshops info.
 - Moorpark Patch – posted Simi workshop listing Nov. 10.
 - 805Calendar.com – running Nov. workshop listing

GENERAL OUTREACH – COMPLETED & IN DEVELOPMENT

- **Redesigned/converted WIB Facebook page to WDB.** See attached screenshots.
 - Discuss pros/cons of reinvigorating updated WDB Facebook page.
- Changed “**American**” to “**America’s**” across the board.
 - Updates ongoing as discovered.
- **KCLU Sponsorship**
 - Provided new PSA and online banners for VC Jobs With a Future to begin January 2nd.
- **Press Releases**
 - **New board member release** – Jaime Mata, Marilyn Jansen, Connie Chan and Vic Anselmo, Gregory Lui and Bruce Stenslie reappointment. Sent release on Oct. 27.

Clips:

- 11/2/17 VC Star –
<http://www.vcstar.com/story/money/business/2017/11/02/three-appointed-workforce-development-board-ventura-county/820208001/>



Workforce Development Board Outreach Update: November 2017 to January 11, 2018

- **Op-Eds**

- **Apprentice pitch** – Set up interviews with Jeremy and Tony with Star reporter Tyler Hersko in November. Apprentice article in the Star on December 1.
<http://www.vcstar.com/story/money/business/2017/12/01/ventura-county-electrical-apprenticeship-offers-free-education-high-paying-job-opportunities/835981001/>
 - **Youth Pathways to Employment pitch** – Pitched article to VCStar in early January to set up interviews with Erin Antrim of BGC and Kim Whitaker of PathPoint as well as with youth who have successfully completed their programs. Article to support relaunch of VC Jobs With a Future website. See attached pitch.
- **Clean Green Employer Awareness Videos**
 - **Voiceover development support and review** –Waiting on completion of videos to promote on the WDB, VCGB websites and via social media.

Workforce Ventura County Website

- **Google Analytics Stats July 1 to December 31, 2017**
 - Audience Overview – 5,345 Sessions/3,834 Unique Users
 - **32% increase in unique users year-over-year**
 - 2.35 pages per visit (-13% over 16/17)
 - 2.03 average minutes visit duration (-21% over 16/17)
 - 52.35% bounce rate (-11% over 16/17)
 - **70% New Users (+5% over 16/17)**

Job Outlook Eblast:

- **November 17 (October 2017 Report)** – WDB Cohorts: 472/23.4% open rate/4.4% CTR
- **November 17 (October 2017 Report)** - Biz List: 5,644/6% open rate/0% CTR
- **December 22 (November 2017 Report)** – WDB Cohorts: 520/24.5 open rate/2.9% CTR
- **December 22 (November 2017 Report)** – Biz List: 5,564/5% open rate/1% CTR
- **Job Outlook Most Recent Stats:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **November 2017**:
 - **Ventura County decreased .4%** from 4.2% in October 2017 to 3.8% in November 2017 (November 2016 = 5.0%)
 - **California decreased .3%** from 4.3% in October 2017 to 4.0% in November 2017 (November 2016 = 5.0%)
 - **U.S. was unchanged from 3.9%** in October 2017 to 3.9% in November 2017 (November 2016 = 4.4%)

Elevator Speech Revisited

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

Updated Project in Process through January 12, 2018.



Workforce Wednesday for 12/13/17
Interview at 8:40AM – Pathways to Youth Employment
Live at KVTA 1590-AM Studio
2284 Victoria Avenue, Ventura

Workforce Wednesday Interview Guide

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

Opening

The seasonally adjusted unemployment rate for youth aged 16 to 24 was 9% in October 2017, more than double the overall unemployment rate of 4.1%. But 2016 research also shows that if that a youth has dropped out of high school, the unemployment rate can climb to as high as 31.9%. The good news is that there are WDB-supported programs available to youth in Ventura County who may have faced some personal or job readiness challenges and now want to follow a career path. Here to talk about the opportunities for Pathways to Youth Employment in Ventura County are: (Note: Source is the US Bureau of Labor Statistics)

- **Jesus Torres:** Director, External Affairs, Frontier Communications, WDB Business Services Committee Chair and board member.
- **Erin Antrim:** CEO Boys & Girls Club of Greater Oxnard & Port Hueneme and Youth Empowerment Program WDB service provider.

Interview Questions

- **Jesus:** How is the WDB involved in supporting services targeting 16-24-year-old underserved youth in Ventura County?
- **Erin:** Tell us about the Youth Empowerment Program at The Boys & Girls Club of Greater Oxnard and Port Hueneme? How many youths are participating in the program?
- **Jesus:** I understand that PathPoint provides similar services to youth in the areas outside of Oxnard and Port Hueneme. Could you describe the programs available to youth through PathPoint?
- **Erin:** What have you experienced as first: the biggest hurdle and second: the most positive outcome working with youth on a pathway to employment?
- **Jesus:** The WDB just launched a new website called "VC Jobs With a Future." What types of resources will youth discover on the site?
- **Jesus & Erin:** There are a lot of great programs available to Ventura County youth. What is the best starting point for a parent, kid or family member to learn about taking advantage of these opportunities?

Wrap-Up

If you or any young person you know could use a little help, you can learn more about the Boys & Girls Club of Greater Oxnard & Port Hueneme and PathPoint programs and more, at www.vcjobswithafuture.org/ready. To stay connected with the latest on career paths and good paying jobs be sure to join the conversation @VCJobsFuture on Twitter.

heidi hayes

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Tuesday, December 5, 2017 1:32 PM
To: heidi@agency2.com
Subject: Grow Your Business with Workplace Learning

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



Workforce Update

December 2017



VC Jobs With a Future



New Website for Youth

As part of their commitment to serve Ventura County youth, the WDB is pleased to announce the launch of a new website designed to connect 16-24-year-olds with career planning, education, work experience and job readiness resources. The [Ventura County Jobs with a Future website](#) can help youth to match their strengths with job choices, financial goals and develop educational and training pathways. Whether they are out-of-school, between jobs or not sure about a next career move, [VC Jobs With a](#)

[Future](#) can help them to build a career plan. If you or any young person you know could use a little help then suggest that they start with VC Jobs With a Future and [join the conversation on Twitter](#) to learn more.

Join Our Mailing List!

Resources

America's
JobCenter
of CaliforniaSM

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

Regional Sector Meeting - Shared Prosperity



Over 55 energized WDB board and committee members convened in mid-November to brainstorm ideas for pathways to a shared prosperity for Ventura County. In a dynamic meeting facilitated by the California Workforce Association Executive Director, **Bob Lanter** and

an inspiring presentation from **Vinz Koller**, Director of Training and Technical Assistance. Social Policy Research Associates, on the innovative Swedish apprenticeship system "College without Debt," participants were certainly motivated to uncover a common vision for work-based learning strategies in Ventura County. "Swiss employers have figured out how to train workers not only at no net cost to them but, in fact, at a substantial profit," said Koller. Representatives from Colorado, Washington, and Nevada have studied the Swiss system and have either begun or are planning to implement a similar program statewide. [Click here](#) to learn more about the growing interest in the Swiss Apprenticeship model in the U.S.



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



VENTURA COUNTY
GROWS BUSINESS

venturacountygrowsbusiness.com



Did You Know?

Inc.: [Millennials: 11 Things You Can Learn From Them as Mentors](#)

Orange County Register: [California has millions of good-paying jobs for workers without a bachelors degree.](#)

Washington Post: [Apprenticeships - long common in blue-collar industries are coming to white-collar offices.](#)

Quick Reads

US News & World Report: [Do you say thank you enough at work?](#)

Inc.: [How to overcome the biggest challenges in finding top talent.](#)

Forbes: [Five types of fraud in business that could put you in a bind.](#)

Job Outlook

**October 2017
Unemployment**

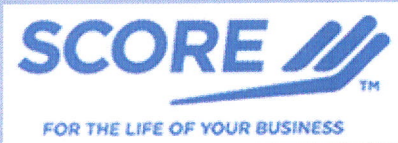
Looking for a Place To Sort of Call Your Own?



Whether you are thinking about starting a business or currently running a one-man-show from home, the importance of knocking around ideas or getting feedback from someone else cannot be underestimated. Fortunately, there are workspaces in Ventura County

that are designed to both serve and nurture the needs of our entrepreneurial community without requiring a long-term lease. Call it [co-working](#), [shared workspace](#), [incubators](#), [maker-space](#) or [accelerators](#), Ventura County has them all! The one thing these locations have in common is the facility to share resources, ideas, and potentially network with the people who could be key to your success. As part of the "Start-Up" resources available on the Ventura County Grows Business website, we have added a page with links to all of the workspace locations you might call home. [Click here](#) to learn more.

WDB Partner Focus: SCORE Ventura County



The Ventura County Chapter of SCORE, founded in 1971, currently has more than 60 business mentors. The members of SCORE Ventura County are

active and retired successful business owners and managers who volunteer their experience and knowledge to help established business owners and potential business owners achieve success. SCORE Ventura County's personalized customer service is key to their mission to assist small business to be successful. SCORE provides this assistance, free-of-charge, through two avenues: Face-to-face mentoring and educational workshops and seminars, all at NO CHARGE!

The mentors of SCORE Ventura County are capable and willing to aid in the success of all small businesses throughout Ventura County. Appointments can be scheduled by [clicking on the "Mentoring" tab at the SCORE Ventura website](#). Ventura educational workshops are held in various locations throughout the county and target both startups and existing business. The workshops feature experts in topics from the basics to running the day-to-day operations as well as keeping up with the latest in business trends. Check out the current workshop calendar by [clicking on the "Local Workshops" tab at the SCORE Ventura website](#).



Success Story: PathPoint

The Challenge: Noah was referred to Youth Networked Services (YNS) by City Impact to help him get back on track and enroll in high school. He came to YNS as a troubled youth who had dropped out and had never been employed.

The Solution: After enrolling in PathPoint, a YNS program, staff discovered that Noah had senior credits, but needed extra support and encouragement to return to school. Noah's YNS specialist contacted his school district, which allowed him to re-enroll. Within weeks, Noah was attending school again, engaging in

his coursework, and receiving As and Bs. He was on track to graduate with his class. To gain work experience, the YNS specialist referred him to a paid internship at the One Step A La Vez after-school program.

Not Seasonally Adjusted

U.S. = 3.9%
California = 4.3%
Ventura County = 4.2%

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

Note: Nov. 2017 Job Outlook will be available on Dec. 22.

Workforce Wednesday

Tom Spence
KVTB 1590-AM

Dec. 13, 2017 at 8:40AM

Topic: Pathways to Youth Employment

[Click to listen to Oct. broadcast](#) about the P-20 Council.

Upcoming Events

December 7, 8am
WDB Board Meeting,
AJCC Riverpark

January 5, 8am
Healthcare Committee,
VCCF

January 19, 8am
Clean/Green Committee,
VCCF

January 31, 8:30am
Business Services
Committee, VCCF

Interested in helping to develop Ventura County's future workforce? Join us at one of our committee meetings. For meeting specifics, visit the [Workforce Development Board](#) and click on meeting calendar.

The Outcome: Noah completed his internship hours, was punctual and professional, and had a great work ethic. He attended the Job Readiness Workshop and wrote his first résumé. He took the skills he learned, applied them to his job search, and was hired at the local Burger King. Noah went on to receive his high school diploma and is now enrolled at Ventura College, focusing on obtaining his associate degree and transferring to a four-year university.



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

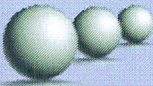
County.

Workforce Development Board

Bringing People & Opportunities Together

855 Partridge Drive, Ventura, California 93003

805.477.5306 or visit workforceventuracounty.org



Created in partnership with theAgency.

theAgency

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

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VENTURA
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Makerspace




[CLICK HERE TO LEARN MORE](#)


Networking



Workspace




62°F
Ventura, CA
 Sunny
 Humidity: 66%
 Wind: W at 11 mph
 Fri Sat Sun
 40°F / 60°F 55°F / 75°F 55°F / 75°F


USEFUL TOOL
 Online Business
 Database: Ventura County
 Library
 Your Ventura County Library
 card id number is all you need
 to gain access to many useful
 databases. To apply for a
 Ventura County Library
 card, click here. Links include:
[Read more...](#)



Workspace

- Connect Ventura Co-Working, Ventura**
 Connect Ventura co-working is a collaborative, professional work space with a classic, trans-learn vibe and the high-energy of a startup. Become a member to use the space, access Connect Ventura events, and best of all, join a built-in community of business and social connections.
- HUB401, Westlake Village**
 Operated by Cal Lutheran University in Westlake Village, CA, Hub401 offers co-working, community, and mentorship for entrepreneurs and small business owners to start, grow, and scale their startups with the help of mentors, coaches and service providers.

Plus, Makerspace Features:

- Ventura Bio Center, Thousand Oaks**
 The NBC mission is to create sustainable new tech businesses in Ventura County by combining scientific innovation and science education with business incubation. Tenants can rent space for a day (special event), a week (conference or trade show), month-to-month, or a year.

Makerspaces

- RCMakers, Camarillo**
 RCMakers is a non-profit, school-based, student-operated enterprise to manage a Job Shop & public Community Makerspace. RCMakers produces goods and services, provides internships and student employment, awards earned academic scholarships, and incubates startup businesses.
- MakeVentura, VenturaMakeVentura, Ventura**
 MakeVentura is on a mission to provide access to tools and training so you can make whatever you can imagine. MV's goal is to create a community of makers, builders, artists, inventors, and hackers who personify a DIY philosophy.
- CVMake (Camejo Valley Makerspace), Westlake Village**
 CVMake supports and embraces the resurgence of hands-on Do-It-yourself and maker culture through classes, meetups, membership, and community outreach where engineers, artists, students, and entrepreneurs can make ideas into real things.
- Ventura County Library Makerspace**
 The Ventura County Library makerspace is free and open to the public and maker-spaces available at two branches, the E.P. Foster Library and the Hill Road Library, both located in Ventura. Their goal is to reach the entire community by providing tools and guidance for all types of makers where communities of both new and experienced tinkers can explore skills, discover innovations and connect with others using emerging technologies and traditional tools.

Accelerator

- Aspire3 Accelerator, Ventura**
 Make your business idea real with up to \$10,000 in financing, mentoring, networking and practical education.

Networking

- 805 Connect**
 805Connect is a comprehensive database created to provide an official directory and networking platform to connect all the businesses in the 805-area code.
- 805 StartUp**
 805 StartUp's focus is in cultivating strong relationships with corporations and local government along the 101 corridor and giving them a platform to establish symbiotic relationships with startups via a member directory.

Education-Connected

- California Lutheran University, Center for Entrepreneurship, Westlake Village**
 The Cal Lutheran Center for Entrepreneurship is dedicated to the study of entrepreneurship in both academic and real-world settings. The CLU-CFE uses the latest teaching techniques to educate undergraduate and graduate students.
- CSUCI Entrepreneurial & Small Business Institute**
 The Entrepreneurship & Small Business Institute (ESBI) provides CI students with opportunities for experiential learning through small business consulting and numerous activities that support entrepreneurship and education.

Key Contacts

COUNTY | CITIES | CHAMBERS | VISITORS & CONVENTION | HARBORS | TRANSPORTATION | EDUCATION

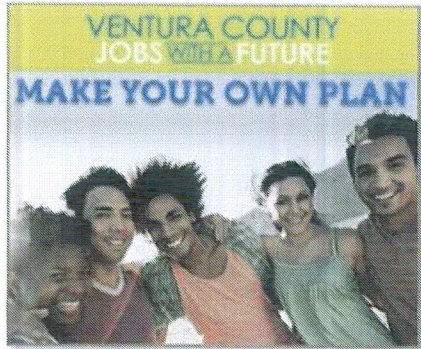
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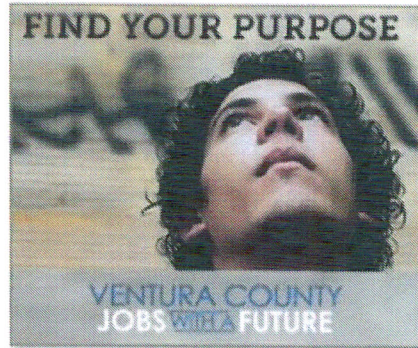
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HOME | ABOUT US | CONTACT US | SITEMAP | ACCESSIBILITY | ADMINISTRATION

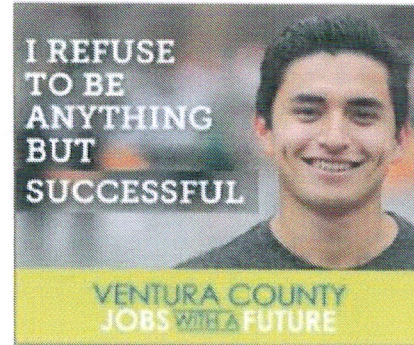
IN PARTNERSHIP WITH THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY
 155 PARTRIDGE DRIVE, VENTURA, CA 93000 | 805-522-6255



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vcjwaf-300x250-purpose.jpg



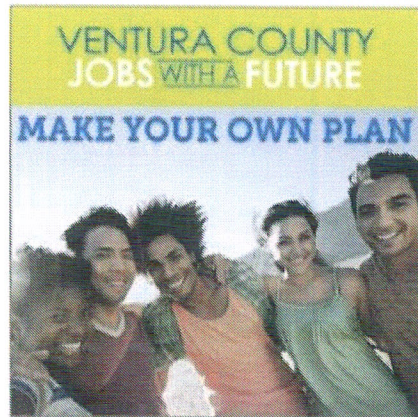
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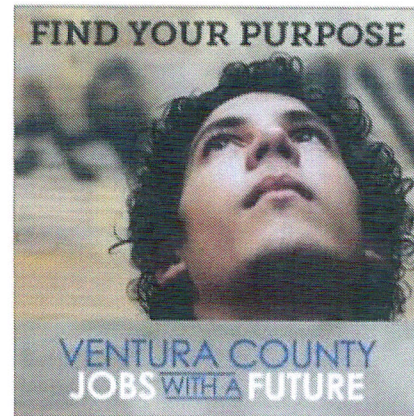
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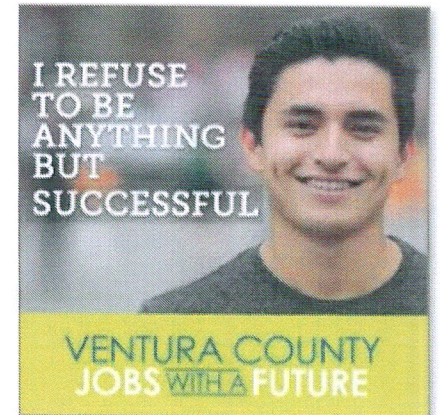
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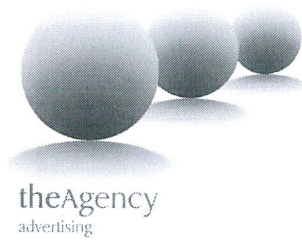
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KCLU Script
WDB VCJWF Radio
January 2, 2018

:30 VC Jobs With a Future Radio – KCLU

KCLU PROGRAMMING IS MADE POSSIBLE IN PART BY THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY. THERE ARE YOUNG PEOPLE IN OUR COMMUNITY WHO WANT TO IMPROVE THEIR LIVES AND FIND A NEW PURPOSE. VC JOBS WITH A FUTURE DOT ORG HAS RESOURCES FOR CAREER PLANNING, WORK EXPERIENCE, AND TRAINING OPPORTUNITIES, AS WELL AS WAYS TO FINISH HIGH SCHOOL OR FIGURE OUT A CAREER PATH. INFORMATION ON HELPING YOUTH LEARN HOW TO ACHIEVE SUCCESS IS AVAILABLE AT V C JOBS WITH A FUTURE DOT ORG.



Workforce Development of Ventura County

November 2017 to June 2018

Digital Media Flowchart - Target Audience: Disconnected Youth

VENTURA COUNTY
JOBS WITH A FUTURE

31-Dec-17

Placements	Notes:	Oct	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	Total Impressions	Total Investment	Total Value
PANDORA.COM	Geo-Targeted Ventura County: Millennials, living with parent, job seekers, high school grads, household income <\$30K										666,088	\$9,412	\$9,907
SNAPCHAT.COM	Geo-Targeted Ventura County: Young adults ages 16-24. Lifestyle: hip trends, music interest, nightlife, etc.										300,000	\$7,059	\$8,471
TWITTER											N/A	\$700	\$700
SEARCH ENGINE OPTIMIZATION (SEO)											N/A	\$7,059	\$8,824
KCLU (Radio)											1,018,800	Included in Direct PO	
KCLU.COM											801,231		
WORKFORCE WEDNESDAY	Pathways to Youth Employment										38,500	Included in Integrated Outreach	
Total:											2,824,619	\$24,230	\$27,902

Impressions Investment Value

OUR PARTNERS

Boys & Girls Clubs of Greater Oxnard and Port Hueneme*

The Youth Empowerment Program (YEP) provides the training and skills needed to be successful and serves youth ages 16-24 in the Oxnard & Port Hueneme areas. YEP is designed as a Job Ready Accelerated Program with Academic & Career Advisors, paid work experience, and supportive services.

805-483-1118

bgcop.org/youth-empowerment-program

Areas Served: Greater Oxnard and Port Hueneme

PathPoint*

Youth Networked Services (YNS) provides educational and employment support to youth ages 16-24. Youth gain access to Work Readiness Workshops, paid work experience, community resources, post-secondary education, vocational training, and cash incentives for program completion.

805-520-8744 ext. 1413

pathpoint.org/locations/ventura

Areas Served: All Ventura County regions other than Oxnard and Port Hueneme.

Youth Employment Opportunity Program (YEOP)*

The YEOP assists youth, ages 15-25, achieve their educational and vocational goals. The program emphasizes education, assessment, and peer advising. Specialists provide support through a variety of services including referrals to supportive services, training, jobs, and placement.

805-382-8626

edd.ca.gov/yeop

Areas Served: Ventura County

*NOTE: Check with provider regarding program eligibility criteria.

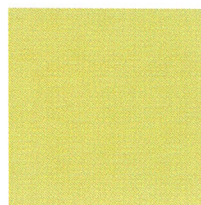
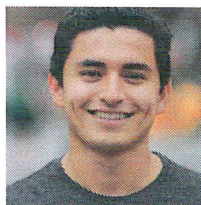
America's Job Center of CaliforniaSM

The America's Job Center of CaliforniaSM (AJCC) offers job listings, career guidance, labor market information, training and education resources, and tools for job preparation. There are full-service resource center locations in both Oxnard and Simi Valley.

Visit americasjobcenter.ca.gov or caljobs.ca.gov to find the AJCC nearest you or call 800-500-7705 for more information.

The Workforce Development Board of Ventura County administers the distribution of federal Workforce Innovation and Opportunity Act funds that help support AJCC locations in Ventura County and other adult, employer and youth programs, including Ventura County Jobs With a Future.

vcjobswithafuture.org
americasjobcenter.ca.gov
caljobs.ca.gov
workforceventuracounty.org



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workforceventuracounty.org

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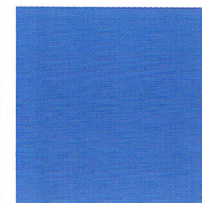
Equal Opportunity Employer/Program/Service. Auxiliary aids and services are available upon request to individuals with disabilities. TDD/TTY Inquiries call the California Relay Service 711 or 800-735-2922.



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YOUTH PATHWAYS

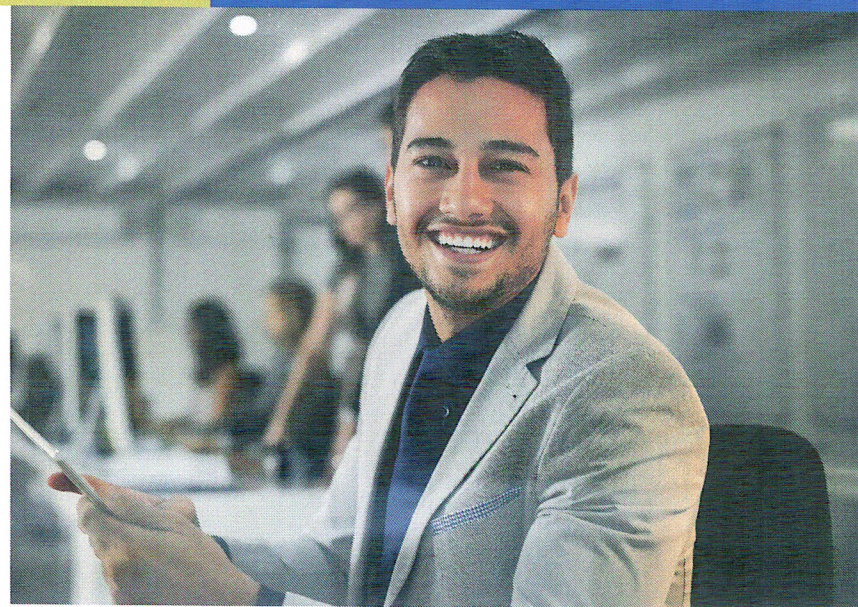


- Find My Direction
- Finish High School
- Choose Your Career
- Get Work Experience
- Get Training
- What About College
- Get Job Ready
- Look for a Job



VENTURA COUNTY JOBS WITH A FUTURE

Ventura County Jobs with a Future connects career planning, education, work experience and job readiness resources with Ventura County youth. Whether you are out-of-school, between jobs or not sure about your next move, the VC Jobs website pages listed below can help you build a plan to achieve success.



FIND MY DIRECTION

What am I good at? What do I like to do?

Deciding where you want to go is a BIG decision, and it's not an easy one either. A good first step is to get to know yourself—what makes you happy and what things don't. vcjobswithafuture.org/direction

FINISH HIGH SCHOOL

Dropped out, bored, but want your diploma?

Having a High School diploma or GED is the key to unlocking the first door to finding a good-paying job. Start here to make it happen—we promise you won't regret it. vcjobswithafuture.org/GED

CHOOSE YOUR CAREER

Knowing what you want to do is only part of it ...

Do you like computers or be outdoors, work with seniors or perhaps kids? It's time to check out your career choice possibilities, opportunities, and pathways. vcjobswithafuture.org/career

GET WORK EXPERIENCE

You want a job, but you need experience ...

Volunteer, do an internship, or temporary work! Getting work experience for the first time often means working for little to no pay—but the experience can be priceless. vcjobswithafuture.org/experience

GET TRAINING

How do I get the skills for the job I want?

Now it's time to find out where you can get some training. Adult school, vocational school, an apprenticeship or on-the-job training could all be the right choice. vcjobswithafuture.org/training

WHAT ABOUT COLLEGE

Colleges come in many shapes and sizes ...

Explore your choices—2-yr community college, 4-yr university or even further! If your career path includes college, research your options and then make a plan. vcjobswithafuture.org/college

GET JOB READY

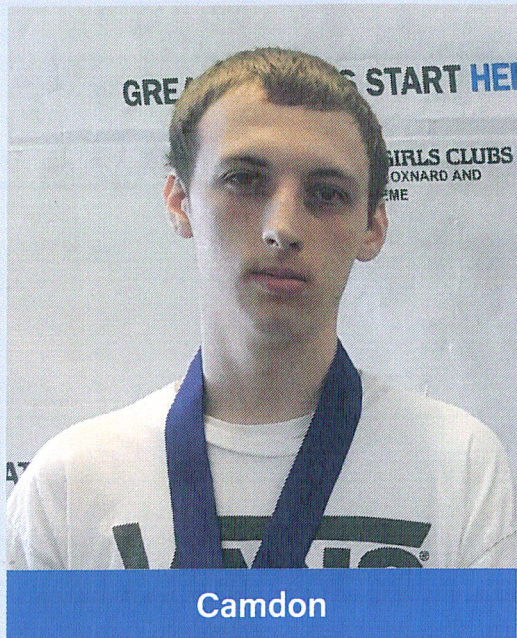
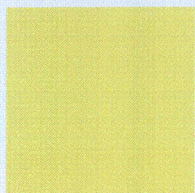
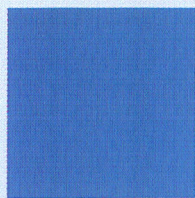
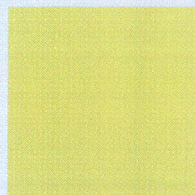
How will I know that I'm ready to work?

Being "Job Ready" can mean different things in different career paths. Fortunately, there are organizations in Ventura County who can help make sure you're ready. vcjobswithafuture.org/ready

LOOK FOR A JOB

Just HOW do I look for a job?

Overwhelmed? You're not alone. Taking it one step at a time is usually best: what jobs do you want to pursue, how are your interviewing skills, and how much will the job pay? vcjobswithafuture.org/search



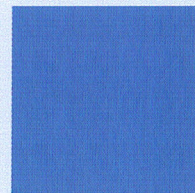
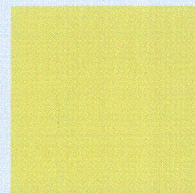
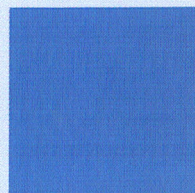
Camdon

Another Great WDB

SUCCESS STORY



Type of Customer: Youth



The Challenge:

Camdon heard about the Youth Empowerment Program (YEP) through the staff at the Ventura Training Institute (VTI) when he was trying to enroll in their Clinical Nursing Assistant program without the financial resources needed for tuition. Camdon is in the foster care system and resides in a foster home, but he was committed and determined to obtain his CNA license.

The Solution:

Referred to the YEP program, Camdon completed their Job Ready workshops and was able to obtain tuition assistance and enroll in the VTI program. He completed the CNA course and an externship and took the State exam. He passed on his first try and obtained his CNA license.

The Outcome:

Because of his great commitment in the Youth Empowerment Program, Camdon was selected to take part in YEP's subsidized employment program. Since he already had his CNA license, getting on-the-job training at a healthcare center would be an ideal next step. YEP worked with the Oxnard Manor Healthcare Center, and the manager was excited to welcome Camdon as an intern. He was asked to complete 100 hours of paid work at Oxnard Manor Healthcare Center. Camdon's dedication and commitment to his education and the opportunities presented through the YEP program earned him a permanent job at the center as a CNA. He now hopes to become a Registered Nurse one day.



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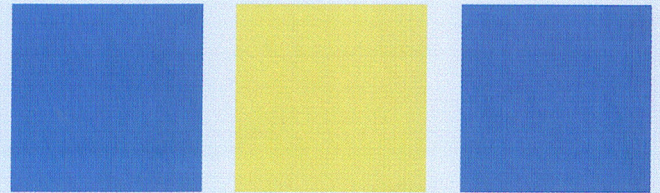


Another Great WDB

SUCCESS STORY



Type of Customer: Youth



Edith

The Challenge:

Edith lives with her parents and five siblings in Oxnard, California. Throughout her childhood, her family struggled financially. Diagnosed with cancer at a very young age, the treatment Edith received happily put her into remission, but also left her with chronic health issues. Determined to put her illness behind her, Edith was ready for a new start.

The Solution:

Eager to get started on her educational and employment goals, Edith joined the Job Ready Program at the Boys & Girls Clubs of Greater Oxnard and Port Hueneme in October. She came into the program knowing that earning her Certified Nursing Assistant (CNA) Certificate was the key to obtaining stable employment. Edith completed two weeks of Job Ready Workshops where she learned how to write a resume, create a cover letter and other job-ready skills. She then enrolled in the Ventura Training Institute's (VTI) CNA program.

The Outcome:

Through her participation in the Job Ready and Youth Empowerment Programs, Edith was able to obtain the training and financial assistance needed to pursue a CNA certificate at VTI. She worked hard and was able to obtain her license and secure a job at the Oxnard Manor Healthcare Center as a CNA. She is a prime example of how hard work and commitment can overcome many challenging situations!



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www.workforceventuracounty.org





Another Great WDB

SUCCESS STORY



Type of Customer: Youth



Elena

The Challenge:

Elena was raised by a single mother who emigrated from Mexico and provided for them by working in the fields. Elena dreamed about continuing education; however, she had to start working at the age of 15 to help pay for food and rent. When her mother became disabled she was thrust into the role of sole provider. Even with these sacrifices, Elena finished High School, but there was never enough time or income to pursue higher education.

The Solution:

Elena visited the Fillmore Human Services Agency (HSA) to apply for food stamps and cash aid when she became unemployed. While at the HSA office, she learned about the Workforce Innovation and Opportunity Act (WIOA) and was given a PathPoint flyer. Elena contacted a Program Specialist and was able to get into the Youth Networked Services (YNS) program with Basic Skills Deficient/ Low-Income eligibility. This WIOA-funded program allowed Elena to start a paid YNS internship where she was able to earn income and at the same time, start a Phlebotomy course at the Clinical Training Institute in Oxnard.

The Outcome:

Elena completed both the YNS internship and the Phlebotomy course as well as a Career Exploration and Work Readiness Workshop. She was able to obtain financial help for school, work experience and secure a job. Elena told the Youth Specialist that she would not know what to do without the opportunities facilitated through PathPoint.



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Another Great WDB SUCCESS STORY

Type of Customer: Youth



Mariela

The Challenge:

The only thing holding Mariela back was uncertainty. She entered the Boys & Girls Club of Greater Oxnard and Port Hueneme with trepidation. Mariela was very unsure about what she wanted to do, but she did know she needed help to figure things out. The Youth Empowerment Program (YEP) was just the thing to get her started on a career path.

The Solution:

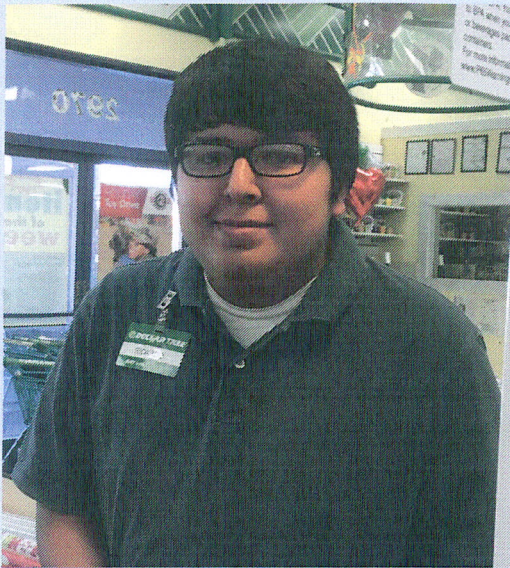
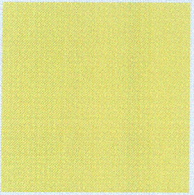
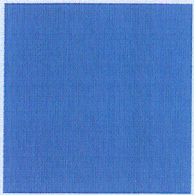
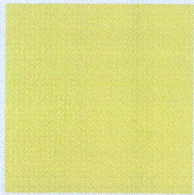
Mariela's first step was to complete the Job Ready Workshops that are part of the YEP program. The workshops helped her begin the process of moving towards a career path in healthcare, and she enrolled in the Ventura Training Institute's CNA program. She soon completed coursework, and passed all of the exams and was officially a Certified Nurse's Assistant. All Mariela needed now was work experience.

The Outcome:

Fortunately, YEP had just begun a new subsidized employment program partnership with the Oxnard Manor Healthcare Center. Mariela jumped at the opportunity for a 150-hour paid internship program at the Oxnard Manor nursing home and made excellent progress in applying and improving her skills. Her manager was so impressed with Mariela's strong work ethic that she was given a permanent job opportunity. Secure in her new position, Mariela continues to strive for greater success and is enrolling in college to become a Registered Nurse.



Workforce Development Board
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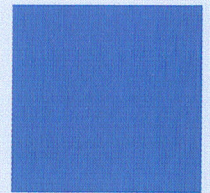
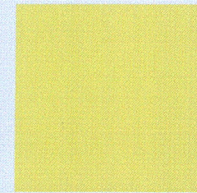
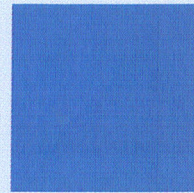
Ricardo

Another Great WDB

SUCCESS STORY



Type of Customer: Youth



The Challenge:

Ricardo dropped out of high school in the 11th grade because he felt discouraged that he was behind in credits and didn't think he would be able to graduate with his class. He was referred to PathPoint's Youth Networked Services (YNS) program by the Simi Institute for Careers and Education with a goal of earning his high school diploma and one day becoming a Paramedic.

The Solution:

Ricardo's YNS Youth Specialist assisted him with enrolling at the adult school where he could complete the credits he needed to earn his high school diploma. Through a series of incentives, Ricardo was able to obtain tuition and test fee support, receive school supplies as well as his graduation ceremony cap, and gown where he was chosen to be a keynote speaker. Now armed with a diploma he still needed work experience. Ricardo was provided with clothing and shoes for interviewing and after securing a paid internship at the Dollar Tree also received assistance to meet the uniform requirements and gas cards to get to and from his job.

The Outcome:

After his internship ended, Ricardo was able to secure a cashier position at the Dollar Tree. Additionally, he is on the path to becoming a Paramedic. After completing a Paramedic Career Exploration, he enrolled in the Emergency Medical Technician (EMT) course at the Simi Institute for Careers and Education. Ricardo is proud of his accomplishments and grateful for the support that he has received to help make his goals a reality.



Workforce Development Board
Bringing People & Opportunities Together
www.workforceventuracounty.org





America's Job Center, Oxnard December 2017 Career Shops

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

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

December 5 - The Power of CalJOBS, 8:30 a.m. - noon - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

December 8 – Winning Interviews, 8:30 a.m. - noon - You never get a second chance to make a first impression. This Career Shop will give you the tools you need to make a lasting impression that wins you a job. You will walk away with your own 30-second commercial that allows you to quickly and efficiently discuss your skills. After this session, you can be confident that you are prepared for any interview, any place, anytime.

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

December 15 – Job Search/Social Media, 8:30 a.m. – noon - This workshop provides common sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers and returning to the workforce. Social Media: This workshop provides information on the most popular online social networks.

Space is limited. Prior registration required. Career Shops are offered at no cost to job seekers. Participants must be registered with CalJOBS (<https://www.caljobs.ca.gov>) before signing up for a career shop. For more information, call the West County America's Job Center at 805-204-5171.

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

East County America's Job Center December 2017 Career Workshop

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

Tuesday, December 19 - The Power of CalJOBS, 8:30 a.m. – noon - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

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

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America's **JobCenter**
of CaliforniaSM



America's Job Center, Oxnard
Spanish Language December 2017 Career Shops

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

SPANISH Language Career Shops:

December 1 & 8 - 1:30 p.m. – 4:00 p.m. - Tecnicas para la Busqueda de Trabajo (Job Search Techniques), 1:30 p.m. – 4:00 p.m. Esta diseñada para personas que estan buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicacion, tecnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. Tambien aprendera tecnicas apropiadas para hacer un entrevista. 805-204-5171.

Space is limited. Prior registration required. Career Shops are offered at no cost to job seekers. Participants must be registered with CalJOBS (<https://www.caljobs.ca.gov>) before signing up for a career shop. For more information, call the West County America's Job Center at 805-204-5171.

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America's Job Center, Oxnard January 2018 Career Shops

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

January 5 & 19 – Résumés that Sell, 8:00 a.m. – noon - Get hands-on assistance in completing your résumé, cover and thank-you letters. Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents. Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references.

January 9 - Veterans Orientation, 8:00 a.m. – noon - This collaborative meeting provides our veterans with information on local services and programs that are available to the veteran.

January 12 - Winning Interviews, 8:00 a.m. - noon - You never get a second chance to make a first impression. This Career Shop will give you the tools you need to make a lasting impression that wins you a job. You will walk away with your own 30-second commercial that allows you to quickly and efficiently discuss your skills. After this session, you can be confident that you are prepared for any interview, any place, anytime.

January 12 - The Power of CalJOBS, 1:00 p.m. – 5:00 p.m. - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

January 26 – Job Search/Social Media, 8:00 a.m. – noon - This workshop provides common sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers and returning to the workforce. Social Media: This workshop provides information on the most popular online social networks.

Space is limited. Prior registration required. Career Shops are offered at no cost to job seekers. Participants must be registered with CalJOBS (<https://www.caljobs.ca.gov>) before signing up for a career shop. For more information, call the West County America's Job Center at 805-204-5171.

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East County America's Job Center January 2018 Career Workshop

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

Tuesday, January 30 - The Power of CalJOBS, 8:00 a.m. – noon - CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs.

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

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



America's **JobCenter**
of CaliforniaSM



America's Job Center, Oxnard
Spanish Language January 2018 Career Shops

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

SPANISH Language Career Shops:

January 5 & 19 - 1:00 p.m. – 5:00 p.m. - Tecnicas para la Búsqueda de Trabajo (Job Search Techniques), Esta diseñada para personas que estan buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicacion, tecnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. Tambien aprendera tecnicas apropiadas para hacer un entrevista. 805-204-5171.

January 26 – 1:00 p.m. – 5:00 p.m. - El poder de CalJOBS – CalJOBS es un recurso en línea que se puede utilizar para navegar los servicios de la fuerza laboral de California, que proporciona información del empleo y el Mercado laboral. El Sistema Nuevo y mejorado permite a los usuarios buscar fácilmente empleos construir resúmenes, accede los recursos de carreras, y encontrar información sobre los programas de educación y entrenamiento.

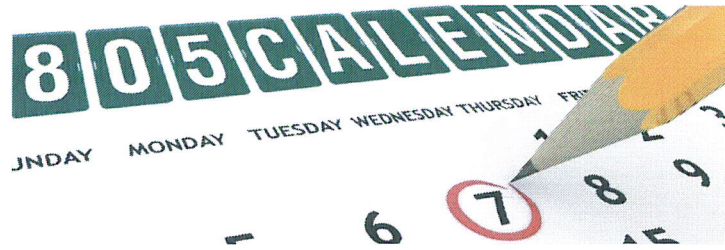
Space is limited. Prior registration required. Career Shops are offered at no cost to job seekers. Participants must be registered with CalJOBS (<https://www.caljobs.ca.gov>) before signing up for a career shop. For more information, call the West County America's Job Center at 805-204-5171.

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





Free Career Shops For Job Seekers: Presented throughout December by the America's Job Center of California with support from the Workforce Development Board, EDD Workforce Services and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. For more job search opportunities, go to <https://www.caljobs.ca.gov>. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration is required. Call the America's Job Center of California at [800-500-7705](tel:800-500-7705) or go to its website to enroll.



Tue, Jan 30: The Power of CalJOBS The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration required. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. 8:00 a.m. – noon at East County America’s Job Center, 2900 N. Madera Rd., Simi Valley. Info: [805-955-2282](tel:805-955-2282)



November 16, 2017

Help for job seekers in Oxnard

November 16, 2017

America's Job Center will offer the following Career Shops at no cost to job seekers at its West County center at 2901 N. Ventura Road, third floor, Oxnard.

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

Fri., Dec. 1 at 8:30 a.m.: Résumés that Sell.

Attendees can get help on résumés and on cover and thankyou letters. Bring employment history for the last 10 years and names, addresses and phone numbers of three personal and three professional references.

Tues., Dec. 5 from 8:30 a.m. to noon: The Power of CalJOBS.

An online resource, CalJOBS is used to navigate workforce services providing employment and labor market information as well how to build résumés, access career resources and education and training programs.

Fri., Dec. 8 from 8:30 a.m. to noon: Winning Interviews.

Learn tools for making a lasting impression to earn a job.

Tues., Dec. 12 from 8 a.m. to noon: Veterans Orientation. Veterans can get information on local services and programs available to them.

Fri., Dec. 15, 8:30 a.m. to noon: Job Search/Social Media.

Explores tactics for finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers and returning to the workforce. This workshop also provides information on the most popular online social networks.

Prior registration for Career Shops is required and participants must also be registered first at caljobs.ca.gov.

For more information, call the West County America's Job Center at (805) 204-5171.



Free Career Shops For Job Seekers

Event Details

- January 5, 2018
- 8:00 am - 12:00 pm
- Free

Venue

- West County America's Job Center
- 2901 N. Ventura Rd., 3rd Floor
- Oxnard, CA 93003
- (805) 204-5171
- <https://www.caljobs.ca.gov>

Event Description



Résumés that Sell - Get hands-on assistance in completing your résumé, cover and thank-you letters.

Upon completion of this Career Shop, you will walk away with a portfolio that shows off your professional documents.

Come prepared with your employment history for the last 10 years and names, addresses, and phone numbers of three personal and three professional references.

Event presented by:

- American Job Center of California
- (800) 500-7705
- <https://www.caljobs.ca.gov>



Job and Career Workshops

8:30 AM on Friday, December 1 - 12:00 PM on Friday, December 15

Free Career Shops For Job Seekers - presented throughout December by the America's Job Center of California with support from the Workforce Development Board, EDD Workforce Services and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. For more job search opportunities, go to <https://www.caljobs.ca.gov>. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration is required. Call the America's Job Center of California at 800-500-7705 or go to its website to enroll.

Location:

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

[Google Map](#)



Free Career Workshops

8:00 AM on Friday, January 5, 2018 - 12:00 PM on Friday, January 26, 2018

Free Career Shops For Job Seekers - presented throughout January by the America's Job Center of California with support from the Workforce Development Board, EDD Workforce Services and the Human Services Agency of Ventura County. Career Shop topics include resume writing and job interview techniques. For more job search opportunities, go to <https://www.caljobs.ca.gov>. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration is required. Call the America's Job Center of California at 800-500-7705 or go to its website to enroll!

Location:

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

[Google Map](#)

MoorparkPatch

Jan
30

The Power of CalJOBS

Tuesday at 8:00am



[East County America's Job Center 2900 N. Madera Rd, Simi Valley, CA 93065](#)

By [Diane Rumbaugh](#)

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

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

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



The Power of CalJOBS - Free Jobs Seminar

CalJOBS is an online resource that can be used to navigate California's free workforce services sites.

| Nov 10, 2017 2:47 pm ET



Date: Tuesday, December 19, 2017

Time: 8:30 a.m. - noon

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

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

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

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

Simi Valley Acorn

Help offered for job seekers

| November 10, 2017

East County America's Job Center will hold its November Career Workshop from 8:30 a.m. to noon Tues., Nov. 28 at the center, 2900 N. Madera Road, Simi Valley.

The class is titled "The Power of CalJOBS" and is free to job seekers.

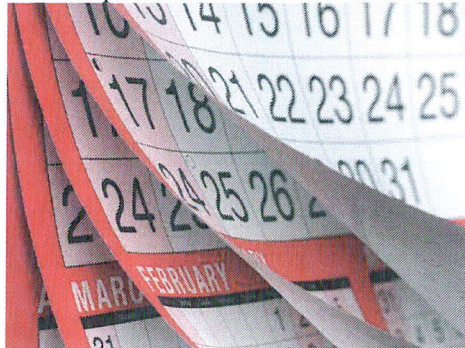
CalJOBS is an online resource that can be used to navigate California's workforce services, providing employment and labor market information.

Prior registration required. Participants must sign up with CalJOBS at caljobs.ca.gov before registering for the class.

For more information, call the center at (805) 955-2282.

Free workshop in Simi Valley offered for job seekers

Staff reports Published 1:01 a.m. PT Dec. 21, 2017



The East County America's Job Center will host a free workshop for job seekers in January.

"The Power of CalJOBS" will be offered from 8 a.m. to noon Jan. 30 at the center, 2900 N. Madera Road in Simi Valley.

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

Space is limited, and prior registration required. Participants must sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. For more information, call 805-955-2282.

The workshop is sponsored by the Ventura County Human Services Agency, state Employment Development Department Workforce Services and the Workforce Development Board of Ventura County.

This is an equal opportunity employer/program/service. For TDD/TT inquiries, call 800-735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.



PART OF THE USA TODAY NETWORK

Nov. 16, 2017

Workshop set in Simi Valley for job seekers

A free career workshop will be offered to job seekers in November.

“The Power of CalJOBS” will be offered from 8:30 a.m. to noon Nov. 28 at the East County America’s Job Center, 2900 N. Madera Road in Simi Valley.

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

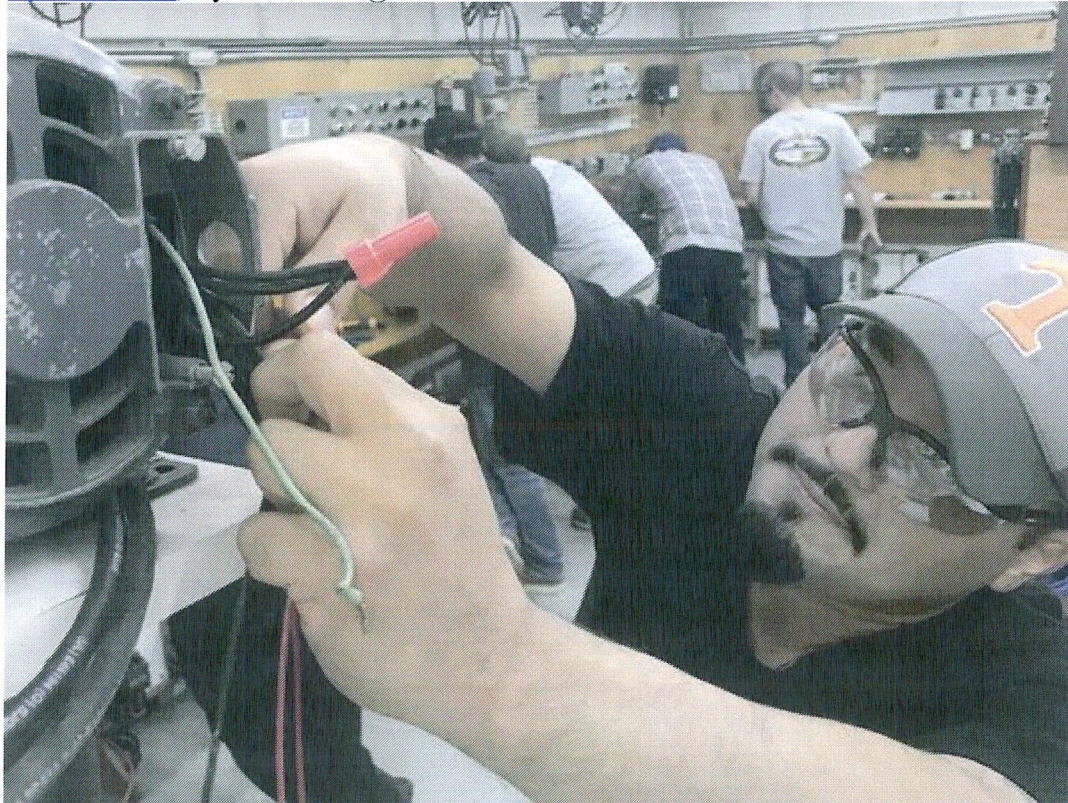
Space is limited and prior registration is required. Participants must first sign up with CalJOBS at <https://www.caljobs.ca.gov> before registering for the class.

For more information, call 955-2282.

The workshop is sponsored by the Ventura County Human Services Agency, state Employment Development Department and Workforce Development Board of Ventura County. This is an equal opportunity employer/program/service. For TDD/TT inquiries, call 800-735-2922. Auxiliary aids and services are available upon request to individuals with disabilities.

Ventura County electrical apprenticeship offers free education, high-paying job opportunities

[Tyler Hersko](#), Tyler.Hersko@vcstar.com, 805-437-0312 Published 8:35 a.m. PT Dec. 1, 2017



(Photo: JUAN CARLO/THE STAR)

There is a free educational program in Ventura County that sets its graduates up with union jobs that often pay starting salaries of more than \$70,000.

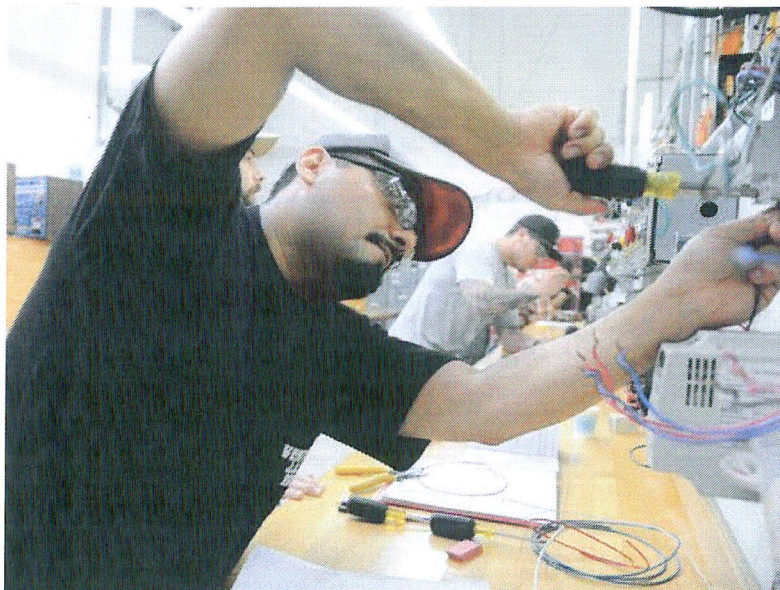
It might sound like a pipe dream or some sort of clickbait, but the training offered by the [Ventura County International Brotherhood of Electrical Workers](#) is the real deal.

The organization, founded in 1937, offers a multi-year training course that allows aspiring electricians to get paid, gain real-world experience and ultimately support themselves as union workers after graduation. The program's free tuition and especially the high-paying jobs open to its graduates are marketed as key selling points in Ventura County, where jobs that pay that well can be hard to come by.

The electrician apprenticeships offered by the organization are an alternative for people who have been burned by their college experiences or are otherwise looking for a secure and well-paying career path, according to Santa Paula resident James Pettit, a student in the five-year program.

"I have a lot of friends who went to college and paid a lot of money for their degrees but didn't get jobs they thought they would get," Pettit, 25, said. "When you've graduated from my program, you make around \$40 an hour, plus pensions, insurance, and killer benefits. It almost sounds too good to be true"

Pettit entered the apprenticeship program four years ago, after comparing the careers of his older siblings. While several of his family members had graduated from college and nursing schools, Pettit was inspired by the salary and general quality of life of an older brother who had gone through the electrical apprenticeship program several years earlier. Though Pettit studied at Ventura College for a year, he has preferred the free tuition and lighter workload offered by his current apprenticeship.



Fabian Ramirez, who is in the fourth year of a program at Ventura County Electrical Apprenticeship Training Center in Oxnard, practices wiring a motor control practice board. The free program, an alternative to college for some, lets trainees earn money and work while they train to become electricians. JUAN CARLO/THE STAR

Pettit is one of 83 electricians currently being trained by the organization, which takes applications from August through April. Applicants are required to have an unrestricted California driver's license, a year of algebra education and a high school diploma or GED. If accepted, apprentices train for five years and usually begin working full-time a month into the program.

A class of 83 is considered large for the program, which is growing in popularity due to increasing issues of economic inequality, said Jeremy Goldberg, the executive director of the Tri-Counties Central Labor Council union.

Goldberg advocates for programs such as electrician apprenticeships to local politicians and argued that due to the prohibitive cost of college and scarcity of jobs for many Americans, it's important to consider the rising success of trade careers such as electrical work and discuss how it could be emulated elsewhere.

"You go through white collar America and you work for free for six months to a year and it's called an internship but it's not fair," Goldberg, 32, said. "It means whoever can afford to live for free gets that internship and whoever can't, goes and gets an entry level job somewhere doing less than what they might be capable of. This electrical apprenticeship program is the mode that creates people who can function in society, provide for themselves and have an actual career that can support you from entry to a really good retirement."

Although the program boasts a number of perks that have enticed local residents, electrical work isn't without its difficulties, said Tony Skinner, president of the Ventura County International Brotherhood of Electrical Workers. He noted that electrical work is math-intensive and apprentices require 8,000 hours of training to graduate and that trade work was more demanding — but also rewarding — than negative stereotypes made it out to be.

"It's not an easy program: These kids are working five days a week and they're here (training) two nights a week for three hours and they've probably got eight or nine hours of homework every week, so it's a full-time commitment," Skinner said. "But there's not too many places where you can go to work for over \$15 an hour plus health while getting all their training paid for."

While Skinner argued that trade work offered an enticing career path for people seeking work in Ventura County, it is an industry struggling to thrive in the region nonetheless.

Skinner noted that Ventura County's overall lack of housing and job growth affected working electricians because when commercial and residential buildings aren't being built or operated, there are fewer places that require an electrician's services. Still, Skinner is optimistic about the growth of electrical work, adding that his program's graduates can work for any contractors throughout the world and that there will always be a general need for electricians.

Despite regional job market difficulties, current apprentices such as Pettit, who has found consistent work during much his apprenticeship, are confident about the quantity of work

available in the industry. In four years in the trade, Pettit was only out of work for a total of one to two months, which is an encouraging statistic, he said.

That kind of job security is why fellow student Greg Shaw, a fifth-year apprentice and longtime Simi Valley resident, is working in the program. He noted that because of the union-focused nature of the industry, his job was protected, and the high wages allowed him a degree of financial independence.

“Me and my wife want to buy a home and with this job, we can afford to save up enough money to purchase a home in Ventura County and not think twice about it, which is huge,” Shaw, 30, said. “Having the mindset of buying a house, living (in Ventura County) and raising kids, I think doing a trade career is a much better way to go than becoming a lawyer or doctor and maybe getting a job after all the school. Here, it’s five years and we can actually achieve things after graduating.”

<http://www.vcstar.com/story/money/business/2017/12/01/ventura-county-electrical-apprenticeship-offers-free-education-high-paying-job-opportunities/835981001/>

Youth Pathways to Employment Pitch:

Even in the best of circumstances, teens and young adults often find it challenging to find meaningful and rewarding careers. Now add difficult home, medical and financial issues that many face and it's no wonder that a large number feel hopeless and lost.

I'd like to suggest an article that takes a look at two programs in Ventura County that help guide disadvantaged youth on a path to career success. They are PathPoint and the Boys & Girls Club of Greater Oxnard and Port Hueneme. Both offer programs funded, in part, by the Workforce Development Board of Ventura County (WDB), that target youth in need and offers them the resources to reach their full potential and to obtain the skills for in-demand, well paying jobs. Your reporter could talk with:

Erin Antrim, CEO, of the Boys & Girls Club of Greater Oxnard and Port Hueneme
Kim Whitaker, PathPoint's Director of Program Services in Ventura County

We can also arrange interviews with young people who have been brought through these programs and are now have successful careers.

In addition, the WDB is introducing its news website especially for youth between 16 and 24, called VC Jobs With A Future, <https://www.vcjobswithafuture.org>. The website provides education, internship and job information. Its resources are available to all Ventura County youth.

Please let me know if you'd like to set up interviews. Interviews can take place at
? (somewhere visually interesting).

Nov. 2, 2017

Three appointed to Workforce Development Board of Ventura County

Staff reports Published 2:09 a.m. PT Nov. 2, 2017



The Ventura County Board of Supervisors has appointed three new board members to serve on the Workforce Development Board of Ventura County.



Jaime Mata (Photo: CONTRIBUTED PHOTO)

Joining the Workforce Development Board are Jaime Mata, regional director of the Center for Employment Training; Marilyn Jansen, delegate and membership department representative for United Food and Commercial Workers International Union Local 770; and Connie Chan, deputy division chief for the state of California's Los Angeles Coastal Workforce Services Division. All were appointed to three-year terms.

Mata directs six nonprofit training centers for the Center for Employment Training – which serves migrant and seasonal farmworkers, unemployed youths, displaced workers, refugees and immigrants, the homeless and other disadvantaged populations – across four states from offices in Oxnard.



Marilyn Jansen (Photo: CONTRIBUTED PHOTO)

Jansen has more than 40 years of experience in grocery retail, and is a longtime labor union representative and volunteer with community-based organizations.

Chan has been involved in economic and workforce development as a board member of the Los Angeles County and Santa Barbara County WDBs and served on the Youth Council of the Southeast Los Angeles County WDB.

“All those who volunteer on our board are dedicated to advancing business growth, workforce training and education and increasing the number of well-paying jobs in Ventura County,” said Vic Anselmo, Workforce Development Board of Ventura County chair. “Our new board members have the experience and know-how to help make this happen.”



Connie Chan (Photo: CONTRIBUTED PHOTO)



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Business Details

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This Page represents a corporate office or headquarters

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ADDITIONAL CONTACT INFO

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http://www.workforceventuracounty.org/

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STORY

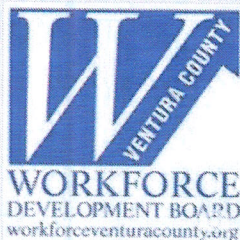
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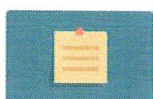
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Job Outlook

November 2017 Report



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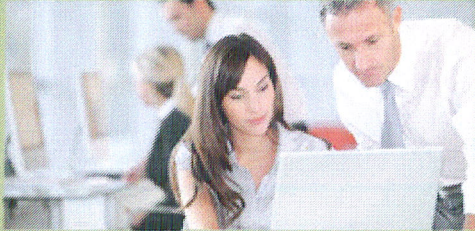
Ventura County Labor Market Information

State Of California Employment

United States Department Of Labor

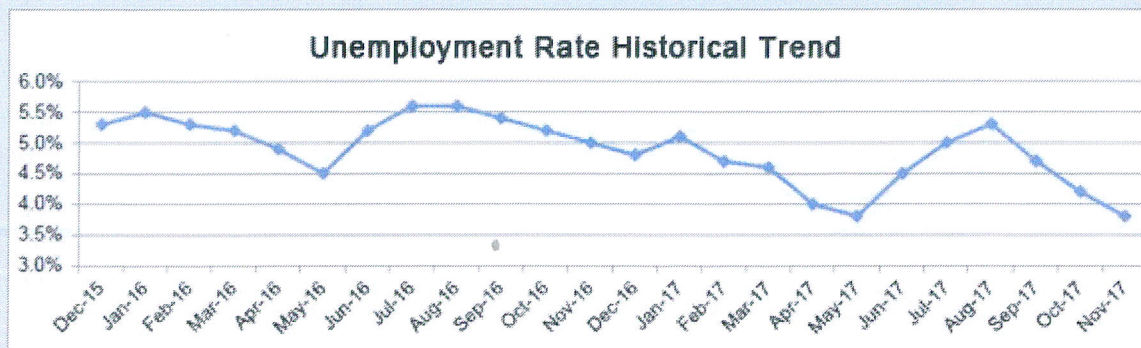
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Ventura County Labor Market Information:

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



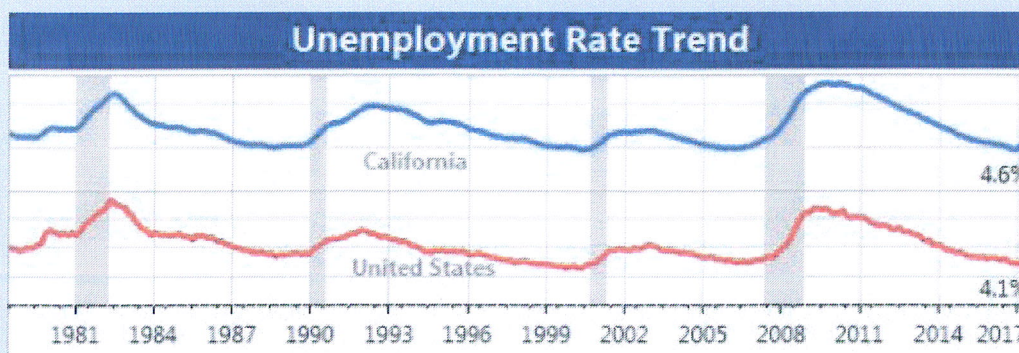
The unemployment rate in Ventura County was 3.8 percent in November 2017, down from a revised

4.2 percent in October 2017, and below the year-ago estimate of 5.0 percent. This compares with an unadjusted unemployment rate of 4.0 percent for California and 3.9 percent for the nation during the same period.

Source: labormarketinfo.edd.ca.gov

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

California Labor Market Indicators				
Metrics	October, 2017	November, 2017	Change	
Unemployment Rate	4.9%	4.6%	-0.3%	↓
Labor Force	19,360,300	19,393,400	33,100	↑
Employment	18,407,300	18,509,100	101,800	↑
Unemployment	953,000	884,300	-68,700	↓
Non Farm Jobs	16,874,000	16,921,400	47,400	↑



Month-over Job Gains: Nine of California's eleven industry sectors added a total of 55,600 jobs in Nov. Educational and **health services** posted the largest jobs increase with a gain of 16,700 jobs, followed by leisure and hospitality, up 15,400 jobs, and **professional and business services**, up 13,700 jobs. Other sectors adding jobs were construction, **financial activities**, **manufacturing**, other services, government, mining and logging.

Month-over Job Losses: Two industry sectors reported job declines over the month, down a total of 8,200 jobs. Information posted the largest decrease over the month, down 4,200 jobs, followed by trade, transportation and utilities, down 4,000 jobs.

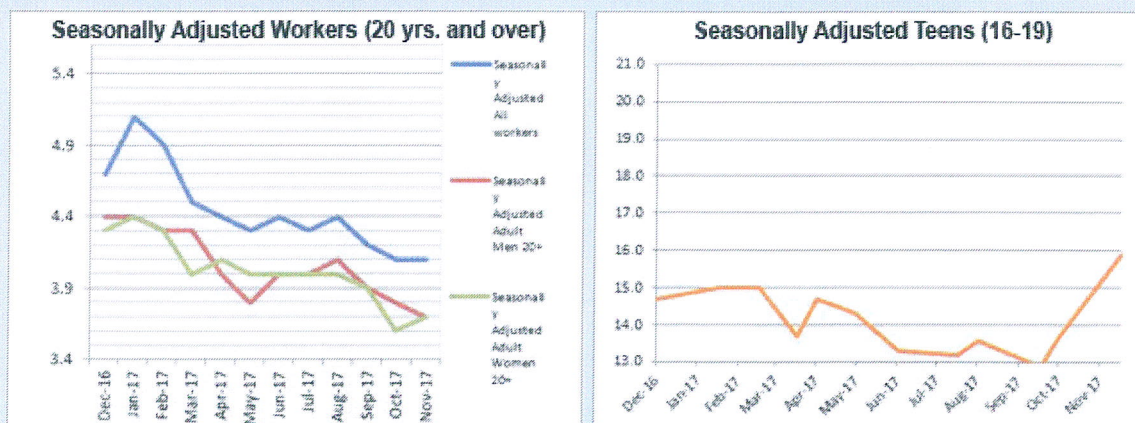
Year-over Job Gains: In a year-over-year comparison (Nov 2016 to Nov 2017), nonfarm payroll employment increased by 288,300 jobs (a 1.7 percent increase). Nine of California's eleven industry sectors added a total of 292,400 jobs over the year. The largest job gains were in educational and **health services**, up 88,100 jobs (a 3.4 percent increase), **leisure and hospitality**, up 56,400 jobs (a 2.9 percent increase), and construction, up 48,400 jobs (a 6.2 percent increase). Other sectors adding jobs over the year were government; trade, transportation and utilities, other services, **professional and business services**, **information**, and **financial activities**.

Year-over Job Losses: Two industry sectors posted job declines over the year, down a total of 4,100 jobs. **Manufacturing** fell by 3,800 jobs (down 0.3%), mining and logging declined by 300 jobs (down 1.3%).

Source: labormarketinfo.edd.ca.gov

United States Department Of Labor - The Employment Situation: Nov. 2017

Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments.



Total **nonfarm payroll employment** increased by 228,000 in November, and the unemployment rate was unchanged at 4.1 percent, the U.S. Bureau of Labor Statistics reported today. Employment continued to **trend up in professional and business services, manufacturing, and health care**. Employment growth has averaged 174,000 per month thus far this year, compared with an average monthly gain of 187,000 in 2016.

Employment in **professional and business services** continued on an upward trend in November (+46,000). Over the past 12 months, the industry has added 548,000 jobs.

In November, **manufacturing** added 31,000 jobs. Within the industry, employment rose in machinery (+8,000), fabricated metal products (+7,000), computer and electronic products (+4,000), and plastics and rubber products (+4,000). **Since a recent low in November 2016, manufacturing employment has increased by 189,000.**

Health care added 30,000 jobs in November. Most of the gain occurred in ambulatory health care services (+25,000), which includes offices of physicians and outpatient care centers. Monthly employment growth in **health care has averaged 24,000 thus far in 2017, compared with an average increase of 32,000 per month in 2016.**

The **average workweek for all employees** on private nonfarm payrolls increased by 0.1 hour to 34.5 hours in November. In manufacturing, the workweek was unchanged at 40.9 hours, and overtime remained at 3.5 hours. The average workweek for **production and nonsupervisory employees** on private nonfarm payrolls was unchanged at 33.7 hours.

In November, **average hourly earnings for all employees** on private nonfarm payrolls rose by 5 cents to \$26.55. Over the year, average hourly earnings have risen by 64 cents, or 2.5 percent. Average hourly earnings of private-sector **production and nonsupervisory employees** rose by 5 cents to \$22.24 in November.

Ben Casselman

December 20, 2017, *Business Insider*, [Here's How the Newly Passed GOP Tax Bill Will Impact the Economy, Businesses, the Deficit, and Your Wallet](#), Bob Bryan

December 21, 2017, *Fox News*, [Congress Votes on Tax Bill: What the 'Tax Cuts and Jobs Act' Means for You](#)

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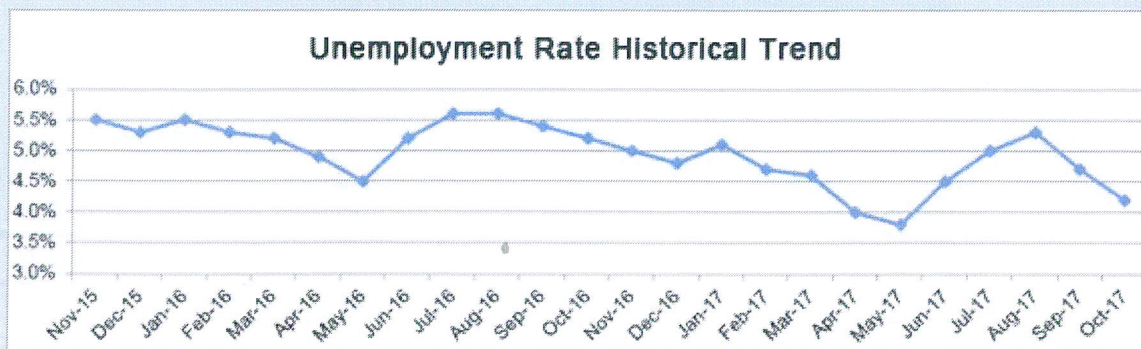
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Ventura County Labor Market Information:

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



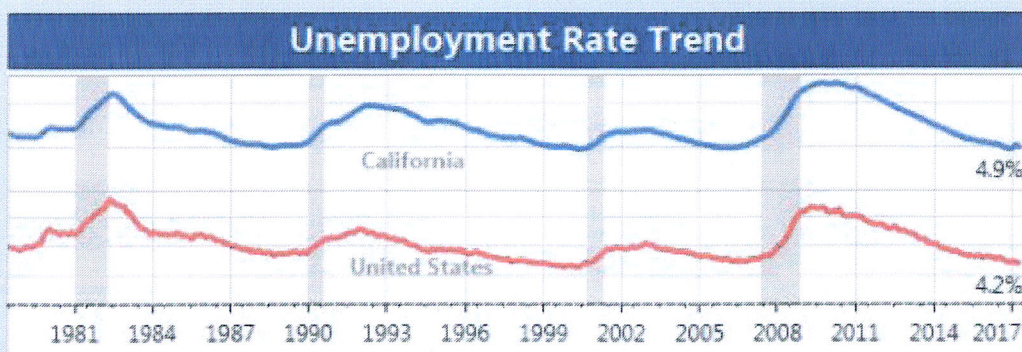
The unemployment rate in Ventura County was 4.2 percent in October 2017, down from a revised

4.7 percent in September 2017, and below the year-ago estimate of 5.2 percent. This compares with an unadjusted unemployment rate of 4.3 percent for California and 3.9 percent for the nation during the same period.

Source: labormarketinfo.edd.ca.gov

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

California Labor Market Indicators				
Metrics	September, 2017	October, 2017	Change	
Unemployment Rate	5.1%	4.9%	-0.2%	↓
Labor Force	19,295,700	19,358,000	62,300	↑
Employment	18,308,700	18,405,900	97,200	↑
Unemployment	987,000	952,200	-34,800	↓
Non Farm Jobs	16,828,600	16,860,300	31,700	↑



Month-over Job Gains: Six of California's eleven industry sectors added a total of 35,700 jobs in October. Leisure and hospitality posted the largest jobs increase with a gain of 15,300 jobs, followed by educational and **health services**, up 8,500 jobs, and government, up 4,800 jobs. Other sectors adding jobs over the month were trade, transportation and utilities; financial activities; and construction.

Month-over Job Losses: Four industry sectors reported job declines, down a total of 4,000 jobs. Other services posted the largest decrease over the month, down 1,900 jobs, followed by information, down 1,700 jobs. Other sectors posting job declines over the month were **professional and business services** and **manufacturing**.

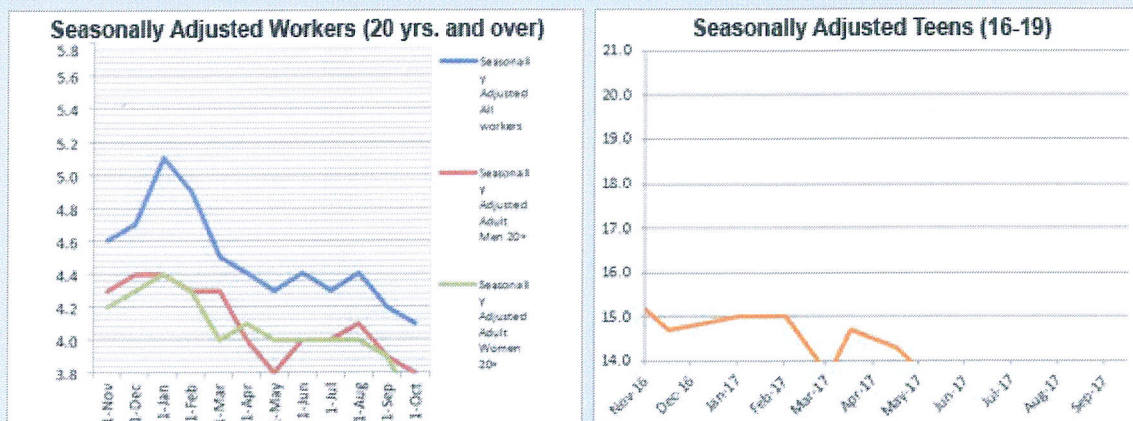
Year-over Job Gains: Nonfarm payroll employment in California increased by 256,800 jobs (a 1.5 percent increase). Nine of California's eleven industry sectors added a total of 262,100 jobs over the year. The largest job gains were in educational and **health services**, up 76,400 jobs (a 3.0 percent increase), construction, up 44,400 jobs (a 5.7 percent increase), and leisure and hospitality, up 37,500 jobs (a 2.0 percent increase). Other sectors adding jobs over the year were government; trade, transportation and utilities; other services; professional and **business services**; information; and financial activities.

Year-over Job Losses: Two industry sectors posted job declines over the year, down a total of 5,300 jobs. **Manufacturing** fell by 4,700 jobs (down 0.4 percent), and mining and logging declined by 600 jobs (down 2.6 percent).

Source: labormarketinfo.edd.ca.gov

United States Department Of Labor - The Employment Situation: Oct. 2017

Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments.



Total **nonfarm payroll employment** increased by 261,000 in October, after changing little in September (+18,000). Employment in food services and drinking places increased sharply over the month, mostly offsetting a decline in September that largely reflected the impact of Hurricanes Irma and Harvey. In October, employment also increased in professional and business services, manufacturing, and health care.

Manufacturing employment rose by 24,000 in October, with job gains in computer and electronic products (+5,000) and chemicals (+4,000). Employment in fabricated metals continued to trend up (+4,000). Manufacturing has added 156,000 jobs since a recent employment low in Nov. 2016.

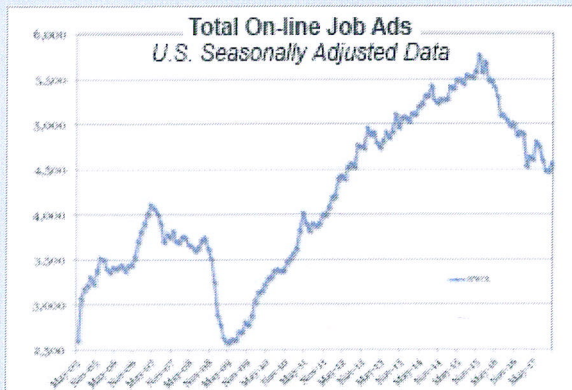
Health care added 22,000 jobs in October. Employment in ambulatory health care services continued to trend up over the month (+16,000). Health care has added an average of 24,000 jobs per month thus far in 2017, compared with an average gain of 32,000 per month in 2016.

The **average workweek for all employees** on private nonfarm payrolls was unchanged at 34.4 hours in October. In manufacturing, the workweek increased by 0.2 hour to 41.0 hours, and overtime edged up by 0.1 hour to 3.5 hours. The average workweek for production and nonsupervisory employees on private nonfarm payrolls edged up by 0.1 hour to 33.7 hours.

Average hourly earnings for all employees on private nonfarm payrolls, at \$26.53, were little changed in October (-1 cent), after rising by 12 cents in September. Over the past 12 months, average hourly earnings have increased by 63 cents, or 2.4 percent. In October, average hourly earnings of private sector production and nonsupervisory employees, at \$22.22, were little changed (-1 cent).

Source: Dept. of Labor

Conference Board - Help Wanted Online Data®



Measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas.

Online advertised vacancies increased 81,500 to 4,563,800 in October, according to **The Conference Board Help Wanted OnLine®** (HWOL) Data Series, released November 1.

The September Supply/Demand rate stands at 1.52 unemployed for each advertised vacancy,

with a total of 2.3 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 6.8 million in September.

Sector/Occupational Changes In October eight of the largest ten online occupational categories posted increases.

Management ads increased 8,500 to 380,300. The supply/demand rate lies at 1.09, i.e. over 1 job-seeker for every advertised available opening.

Business and financial operations ads increased 6,700 to 272,200. The supply/demand rate lies at 0.91, i.e. over 1 advertised opening per unemployed job-seeker.

Education, training, and library ads increased 5,300 to 159,200. The supply/demand rate lies at 1.40, i.e. over 1 unemployed job-seeker for every advertised available opening.

Transportation ads increased 32,100 to 340,700. The supply/demand rate lies at 1.71, i.e. over 1 advertised opening per unemployed job-seeker.

Food preparation and serving related ads increased 11,000 to 226,600. The supply/demand rate lies at 2.15, i.e. over 2 unemployed job-seekers for every advertised available opening.

Office and administrative support ads increased 15,700 to 481,800. The supply/demand rate lies at 1.68, i.e. over 1 unemployed job-seeker for every advertised available opening.

Source: Conference-Board.org

Relevant News

November 1, 2017, *USA TODAY*, [Fed Holds Interest Rates Steady, Leaves Path Clear for Dec. Hike](#), Paul Davidson

November 3, 2017, *CNBC*, [U.S. Created 261,000 Jobs in Oct, Vs 310,000 Jobs Expected](#), Jeff Cox

November 3, 2017, *CNN MONEY*, [U.S. Unemployment Drops to Lowest in 17 Years](#), Patrick Gillespie and Chris Isidore

November 13, 2017, *AP*, [U.S. Budget Deficit up Sharply to \\$63.2 Billion in October](#), Martin Crutsinger

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