



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

**Wednesday, March 21, 2018
9:00 a.m. – 10:30 a.m.**

PLEASE NOTE ADDRESS CHANGE

Economic Development Collaborative-Ventura County (EDC-VC)
VCCF Nonprofit Center, Suite A-1
4001 Mission Oaks Blvd., 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: January 17, 2018 | Committee Members |
| 9:15 a.m. | 4.0 Marketing and Outreach Update: 2017-2018 Q3 Summary | Heidi Hayes |
| 10:00 a.m. | 5.0 Regional Plan Implementation Grant: Update | Talia Barrera |
| 10:25 a.m. | 6.0 Committee Member Comments | Committee Members |
| 10:30 a.m. | 7.0 Adjournment | Brian Gabler |

Next Meeting
EDC-VC
May 16, 2018 (9:00 a.m.-10:30 a.m.)
4001 Mission Oaks Blvd, Camarillo

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

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



WDB Outreach Committee Meeting **January 17, 2018**

MINUTES

Meeting Attendees

Outreach Committee

Brian Gabler*
Victoria Jump*
Bruce Stenslie*

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: Victoria Jump
Second: Bruce Stenslie
Motion carried

4.0 Marketing and Outreach Update: October 2017 – December 2017

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

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
 - **January 31** – Economic Vitality Strategic Plan: Melissa Livingston and Paul Stamper
 - **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
 - 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 Page views **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/

VCGB December - January


- 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)

Post Details

Ventura County Grows Business
Published by Pam The Agency (1) · December 21, 2017 at 7:19pm · 42

As we head into a new year, there are changes in tracking, laws & being 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/290X7r5>

businessventuracounty.org
eventuracountygrowsbusiness.eventuracounty.org
venturacountygrowsbusiness.com | 805-522-6556



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

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

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

141 people reached

Boost Post

Like Comment Share

341 People Reached

3 Likes, Comments & Shares

2 Likes 0 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 Unlink Page

Reported posts may be delayed from what appears on posts.


Post Details

Ventura County Grows Business
Published by Pam The Agency (1) · December 13, 2017 at 2:01pm · 42

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 #eventuracountystrong



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 Unlink Page


Reported posts may be delayed from what appears on posts.

Post Details

Ventura County Grows Business
Published by Pam The Agency (1) · December 21, 2017 at 4:52pm · 42

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 the disaster. We are standing in the 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 we... [See More](#)



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

141 people reached

Boost Post

Like Comment Share

145 People Reached

4 Likes, Comments & Shares

4 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 2 Link Clicks 5 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlink Page


Reported posts may be delayed from what appears on posts.

Post Details

Ventura County Grows Business
Published by Pam The Agency (1) · December 21, 2017 at 7:19pm · 42

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://bit.ly/290X7r5>

http://www.inc.com/2017/11/29/employees-holiday-gifting-ideas.html
eventuracountygrowsbusiness.com | 805-522-6556



Here's What the Best Bosses Are Doing for Their Employees This Holiday Season
Want to please your staff? Take a page from these startup' 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 Unlink Page

Reported posts may be delayed from what appears on posts.

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/2JCTYq>

#website management #education #SBA #SEO
eventuracountygrowsbusiness.com #eventuracounty
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/2BXsLEZ>

#business events venturacounty #workspace #mak... Show more



Like Comment

EMPLOYER OUTREACH – IN DEVELOPMENT

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

OUT-OF-SCHOOL YOUTH OUTREACH IN DEVELOPMENT

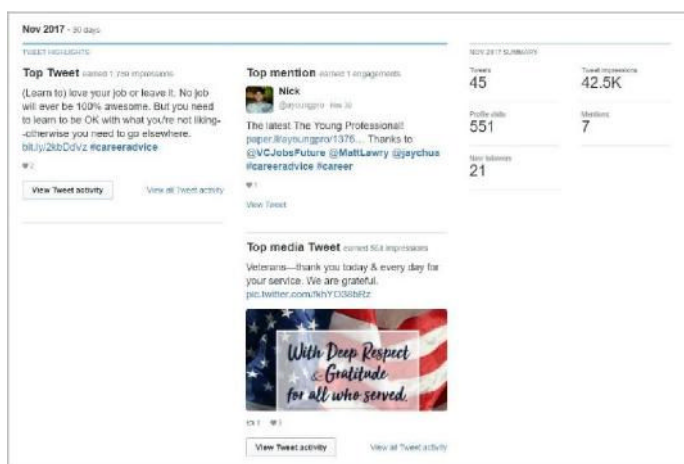
- **VC Jobs with a Future New Website Launch**
 - New site launched: 12/3/17 www.vcjobswithafuture.org
 - **Search Engine Optimization:** Work began 11/1/17 during site construction.
 - 13 of 20 keywords are currently on page one.
 - 10 improved rankings since program start.
 - **Paid Media Outreach**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

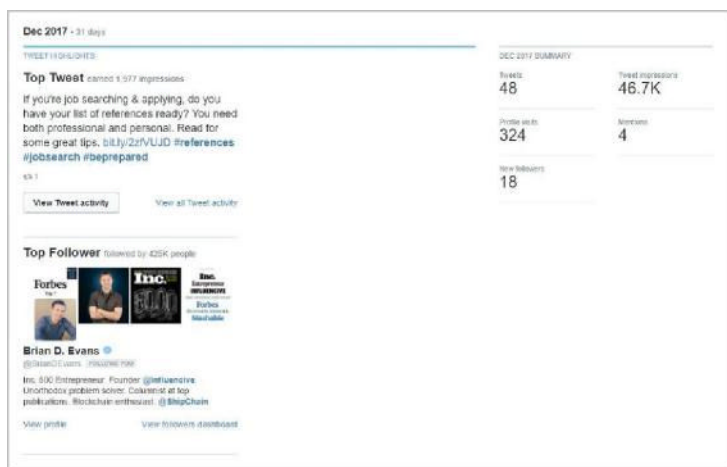
VC Jobs With a Future – Twitter: November 1 to December 31, 2017

- 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)



JOB SEEKER OUTREACH COMPLETED AND IN DESVELOPMENT

- **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 and 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 Liu 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-workforcedevelopment-board-ventura-county/820208001/>
- **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)
 - 705 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.

5.0 Regional Plan Implementation Grant

Talia Barrera shared information regarding the CWDB Regional Plan Implementation grant that was awarded to the WDBVC for \$350,000. Scope of work and details of the plan implementation will be shared at the next meeting in March.

6.0 Committee Member Comments

No comments

Next Meeting

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

Economic Development Collaborative–Ventura County (EDC-VC)

4001 Mission Oaks Blvd., Camarillo CA



Workforce Development Board Outreach Update: January 12 to March 14, 2018, 2018

Employer Outreach

- **Workforce Wednesday**
 - **January 31** – Economic Vitality Strategic Plan: Melissa Livingston and Paul Stamper – Confirmed. Discussion guide attached.
 - **February 28** – Thomas Fire Recovery Resources for Businesses – Bruce Stenslie and Lisa Champagne Minyard. Discussion guide attached.
 - **March 28** – Millennials: How can/should employers adapt their work environment to recruit highly qualified millennials? Greg Van Ness and Sean Bhardwaj – Discussion guide DRAFT attached.
 - **April 25** – Port of Hueneme World Trade Week and MAST Open House: Kristin Decas and Dona Toteva Lacayo. Discussion guide in development.
 - **May & June 2018 Topics Under Consideration:**
 1. Maximizing Mentoring Opportunities – The “Unretirement” Trend. Victoria Jump + Older Worker in transition?
 2. Recommendations?
- **February 2018 Workforce Update Eblast**
 - February 6 – WDB Cohorts: 693 Sent/26% Open Rate/8% CTR
 - February 6 – Biz List: 5,506 Sent/4% Open Rate/3% CTR
- **April 2018 Issue “Workforce Update” Potential Topics**
 - Workforce Wednesday – March 28 “Millennials”
 - Partner Focus – Thomas Fire Recovery Update
 - WDB Dislocated Worker Grant
 - Success Story Feature
- **Thomas Fire Recovery Resources Outreach**
 - Dedicated additional radio buy on: (See attached updated integrated plan.)
 - KCLU - English
 - KXLM & KLJR – Spanish
 - English & Spanish Radio Spots (2)
 - Online Banners (3)
- **Ventura County Grows Business Website – July to March 13, 2018**
 - 2,353 Unique Visitors
 - **46% increase year-over-year**
 - 3,357 Sessions
 - **49% increase year-over-year**
 - 8,996 Pageviews
 - **28% increase year-over-year**
 - Mobile Users
 - **Increased from 5% to 33% of users.**
 - **New Pages/Content Added – See attached.**
 - Thomas Fire Recovery Resources



Workforce Development Board Outreach Update: January 12 to March 14, 2018, 2018

- **RPI Grant: Regional Business Outreach & Engagement**
 - Targeted outreach to the region's high demand sectors
 - Regional outreach of training resources to businesses
 - Emphasis on "Workplace Learning" opportunities when possible
 - Cross-promote to youth VCJWF "training" opportunities
 - Expand use of Ventura County Grows Business website and social media assets
 - Media Plan & Creative Development of additional assets, where needed, in development
 - Planned Paid Media Implementation: May to June 2018
- **VCGB Facebook - January 1 to February 28, 2017**
 - As of March 14, 2018 – Likes/Fans, 3,232 (January 1st 3,067)
 - **20.7% Increase** (July 1 – 2,678)
 - Posts: 62 total posts since January 1 (approx. 31 per month or 6-7 per week)
 - Total Reach: 54,912 – Average 6,864/week
 - Paid Post Reach: 2,896 most for a single day (1/16/18)
 - Organic Post Reach: 572 most for a single day (1/7/18)

Top Post Examples (by engagement): <= 6%


Post Details

Ventura County Grows Business

Published by Pam TheAgency (1) · February 13 · 48

Looking to expand your business? Need marketing help? Simply have questions and need an advisor? We can do that! Check out this page and find organizations that can be of assistance. Have questions? Call us (805-522-6556) or use our Contact Us form. We're here for you! <http://bit.ly/2CFJeq>

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



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,300 people.

47 people reached

Pam Heckerl and Women's Economic Ventures

Like Comment Share

Performance for Your Post

47 People Reached

2 Likes, Comments & Shares

2 Likes

0 Comments

0 Shares

2 Post Clicks

0 Photo Views

1 Link Clicks

1 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

0 Unlike Page


Post Details

Ventura County Grows Business

Published by Pam TheAgency (1) · January 13 · 48

There are mountains of opportunities before you! Learn new skills and improve your business. From email marketing, to personal branding, to business certifications—they're all coming up this month, learn more about these classes and explore others. <http://bit.ly/2zdga24>

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



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,300 people.

173 people reached

Pam Heckerl, Christopher Rubin and 3 others

Like Comment Share

Performance for Your Post

173 People Reached

6 Likes, Comments & Shares

5 Likes

0 Comments

1 Shares

11 Post Clicks

3 Photo Views

2 Link Clicks

6 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

0 Unlike Page

THEAGENCY

2

Workforce Development Board Outreach Update: January 12 to March 14, 2018, 2018


Post Details

Ventura County Grows Business
Published by Pam TheAgency (1) · February 2 ·

What do YOU know about coworking spaces? If you are a small business it serves you to learn more.

Small businesses can especially benefit from using coworking spaces. As you're getting off the ground, most small businesses can't afford a five-year commercial lease and if you're making a switch to your passion project, it's a lot smarter to start small and keep overhead down.

Besides, working from home is isolating, coffee shops are expensive, and you're not always welcome to... See More



Workspace
Additional business databases are accessible through the City of Camarillo Public Library and its Russell Fischer Business Collection (RFBC). The RFBC offers many great resources that local entrepreneurs and startups will find very useful. You...
VENTURACOUNTYGROWSBUSINESS.COM

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,300 people.

46 people reached

Pam Heckel and Esmeralda Aracely Munigua

Like Comment Share

Performance for Your Post

46 People Reached

2 Likes, Comments & Shares

| | | |
|------------|-----------|-------------|
| 2 Likes | 2 On Post | 0 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 0 Shares | 0 On Post | 0 On Shares |

1 Post Clicks

| | | |
|---------------|---------------|----------------|
| 0 Photo Views | 1 Link Clicks | 0 Other Clicks |
|---------------|---------------|----------------|

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts


Post Details

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

Do you know about the new Pharos Center for Innovation? Come take a look and check out Startup Launch Pad this Thurs., Jan. 25 at 6:30pm. It's a mixer and opportunity for entrepreneurs and startups to present what it is they're up to and what they need to succeed. Free registration at <http://bit.ly/2n1t45vN>

You should attend if you're interested in entrepreneurship and innovation in Ventura County!

The Pharos Center is located in the Ventura County Community Foundation (VCCF)... See More



Next Event: Startup Launchpad
What's a Launchpad? Launchpad events are fast and fun-filled night of networking, designed to get the startup community out talking and collaborating. Who will be there? - Entrepreneurs - Startups - Local Business Owners - Industry Experts... PHAROSCENTER.COM

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,300 people

193 people reached

Sylvia Jaramila, Annie Gleditschouse and 5 others

Like Comment Share

Performance for Your Post

193 People Reached

9 Likes, Comments & Shares

| | | |
|------------|-----------|-------------|
| 7 Likes | 7 On Post | 0 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 2 Shares | 2 On Post | 0 On Shares |

8 Post Clicks

| | | |
|---------------|---------------|----------------|
| 0 Photo Views | 4 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


Top Post Examples (by reach):

Post Details

Ventura County Grows Business
Published by Pam TheAgency (1) · February 25 at 10:45am ·

A little bit of solid advice... for business AND for home. Everything you've been told about passwords is wrong. Read on for what you SHOULD be doing. And here's to complex, random, and very long passwords (think: C0rk-1%&.d!&_+0dtd@v) that will take a long time (mathematically) to crack. <http://bit.ly/2ob02q0>

#venturacountygrowsbusiness #business #tips
venturacountygrowsbusiness.com | 805-522-6556



Everything you've been told about passwords is wrong
The US expert who wrote the standard for password security now says he was wrong — and it's time for a new way.
INTHEBLACK.COM

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

320 people reached

Jesus Torres, Marie Garcia and 2 others

Like Comment Share

Performance for Your Post

320 People Reached

7 Likes, Comments & Shares

| | | |
|------------|-----------|-------------|
| 4 Likes | 4 On Post | 0 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 3 Shares | 3 On Post | 0 On Shares |

15 Post Clicks

| | | |
|---------------|----------------|----------------|
| 0 Photo Views | 13 Link Clicks | 2 Other Clicks |
|---------------|----------------|----------------|

NEGATIVE FEEDBACK

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


Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency (1) · January 25 ·

How can we help you? REALLY. We want you to know about all of the low-cost and no-cost services available to Ventura County business owners, those starting a business, and even those considering a business move to Ventura County.

Let us help you grow your business today.
Give us a call. 805-522-6556... See More



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,300 people.

269 people reached

Phil Ortiz, Rose Largent and 5 others

Like Comment Share

Performance for Your Post

269 People Reached

11 Likes, Comments & Shares

| | | |
|------------|-----------|-------------|
| 7 Likes | 7 On Post | 0 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 4 Shares | 4 On Post | 0 On Shares |

5 Post Clicks

| | | |
|---------------|---------------|----------------|
| 1 Photo Views | 1 Link Clicks | 3 Other Clicks |
|---------------|---------------|----------------|

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts


Workforce Development Board Outreach Update: January 12 to March 14, 2018, 2018

Post Details

Ventura County Grows Business
Published by Pam TheAgency 11 January 11 · 48

Referrals are great and good for business, but how do you get them? Here are 17 no-nonsense ways to encourage others to refer your business. <http://bit.ly/2G5GJAKS>

ventura-county-grows-business.com | 805-522-6556



17 Ways to Encourage Others to Refer Your Business
Build credibility and goodwill with members of your network by implementing any of these tactics.
ENTREPRENEUR.COM

Performance for Your Post
259 People Reached
4 Reactions, Comments & Shares
1 Like 1 On Post 0 On Shares
1 Love 1 On Post 0 On Shares
0 Comments 0 On Post 0 On Shares
2 Shares 2 On Post 0 On Shares
3 Post Clicks
0 Photo Views 2 Link Clicks 1 Other Clicks
NEGATIVE FEEDBACK
0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page
Reported stats may be delayed from what appears on posts.

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

259 people reached

Monica Garcia-Napoles and Pam Heckel · 2 Shares


Like Comment Share

Post Details

Ventura County Grows Business
Published by Pam TheAgency 11 January 9 · 48

You never know what might turn into a business! Read about Moorpark resident Candace Coleman who started her own line of non-alcoholic beverages after she sustained a traumatic brain injury and could not drink alcohol for several months. <http://bit.ly/2AA4a0s>

ventura-county-grows-business.com | 805-522-6556



Moorpark woman's business venture is blooming | Moorpark Acorn
Wouldn't you? Moorpark resident Candace Coleman started her own line of non-alcoholic beverages called Blum. Using herbal teas and other natural ingredients...
MYACORN.COM

Performance for Your Post
250 People Reached
10 Likes, Comments & Shares
9 Likes 8 On Post 1 On Shares
0 Comments 0 On Post 0 On Shares
1 Shares 1 On Post 0 On Shares
7 Post Clicks
0 Photo Views 5 Link Clicks 2 Other Clicks
NEGATIVE FEEDBACK
0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page
Reported stats may be delayed from what appears on posts.

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,300 people.

250 people reached

Yes! Yes, Vivian Meyer and 5 others · 1 Share

Like Comment Share


Top Boosted Post Examples:

Post Details

Ventura County Grows Business
Published by Pam TheAgency 11 January 4 · 48

Do you know... Ventura County has a growing makerspace, workspace, co-working & networking space? Have a business idea but need a place to make it happen? Check out local Ventura County resources, one (or more) might be just what you've been searching for. <http://bit.ly/2X6LEZ2>

startupsinvasingleland.com | workspaceventura-county.com · See More



Workspace
Additional business databases are accessible through the City of Camarillo Public Library and its Related Future Business Collection (RFB). The RFB, often many great resources that local entrepreneurs and startups will find very useful. You...
VENTURACOUNTYGROWSBUSINESS.COM

Performance for Your Post
2,033 People Reached
27 Reactions, Comments & Shares
20 Likes 20 On Post 0 On Shares
4 Love 4 On Post 0 On Shares
2 Comments 2 On Post 0 On Shares
1 Shares 1 On Post 0 On Shares
58 Post Clicks
0 Photo Views 26 Link Clicks 22 Other Clicks
NEGATIVE FEEDBACK
0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page
Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

2,033 people reached

Recent Activity
Boosted on Jan 09
Audience: VCGB - VC Zip Codes
By Pam TheAgency · Completed

View Results


Like Comment Share

Post Details

Ventura County Grows Business
Published by Pam TheAgency 11 December 28, 2017 · 48

Do you know about the new year 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), Transfer Tax Board, Employment Development Department and Internal Revenue Services. <http://bit.ly/2X6K0Zu>

workspaceventura-county.com | ventura-county-grows-business.com | 805-522-6556



2018 Tax Laws and Regulations
Your Ventura County Library card is number one all you need to gain access to many useful databases. To apply for a Ventura County Library card, visit here. <http://bit.ly/2X6K0Zu>

VENTURACOUNTYGROWSBUSINESS.COM

Performance for Your Post
1,823 People Reached
17 Likes, Comments & Shares
12 Likes 12 On Post 0 On Shares
0 Comments 0 On Post 0 On Shares
8 Shares 8 On Post 0 On Shares
87 Post Clicks
0 Photo Views 55 Link Clicks 24 Other Clicks
NEGATIVE FEEDBACK
0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page
Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

1,823 people reached

Recent Activity
Boosted on Jan 12
Audience: VCGB - VC Zip Codes
By Pam TheAgency · Completed

View Results


Like Comment Share

- VCGB LinkedIn Group Page
 - 36 posts in January & February combined, 4 posts per week average.

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

What do YOU dream of?
Climbing a mountain? Traveling the world? Starting a business? If it's the latter-we're here for you! With everything from startup assistance to recruitment to training, we've got the resources you need. Come take a look.


How can we help you Grow You... Show more



Like Comment

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

Your business is growing and you need employees, what can you do?
Do you know Ventura County Grows Business is proud partners with America's Job Centers of California, which provides recruitment services for employers at no cost? Take a look and learn more. Let us know if you have questions, we're here to help. <http://bit.ly/2X6K0Zu> Show more



Like Comment



Workforce Development Board Outreach Update: January 12 to March 14, 2018, 2018

EMPLOYER OUTREACH – IN DEVELOPMENT

- Manufacturing Roundtable - MRVC Networking Events: Currently pending for Wholesome Harvest and ECO Medical

YOUTH OUTREACH

- **Paid Media Outreach**
 - 1/15/18 to 3/18/18. See attached plan updated for impressions due to campaign optimization for engagement on Pandora. Final impressions report to come after conclusion of program.
- **Search Engine Optimization:**
 - As of March 6th - **14 of 20 keywords are currently on page one.**
 - 11 improved rankings since program start of December 1st.

| Keyword | Current Mar 6 | Original Dec 1 | Improved | Reduced |
|--|---------------|----------------|----------|---------|
| GED Practice Test Ventura County | 1 | 1 | | |
| GED Test Ventura County | 7 | 27 | 20 | |
| Good Paying Jobs in Ventura County | 9 | 21 | 12 | |
| Ventura Community College | 50 | 56 | 6 | |
| Ventura County Adult Education | 10 | 7 | | 3 |
| Ventura County Apprenticeship Programs | 4 | 5 | 1 | |
| Ventura County Career Path | 1 | 2 | 1 | |
| Ventura County Career Planning | 3 | 1 | | 2 |
| Ventura County Community college | 50 | 50 | | |
| Ventura County Internships | 9 | 28 | 19 | |
| Ventura County Job Placement | 15 | 25 | 10 | |
| Ventura County Job Search | 22 | 35 | 13 | |
| Ventura County Job Search Websites | 32 | 25 | | 7 |
| Ventura County Job Shadowing | 3 | 3 | | |
| Ventura County Job Skills | 6 | 6 | | |
| Ventura County Job Training | 5 | 14 | 9 | |
| 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 | | |
| | | | 11 | 3 |

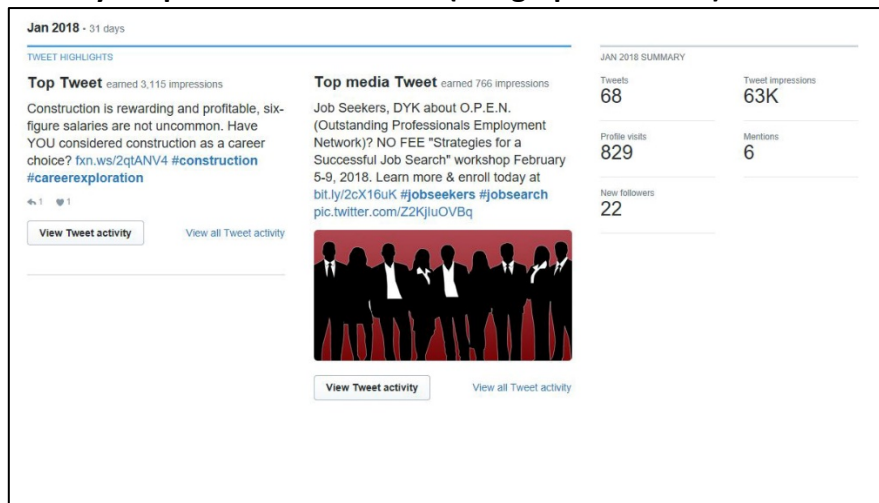
- **VC Jobs With a Future Website – July to March 14, 2018**
 - 4,100 Unique Visitors – Note: 72% of traffic during campaign period starting 1/15/18.
 - **132% increase year-over-year**
 - 5,129 Sessions
 - **125% increase year-over-year**
 - 11,695 Pageviews
 - **136% increase year-over-year**
 - Mobile Users
 - **Increased from 8% to 67% of users.**
 - 2:05 Minutes per session
 - **22% Increase year-over-year**



Workforce Development Board Outreach Update: January 12 to March 14, 2018, 2018

- **VC Jobs With a Future Website – July to March 14, 2018: Continued**
 - Conversion Rate: Defined as visiting 2 or 3 pages
 - 9.34% of total sessions
 - **New Page Development**
 - Designing “Link to Us” page/link so anyone visiting the page can add a backlink to their site as an additional resource.
- **VC Jobs with a Future – Twitter: January 1 to February 28, 2018**
 - As of March 14, 2017 – 1,013 followers
 - **33.3% increase (760 as of June 30, 2017)**
 - 114 Total Tweets since January 1 (59 days)
 - 1,379 Profile Visits (875 Nov/Dec)
 - 99,600 Impressions (89,200 Nov/Dec)
 - 1,688 Impressions per day average (1,500/day Nov/Dec)

January “Top Tweet” Summaries (See graphics below)













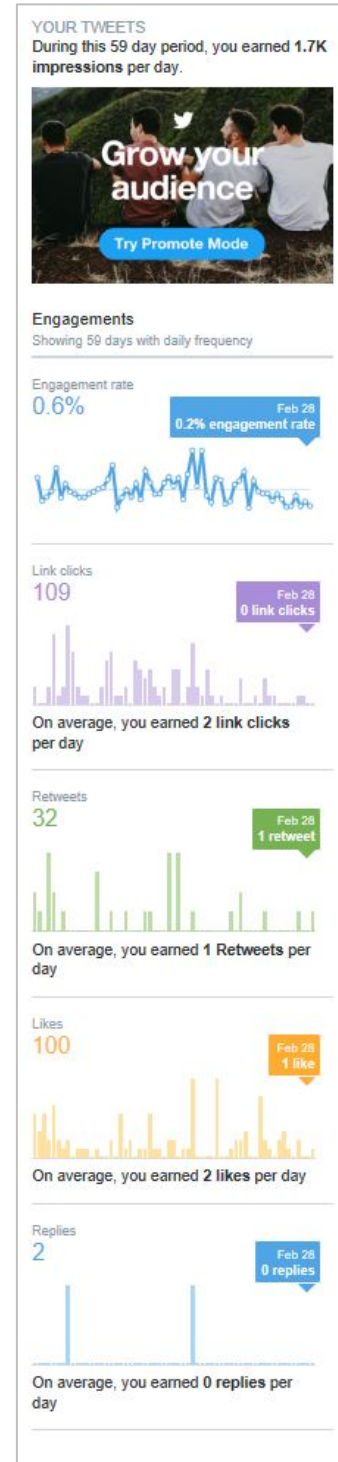
February “Top Tweet” Summaries (See graphics below)



Workforce Development Board Outreach Update: January 12 to March 14, 2018, 2018

Engagements & Top Tweets (See graphics below)

| Tweets | Top Tweets | Tweets and replies | Promoted | Impressions | Engagements | Engagement rate |
|---|--|--------------------|----------|-------------|-------------|-----------------|
|  | Jobs with a Future @VCJobsFuture - Jan 7 Construction is rewarding and profitable, six-figure salaries are not uncommon. Have YOU considered construction as a career choice? https://t.co/ANV4 #construction #careerexploration View Tweet activity | | | 3,115 | 2 | 0.1% |
| | Promoted in campaign | | | 523 | 22 | 2.7% |
|  | Jobs with a Future @VCJobsFuture - Jan 22 Don't make these mistakes at work. Just don't. And one involves smelly food items. (TIP: leave it at home!) https://t.co/2D1yOS #workmistakes View Tweet activity | | | 2,094 | 0 | 0.0% |
| | Promoted in campaign | | | 411 | 10 | 2.4% |
|  | Jobs with a Future @VCJobsFuture - Feb 18 You've been given a job offer! (Yes!) But before you sign, you have some homework to do. Take a look at these four things ... https://t.co/2EAN8FG #joboffer View Tweet activity | | | 1,762 | 7 | 0.4% |
| | Promoted in campaign | | | 390 | 7 | 1.8% |
|  | Jobs with a Future @VCJobsFuture - Jan 8 Explore these jobs that will help you gain skills in order to move forward in your career. Most are projected to grow & most don't require a college degree. https://t.co/2AxYZ2v #skillbuilders #moderateseeded View Tweet activity | | | 1,715 | 0 | 0.0% |
| | Promoted in campaign | | | 1,153 | 15 | 1.3% |
|  | Jobs with a Future @VCJobsFuture - Jan 18 No matter the job, you need STEM skills. Are you learning them? Take a look at STEM skills with the most demand. https://t.co/2mSeJiU #stem #skills View Tweet activity | | | 1,496 | 1 | 0.1% |
| | Promoted in campaign | | | 904 | 9 | 1.8% |
|  | Jobs with a Future @VCJobsFuture - Feb 18 You should be yourself in an interview-but do be careful what you say! Here are 10 things you need to keep to yourself! #interview #tips https://t.co/2EvbOYU View Tweet activity | | | 1,370 | 0 | 0.0% |
| | Promoted in campaign | | | 204 | 2 | 1.0% |
|  | Jobs with a Future @VCJobsFuture - Feb 21 First impressions DO count—even on a voice message. #jobsearch #tips #firstimpression https://t.co/2K16uK View Tweet activity | | | 990 | 4 | 0.4% |
| | Promoted in campaign | | | 894 | 4 | 0.4% |
|  | Jobs with a Future @VCJobsFuture - Jan 25 Interviewing? You have (about) five seconds to make a good impression. SMILE. SIT UP STRAIGHT. MAKE EYE CONTACT. Body language—it matters! #interviewtips https://t.co/2K16uK View Tweet activity | | | 894 | 4 | 0.4% |
| | Promoted in campaign | | | 847 | 2 | 0.2% |
|  | Jobs with a Future @VCJobsFuture - Jan 10 You need to get a job but everyone wants work experience first. So how are you going to do that? Ever babysat? Fed someone's cat? Volunteered? THAT is all work experience. Look here for more ways to get work experience. https://t.co/2pWgJUL #workexperience View Tweet activity | | | 847 | 2 | 0.2% |
| | Promoted in campaign | | | 678 | 8 | 1.2% |
|  | Jobs with a Future @VCJobsFuture - Jan 13 Job Seekers, DYK about O.P.E.N. (Outstanding Professionals Employment Network)? NO FEE "Strategies for a Successful Job Search" workshop February 5-9, 2018. Learn more & enroll today at https://t.co/2K16uK #jobseekers #jobsearch pic.twitter.com/Z2K16uK View Tweet activity | | | 769 | 4 | 0.5% |
| | Promoted in campaign | | | 620 | 13 | 1.8% |





Workforce Development Board Outreach Update: January 12 to March 14, 2018, 2018

YOUTH OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

- **Youth Job Listings Request** – Share Saalex inquiry about ability to post job openings on VCJWF.
- **New youth success stories for 17/18 update:**
 - AJCC team – Sent request the week of 11/5/17 and 3/12/18.
- **RPI Grant: Regional Business Outreach & Engagement**
 - “Training” has been one of the most popular pages in the current outreach campaign. We are working to include an component of the RPI campaign targeting youth, focusing on workplace learning opportunities.

JOB SEEKER OUTREACH

- **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 - Sent April workshop information on March 12.
 - Workshops – sent March workshop listings out on February 6.
 - Workshops – sent February workshop listings out on January 9.
- **Clips:**
 - Moorpark Patch - April Simi Valley CalJOBS listing
 - 805Calendar.com - April Simi Valley CalJOBS listing
 - KCLU - April Simi Valley CalJOBS listing
 - KCLU – running March workshop listing.
 - 805Calendar.com – ran February 27 Simi Valley workshop listing
 - CitizensJournal.com – running March workshops listing
 - KDAR – running March workshop info
 - Moorpark Patch – posted Simi workshop listing
 - VC Star – ran March workshops release February 20
 - KCLU – running February 2 workshop info
 - 805Calendar.com – ran January 30 Simi Valley workshop listing
 - KDAR – running February workshop info
 - Moorpark Patch – posted Simi workshop listing

GENERAL OUTREACH

- **Outreach Committee 2/22/18 Board Meeting PowerPoint** presentations and speaker’s notes – See attached.
- **Changed “American” to “America’s”** across the board. - Updates ongoing as discovered.



Workforce Development Board Outreach Update: January 12 to March 14, 2018, 2018

- **KCLU Sponsorship**
 - Provided new PSA and online banners for Thomas Fire Recovery starting February 19th.
- **Op-Eds**
 - **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. Re-pitched to VCStar and PCBT in late January and February with not response. Conclusion: no media interest at this time in the topic.
- **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 March 14, 2018**
 - Audience Overview – 7,544 Sessions/5,278 Unique Users
 - **18% increase in unique users year-over-year**
 - Visitors by Location

| City | Acquisition | | | Behavior | | |
|-----------------------------------|---|---|---|---|--|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 4,390 % of Total: 83.18% (5,278) | 4,274 % of Total: 82.49% (5,181) | 6,507 % of Total: 86.25% (7,544) | 48.42% Avg for View: 51.83% (-6.57%) | 2.47 Avg for View: 2.40 (3.28%) | 00:02:14 Avg for View: 00:02:04 (8.21%) |
| 1. Ventura | 999 (22.02%) | 939 (21.97%) | 1,742 (26.77%) | 44.26% | 2.80 | 00:03:13 |
| 2. Los Angeles | 778 (17.15%) | 711 (16.64%) | 955 (14.68%) | 57.91% | 2.06 | 00:01:20 |
| 3. Oxnard | 690 (15.21%) | 654 (15.30%) | 937 (14.40%) | 49.84% | 2.29 | 00:01:49 |
| 4. Thousand Oaks | 359 (7.91%) | 345 (8.07%) | 492 (7.56%) | 46.95% | 2.41 | 00:01:39 |
| 5. Simi Valley | 324 (7.14%) | 315 (7.37%) | 437 (6.72%) | 44.85% | 2.36 | 00:01:31 |
| 6. Camarillo | 271 (5.97%) | 252 (5.90%) | 552 (8.48%) | 48.19% | 2.54 | 00:02:53 |
| 7. Sacramento | 101 (2.23%) | 97 (2.27%) | 141 (2.17%) | 42.55% | 2.49 | 00:01:52 |
| 8. Santa Paula | 94 (2.07%) | 89 (2.08%) | 126 (1.94%) | 49.21% | 2.46 | 00:02:27 |
| 9. Moorpark | 79 (1.74%) | 74 (1.73%) | 109 (1.68%) | 44.04% | 2.66 | 00:02:06 |
| 10. Santa Barbara | 74 (1.63%) | 69 (1.61%) | 104 (1.60%) | 45.19% | 2.70 | 00:04:15 |



Workforce Development Board Outreach Update: January 12 to March 14, 2018, 2018

- **Job Outlook Eblast:**

- **January 19 (December 2017 Report)** – WDB Cohorts: 647/24.5% open rate/2.3% CTR
- **January 19 (December 2017 Report)** - Biz List: 5,532/6% open rate/2% CTR

- **Job Outlook Most Recent Stats:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **December 2017:**

- **Ventura County remained unchanged** from 3.8% in November 2017 to 3.8% in December 2017 (December 2016 = 4.8%)
- **California increased** .2% from 4.0% in November 2017 to 4.2% in December 2017 (December 2016 = 5.0%)
- **U.S. was unchanged** from 3.9% in November 2017 to 3.9% in December 2017 (December 2016 = 4.5%)

Note: Every year the January employment data for California, and the local Workforce Development areas is delayed about two-three weeks due to year-end revisions and review. The complete Job Outlook Report will return on March 23rd with complete information and key sector highlights for February 2018.

GENERAL OUTREACH IN DEVELOPMENT/CONSIDERATION

- **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 March 14, 2018.



Workforce Wednesday Interview Guide

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

Opening

The Ventura County Board of Supervisors approved the county's Economic Vitality Strategic Plan in late October 2017. The process of developing this plan was a robust collaborative effort that brought an A-List of regional stakeholders together to create a blueprint on how to grow the local economy. Several stakeholder workshops were conducted to ensure that a wide spectrum of viewpoints from public and private interests were addressed and prioritized in the plan. Here to talk about the key findings from the study and where we go from here are:

- **Melissa Livingston:** Chief Deputy Director County of Ventura Human Services Agency
- **Paul Stamper:** Deputy Executive Officer, County of Ventura Executive Office

Interview Questions

- **Paul:** The report is quite extensive. Tell us more about the collaborative process developing this plan.
- **Melissa:** You are wearing two hats today, representing the Workforce Development Board and the Human Services Agency. The plan highlights the 'Critical Role of Workforce Development.' How is the WDB influencing and supporting the priorities in the EVSP? (Perhaps mention the active participation of many WDB members including key representatives from business, labor, education, government, economic development and community-based organizations.)
- **Paul & Melissa:** The plan has several action items. Could you share with us some of those items that will be carried out by the County?
- **Melissa:** What will the focus of the WDB in moving forward the priorities outlined in this plan? (Perhaps mentioned the outreach necessary to establish and maintain the momentum needed to accomplish the goals of the plan).
- **Paul:** What can business owners in Ventura County do to be involved in supporting the goals of this plan going forward and can you share how local businesses can get involved to support economic vitality?
- **Paul & Melissa:** With all of Ventura County's strengths and challenges, what key learnings brought to light give you the most hope and optimism for economic growth.

Wrap-Up

Go to Ventura.org and click on "Ventura County Economic Vitality" to learn more and download the complete plan. If you are interested in partnering with the Workforce Development Board and learning more about the ways your business can be part of developing our future workforce visit workforceventuracounty.org. That's workforceventuracounty.org.



Workforce Wednesday Interview Guide

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

Opening

Many businesses throughout Ventura County experienced losses during the devastating Thomas Fire events. Whether directly impacted by fire damage or by the interruption of commerce at a critical time of year, the losses while not always visible, are tangible. The Workforce Development Board wants business owners to know that many programs and resources are now available for both individual and business support. Here to talk about Thomas Fire Recovery Resources are:

- **Bruce Stenslie:** President/CEO of the Economic Development Collaborative-Ventura County, and Workforce Development Board and Outreach Committee Member.
- **Lisa Champagne-Minyard:** Thrive Program Manager, Women's Economic Ventures

Interview Questions

- **Bruce:** The damage the Thomas Fire brought is clearly evident. Tell us how businesses experienced a loss, even if they were far from the flames?
- **Lisa:** Women's Economic Ventures has a long history in Ventura County, in fact, 2018 marks your 27th anniversary! What programs is WEV currently offering to directly address the needs of businesses who are struggling due to the fire?
- **Bruce:** You are wearing quite a few hats today! You oversee both the EDC-VC and the Small Business Development Center or SBDC. What kind of business recovery resources has your team added to address Thomas Fire recovery challenges?
- **Bruce & Lisa:** Has there been an active response from businesses looking for recovery support and what type of help will be in the greatest demand over the next year?
- **Bruce:** How is the WDB helping to provide added support to the Thomas Fire Recovery effort? (Perhaps address the Dislocated Worker Grant Funding and opportunities.)
- **Bruce & Lisa:** On the road to recovery what can listeners do to help?

Wrap-Up

To connect with the EDC-VC, SBDC, WEV and other local, state and federal resources available to start your roadmap to recovery go to Ventura County Grows Business Dot Com that's Ventura County Grows Business Dot Com.

If you are interested in partnering with the Workforce Development Board and learning more about the ways your business can be part of developing our future workforce visit Workforce Ventura County Dot Org.



Workforce Wednesday Interview Guide

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

Opening

The subject of how to recruit and retain highly qualified millennial candidates has been a hot topic for many years. The debate has ensued for so long in fact that the focus has expanded from what employers can or should do to adapt their work environment, to what to do when your new boss is a millennial! Here to talk about both sides of millennials in the workplace are:

- **Greg Van Ness:** CEO, Tolman & Wiker Insurance Services and Workforce Development Board and Business Services Committee Member.
- **Sean Bhardwaj** (pronounced as it appears): Founder & CEO, Aspire 3 and former WDB Youth Council Committee Member

Interview Questions

- **Sean:** The Pew Research Center identifies millennials as those born between 1981 and 1996, and everyone after that living in a shadow referred to as post-millennial. That is a pretty big shadow! Who are these millennials and what are they looking for in a work environment and career move? (Stats: by 2020 will be 50% of the workforce. What millennials want: Personal Development, Flexibility, Feedback, Access to Technology, Good Management and a Fun Workplace, is that all? 😊 Source PWC Accounting.)
- **Greg:** Tolman & Wiker is the region's biggest independent insurance agency and in 2017 was recognized by the PCBT as No. 1 Central Coast Best Places to Work! What has Tolman & Wiker done to attract millennials and maintain such a high level of satisfaction among your employees?
- **Greg & Sean:** What do you see as the fundamental traits and aspirations that are distinctly different from the Gen X'rs and Baby Boomers who preceded them, or do you see a difference? (Stats: average millennial will have 15-20 jobs in their lifetime, and 60% are open to new jobs at any given time. Employee replacement costs present a serious impact for employers.)
- **Greg:** What is the WDB doing to help encourage millennials to pursue career opportunities in Ventura County? (Notes: Collaboration with key industry sector leaders and educators to develop the career pathways that both check the boxes for millennials priorities and that result in high-paying, in-demand jobs.)
- **Sean:** I understand that your work with Aspire 3 and other start-up incubators, has made progress toward creating a culture of entrepreneurship in Ventura County. Do millennials appear to be creating a higher demand for a start-up environment?
- **Greg & Sean:** Although the youngest millennials would be 22 today the oldest is close to 37. So, your boss is a millennial and well, you are not. What advice do you have for folks in a situation where their junior is their senior? (Notes: don't be intimidated, millennials value results over tenure and don't adhere to rigid hierarchies, ramp up your tech skills, they were born into it. -PWC)



Workforce Wednesday for 3/28/18
Interview at 8:40AM – Attracting/Retaining Millennials
Live at KVTA 1590-AM Studio
2284 Victoria Avenue, Ventura

Wrap-Up

If you are a millennial looking for an entrepreneurial environment to take your idea to the next level go to Ventura County Grows Business dot com forward slash workspace .

If you are an employer interested in partnering with the Workforce Development Board and learning more about the ways your business can be part of developing and recruiting our future workforce visit Workforce Ventura County Dot Org.

DRAFT

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Tuesday, February 6, 2018 1:28 PM
To: heidi@agency2.com
Subject: Today's Youth, Tomorrow's Workforce

Workforce *Update*



Many businesses throughout Ventura County experienced losses during the devastating Thomas Fire events. Whether directly impacted by fire damage or by interruption of commerce at a critical time of year as it was for many of our local retail and hospitality businesses, the losses are tangible. The good news is that many federal, state and local programs are now available for support. To make it easier for local businesses to learn what is available, the WDB has added a page to the [Ventura County Grows Business website](#) dedicated to Thomas Fire Recovery Resources. [Click here](#) to visit the page.

Pathways to Youth Employment



Join Our Mailing List!

Resources

America's
JobCent

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

FIND YOUR PURPOSE



MAKE YOUR OWN PLAN





The seasonally adjusted unemployment rate for youth aged 16 to 24 was 8.9% in December 2017, more than double the overall unemployment rate of 4.1%. But 2016 research shows that if a youth has dropped out of high school, the

unemployment rate can climb 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 job readiness challenges and now want to follow a career path. Jesus Torres, WDB Business Services Committee Chair and board member, and Erin Antrim, CEO, [Boys & Girls Club of Greater Oxnard & Port Hueneme \(BGCOP\)](#) and WDB service provider, joined Tom Spence on KVTA to discuss the career planning resources available to Ventura County youth. Serving youth ages 16-24 in Greater Oxnard and Port Hueneme, the BGCOP delivers support through their [Youth Empowerment Program \(YEP\)](#). PathPoint serves youth in all Ventura County regions not covered by the BGC. [PathPoint's Youth Networked Services](#) provides robust educational and employment support including Work Readiness Workshops. [Ventura County Jobs with a Future](#) is a WDB-supported website that connects career planning, education, work experience and job readiness resources, like the BGCOP and PathPoint programs, with Ventura County youth. [Listen to Workforce Wednesday](#) to learn more about youth employment resources.

Source: U.S. Bureau of Labor Statistics



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

Green Business

Did You Know?

Fox News: [Why Coding will be Next Generation's Manufacturing](#)

Financial Management: [How Automation Could Hurt Youth Employment](#)

Washington Post: [One in Ten Youth Have Been Homeless Over the Past Year Survey Finds](#)

Quick Reads

Forbes: [2018 Will be the Year of the Employee Experience](#)

CNBC: [Eight Productivity Hacks for Working From Home](#)

DOL: [From Apprenticeship to Mentorship](#)

Job Outlook

**December 2017
Unemployment
Not Seasonally Adjusted**

CWA Youth@Work Conference "Inspiring Minds Changing Lives!"



Every January the [California Workforce Association](#) hosts the Youth@Work Conference. Attended by WDB staff and members from throughout California, the Conference

addresses key workforce issues facing youth and young adults in transitioning to jobs and careers and highlights best practices and emerging trends in better-serving youth who are having trouble finding their success trajectory. WDB Programs Committee Member Linda Fisher-Helton from the Area Housing Authority of the County

of Ventura represented the WDB at the conference. "Having the opportunity to spend time with like-minded individuals, makes you realize how much great work we do and how much more we can do," said Fisher-Helton. "With that said, if you ever think we're not making much progress, we are miles ahead of many of our cohorts, we're (WDB) doing a great job!" Presentation topics included innovative and successful approaches in use by education, workforce, nonprofits and the private sector and are available to download by [clicking here](#).

Westminster Free Clinic - Internships in Action



Since 1994 the [Westminster Free Clinic \(WFC\)](#) has dedicated their efforts to a dual mission providing free healthcare and services to the uninsured working poor and engaging high school students in a 2-year

Training and Internship Program to learn about and develop job skills in healthcare. Lisa Safaeinili, Executive Director of WFC, and member of the WDB Healthcare Committee collaborates on innovative solutions to workforce development in Ventura County. Students involved in the training and internship program are part of WFC's medical team and are involved in all aspects of patient care. Fifty-percent of the students are bilingual and from the same patient population being served, and will be the first generation to go on to seek a college education. Over the two-year program, students volunteer bi-weekly, year-round and as they grow in confidence, so does their belief they can achieve higher goals. WFC's volunteer medical professionals say it's inspiring for them and the patients, to have the students involved. To date, over 600 high school students have completed the program!

Success Story: Boys and Girls Club of Greater Oxnard and Port Hueneme

U.S. = 3.9%
California = 4.2%
Ventura County = 3.8%

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

Note: Feb 2018 Job Outlook will be available on March 23.

Workforce Wednesday

Tom Spence
KVTA 1590-AM

Feb. 21, 2018 at 8:40AM

Topic: Thomas Fire Grant

[Click to listen to January broadcast](#) about the Ventura County Economic Vitality Strategic Plan.

Upcoming Events

February 15, 8am
Manufacturing Committee,
UFCW-Ste A

February 22, 8am
WDB Board Meeting,
UFCW-Orchid Room

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 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 & Port Hueneme. 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!



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

Sent to heidi@agency2.com by [Workforce Development Board](#)
855 Partridge Drive | Ventura, CA 93003 United States
[unsubscribe from this list](#)





:30 THOMAS FIRE RECOVERY RESOURCES – KCLU – Starting 2/5/18

KCLU PROGRAMMING IS MADE POSSIBLE CONTRIBUTING MEMBERS AND IN PART BY THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY. MANY BUSINESSES THROUGHOUT VENTURA COUNTY EXPERIENCED LOSSES DURING THE DEVASTATING THOMAS FIRE EVENTS... WHETHER A BUSINESS WAS DIRECTLY IMPACTED BY FIRE DAMAGE OR EXPERIENCED INTERRUPTION OF COMMERCE, THE LOSSES ARE TANGIBLE. MANY PROGRAMS ARE NOW AVAILABLE FOR BOTH INDIVIDUAL AND BUSINESS SUPPORT. MORE INFO ON STARTING A RECOVERY MAP AT VENTURA COUNTY GROWS BUSINESS DOT COM FORWARD SLASH THOMAS HYPHEN RECOVERY.



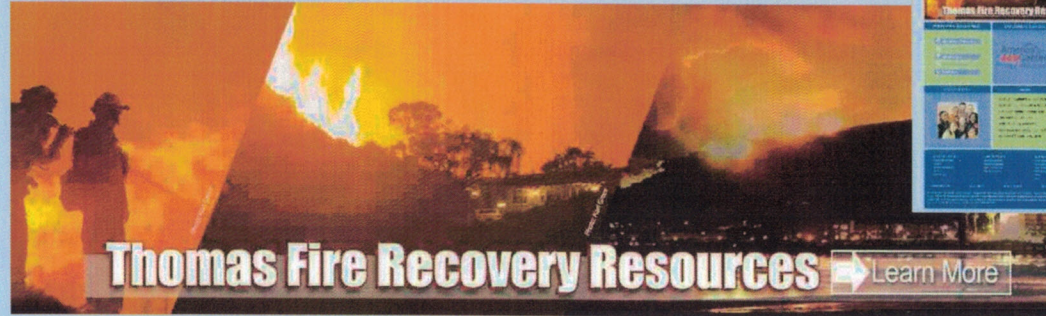
Target Audience: Business Owners Impacted by the Thomas Fire
:30 Radio – to be translated into Spanish
Narrator: Man, or Woman's Voice, music background

Texto en español

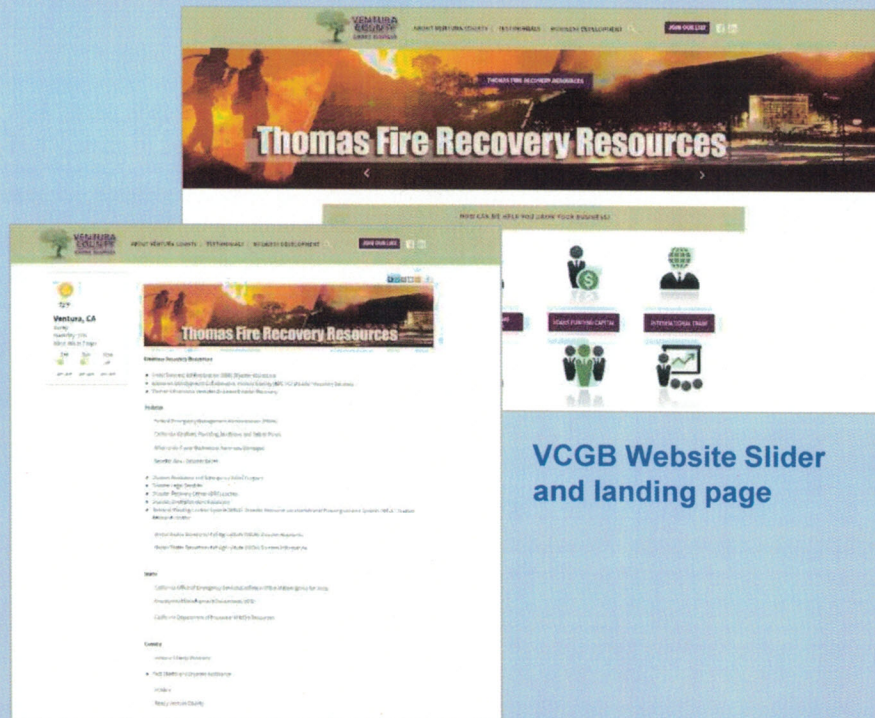
MUCHOS NEGOCIOS EN EL CONDADO DE VENTURA HAN SUFRIDO PÉRDIDAS A CAUSA DE LOS DEVASTADORES EVENTOS RELACIONADOS CON EL INCENDIO THOMAS. YA SEA QUE HAYA SIDO AFECTADO DIRECTAMENTE POR EL INCENDIO O POR LA INTERRUPCIÓN DE SU ACTIVIDAD COMERCIAL EN UNA ÉPOCA CRUCIAL DEL AÑO, LAS PÉRDIDAS SON TANGIBLES. EL WORKFORCE DEVELOPMENT BOARD DEL CONDADO DE VENTURA INFORMA A LOS PROPIETARIOS DE NEGOCIOS QUE HAY DISPONIBLES MUCHOS RECURSOS Y PROGRAMAS DE APOYO PARA INDIVIDUOS Y COMERCIOS. VISITE VENTURA COUNTY GROWS BUSINESS PUNTO COM DIAGONAL THOMAS GUIÓN RECOVERY PARA OBTENER MÁS INFORMACIÓN E INICIAR EL PROCESO DE RECUPERACIÓN.

Thomas Fire Recovery Outreach

WDB Site Slider Image with link to VCGB Resources Page



KCLU 300 x 250 outreach banner



VCGB Website Slider and landing page



Social Media Facebook Posts





Workforce Development Board

Bringing People & Opportunities Together

Select Language ▼

I'm looking for...

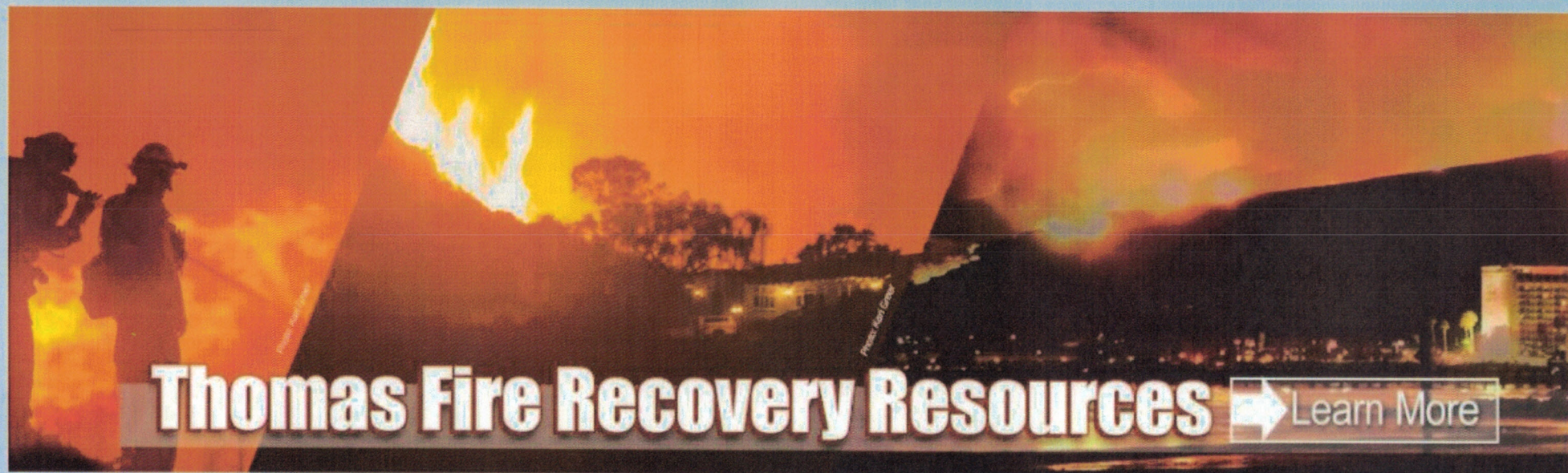
HOME

JOB SEEKERS ▼

EMPLOYERS ▼

ABOUT US ▼

RESOURCES ▼



WORKFORCE DEVELOPMENT



Business Services



Clean/Green



Healthcare



Manufacturing



Partners

EMPLOYMENT SERVICES

America's
JobCenter
of CaliforniaSM

ECONOMIC DEVELOPMENT



**VENTURA
COUNTY**
GROWS BUSINESS



ABOUT VENTURA COUNTY | TESTIMONIALS | BUSINESS DEVELOPMENT

JOIN OUR LIST



THOMAS FIRE RECOVERY RESOURCES

Thomas Fire Recovery Resources

HOW CAN WE HELP YOU GROW YOUR BUSINESS?



STARTUP



MANUFACTURING
CONSULTING



LOANS FUNDING CAPITAL



INTERNATIONAL TRADE





61°F

Ventura, CA

Partly cloudy

Humidity: 64%

Wind: W at 18 mph

Thurs

Fri

Sat



53° / 61°

47° / 55°

40° / 60°



Thomas Fire Recovery Resources

(Si desea traducir esta información a Español, por favor desplace su cursor hacia abajo para usar la Traducción Google.)

BUSINESS RECOVERY RESOURCES

[Small Business Administration \(SBA\) Disaster Assistance](#)

- [Getting Disaster Help From SBA English and Spanish](#)
- [U.S. SBA Fact Sheet Disaster Loans English | Spanish](#)

[Economic Development Collaborative-Ventura County \(EDC-VC\) Disaster Recovery Services](#)

[Women's Economic Ventures Business Disaster Recovery](#)

FEDERAL

[Federal Emergency Management Administration \(FEMA\)](#)

[California Wildfires, Flooding, Mudflows and Debris Flows](#)

[What to do if your Business or Farm was Damaged](#)

[Benefits.Gov - Disaster Relief](#)

- [Disaster Assistance and Emergency Relief Program](#)
- [Disaster Legal Services](#)
- [Disaster Recovery Center \(DRC\) Locator](#)
- [Disaster Unemployment Assistance](#)
- [National Housing Locator System \(NHLS\): Disaster Resource Locator](#)

[United States Department of Agriculture \(USDA\) Disaster Assistance](#)

[United States Department of Agriculture \(USDA\) Disaster Information](#)

STATE

[California Office of Emergency Services](#)

[Employment Development Department \(EDD\)](#)

[California Department of Insurance Wildfire Resources](#)

COUNTY

[Ventura County Recovers](#)

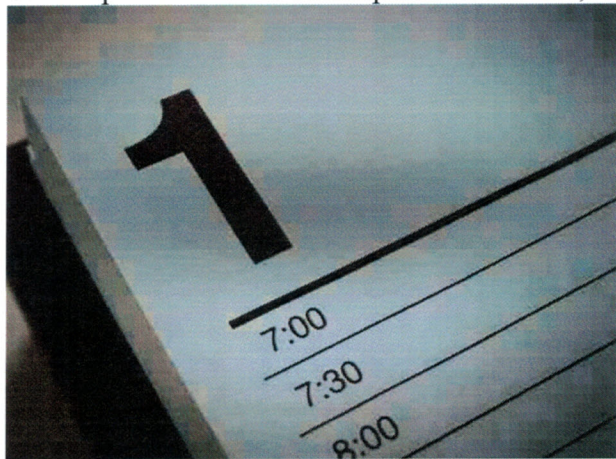
- [Fact Sheets and Disaster Assistance](#)

[VCAAlert](#)

[Ready Ventura County](#)

Free Oxnard workshops offered for job seekers

Staff reports Published 2:59 p.m. PT Feb. 20, 2018



The west Ventura County America's Job Center in Oxnard plans several free workshops in March for job seekers.

March 2 and 16, 8 a.m. to noon, "Résumés that Sell": Get hands-on assistance in completing your résumé, cover and thank-you letters. Participants will walk away with a portfolio that shows off 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.

March 9, 8 a.m. to noon, "Winning Interviews": You never get a second chance to make a first impression. Participants will gain the tools to make a lasting impression that wins a job. They will walk away with a 30-second commercial that allows them to quickly and efficiently discuss their skills any place, anytime.

March 9, 1-5 p.m., "The Power of CalJOBS": CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources and find information on education and training programs.

March 13, 8 a.m. to noon, "Veterans Orientation": This collaborative meeting will provide veterans with information on local services and programs that are available.

March 23, 8 a.m. to noon, “Job Search/Social Media”: This workshop will provide common-sense tactics to be more effective in finding employment when dealing with little work experience, age discrimination, gaps in employment, barriers and returning to the workforce. The social media portion will provide information on the most popular online social networks.

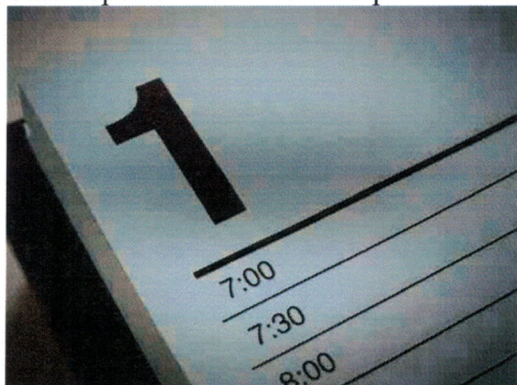
All sessions will meet at the center, 2901 N. Ventura Road, third floor, in Oxnard.

Space is limited and prior registration required. Participants must be registered with CalJOBS (<https://www.caljobs.ca.gov>) before signing up. For more information and to register, call 805-204-5171.

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

Free career workshops offered in Oxnard

Staff reports Published 2:03 p.m. PT Jan. 14, 2018



The west county America's Job Center in Oxnard will offer several free career workshops in February for job seekers.

Here's the schedule:

Feb. 2 and 16: "Résumés that Sell," 8 a.m. to noon. Participants will get hands-on assistance in completing their résumé, cover and thank-you letters. They will walk away with a portfolio that shows off their professional documents. Participants should come prepared with employment history for the past 10 years and names, addresses and phone numbers of three personal and three professional references.

Feb. 9: "Winning Interviews," 8 a.m. to noon. Participants will get the tools they need to make a lasting impression that wins them a job. They will walk away with their own 30-second commercial to quickly and efficiently discuss their skills.

Feb. 9: "The Power of CalJOBS," 1-5 p.m. CalJOBS is an online resource that can be used to navigate California's workforce services. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources and find information on education and training programs.

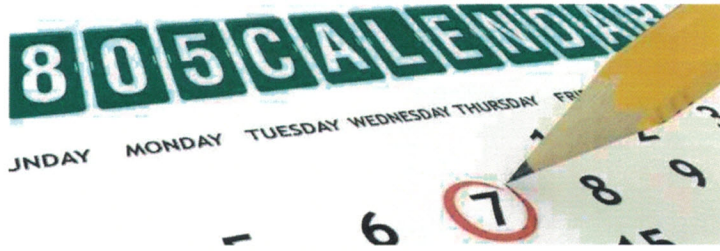
Feb. 13: Veterans orientation, 8 a.m. to noon. This collaborative meeting will provide veterans with information on local services and programs that are available.

Feb. 23: "Job Search/Social Media," 8 a.m. to noon. This workshop will provide common-sense tactics to be more effective in finding employment when dealing with little work experience, age

discrimination, gaps in employment, barriers and returning to the workforce. The social media portion will provide information on the most popular online social networks.

The workshops will meet at the center, 2901 N. Ventura Road, third floor, in Oxnard. Space is limited and prior registration required. Participants must be registered with CalJOBS (<https://www.caljobs.ca.gov>) before signing up. For more information, call 805-204-5171.

The workshops are sponsored by the Ventura County Human Services Agency, the 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.



Tue, Mar 27: The Power of CalJOBS Career Workshop 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](#) before registering for the class. 1:00 p.m. – 4:00 p.m. at East County America's Job Center, 2900 N. Madera Rd., Simi Valley, 93065. Info: [805-955-2282](tel:805-955-2282)



Tue, Feb 27: The Power of CalJOBS CalJOBS is an online resource that can be used to navigate California's workforce services providing employment and labor market information. The newly enhanced system allows users to easily search for jobs, build résumés, access career resources, and find information on education and training programs. Career Shops are offered at no cost to job seekers. Space is limited. Prior registration required. Participants must first sign up with CalJOBS (<https://www.caljobs.ca.gov>) before registering for the class. 1:00 p.m. – 4:00 p.m. at East County America's Job Center, 2900 N. Madera Rd., Simi Valley. Info: [805-955-2282](tel:805-955-2282)



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)



America's Job Center, Oxnard March 2018 Career Shops

Added by [Debra Tash](#) on February 8, 2018.

Location: West County America's Job Center

2901 N. Ventura Rd., 3rd Floor, Oxnard

805-204-5171

March 2 & 16 – 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.

March 9 – 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.

March 9 – 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.

March 13 – 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.

March 23 – 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.

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.





Free Career Workshops For Job Seekers

- April 24
- East County America's Job Center, Simi Valley
- April 24, 2018
- Category: [Classes/Workshops](#)

Event Details

- April 24, 2018
- 1:00 pm - 4:00 pm
- Free

Venue

- East County America's Job Center
- 2900 N. Madera Rd.
- Simi Valley, CA 93065
- (805) 955-2282
- talía.barrera@ventura.org
- <https://www.caljobs.ca.gov>

Event Description



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.

Event presented by:

- Human Services Agency, EDD Workforce Services and the Workforce Development Board of Ventura County
- (800) 500-7705
- talía.barrera@ventura.org
- <https://www.caljobs.ca.gov>



Free March 2018 Career Shops

- MARCH 2 - MARCH 23
- West County America's Job Center, Oxnard
- Every 1 week(s) between March 2, 2018 and March 23, 2018
- Category: [Classes/Workshops](#)

Venue

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

Event Description



Free Career Shops For Job Seekers - presented throughout March 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.

Event presented by:

- America's Job Center of California
- <https://www.caljobs.ca.gov>



Free February 2018 Career Workshops

- America's Job Center, Oxnard
- February 2, 2018

Event Details

- February 2, 2018
- 8:00 am - 12:00 pm
- Free

Venue

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

Event Description



February 2 & 16 – Résumés that Sell, 8:00 a.m. to 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.

Event presented by:

- Human Services Agency, EDD Workforces Services and the Workforce Development Board of Ventura County
- (800) 735-2922
- talia.barrera@ventura.org
- <https://www.caljobs.ca.gov/>



Free Career Workshops

Lecture/Seminars

9:00 AM - 6:00 PM on Friday, March 23

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

Location:

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

[Google Map](#)



February 2018 Free Career Workshops

Lecture/Seminars

0 0 0 0

8:00 AM on Friday, February 2 - 12:00 PM on Monday, February 26

Free Career Shops For Job Seekers - presented throughout February 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 Workshop in February

The Power of CalJOBS.

By [Diane Rumbaugh, Patch Contributor](#) | Jan 8, 2018 2:01 pm ET



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.

Date: Tuesday, February 27 - The Power of CalJOBS, 1:00 p.m. – 4:00 p.m. Location:

East County America's Job Center

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

805-955-2282



Free Career Workshops in March

Space is limited. Prior registration required.

By [Diane Rumbaugh, Patch Contributor](#) | Feb 6, 2018 11:52 am ET

0



Location: West County America's Job Center

2901 N. Ventura Rd., 3rd Fl., Oxnard

Phone: 805-204-5171

March 2 & 16 – 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.

March 9 - 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.

March 9 - 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.

March 13 - 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.

March 23 – 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.

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.



Free Seminar: The Power of CalJOBS



Tuesday, April 24 - The Power of CalJOBS, 1:00 p.m. – 4:00 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 program.

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.

[For further information, click here.](#)

Workforce Development Board
Bringing People & Opportunities Together

HOME | JOB SEEKERS | EMPLOYERS | ABOUT US | RESOURCES

YOU HIRE. YOU TRAIN. WE PAY.

America's JobCenter of California

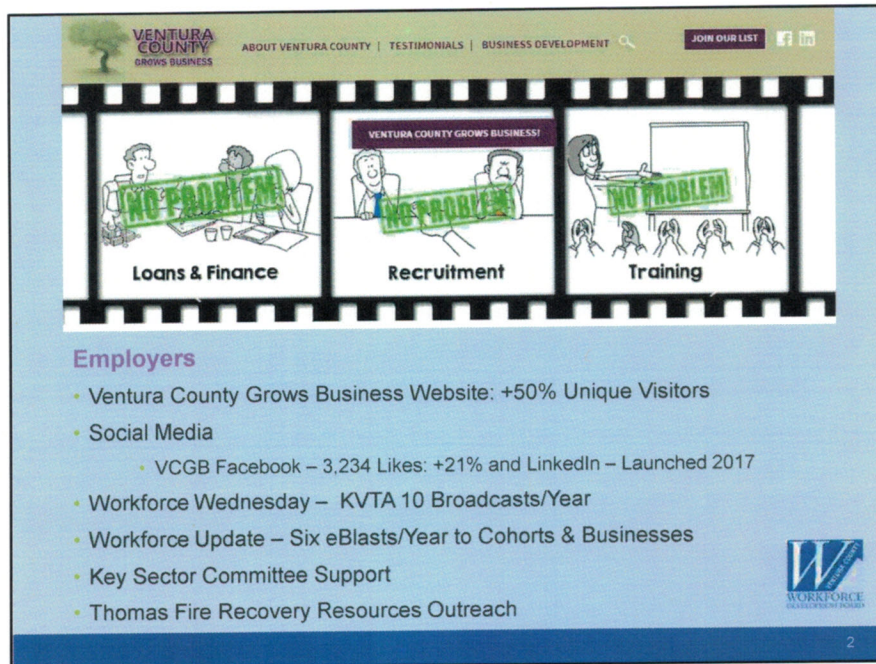
ON-THE-JOB TRAINING [Learn More!](#)

General Integrated Outreach

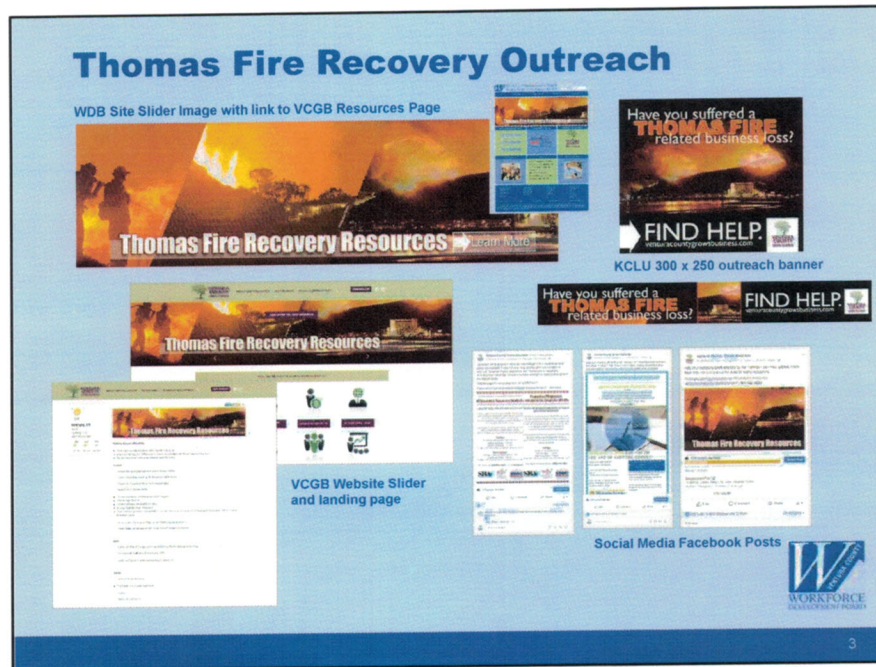
- Workforce Ventura County Website: +24% Unique Visitors
- Public Education
 - OpEds, Pitches, Career Shop Calendar Listings, Press Releases: 20 Annually
- Paid Media Outreach: Annual 5.9M Impressions Including:
 - KVTA, KCLU, eBlasts, public education
- Job Outlook Report/eBlast: 10 Annually
- Outreach Support Elements/Ads/Collateral As Needed

First and foremost, the integrated general outreach efforts serve to support :

- Awareness of the programs receiving support from the WDB among the audiences they are designed to serve
- Collaboration between the business community, education, labor and CBO's to explore and strengthen workforce development initiatives
- Efforts of the key sector committees to identify in-demand, unfilled career opportunities and guide advanced career pathways in a timely and relevant manner
- Increased understanding of both the challenges and opportunities surrounding workforce development in Ventura County



The new site launched in March 2017 and continues to serve as a portal for Ventura County employers to connect with the resource providers and events that can help to retain and grow their businesses. Two new content features include promotion of available maker-space, co-working, incubator and accelerator resources in the region, proved to be a very popular topic when pushed out through social media. Most recently, in an effort to aggregate and promote the Thomas Fire Recover Resources available to business owners, a new slider was added to the home page with a corresponding landing page with quick links.



The February edition of Workforce Update had a topline feature with links to recovery resources. The 2/28 edition of Workforce Wednesday will include Bruce Stenslie and Lisa Champagne Minyard from WEV discussing available programs and grants. A new radio schedule on KCLU and KXLM has also been put into place.

We were able to use the tools we have in place and retarget them to address a critical, regional economic challenge in a short period of time.

VENTURA COUNTY
JOBS WITH A FUTURE

About Us | Accessibility

Select Language | Powered by Google Translate

Find a Job With a Future

Out-Of-School Disengaged Youth 16-24

- VC Jobs With a Future Website: +78% Unique Visitors
 - Launched New Website December 2017
- VCJWF Twitter – 1,012 Followers: +33%
- Paid Digital Media Outreach – 1/15 to 3/18/18: 2.8M Targeted Impressions
- Three New :10 Videos, Pamphlet, Banners, Radio
- New, Youth Provider Success Story Features

WORKFORCE
DEVELOPMENT

4

VCJWF was redesigned to focus on the new WIOA priority 16-24 year-old out-of-school youth. Content and creative assets were developed to target this challenging to reach segment in Ventura County. Early results indicate this new focus is gaining traction among key audiences. Share a couple of emails sent to VCJWF?

heidi hayes

From: Workforce Development Board <info@workforceventuracounty.org>
Sent: Friday, January 19, 2018 4:09 PM
To: heidi@agency2.com
Subject: Job Outlook, December 2017 Report

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

Job Outlook December 2017 Report



Ventura County Labor Market Information

State Of California Employment

United States Department Of Labor

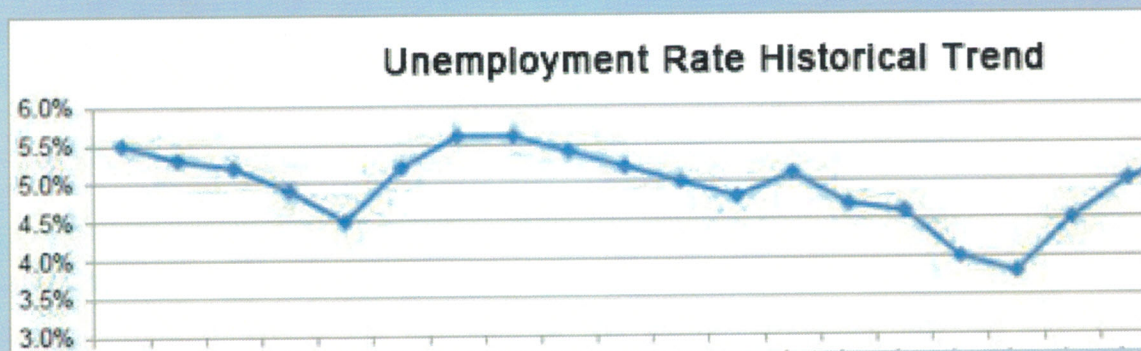
Conference Board - Help Wanted Online Data®

Relevant News



Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 3.8 percent in December 2017, unchanged from a

revised 3.8 percent in November 2017, and below the year-ago estimate of 4.8 percent. This compares with an unadjusted unemployment rate of 4.2 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 | November, 2017 | December, 2017 | Change | |
| Unemployment Rate | 4.6% | 4.3% | -0.3% | |
| Labor Force | 19,393,900 | 19,386,300 | -7,600 | |
| Employment | 18,509,000 | 18,547,600 | 38,600 | |
| Unemployment | 885,000 | 838,700 | -46,300 | |
| Non Farm Jobs | 16,927,700 | 16,980,400 | 52,700 | |



Month-over Job Gains: Nine of California's eleven industry sectors added a total of 56,900 jobs in December. Government posted the largest jobs increase with a gain of 10,300 jobs, followed by **leisure & hospitality**, up 10,100. Four additional industry sectors added 6,600 or more jobs in December: **professional and business services** (8,700), information (8,300), construction (7,000), and **financial activities** (6,600). **Manufacturing** (3,000), other services (1,600), and educational and **health services** (1,300).

Month-over Job Losses: Two industry sectors reported job declines over the month, down a total of 4,200 jobs. Trade, transportation and utilities posted the largest decrease over the month, down 3,800 jobs, followed by mining and logging, down 400 jobs.

Year-over Job Gains: In a year-over-year comparison (December 2016 to December 2017), nonfarm payroll employment in California increased by 342,500 jobs (a 2.1 percent increase). Nine of California's eleven industry sectors added a total of 345,900 jobs over the year. The largest job gains were in educational and **health services**, up 80,000 jobs (a 3.1 percent increase), **leisure and hospitality**, up 62,700 jobs (a 3.3 percent increase), and construction, up 56,000 jobs (a 7.1 percent increase). Other sectors adding jobs over the year were government, **professional and**

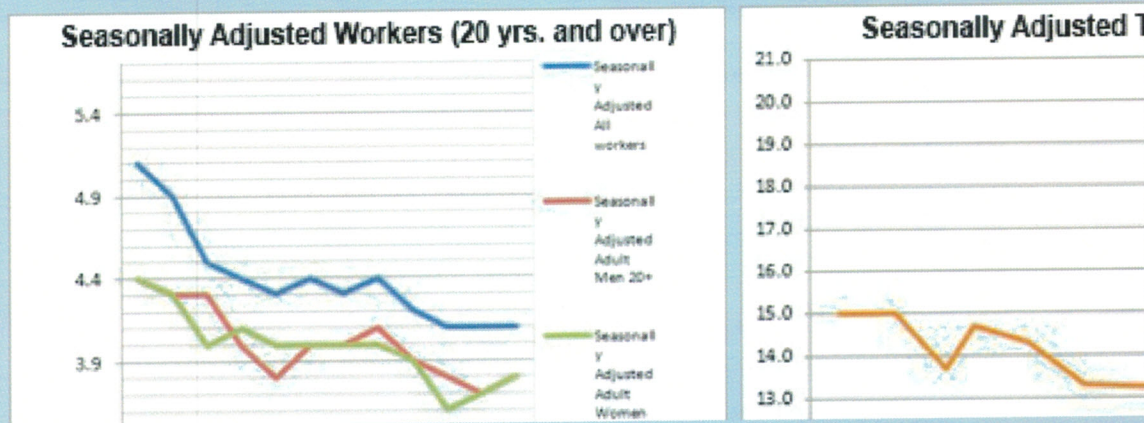
business services, information, other services, trade, transportation and utilities and **financial activities**.

Year-over Job Losses: Two industry sectors posted job declines over the year, down a total of 3,400 jobs. **Manufacturing** fell by 2,000 jobs (down 0.2 percent), and mining and logging declined by 1,400 jobs (down 5.9 percent).

Source: labormarketinfo.edd.ca.gov

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

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



Total **nonfarm payroll employment** rose by 148,000 in December. Job gains occurred in **health care**, construction, and manufacturing. In 2017, payroll employment growth totaled 2.1 million, compared with a gain of 2.2 million in 2016.

Employment in **health care** increased by 31,000 in December. Employment continued to trend up in **ambulatory health care** services (+15,000) and hospitals (+12,000). **Health care** added 300,000 jobs in 2017, compared with a gain of 379,000 jobs in 2016.

In December, **manufacturing** employment rose by 25,000, largely reflecting a gain in durable goods industries (+21,000). **Manufacturing** added 196,000 jobs in 2017, following little net change in 2016 (-16,000).

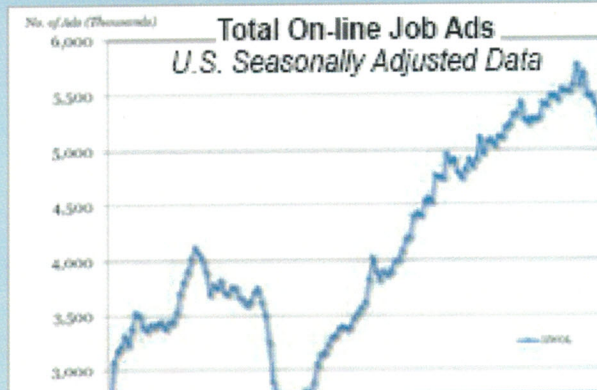
In December, employment changed little in **professional and business services** (+19,000). In 2017, the industry added an average of 44,000 jobs per month, in line with its average monthly gain in 2016.

The **average workweek for all employees** on private nonfarm payrolls was unchanged at 34.5 hours in December. In **manufacturing**, the **workweek edged down** by 0.1 hour to 40.8 hours, while overtime remained at 3.5 hours. The average workweek for **production and nonsupervisory employees** on private nonfarm payrolls was unchanged at 33.8 hours.

In December, **average hourly earnings for all employees** on private nonfarm payrolls rose by 9 cents to \$26.63. Over the year, average hourly earnings have risen by 65 cents, or 2.5 percent. Average hourly earnings of private-sector production and nonsupervisory employees increased by 7 cents to \$22.30 in December.

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 229,700 to 4,930,700 in December, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series**, released January 3.

The November Supply/Demand rate stands at 1.41 unemployed for each advertised vacancy, with a total of 1.9 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 6.6 million in November.

Sector/Occupational Changes

In December, eight of the largest ten online occupational categories posted increases and two declined.

Education, training, and library ads increased 56,000 to 231,100. The supply/demand rate lies at 1.42, i.e. over 1 unemployed job-seeker for every advertised available opening.

Management ads increased 12,500 to 401,700. The supply/demand rate lies at 0.82, i.e. 1 advertised opening per unemployed job-seeker.

Art, design, entertainment, sports, and media ads increased 13,300 to 116,400. The supply/demand rate lies at 1.17, i.e. 1 unemployed job-seeker for every advertised available opening.

Transportation ads increased 49,200 to 393,800. The supply/demand rate lies at 1.81, i.e. over 1 unemployed job-seekers for every advertised available opening.

Office and administration support ads increased 21,600 to 506,100. The supply/demand rate lies at 1.45, i.e. over 1 unemployed job-seekers for every advertised available opening.

Building and grounds cleaning and maintenance ads increased 14,000 to 123,100. The supply/demand rate lies at 2.88, i.e. over 2 unemployed job-seekers for every advertised available opening.

Source: Conference-Board.org

Relevant News

January 5, 2018, *Washington Post*, [U.S. Added 148,000 Jobs in December, in Lagging Finish to Year of Strong Growth](#), Danielle Paquette

January 11, 2018, *Orange County Register*, [What State Has the Lowest Rate of Workplace Fatalities? California's Rank May Surprise You!](#), Jonathan Lansner

January 12, 2018, *LA Times*, [U.S. Retail Sales Rise in December, Capping a Strong Year in Spending](#), David Pierson

January 12, 2018, *Fox News*, [Southern California Wildfires Trigger Mass Destruction Hurting Families, Economy](#), Madeline Farber

Resources



[Join our growing conversation on LinkedIn](#)



**America's
JobCenter**
Connect with free and low-cost
Ventura County Employer Services



Bringing People & Opportunities Together

Job Outlook is brought to you by the Workforce Development Board of Ventura County (WDB). The Workforce Development Board administers federal funds that help to support America's Job Center of CaliforniaSM locations and other free adult, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit www.workforceventuracounty.org.

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

[SafeUnsubscribe™ heidi@agency2.com](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by info@workforceventuracounty.org in collaboration with

Constant Contact®

Try it free today



WDB Outreach Annual Review July 1, 2017 – March 14, 2018

Employer Outreach

Promote Business Goals

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

The following activities were implemented to promote WDB Business Goals:

- **Paid Media Outreach** – Currently in negotiation and planning for the RPI Grant for planned and placed media for Ventura County Grows Business.
 - Dates: May to June 2018
 - Total Cost: \$23,000
 - Total Value: TBD
 - Total Impressions: TBD
- **Workforce Wednesday: August 2017 to June 2018**
 - Researched/recommended topics, recruited/coordinated participants and developed discussion guides for (8) Workforce Wednesdays with (2) in development for May-June 2018.
- **Workforce Update E-Newsletter August 2017 to June 2018**
 - Researched and developed content, designed and disseminated (4) workforce updates to approximately 24,888 recipients with (2) more in development for April and June 2018. Open rates average 25% for WDB Cohorts and range from 5% for general business lists.
- **Manufacturing Key Sector Outreach Support**
 - MRVC LinkedIn Page
 - Agency continued to post WDB Job Outlooks, Workforce Update and Workforce Wednesday when the topic is appropriate.
 - Agency sent posting ideas to WDB staff and MRVC members until Outreach Committee member requested that resources no longer be put toward this effort in September 2017.
- **Ventura County Grows Business New Elements**
 - New creative elements in review/development as needed for the RPI Grant implementation.
- **Ventura County Grows Business Website – July to March 13, 2018**
 - 2,353 Unique Visitors - 46% increase year-over-year
 - 3,357 Sessions - 49% increase year-over-year
 - 8,996 Pageviews - 28% increase year-over-year
 - Mobile Users - Increased from 5% to 33% of users.
 - Managed content updates, corrections, event calendar and additions.
 - Thomas Fire Recovery Resources
 - Makerspace/Co-Working/Incubators
- **Ventura County Grows Business Website – Completed Search Engine Optimization (SEO) Strategy**
 - 19 (14-Q3) of 20 keywords are currently on page one in a Google search.
 - Organic Search volume up 19% year-over-year for Q4 2017



WDB Outreach Annual Review July 1, 2017 – March 14, 2018

- **Ventura County Grows Business Facebook – 3,232 Fans** (Through 3/14/18)
 - Managed ongoing content, research, development and posting
 - Average 25-30 postings/month
 - **Fans: 20.7% Increase** (July 1, 2017 = 2,678)
 - Facebook Paid Media for July 1 to March 15, 2018
 - Reach: 52,566
 - “People Taking Action”: 5,568
- **Ventura County Grows Business Group Page: LinkedIn**
 - Developed, designed and manage content
 - Average 15 to 20 posts per month

Youth Outreach

Promote Out-of-School Youth Goals (OSY)

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

The following activities were implemented to promote WDB Youth Goals:

- **VC Jobs With a Future Website – Site Redesign and Relaunch Completed 12/3/17**
 - Creative elements designed and developed for paid outreach campaign include:
 - (3) ten-second video spots
 - (3) banner sets to support each video concept: 3 sizes per set
 - :30 Pandora Radio
 - :30 KCLU PSA
 - Youth Pathways Pamphlet
 - Managed ongoing content updates, corrections and additions.
- **Paid Media Outreach** – Negotiated, planned and placed paid media for VC Jobs With a Future
 - Dates: January 15 to March 18, 2018
 - Total Cost: \$24,230
 - Total Value: \$27,902 (115% of cost)
 - Total Impressions: 1,989,294 (Includes overlay of KCLU)
- **VC Jobs With a Future Website – July to March 14, 2018**
 - 4,100 Unique Visitors – 132% increase year-over-year
 - 5,129 Sessions - 125% increase year-over-year
 - 11,695 Pageviews - 136% increase year-over-year
 - Mobile Users - Increased from 8% to 67% of users.
 - 2:05 Minutes per session - 22% Increase year-over-year
 - Managed content updates, corrections, and additions.
 - “Link To Us” page in development



WDB Outreach Annual Review July 1, 2017 – March 14, 2018

- **VC Jobs With a Future Website – Developed Search Engine Optimization (SEO) Strategy**
 - As of March 6th - 14 of 20 keywords are currently on page one.
 - 11 improved rankings since program start of December 1, 2017.
- **VC Jobs with a Future – Twitter: 1013 followers as of 3/14/18**
 - Managed content, research, development and posting.
 - Average 45-55 postings/month
 - 380,600 Impressions (Jul 1 2017 to February 28, 2018)
 - **Followers: 33.3% increase over previous year**
- **Youth Outreach – New Elements Developed**
 - Solicited and develop new success stories from WDB Youth Services Partners:
 - Boys & Girls Clubs of Greater Oxnard & Port Hueneme – (3)
 - PathPoint – (2)
 - New creative elements in review/development as needed for the RPI Grant implementation.

Job Seeker Outreach

Promote Job Seeker Goals

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

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

- **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.
- **Career Shops** – Developed and distributed (10) monthly calendar releases for Career Shops available free-of-charge at American Job Center of California Ventura County Locations with (2) calendar releases to come for May-June 2018.
 - **Calendar listings published** in 40 media to date including: VCStar, Acorn (various), The Patch (various), KJAR, KCLU, Citizens Journal, 805 Calendar, Santa Paula Times
- **Job Seeker Outreach – New AJCC Collateral Developed**
 - 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)** – Layout to WDB - Pending.
 - **Update Existing Pamphlets (3 Versions)** - Layouts to WDB - Pending.
 - **Update Existing Tent Card (1)** – Layout to WDB - Pending.

General Outreach

Promote WDB Goals


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



WDB Outreach Annual Review July 1, 2017 – March 14, 2018

The following activities were implemented to promote General WDB Goals:

- **Paid Media Outreach** – Negotiated, planned and placed paid media for general outreach:
 - Total Cost: \$14,417 (KCLU Contract billed direct to WDB)
 - Total Value: \$25,120 (**174% of cost**)
 - Total Impressions: 5,747,768 (Includes months of KCLU not allocated to Youth Outreach and General Outreach Eblasts)
- **New Releases, Interviews, Op-Eds: Published in various media** including VCStar, Pacific Coast Business Times, Acorn (Various), PRLog, ePR.Com, Patches (various)
 - **Releases Developed and Distributed:**
 - Congressman Carbajal Media Advisory for 8/14/17 event, 8/8/17
 - New Chair/Vice-Chair Announcement, 8/9/17
 - New Board Member Release: Jaime Mata, Marilyn Jansen, Connie Chan, 10/27/17
 - **Op-Eds Developed/Coordinated Placed:**
 - Ventura County Grows Business – Pacific Coast Business Times, 9/16/17
 - Apprenticeships – VCStar On-site video and interview, 12/1/17
 - Pathways to Employment – Pitched to VCStar and PCBT in Jan & Feb, no pick-up.
 - **Various**
 - Developed Outreach Committee Board Meeting PPT/Script, 2/22/18
 - Changed “American” to “America’s” in AJCC wherever it appeared. Ongoing.
 - Cal Workforce Social Media Campaign Support
 - #Vet #WorkforceWeek
 - #Workforce Wednesday
 - VCCCD Resource Guide – Copyediting for resource guide, 8/4/17
 - Clean Green Employer Awareness Videos – Voiceover copy development, 10/19/17
- **Workforce Ventura County Website** - Google Analytics Stats July 1 to March 14, 2018
 - Ongoing site support and content development as needed
 - New slider development for Youth and Thomas Fire outreach (2)
 - Audience Overview – 7,544 Sessions/5,278 Unique Users
 - **18% increase in unique users year-over-year**
- **Job Outlook Full Report & Eblasts**
 - Researched compiled and distributed monthly Job Outlook report. (7) Completed to date, (4) to come.
 - Developed Monthly Topline Eblast summary of the Job Outlook and disseminated eblast to approximately 43,483 WDB Cohorts and Ventura County Businesses.
- **Various Eblasts**
 - **Joint Industry Sector Meeting Eblast – (2)** designed/disseminated 10/11/17 and 10/24/17
- **KCLU General Outreach PSA’s** – Negotiate annual contract. Develop PSA’s and online banners as needed to support promote WDB goals in employer, job seeker and youth outreach over 10 months.

| Ventura County Jobs With a Future | Workforce Development of Ventura County November 2017 to June 2018 Digital Media Flowchart - Target Audience: Disconnected Youth | | | | | | | | | | |  16-Mar-18 | | |
|-----------------------------------|--|---------------------------|---|-----|-------|--|-----|-----|-----|-----|-------------------|--|-------------|---------|
| Placements | Notes: | Oct | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | Total Impressions | Total Investment | Total Value | |
| PANDORA.COM | Geo-Targeted Ventura County: Millenials, living with parent, job seekers, high school grads, household income <\$30K | | | | | 300x250 Mobile Audio/ Muted Video / Mobile Display with Standard Responsive Banner | | | | | 598,744 | \$9,412 | \$9,907 | |
| SNAPCHAT.COM | Geo-Targeted Ventura County: Young adults ages 16-24. Lifestyle: hip trends, music interest, nightlife, etc. | | | | | :10 video ads play in between/after the user is watching their 'stories' | | | | | 300,000 | \$7,059 | \$8,471 | |
| TWITTER | | Included in fall campaign | | | | | | | | | | N/A | \$700 | \$700 |
| SEARCH ENGINE OPTIMIZATION (SEO) | | Keyword research, set-up. | Keyword Strategy analysis, onsite optimization, content enhancement, monthly rankings reports, Google Tag & Analyitcs, Keyword-rich Alt-image Y anchor text, ranking monitoring, etc. | | | | | | | | | N/A | \$7,059 | \$8,824 |
| KCLU (Radio) | | | | | | :30 Sec PSA 2x per wk / :05 Sec local Biz Report / :30 Sec Marketplace / :30 Sec All Things Considered 2x per wk | | | | | 1,018,800 | Included in Direct PO | | |
| KCLU.COM | Note: Impressions based upon minimum commitment, actual report pending. | | | | | Streaming Banners : 300x250 / 300x600 / :30 Sec streaming | | | | | 33,250 | | | |
| WORKFORCE WEDNESDAY | Pathways to Youth Employment | | | | 12/13 | | | | | | 38,500 | Included in Integrated Outreach | | |
| Total: | | | | | | | | | | | 1,989,294 | \$24,230 | \$27,902 | |

Please sign below to indicate approval of the media recommendation. The Workforce Development Board hereby authorizes theAgency to act as its agent to issue insertion orders up to \$24,500 of paid media placement in support of a plan for VC Jobs With a Future. Please note that the information above is subject to change based on the time of Insertion Order.

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

Date