



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

### OUTREACH COMMITTEE MEETING

**Wednesday, May 16, 2018**  
**9:00 a.m. – 10:30 a.m.**

Economic Development Collaborative-Ventura County (EDC-VC)  
VCCF Nonprofit Center, Suite A-1  
4001 Mission Oaks Blvd., Camarillo

### AGENDA

9:00 a.m.	<b>1.0 Call to Order and Agenda Review</b>	Brian Gabler
9:05 a.m.	<b>2.0 Public Comments</b> <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.	<b>3.0 Approval of Minutes:</b> January 17 & March 21, 2018	Committee Members
9:15 a.m.	<b>4.0 Marketing and Outreach Update:</b> 2017-2018 Q3 Summary	Heidi Hayes
9:45 a.m.	<b>5.0 County of Ventura Economic Vitality Strategic Plan (EVSP)</b> <ul style="list-style-type: none"><li>Sections D.1 &amp; D.2 Focus in Marketing/Branding Efforts on Economic Vitality</li></ul>	Talia Barrera
10:00 a.m.	<b>6.0 Regional Plan Implementation Grant:</b> Update <ul style="list-style-type: none"><li>Business Services Committee - Refocus</li></ul>	Talia Barrera
10:10 a.m.	<b>7.0 Workforce Development Board Websites:</b> Update <ul style="list-style-type: none"><li>Education Partners</li></ul>	Talia Barrera
10:15 am.	<b>8.0 2018 WDB Awards:</b> Update	Talia Barrera
10:20 a.m.	<b>9.0 2018-2019 Committee Meeting Calendar</b>	Committee Members
10:25 a.m.	<b>10.0 Committee Member Comments</b>	Committee Members
10:30 a.m.	<b>11.0 Adjournment</b>	Brian Gabler

Next Meeting  
TBD

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



## **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 31<sup>st</sup> 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 on December 21, 2017 at 7:15am

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/2p2877s>

[#businessventuracounty](https://www.facebook.com/venturacountygrowsbusiness)  
[#venturacountygrowsbusiness](https://www.facebook.com/venturacountygrowsbusiness) [#venturacountygrowsbusiness](https://www.facebook.com/venturacountygrowsbusiness)  
[venturacountygrowsbusiness.com](https://www.facebook.com/venturacountygrowsbusiness) | 805-522-6556



**2018 Tax Laws and Regulations**  
 Your Ventura County Library card is number 1 if you need to gain access to many useful resources. To apply for a Ventura County Library card, click here. [Link hidden](#)

[VENTURACOUNTYGROWSBUSINESS.COM](https://www.facebook.com/venturacountygrowsbusiness.com)

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

341 people reached

Like Comment Share

**Post Details**

**Ventura County Grows Business**  
 Published by Pam The Agency on December 13, 2017 at 2:01pm

Our hearts go out to all those impacted by the fires. The County of Ventura has set up a website dedicated to the recovery efforts related to the fires in Ventura County. Ventura County Recovers is intended to guide residents through the recovery process, regardless of the size of their loss.

Please visit [venturacountyrecovers.org](http://venturacountyrecovers.org) [#venturacountygrowsbusiness](https://www.facebook.com/venturacountygrowsbusiness)



**Ventura County Recovers**  
[VENTURACOUNTYRECOVERS.ORG](https://www.facebook.com/venturacountyrecovers.org)

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

93 people reached

Like Comment Share

**Post Details**

**Ventura County Grows Business**  
 Published by Pam The Agency on December 21, 2017 at 4:50pm

**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.

145 people reached

Like Comment Share

**Post Details**

**Ventura County Grows Business**  
 Published by Pam The Agency on December 21, 2017 at 7:45pm

The holidays are just around the corner, what are you doing for your employees? Check out a few ideas that don't involve a fruitcake. <http://bit.ly/2UW1W1Q>

[#employeeshopping](https://www.facebook.com/venturacountygrowsbusiness) [#venturacountygrowsbusiness](https://www.facebook.com/venturacountygrowsbusiness) [#venturacountygrowsbusiness.com](https://www.facebook.com/venturacountygrowsbusiness) | 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 paybooks. [inc.com](http://inc.com)

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

155 people reached

Like Comment Share

**VCGB LinkedIn Group Page**

- 31 posts in November and December

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

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

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

[#webmanagement](https://www.facebook.com/venturacountygrowsbusiness) [#education](https://www.facebook.com/venturacountygrowsbusiness) [#SBA](https://www.facebook.com/venturacountygrowsbusiness) [#SEO](https://www.facebook.com/venturacountygrowsbusiness) [#venturacountygrowsbusiness](https://www.facebook.com/venturacountygrowsbusiness) [#venturacountygrowsbusiness.com](https://www.facebook.com/venturacountygrowsbusiness) | 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>

[#businessventuracounty](https://www.facebook.com/venturacountygrowsbusiness) [#workspace](https://www.facebook.com/venturacountygrowsbusiness) [#mak...](https://www.facebook.com/venturacountygrowsbusiness) [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**

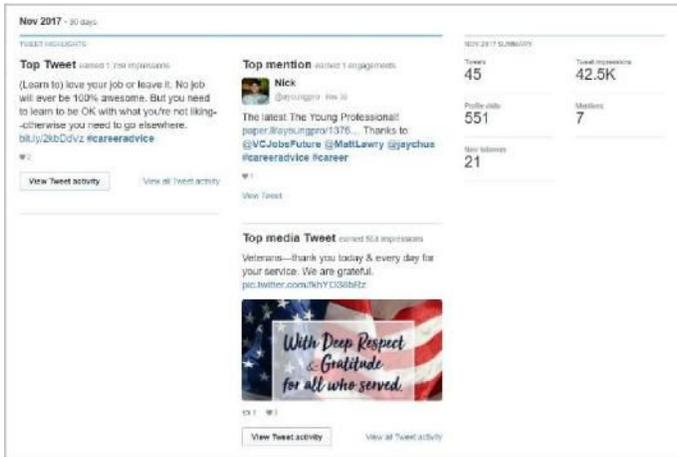
- **VC Jobs with a Future New Website Launch**
  - New site launched: 12/3/17 [www.vcjobswithafuture.org](http://www.vcjobswithafuture.org)
  - **Search Engine Optimization:** Work began 11/1/17 during site construction.
    - 13 of 20 keywords are currently on page one.
    - 10 improved rankings since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

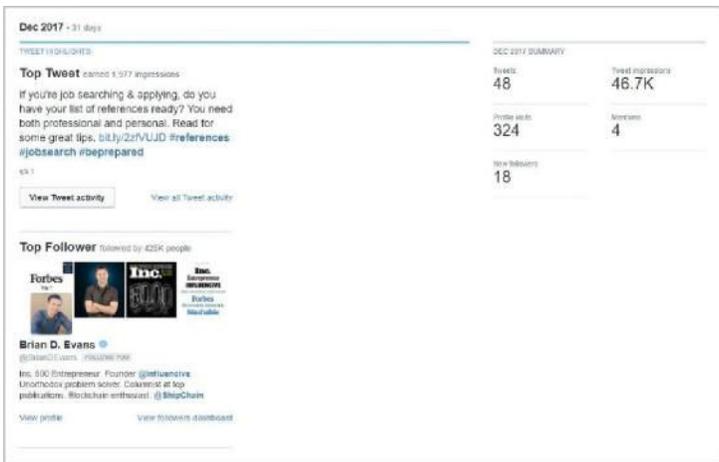
VC Jobs With a Future – Twitter: November 1 to December 31, 2017

- 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](http://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](http://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 2<sup>nd</sup>.
- **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



## **WDB Outreach Committee Meeting** **March 21, 2018**

### **MINUTES**

#### **Meeting Attendees**

##### Outreach Committee

Brian Gabler\*  
Bruce Stenslie\*

##### WDB Staff

Talia Barrera

##### Guests

Heidi Hayes (theAgency)  
Nancy Ambriz (Human Services  
Agency, Children and Family Services)

\*WDB Members

#### **1.0 Call to Order**

Chair Brian Gabler called the meeting to order at 9:08 a.m.

#### **2.0 Public Comments**

No public comments

#### **3.0 Approval of Minutes:** August 15, 2017 & January 17, 2018

Approval of minutes will be done at the next committee meeting.

#### **4.0 Marketing and Outreach Update:** January 2018 – March 2018

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

#### **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
  
- **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 1<sup>st</sup> 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)

**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.
  
- **VC Jobs With a Future Website – July to March 14, 2018**

- o 4,100 Unique Visitors – Note: 72% of traffic during campaign period starting 1/15/18.
  - 132% increase year-over-year
    - o 5,129 Sessions
  - 125% increase year-over-year
    - o 11,695 Pageview
  - 136% increase year-over-year
    - o Mobile Users
  - Increased from 8% to 67% of users
    - o 2:05 Minutes per session
  - 22% Increase year-over-year
- **VC Jobs With a Future Website – July to March 14, 2018: Continued**
  - o Conversion Rate: Defined as visiting 2 or 3 pages
    - 9.34% of total sessions
  - o **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
    - o **33.3% increase (760 as of June 30, 2017)**
  - 114 Total Tweets since January 1 (59 days)
    - o 1,379 Profile Visits (875 Nov/Dec)
    - o 99,600 Impressions (89,200 Nov/Dec)
    - o 1,688 Impressions per day average (1,500/day Nov/Dec)

### **JOB SEEKER OUTREACH**

- **AJCC Collateral** - Develop new and update existing AJCC one-sheets and pamphlets to address “America’s” and applicable content updates including:
  - o **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.
    - o **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.
    - o **Update Existing Tent Card (1)**
      - Will be completed when pamphlet feedback/approval is received. Pending.
  - o **Career Shops**
    - o Workshops - sent April workshop information on March 12.
    - o Workshops – sent March workshop listings out on February 6.
    - o Workshops – sent February workshop listings out on January 9.
  - o **Clips:**
    - o Moorpark Patch - April Simi Valley CalJOBS listing
    - o [805Calendar.com](http://805Calendar.com) - April Simi Valley CalJOBS listing
    - o KCLU - April Simi Valley CalJOBS listing
    - o KCLU – running March workshop listing.
    - o [805Calendar.com](http://805Calendar.com) – ran February 27 Simi Valley workshop listing



- o [CitizensJournal.com](http://CitizensJournal.com) – running March workshops listing
- o KDAR – running March workshop info
- o Moorpark Patch – posted Simi workshop listing
- o VC Star – ran March workshops release February 20
- o KCLU – running February 2 workshop info
- o [805Calendar.com](http://805Calendar.com) – ran January 30 Simi Valley workshop listing
- o KDAR – running February workshop info
- o Moorpark Patch – posted Simi workshop listing

## **EMPLOYER OUTREACH**

- **KCLU Sponsorship**
  - o Provided new PSA and online banners for Thomas Fire Recovery starting February 19<sup>th</sup>.
- **Op-Eds**
  - o **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 no response. Conclusion: no media interest at this time in the topic.
- **Clean Green Employer Awareness Videos**
  - o **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**
    - o Audience Overview – 7,544 Sessions/5,278 Unique Users
      - 18% Increase in unique users year-over-year
      - Visitors by Location
- **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

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

- **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%)

## 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. To enhance industry/employer/ partner engagement, both the EDC-VC will receive a total allocation of \$100,000 and the Agency will receive \$100,00. This funding will augment the alignment of the regional plan implementation, by developing innovative approaches to enrich the current service delivery methods. The committee will continue to receive updates.

## 6.0 Committee Member Comments

No comments

### Next Meeting

May 16, 2018 (9:00 – 10:30 a.m.)

Economic Development Collaborative–Ventura County (EDC-VC)

4001 Mission Oaks Blvd., Camarillo, CA



## Workforce Development Board Outreach Update: March 15 to May 11, 2018

### **Employer Outreach**

- **Workforce Wednesday**

- **March 28** – Millennials: How can/should employers adapt their work environment to recruit highly qualified millennials? Greg Van Ness and Sean Bhardwaj – Final discussion guide attached.
- **April 25** –Port of Hueneme World Trade Week and MAST Open House: Christina Birdsey and Dona Toteva Lacayo. Final discussion guide attached.
- **May 30** – The Unretirement Trend. Victoria Jump and Vic Anselmo – Discussion guide DRAFT attached.
- **June 20** – Subsidized Work-Based Learning. Bruce Stenslie and Alexandria Wright – Discussion guide in development.
- **July 2018** – No Workforce Wednesday broadcast.

- **April 2018 Workforce Update Eblast**

- April 18 – WDB Cohorts: 661 Sent/23% Open Rate/8% CTR
- April 18 –\_Biz List: 5,448 Sent/8% Open Rate/96% CTR (Note: Researching anomaly.)

- **June 2018 Issue “Workforce Update” Potential Topics**

- Workforce Wednesday – May 30<sup>th</sup> Unretirement Trend
- VCGB – Subsidized Work-Based Training Solutions
- Board Member Focus – Tony Skinner recognition
- Partner Focus – VCCCD Economic Development Report/Division
- Success Story Feature

- **Ventura County Grows Business Website – July to May 9, 2018**

- 2,889 Unique Visitors
  - **-8% increase year-over-year\***
- 4,137 Sessions
  - **-1% increase year-over-year\***
- 10,738 Pageviews
  - **-4% increase year-over-year\***
- Mobile Users
  - **Increased from 5% to 40% of users.**
- **New Pages/Content Added – See attached.**
  - Work-Based Learning Slider
  - Work-Based Learning Landing Page/Links

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

- **VCGB Paid Media Plan Finalized April to June, 2018 (See attached)**
  - LA Times late start resulted in considerable additional value-add
    - 125,000 additional LATimes.com ROS targeted impressions
    - (2) ¼ page, 4-color ad placements in LA Times San Fernando/Ventura Zone
  - KCLU
    - WDB P.O. extended four weeks to complete the month of June



# Workforce Development Board Outreach Update: March 15 to May 11, 2018

## ○ Creative

- VCGB Website
  - Work-Based Learning Slider (For WDB Website as well)
  - Work-Based Learning Landing Page
- :30 Work-Based Learning Radio Spot
- New Work-Based Learning banner asset set (11)
- Facebook Ad Sets
- LA Times Admail Eblasts (2)
- AJCC Collateral
  - Rapid Response Pamphlet
  - OJT Pamphlet
  - OJT Tent Card
  - Job Seeker Pamphlet
  - Business Services Pamphlet
  - AJCC Press Kit Folder
- VC Jobs With a Future cross-promotional support. See Youth Outreach.

## • VCGB Facebook - March 1 to April 30, 2017

- As of May 10, 2018 – Likes/Fans, 3,241
  - +21% Increase (July 1 – 2,678)

- Posts: 57 total posts in March & April combined (approx. 28 per month or 6-7 per week)
- Total Reach: 39,846 – Average 4,980/week
- Paid Post Reach: 2,880 most for a single day (4/28/18)
- Organic Post Reach: 414 most for a single day (4/1/18)

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

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency [1] · April 1 · [X]

Did you know ... hundreds of filming locations—from a California mission to pristine beaches to grand vistas to desert islands, and proximity to the Los Angeles entertainment industry, have made Ventura County a popular filming location since Rudolph Valentino galloped across the sands of Oxnard beach in *The Sheik* back in 1921? Movies vary as much as the kinds & types of locations—beaches, farms, ranches, historic downtowns, harbors, waterfronts and more. Ventura County has l... See More

**Performance for Your Post**

559 People Reached

19 Reactions, Comments & Shares [X]

12 Likes	2 On Post	3 On Shares
1 Love	0 On Post	1 On Shares
2 Comments	2 On Post	0 On Shares
1 Share	1 On Post	0 On Shares

59 Post Clicks

0 Photo Views	24 Link Clicks	35 Other Clicks [X]
---------------	----------------	---------------------

**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

VENTURACOUNTYGROWSBUSINESS.COM  
**Filming locations in Ventura County**  
Ventura County has a rich history with Hollywood, having many filming...

Get More Likes, Comments and Shares  
Boost this post for \$10 to reach up to 7,000 people.

559 people reached

Boost Post

11    2 Comments 1 Share

Like Comment Share [X]

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency [1] · March 12 · [X]

How much is your budget for marketing? If your business is small, it's likely your marketing budget is too. Check out these low-cost ways to market your business. How many are you utilizing? <http://bit.ly/2oYamUj>

#venturacountygrowsbusiness #venturacounty #marketing #ideas #lowcost  
venturacountygrowsbusiness.com | 805-522-6556

**Performance for Your Post**

336 People Reached

7 Likes, Comments & Shares [X]

5 Likes	3 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

21 Post Clicks

0 Photo Views	13 Link Clicks	8 Other Clicks [X]
---------------	----------------	--------------------

**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

FORBES.COM  
**Inexpensive Marketing Ideas For Small Businesses**  
If you have a small business, you probably don't have a lot of money to...

Get More Likes, Comments and Shares  
Boost this post for \$10 to reach up to 7,000 people.

336 people reached

Boost Post

1    2 Shares

Like Comment Share [X]

# Workforce Development Board Outreach Update: March 15 to May 11, 2018

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · March 21 ·

50 free (great) tools to help grow your small business—here at VCGB we're all about ways to help you grow. Check out this list of FREE tools, truly, there is something for everyone and EVERY business. <http://bit.ly/22W4Q7V>

#venturacountygrowsbusiness #venturacounty #tools #business #resources #growth venturacountygrowsbusiness.com | 805-522-6556



FUNDERA.COM  
**50 Free Tools to Help Grow Your Small Business**  
Check out our 50 favorite free or free-trial tools and resources to make th...

Get More Likes, Comments and Shares  
Boost this post for \$10 to reach up to 7,000 people.

248 people reached

Pam Heckel and 3 others · 1 Share

Like Comment Share

**Performance for Your Post**

248 People Reached

7 Likes, Comments & Shares

4 Likes	4 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

13 Post Clicks

0 Photo Views	7 Link Clicks	6 Other Clicks
---------------	---------------	----------------

**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on post

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · April 16 at 7:45pm ·

Do you handle your company's own marketing? Many small business owners do. This link is to an app related site, but these 16 different marketing strategies have a proven history of success for small businesses and they are worth your time, evaluation, and use. Likely you utilize more than a few already. We'd love to hear what methods are working for you now and what ones you are considering trying. <https://bit.ly/2C2KD1W>

#venturacountygrowsbusiness #venturacounty #marketing #smallbusiness venturacountygrowsbusiness.com | 805-522-6556



BUILDFIRE.COM  
**16 Awesome Marketing Strategies For Small Businesses - BuildFire**

Get More Likes, Comments and Shares  
Boost this post for \$10 to reach up to 7,000 people.

209 people reached

Pam Heckel and 2 others · 1 Comment · 1 Share

Like Comment Share

**Performance for Your Post**

209 People Reached

5 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

17 Post Clicks

0 Photo Views	8 Link Clicks	9 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) · April 1 ·

Did you know ... hundreds of filming locations—from a California mission to pristine beaches to grand vistas to desert islands, and proximity to the Los Angeles entertainment industry, have made Ventura County a popular filming location since Rudolph Valentino galloped across the sands of Oxnard beach in The Sheik back in 1921? Movies vary as much as the kinds & types of locations—beaches, farms, ranches, historic downtowns, harbors, waterfronts and more. Ventura County has i... See More



VENTURACOUNTYGROWSBUSINESS.COM  
**Filming locations in Ventura County**  
Ventura County has a rich history with Hollywood, having many filmi...

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

559 people reached

11 · 2 Comments · 1 Share

Like Comment Share

**Performance for Your Post**

559 People Reached

19 Reactions, Comments & Shares

15 Like	12 On Post	3 On Shares
1 Love	0 On Post	1 On Shares
2 Comments	2 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

59 Post Clicks

0 Photo Views	24 Link Clicks	35 Other Clicks
---------------	----------------	-----------------

**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
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**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · March 12 ·

How much is your budget for marketing? If your business is small, it's likely your marketing budget is too. Check out these low-cost ways to market your business. How many are you utilizing? <http://bit.ly/2ovYamU>

#venturacountygrowsbusiness #venturacounty #marketing #ideas #lowcost venturacountygrowsbusiness.com | 805-522-6556



FORBES.COM  
**Inexpensive Marketing Ideas For Small Businesses**  
If you have a small business, you probably don't have a lot of money to...

Get More Likes, Comments and Shares  
Boost this post for \$10 to reach up to 7,000 people.

336 people reached

3 · 2 Shares

Like Comment Share

**Performance for Your Post**

336 People Reached

7 Likes, Comments & Shares

5 Likes	3 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

21 Post Clicks

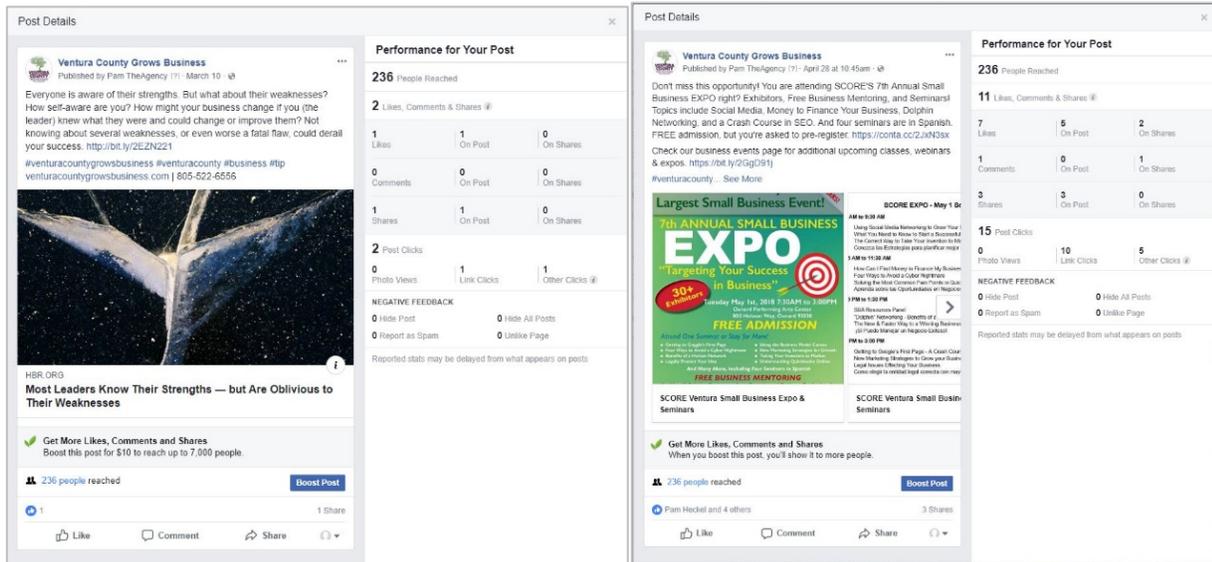
0 Photo Views	10 Link Clicks	8 Other Clicks
---------------	----------------	----------------

**NEGATIVE FEEDBACK**

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

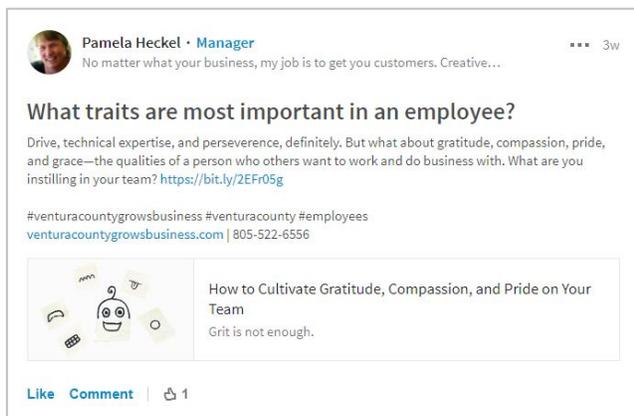
Reported stats may be delayed from what appears on posts

# Workforce Development Board Outreach Update: March 15 to May 11, 2018



The image shows two screenshots of Facebook posts from the page 'Ventura County Grows Business'. The left screenshot shows a post from March 10 with 236 people reached, 2 likes, 0 comments, 1 share, 2 post clicks, 0 photo views, 1 link click, and 1 other click. The right screenshot shows a post from April 28 with 236 people reached, 11 likes, 0 comments, 3 shares, 15 post clicks, 0 photo views, 10 link clicks, and 5 other clicks. Both posts include a 'Boost Post' button and a 'Performance for Your Post' sidebar.

- **VCGB LinkedIn Group Page**
  - 36 posts in March & April combined, 4 posts per week average.



**Pamela Heckel · Manager**  
No matter what your business, my job is to get you customers. Creative... 3w

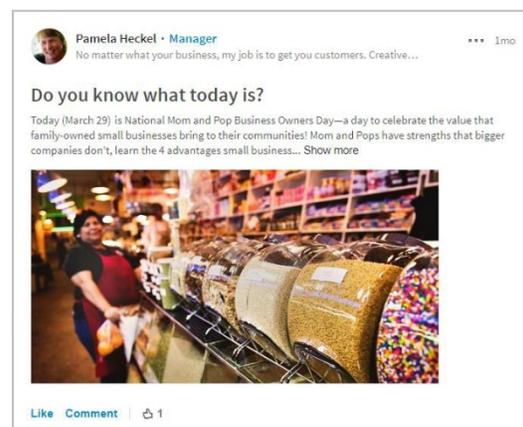
**What traits are most important in an employee?**

Drive, technical expertise, and perseverance, definitely. But what about gratitude, compassion, pride, and grace—the qualities of a person who others want to work and do business with. What are you instilling in your team? <https://bit.ly/2EFr05g>

#venturacountygrowsbusiness #venturacounty #employees  
[venturacountygrowsbusiness.com](http://venturacountygrowsbusiness.com) | 805-522-6556



Like Comment 1



**Pamela Heckel · Manager**  
No matter what your business, my job is to get you customers. Creative... 1mo

**Do you know what today is?**

Today (March 29) is National Mom and Pop Business Owners Day—a day to celebrate the value that family-owned small businesses bring to their communities! Mom and Pops have strengths that bigger companies don't, learn the 4 advantages small business... Show more



Like Comment 1

## EMPLOYER OUTREACH – IN DEVELOPMENT

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

## YOUTH OUTREACH

- **Paid Media Outreach – Winter 2018 Campaign**
  - 1/15/18 to 3/18/18. See attached plan for final data/delivery results.
  - **Pandora Highlights**
    - Mobile Video had an average video completion rate of 73%
    - Overall CTR of .30%
    - “Successful” video version had highest clicks



# Workforce Development Board Outreach Update: March 15 to May 11, 2018

- **Snapchat (Varick) Highlights**
  - Additional pixel tracking data was placed on the site and we learned that from 5,461 visits to the site:
    - 65+: 11.9%
    - 55-64: 9.7%
    - 45-54: 25%
    - 25-32: 19.3%
    - 35-44: 18.2%
    - 18-24: 15.9%
  
- **RPI Grant: Regional Business Outreach & Engagement**
  - Pandora Paid Media – Campaign utilizing most impactful elements targeting “Training”
  
- **Search Engine Optimization:**
  - Budget allowed for SEO extension from May to June 2018. Final report to come in July.
  
- **VC Jobs With a Future Website – July to May 9, 2018**
  - 4,832 Unique Visitors
    - 140% increase year-over-year
  - 6,133 Sessions
    - 146% increase year-over-year
  - 13,989 Pageviews
    - 151% increase year-over-year
  - Conversion Rate: Defined as visiting 2 to 5 pages
    - 18% of total sessions
  
- **VC Jobs with a Future – Twitter: March 1 to April 30, 2018**
  - As of April 30, 2018 – 1,030 followers
    - 36% increase (760 as of June 30, 2017)
  - 104 Total Tweets March 1-April 30 (61days)
    - 788 Profile Visits (1,379 Mar/Apr)
    - 91,200 Impressions (99,600 Mar/Apr)
    - 1,495 Impressions per day average (1,688/day Mar/Apr)

## March “Top Tweet” Summaries (See graphics below)

Mar 2018 · 31 days

**TWEET HIGHLIGHTS**

**Top Tweet** earned 2,151 impressions  
Did you know that social media could lead you to your next job? Connecting with others brings new opportunities! bit.ly/2Fj3pX6 #socialmedia #jobs #opportunities  
[View Tweet activity](#) [View all Tweet activity](#)

**Top media Tweet** earned 591 impressions  
Read Griseida's success story at bit.ly/2COAPaU If she can do it, so can you. Find your future at Ventura County Jobs With A Future. bit.ly/2yZaISs #future #success pic.twitter.com/0LqfWpXf6  
  
[View Tweet activity](#) [View all Tweet activity](#)

**MAR 2018 SUMMARY**

Tweets	52	Tweet impressions	38.4K
Profile visits	456	Mentions	3
New followers	0		



# Workforce Development Board Outreach Update: March 15 to May 11, 2018

## April "Top Tweet" Summaries (See graphics below)

**Apr 2018** - 30 days

**Tweet Highlights**

**Top Tweet** earned 1,281 impressions

Think apprenticeship isn't for you? Think again. It's for anyone, and they exist across a wide range of industries. Learn more—one may be the perfect fit for you. [billy2vvrFCI #apprenticeship](#)

**Top mention** earned 5 engagements

**SnappCV** @snappcv Apr 7

The latest The Snapp CV Daily paper like 15003626676... Thanks to @\_samcorfield @MAGA\_Len @VCJobsFuture #jobs #hiring

**APR 2018 SUMMARY**

Tweets	52	Total impressions	52.8K
Profile visits	332	Mentions	9
New followers	2		

---

**Top Follower** followed by 535K people

**Warren Whitlock** @whitlockw

Publish at [https://cohd6q1XR79h](#) Influencer in Blockchain, IoT, solar, social media, tech and marketing. Founder, Author and Investor

**Top media Tweet** earned 897 impressions

There are literally THOUSANDS of careers. What do you want to be? Explore a few options here ... [billy2vvrFCI #careers #jobs #plan #future](#) photo: hamza el falah on [unsplash pic.twitter.com/JLhVgJ4IG](#)

## Engagements & Top Tweets (See graphics below)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Jobs with a Future</b> @VCJobsFuture Apr 19	Job Seekers! Check out the free of charge classes through the AUCD. Resumes that Sell and Topics para la búsqueda de trabajo are on 4/20, more info at <a href="#">billy2vvrFCI</a> Sign up for CalOBS first. <a href="#">billy2vvrFCI #jobs #search #resources</a> pic.twitter.com/70N2TDSV		2,167	1	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Mar 4	Did you know that social media could lead you to your next job? Connecting with others brings new opportunities! <a href="#">billy2vvrFCI #socialmedia #jobs #opportunities</a>		2,134	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 3	Negotiation is this a valuable skill and do you need to know how to do it? Short answer: YES. Learn how to negotiate your salary here: <a href="#">billy2vvrFCI #HR #101 #job #skills #negotiation</a> Photo: Sharon McCutcheon on Unsplash pic.twitter.com/CHhJjDd5v		1,795	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 16	Think apprenticeship isn't for you? Think again. It's for anyone, and they exist across a wide range of industries. Learn more—one may be the perfect fit for you. <a href="#">billy2vvrFCI #apprenticeship</a>		1,288	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 26	You received a job offer, congratulations! But BEFORE you accept, ask yourself a few very important questions—and be comfortable with the answers. <a href="#">billy2vvrFCI #joboffer #interview</a>		1,123	6	0.5%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 21	Deciding on a career? You know about apprenticeships right? Earn while you learn is just one of the many benefits. Want to learn more? <a href="#">billy2vvrFCI #W</a> Read an apprenticeship success story, you could be next. <a href="#">billy2vvrFCI #apprenticeship #success #job #training</a>		1,067	2	0.2%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 17	Negotiation—it's a skill you need to know! Here's a great article with 3 common salary negotiation situations, learn how to handle each one. And remember—if you don't ask, you won't get. <a href="#">billy2vvrFCI #negotiation #skill</a>		991	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 7	There are literally THOUSANDS of careers. What do you want to be? Explore a few options here ... <a href="#">billy2vvrFCI #careers #jobs #plan #future</a> photo: hamza el falah on <a href="#">unsplash pic.twitter.com/JLhVgJ4IG</a>		899	2	0.2%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 15	Job searching? Do you know about the free-of-charge classes at the AUCD? <a href="#">billy2vvrFCI</a> Writing Interviews & The Power of CalOBS are on 4/13. Sign up for CalOBS first. <a href="#">billy2vvrFCI #jobs #search #resources</a>		809	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Mar 31	Public speaking? YES! It's a job skill you need—and should develop sooner, rather than later. <a href="#">billy2vvrFCI #job #skill</a>		796	8	1.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 12	Did you know that social media could lead you to your next job? Connecting with others brings new opportunities! <a href="#">billy2vvrFCI #socialmedia #jobs #opportunities</a>		569	8	1.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 18	Did you know that social media could lead you to your next job? Connecting with others brings new opportunities! <a href="#">billy2vvrFCI #socialmedia #jobs #opportunities</a>		471	10	4.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 25	Did you know that social media could lead you to your next job? Connecting with others brings new opportunities! <a href="#">billy2vvrFCI #socialmedia #jobs #opportunities</a>		429	8	1.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 20	Did you know that social media could lead you to your next job? Connecting with others brings new opportunities! <a href="#">billy2vvrFCI #socialmedia #jobs #opportunities</a>		331	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 14	Did you know that social media could lead you to your next job? Connecting with others brings new opportunities! <a href="#">billy2vvrFCI #socialmedia #jobs #opportunities</a>		317	12	3.2%





## Workforce Development Board Outreach Update: March 15 to May 11, 2018

### **YOUTH OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION**

- **New youth success stories for 17/18 update:**
  - AJCC team – Submitted one story in April, more on the way!
- **Partner Resources Review and Update:** theAgency met with WDB staff, VCOE and VCCCD to review the VC Jobs website and identify areas where additional resources could be placed. In development.

### **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)**
    - AJCC Template finalized and provided.
- **Career Shops**
  - Sent May workshop information on April 9.
  - Sent April workshop information on March 12.
  - Clips:**
    - KCLU – May Simi Valley CalJOBS listing
    - KDAR – May CalJOBS listing
    - 805 Calendar – running May Simi Valley CalJOBS listing
    - Moorpark Patch - April Simi Valley CalJOBS listing
    - 805Calendar.com - April Simi Valley CalJOBS listing
    - KCLU - April Simi Valley CalJOBS listing
    - KDAR - April workshops listing
    - VC Star – ran April Simi Valley CalJOBS listing – March 28
    - CitizensJournal.com – posted April Oxnard workshop listings – March 20

### **GENERAL OUTREACH**

- **Press Release**
  - **Board reappointments** – prepared news release and sent April 10.
  - Clips:**
    - VC Star – board reappointment – April 20 online, April 22, print
    - Pacific Coast Business Times – board reappointments – April 20
    - CitizensJournal.com – posted board reappointments – April 12
  -
- **Op-Eds**
  - **Millennial op-ed** – contacted Greg Van Ness and Sean Bhardwaj. Received their input. Prepared op-ed and submitted to the Star. Posted online April 21, ran in print publication April 22.
  - Clip:**
    - VC Star – Millennial op-ed – April 21 online, April 22 print
- **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. WDB Staff advised almost completed 5/9.



## Workforce Development Board Outreach Update: March 15 to May 11, 2018

- **WDB Integrated Media Calendar Update** – See attached.
- **Workforce Ventura County Website**
  - **Google Analytics Stats July 1 to May 9, 2018**
    - Audience Overview – 9,404 Sessions/6,449 Unique Users
      - **22% increase in unique users year-over-year**
- **Job Outlook Eblast:**
  - **April 20 (March 2018 Report)** – WDB Cohorts: 670/27% open rate/2.1% CTR
  - **April 20 (March 2018 Report)** – Biz List: 5,430/8% open rate/148% CTR (Researching anomaly)
  - **March 23 (February 2018 Report)** – WDB Cohorts: 666/27% open rate/2.1% CTR
  - **March 23 (February 2018 Report)** - Biz List: 5,491/8% open rate/143% CTR (Researching)
- **Job Outlook Most Recent Stats:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **March 2018:**
  - **Ventura County decreased .4%** from a revised 4.0% in February 2018 to 3.6% in March 2018 (March 2017 = 4.7%)
  - **California decreased .2%** from 4.5% in February 2018 to 4.2% in March 2018 (March 2017 = 5.1%)
  - **U.S. decreased .3%** from 4.4% in February 2018 to 4.1% in March 2018 (March 2017 = 4.6%)

### **GENERAL OUTREACH IN DEVELOPMENT/CONSIDERATION**

- **Job Outlook Redesign** – Researching graphic driven options that access employment reporting.
- **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 to come.**



# Workforce Development 2018 Digital Media Flowchart

## Ventura County Grows Business Digital Plan Overview

Flight: April 9, to July 1, 2018



5/10/18 R2

Placements	Notes:	APRIL	MAY	JUNE	Total Impressions	Total Investment	Total Value
<b>PANDORA.COM</b>	Geo Targeted Ventura County, South SB County, North San Fernando Valley / Corporate Executives, Business Owners, SMB, President		Mobile Video, Mobile Display Responsive Banner, Standard Banner Value-Add		426,741	\$8,236	\$9,689
<b>PANDORA.COM</b>	Geo-Targeted Ventura County: Millenials, living with parent, job seekers, high school grads, household income <\$30K		Mobile Video, Mobile Display Responsive Banner, Standard Banner Value-Add		TBD	\$3,529	\$3,529
<b>LATIMES.COM / TIMES+</b>	Geo Targeted Ventura County, South SB County, North San Fernando Valley / Demo: Business Owners, CEO, President, Manager, Director, COO, CFO, etc. Business Size – 10+ people		LinkedIn, Google Cross Device Display & Retargeting		337,500	\$8,236	\$8,240
	Ad Mail Eblasts		22-May	19-Jun	100,000	Included	
	VALUE-ADD: LA Times.com Run-of-site (ROS) 320x50, 300x600, 300x250, 728x90		LAT ROS Added Value		250,000	\$0	\$2,471
	VALUE-ADD: (2) 1/4 page, full-color print placements, San Fernando/Ventura Zone		22-May	19-Jun	168,000	\$0	\$4,475
<b>SFVBJ.COM</b>	M-F 728x90 / 300x250)	4/9, 4/16, 4/23,4/30	5/7, 5/14, 5/21, 5/28	6/4, 6/11, 6/18, 6/25	90,000	\$2,118	\$7,200
<b>SFVBJ.COM - Eblast</b>	1x per week (M-F 728x90 or 300x250)	4/9, 4/16, 4/23,4/30	5/7, 5/14, 5/21, 5/28	6/4, 6/11, 6/18, 6/25			
<b>FACEBOOK</b>	Geo Targeted Ventura County, South SB County, North San Fernando Valley / Corporate Executives, Business Owners, SMB, President				N/A	\$1,000	\$1,000
<b>SEARCH ENGINE OPTIMIZATION (SEO)</b>		Keyword Strategy analysis, onsite optimization, rich snippets, backlink analysis, local citation building, NAP syndication, Google My business, Bing, Apples Maps, & FB			N/A	\$2,471	\$2,471
<b>KCLU (Radio)</b>	WDB P.O. - balance of ten weeks	:30 Sec PSA 2x per wk / :10 Sec local Biz Report / :30 Sec Marketplace / :30 Sec All Things Considered 2x per wk			1,273,500		
<b>KCLU.COM</b>	Value Add - Balance of ten weeks	Streaming Banners : 300x250 / 300x600 / :30 Sec streaming			28,500		
<b>WORKFORCE WEDNESDAY</b>	Part of the integrated media plan.						
				6/20			
<b>Total:</b>					<b>2,674,241</b>	<b>\$25,590</b>	<b>\$39,075</b>

**Impressions Investment Value**  
153%

**Workforce Development of Ventura County**  
**November 2017 to June 2018**  
**Digital Media Flowchart - Target Audience: Disconnected Youth**



10-May-18

Placements	Notes:	Oct	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	Total Impressions	Total Investment	Total Value	Actual Impressions	Reported Clicks/ Swipes
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	607,640	1,799
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	1,353,346	4,316
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 & Analytics, Keyword-rich Alt-image Y anchor text, ranking monitoring, etc.					N/A	\$7,941	\$9,706		
KCLU (Radio)	10 weeks					:30 Sec PSA 2x per wk / :05 Sec local Biz Report / :30 Sec Marketplace / :30 Sec All Things Considered 2x per wk					1,273,500	Included in Direct PO		1,273,500	
KCLU.COM	Note: Impressions based upon minimum commitment, actual report pending.					Streaming Banners : 300x250 / 300x600 / :30 Sec streaming					28,500			TBD	TBD
WORKFORCE WEDNESDAY	Pathways to Youth Employment			12/13							38,500			Included in Integrated Outreach	38,500
<b>Total:</b>											<b>2,239,244</b>	<b>\$25,112</b>	<b>\$28,784</b>	<b>3,272,986</b>	<b>6,115</b>

Impressions Investment Value



# Workforce Development Board Integrated Media Flowchart July 2017 - June 2018

Employer  
Event  
Jobseeker 5/10/18

	Month of												Total	Total Spots	Total P18+ Imp	Total Investment	Total Value
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June					
<b>Career Workshops</b>																	
<b>Op-Eds</b>	VCGB VCStar					Apprenticeships VCStar	Pitch Pathways VCStar				Millennials VCStar		4		181,968		
<b>Press Releases</b>	As needed.	Carbajal Advisory & New Chair/Vice Chair		New Board Members						Board Reappointments							
<b>Workforce Update Newsletter</b>													6	54,000	\$3,000	\$3,000	
<b>Job Outlook Newsletter</b>													11	99,000			
<b>Workforce Wednesday KVTA 1590-AM</b>	Interview/show, 15 :30s, 3 :60s & 1 billboard ID + Facebook Post (75k+ Likes)												10	190	385,000	\$5,677	\$15,550
<b>KCLU-88.3 FM NPR</b>	9x/wk in AM Edition, Mrktplace & All Things Considered		Starts 8/28/17 VCGB		Start AJCC		Part of VCJWF Outreach		Part of Spring VCGB Outreach				40	360	5,603,400		Different PO
<b>KCLU Online (value add)</b>	9,500 imps/month	VCGB		AJCC			VCJWF		VCGB			12		114,000			
<b>KCLU-88.3 FM NPR</b>	Thomas Fire Recovery 8x :30/week												5	40	393,250		Different PO
<b>KCLU Online (value add)</b>	3,000 imps/week							2/19, 2/26	3/5, 3/12, 3/19				5		15,000		
<b>KXLM Radio Lazer (Includes 20 value add)</b>	Thomas Fire Recovery 21X :30/week Spanish								3/5, 3/12, 3/26	4/2			5	84	265,200		
<b>KLJR La Mejor (Includes 20 value add)</b>	Thomas Fire Recovery 22x :30/week Spanish												5	88	198,400	\$3,540	\$4,370
<b>Social Media</b>	VCGB FB																
<b>Ongoing Content Development &amp; Posts</b>	dedicated plan for Jan-Jun)															\$2,200	\$2,200
<b>TOTALS</b>														<b>762</b>	<b>4,705,218</b>	<b>\$14,417</b>	<b>\$25,120</b>

174%

heidi hayes

**From:** Workforce Development Board <info@workforceventuracounty.org>  
**Sent:** Wednesday, April 18, 2018 1:31 PM  
**To:** heidi@agency2.com  
**Subject:** Today's Youth, Tomorrow's Workforce

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



## Workforce Update



[Join Our Mailing List!](#)

### Are Millennials All That Different?



Think for a moment about what you want out of your job. For most of us, we want to feel appreciated, listened to and recognized for our good work. We want our job to be meaningful with the opportunity to learn

and advance. We want to be compensated fairly and have a degree of job flexibility. We don't want our lives to revolve around work. We want work to be just one component of our lives and identity. Most of all, we want to be happy with what we do. These are universal desires of most workers-regardless of age or generation. By 2020, 50% of the workforce will be a "Millennial." So much has been written (with abundant hand-wringing) about how Millennials (those born between 1980 and 1994) are unrealistically demanding that all these priorities be addressed as part of their job. Greg Van Ness, CEO, Tolman & Wiker Insurance Services and WDB member, and Sean Bhardwaj, founder and CEO of Aspire 3, joined Tom Spence on KVTA to discuss everything from what employers can or should do to adapt their work environment, to what to do when your new boss is a millennial! [Listen to Workforce Wednesday](#) to learn more

### Resources

America's  
**JobCent**

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

about how every generation has been impacted by some world tumult that has influenced careers.

## WDB Members In Action

### NAWB 2018 Forum



Every March, the [National Association of Workforce Boards](#) comes together in Washington, D.C. to support the collective mission of workforce development. Representatives from the national network of

workforce development boards participate in this event to collaborate, share best practices and strengthen regional partnerships. **Peter Zierhut**, VP Haas Automation, Inc., **Gregory Liu**, CEO, Jaxx Manufacturing, Inc. and WDB Vice-Chair, **Vic Anselmo**, CEO, Applied Powdercoat, Inc. and WDB Chair, as well as WDB staff attended this year's event. Attendees were challenged to reimagine how their organization goes about fueling talent and forging change in the community. Breakout sessions addressed important topics such as building a more effective board, alternative funding, collaboration with educational institutions, economic development, apprenticeship management, and effective analytics. The NAWB event also provides an opportunity for WDB members to meet with their congressional representatives. "Our representatives are very positive and engaged in their commitment to support WDB's," said Gregory Liu. "It was encouraging to see that Workforce Development is a goal that enjoys bi-partisan support on the hill."

## Board Member Focus:

Jaime Mata, CET National Dislocated Worker Grant

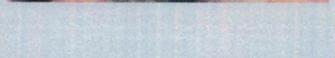
FIND YOUR PURPOSE



MAKE YOUR OWN P.



REFUSE TO BE ANYTHING BUT



FIND OUT WHAT VENTURA COUNTY CAN DO FOR YOUR

Manufacturing Busin

## Did You Know?

*Forbes.com:* [11 Things To Remember When Creating an Employee Development Program](#)

*InTheBlack.com:* [7 Tips to Upskill Your Workforce](#)

*HBR.org:* [1-in-5 Highly Engaged Employees is at Risk of Burnout](#)



WDB member **Jaime Mata**, Educational and Regional Director for the [Center for Employment Training \(CET\)](#), worked closely with WDB staff to seamlessly transfer a grant opportunity. CET was able to expand an existing National Dislocated Worker Grant (NDWG) from La Cooperativa Campesina de California. The grant will enable CET to place 612 eligible individuals in a Wildfires Temporary Jobs Program focusing on the clean-up and repair of Public or Private Non-Profit land/facilities damaged by the wildfires in San Diego, Santa Barbara, and Ventura Counties. Eligible workers may be employed for a maximum of 1,040 hours (6 months), and earn up to \$16,000. CET works to promote human development and education by providing people with marketable skills training and supportive services that contribute to self-sufficiency.



### Worth the Read

*McKinsey.com:* [Solving the Labor Productivity Puzzle](#)

*FastCompany.com:* [How to write a job posting people will respond to](#)

*CNBC:* [The Suddenly Hot Over 50 Job Market](#)

*Inc.com:* [Employees Are 32 Percent Less Likely to Quit if They Get This 1 Thing](#)

### Job Outlook

#### February 2018 Unemployment

Not Seasonally Adjusted

U.S. = **4.4%**  
California = **4.5%**  
Ventura County = **4.0%**

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

Note: March 2018 Job Outlook will be available on April 20.

### Workforce Wednesday

Tom Spence  
KVTA 1590-AM

**April 25, 2018 at 8:40AM**

Topic: Port of Hueneme  
World Trade Week & MAST

[Click to listen to the March broadcast](#) about Attracting/Retaining Millennials.

### Upcoming Events

**April 18, 8:30am**  
Business Services Committee, VCCF Suite A-1

**April 19, 8am**

### Thomas Fire Recovery Update



Photo by Kari Greer

If your business suffered a Thomas Fire-related loss, whether directly impacted by fire damage or by interruption of business operations, there is still time to apply for help. Here are some resources

and deadlines:

[FEMA Disaster Aid](#) - Deadline for economic injury applications: October 15, 2018

[United Way of Ventura County](#) - Deadline for Livelihood/Income Losses (and Housing/Habitability): Extended to April 30, 2018

For a comprehensive listing of Thomas Fire Recovery Resources and more loan options, visit the [Ventura County Grows Business website](#).

**Link to Us!**

## VENTURA COUNTY JOBS WITH A FUTURE

There are hundreds of links on the VC Jobs With a Future website that connect youth with resources to help them research and plan a career path. Would you like to link to [VCJobsWithAFuture.org](http://VCJobsWithAFuture.org)? You don't need our permission to add a link from your website to any VCJobsWithAFuture page, and it's easy to link to us. So easy in fact, that we've added a "[Link To Us](#)" landing page with instructions. Please help us to share this terrific career planning portal in Ventura County!



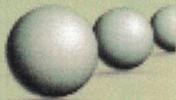
County.

### Workforce Development Board

Bringing People & Opportunities Together

855 Partridge Drive, Ventura, California 93003

805.477.5306 or visit [workforceventuracounty.org](http://workforceventuracounty.org)



Created in partnership with [theAgency](http://theAgency).

theAgency

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 California<sup>SM</sup> locations and other free adult, youth, and employer programs and services in Ventura

Manufacturing Committee,  
UFCW-Suite A

**April 26, 8am**  
WDB Board Meeting,  
VCOE-Salon C

**May 4, 8am**  
Healthcare Committee,  
UFCW-Suite A

**May 18, 8am**  
Clean/Green Committee,  
UFCW-Suite A

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](#).

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

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**GROW YOUR BUSINESS**

- Startup
- Manufacturing Consulting
- Loans/Funding/Capital
- International Trade
- Business Transition
- Business Consulting
- Recruitment
- Training



64°F

**Ventura, CA**

Sunny  
Humidity: 71%  
Wind: SSW at 11 mph



54 F / 64 F 55 F / 65 F 52 F / 65 F



**USEFUL TOOLS**

**Business Plans**

- Online Business Plan software is a US Department of Commerce resource for writing a business plan. Register for the MSDA Portal in order to gain access to MSOA Business Applications including the Phoenix / Opportunity Matching System and the Business Plan Writer.

[Read more...](#)



**SHARED AND NO-COST TRAINING PROGRAMS**

The idea of Work-Based Learning has evolved in recent years to include a variety of subsidized resources that empower the employer, the employee and the job seeker to pursue opportunities to enhance skill sets and groom new employees entering the workplace. [Click here for an overview of the various types of Work-Based Learning.](#)

**AMERICA'S JOB CENTER OF CALIFORNIA (AJCC)**

AJCC staff can assist you in poring the training options below. Call (800) 900-7705 or email [hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org) for more details.

- **On-The-Job Training (OJT)**  
OJT reimburses employers up to 50 percent of a trainee's gross wages for the duration of the training period. Employers use their system, on-site, to teach their employees the new skills necessary for successful permanent employment.
- **Eligible Training Provider List (ETPL)**  
ETPL is a statewide list of training providers whose programs receive Workforce Innovation and Opportunity Act (WIOA) worker training funds. Most importantly, ETPL empowers individuals to select training that best suits their careerpath.

**ECONOMIC DEVELOPMENT COLLABORATIVE OF VENTURA COUNTY (EDC-VC)**

The EDC-VC staff includes a broad range of consultants who can evaluate how a variety of subsidized incumbent worker and new hire training programs may fit a business. Call (805) 384-1300 to request training program assistance.

- **Employee Training Panel (ETP)**  
ETP provides funding to employers of all sizes to assist in upgrading the skills of their workers through training that leads to good-paying, long-term jobs. Manufacturing employers are given funding priority. Here are two subsidized training program success stories:
  - [WIL Robotics](#)
  - [AeroEnvironment](#)
- [Workforce Development Training Resource Guide](#)

**GOODWILL INDUSTRIES OF VENTURA AND SANTA BARBARA COUNTIES (GWIVSBC)**

GWIVSBC provides vocational and educational opportunities to eliminate barriers to employment and help people in need reach their full potential through the power of work. Call (805) 988-1616 for subsidized staffing solution information.

- **Expanded Subsidized Employment (ESE)**  
The ESE program allows employers to receive a subsidy of up to 100% of employee wages for up to six months when hiring an eligible Ventura County unemployed adult to work in entry- to mid-level positions. To become an ESE worksite, please complete an [Employee Request Form](#).

**VENTURA COUNTY COMMUNITY COLLEGE DISTRICT (VCCCD)**

The VCCCD Division of Economic Development provides technical assistance and customized training support to employers seeking to increase the productivity of their workforce. Contact Dr. Alexandria Wright at 805-652-5536 or email [awright1@vcccd.edu](mailto:awright1@vcccd.edu) to learn more about available no-cost training, ETP and contract education opportunities.

**STATE OF CALIFORNIA**

- **Employment Training Panel (ETP)**  
Visit the State of California website for more details on the opportunities and priorities of the ETP program that is administered by the EDC-VC and the VCCCD in Ventura County.
- **Training Resources for Employers**  
Learn about no-fee training and services throughout the state.
- **Incumbent Worker Training (IWT)**  
IWT provides employees the opportunity to build and maintain a quality workforce, to increase the skill levels of employees and to help avert layoffs. This link provides general information on WIOA-funded training programs.
- **Department of Rehabilitation (DOR)**  
Visit the DOR website to learn about three federal tax incentives available to help employers cover the cost of accommodations for employees and/or customers with disabilities.

**Key Contacts**

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

Select Language

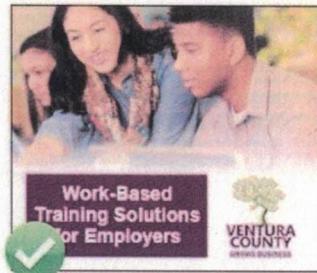
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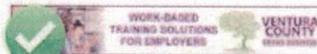
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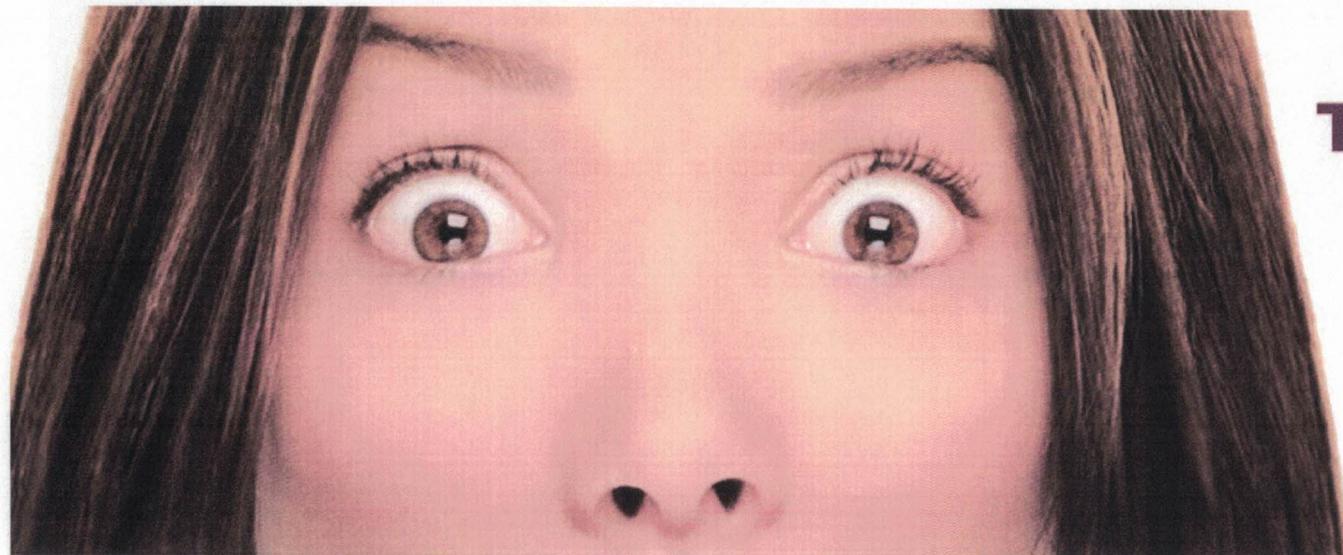
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YOU TRAIN.  
**WE PAY!**

Work-Based  
Training Solutions  
for Employers



**VENTURA  
COUNTY**  
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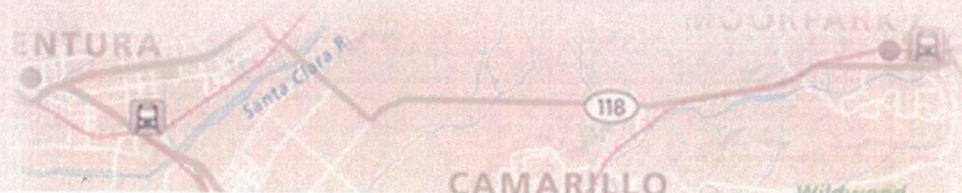


## **TAKE ADVANTAGE OF US PLEASE!**

We have resources  
here for the taking.



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ADVANTAGE  
OF US  
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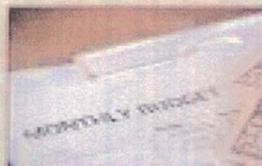


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We have dozens  
of powerful resources  
to help you grow  
your business, from startup  
to international trade,  
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it's definitely time for a visit



**VENTURA  
COUNTY**  
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[\(805\) 522-6556](tel:(805)522-6556)

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



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



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



**On-The-Job Training**



**Employee Training Panel**



**Subsidized Employment**



**VENTURA COUNTY**

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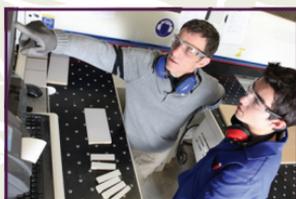


**YOU HIRE.  
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Take advantage of subsidized workplace training solutions that enhance skill sets and groom new employees.



On-The-Job  
Training



Employee  
Training Panel



Subsidized  
Employment



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# America's **JobCenter** of California<sup>SM</sup>

## Welcome to the **RESOURCE ROOM**

The Resource Room provides customers access to employment resources, tools, and services designed to identify, secure, and retain employment. Resource Rooms are located within America's Job Centers and Community Service Centers throughout the County of Ventura.

We invite you to take advantage of the resources available to the public. While visiting the Resource Room, please adhere to the following rules:

- All customers must scan-in, sign-in, and/or register with CalJOBS to access Resource Room services.
- All phone, fax, and computer usage is logged.
- Use of the Resource Room for personal interests is not permitted.
- Customers are expected to be courteous to other customers, staff, and visitors. Discourteous behavior is grounds for being asked to leave.
- Computer settings are not to be altered or reset.
- When the Resource Room is busy, there may be a time limit for computer use.
- Personal flash drives, cell phones, etc., may not be plugged into Resource Room computers.
- Please take cell phone calls outside to be considerate of other customers.
- Children are not permitted in the Resource Room. At select locations, children may be signed-in to the on-site Children's Corner.
- Do not bring food or beverages into the Resource Room.
- Please do not leave personal belongings unattended or bring large bags into the Resource Room.
- Please do not remove newspapers, books, or videos from the Resource Room.
- Registered Assistance Dogs are the only animals allowed in the Resource Room.

## THANK YOU!

Please let us know if you have any questions.



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

The Workforce  
Development Board  
funds employment  
and business  
services in  
Ventura County.

\*

### Full Service One-Stops:

**Oxnard**  
America's Job Center of California  
2901 N. Ventura Road, 3rd Floor

**Simi Valley**  
America's Job Center of California  
2900 N. Madera Road, #100

### Community Centers:

**Fillmore**  
Service Center  
828 Ventura Street, #200

**Moorpark**  
Service Center  
(Ruben Castro  
Human Services Center)  
612B Spring Road, #301

**Santa Paula**  
Santa Clara Valley  
Service Center  
725 E. Main Street, #101

**Thousand Oaks**  
Service Center  
80 E. Hillcrest Drive, #200

**Ventura**  
Service Center  
4651 Telephone Road, #200

### Employment Services Information

(800) 500-7705  
[www.vchsa.org/ajcc](http://www.vchsa.org/ajcc)

### Employer Services

[hsa-employment-srvcs-info@  
ventura.org](mailto:hsa-employment-srvcs-info@ventura.org)

## Full-Service One-Stops:

**Oxnard**  
America's Job Center  
of California  
2901 N. Ventura Rd., 3rd Fl.

**\*Simi Valley**  
America's Job Center  
of California  
2900 N. Madera Rd., #100

\*Note: EDD staff are not on-site in the Simi Valley AJCC.

### Center Hours

8:00 am - 5:00 pm, Monday through Friday



## Other Employee Training Resources:

**Economic Development Collaborative-Ventura County (EDC-VC)**  
[www.edc-vc.com/employee-training-program](http://www.edc-vc.com/employee-training-program)

**Employment Development Department (EDD)**  
[www.edd.ca.gov/Jobs\\_and\\_Training/Employers\\_Businesses.htm](http://www.edd.ca.gov/Jobs_and_Training/Employers_Businesses.htm)

**Workforce Development Board of Ventura County**  
[www.workforceventuracounty.org/job-seekers/training](http://www.workforceventuracounty.org/job-seekers/training)

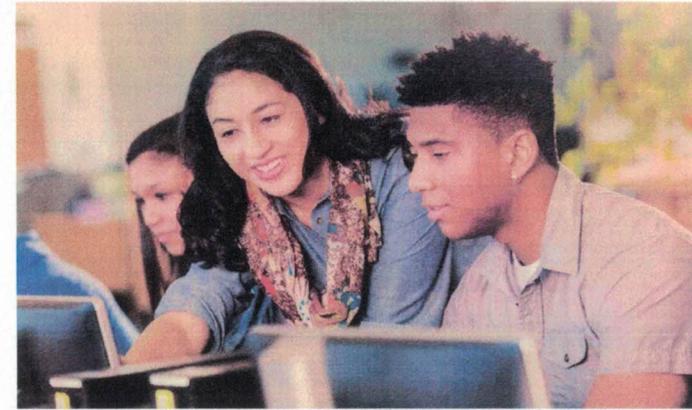
**Employment Services Information**  
(800) 500-7705  
[hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org)

## America's JobCenter of California<sup>SM</sup>

The America's Job Center of California (AJCC) network offers businesses convenient access to workforce development services. Staff work one-on-one with employers to help plan ways to build and train your workforce and to refer you to no-cost/low-cost consulting services.

For more employer services information call (800) 500-7705 or email [hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org).

The Workforce Development Board administers federal funds that help to support AJCC and other job seeker, youth, and employer programs and services in Ventura County.



## ON-THE-JOB TRAINING

[www.workforceventuracounty.org/employers/workforce-services](http://www.workforceventuracounty.org/employers/workforce-services)  
[www.venturacountygrowsbusiness.com](http://www.venturacountygrowsbusiness.com)  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov) (Click 'More Employer Services')



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



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[workforceventuracounty.org](http://workforceventuracounty.org)

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America's  
**JobCenter**  
of California<sup>SM</sup>

## Consider On-the-Job Training When You Are Ready To Hire

Are you thinking about hiring a new employee?  
An On-The-Job Training (OJT) program can make  
it more affordable. Funds are available to help  
you hire and train a screened, full-time applicant.



OJT reimburses employers up to 50 percent of  
a trainee's gross wages for the duration of the  
training period.

OJT is a program of the federal Workforce  
Innovation and Opportunity Act (WIOA). OJT  
employers use their own system to teach their  
employees the new skills necessary for successful  
permanent employment within their companies.

### Earn As You Learn

The OJT program offers an opportunity for  
employers to hire and train individuals with the  
necessary skills they need to succeed in your  
company. OJT is an 'earn as you learn' training  
method that is planned, organized and conducted  
by you at your workplace.

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



### Benefits to Employees:

- Skills attainment
- Earn as they learn
- Job coaching
- Regular employment
- Full time employment

Interested in hiring an employee  
through the OJT program?  
Call (800) 500-7705 or email

[hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org).

### Benefits to Employers:

- Free screening, assessment and applicant referral
- You decide who to hire
- You determine job performance standards
- Partial wage reimbursement during the training period
- Customized training, your way
- Simple process, minimal paperwork
- OJT programs can be developed for most skilled and semi-skilled jobs
- On-going support and assistance

[www.workforceventuracounty.org/employers/workforce-services](http://www.workforceventuracounty.org/employers/workforce-services)

[www.venturacountygrowsbusiness.com](http://www.venturacountygrowsbusiness.com)

[www.caljobs.ca.gov](http://www.caljobs.ca.gov) (Click 'More Employer Services')

## ON-THE-JOB TRAINING BENEFITS TO EMPLOYERS



- Account executives to help you
- Training is partially reimbursed
- Customized training, your way
- OJT employees have a proven track record
- Simple and effective process

For On-the-Job Training program information call (800) 500-7705 or email [hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org).

America's **JobCenter**  
of California<sup>SM</sup>

WIOA Title I equal opportunity program. Auxiliary aids and services available upon request to individuals with disabilities.

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workforceventuracounty.org



www.vchsa.org/ajcc ■■■ (800) 500-7705

On-the-job Training (OJT) provides a business solution for employers who seek to hire, promote or retain employees who lack the technical skills to perform their jobs.

YOU HIRE. YOU TRAIN. WE PAY.



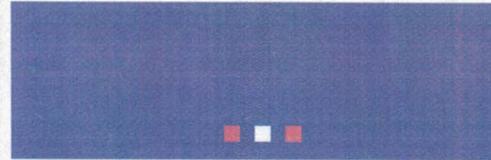
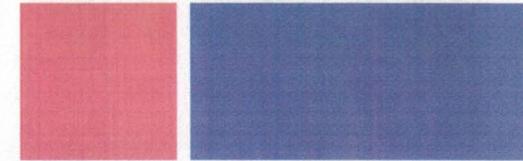
America's JobCenter  
of California<sup>SM</sup>

Partners

wwEtur Moditi Dignatem  
Doluptawm Vel Eniminel  
Incillore Reperfera Volliti  
Undebis Ium Quat  
Ipsa Dolor Ra Eatu  
Etur Moditi Dignatem  
Doluptawm Vel Eniminel  
Incillore Reperfera Volliti  
Undebis Ium Quat  
Ipsa Dolor Ra Eatu  
Etur Moditi Dignatem



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- Business Services
- Job Seeker Services
- Youth Pathways
- On-The-Job Training
- Rapid Response

America's **JobCenter**  
of California<sup>SM</sup>

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# America's **JobCenter** of California<sup>SM</sup>

## Welcome to the **RESOURCE ROOM**

The Resource Room provides customers access to employment resources, tools, and services designed to identify, secure, and retain employment. Resource Rooms are located within America's Job Centers and Community Service Centers throughout the County of Ventura.

We invite you to take advantage of the resources available to the public. While visiting the Resource Room, please adhere to the following rules:

- All customers must scan-in, sign-in, and/or register with CaJOBS to access Resource Room services.
- All phone, fax, and computer usage is logged.
- Use of the Resource Room for personal interests is not permitted.
- Customers are expected to be courteous to other customers, staff, and visitors. Discourteous behavior is grounds for being asked to leave.
- Computer settings are not to be altered or reset.
- When the Resource Room is
- Please take cell phone calls outside to be considerate of other customers.
- Children are not permitted in the Resource Room. At select locations, children may be signed-in to the on-site Children's Corner.
- Do not bring food or beverages into the Resource Room.
- Please do not leave personal belongings unattended or bring large bags into the Resource Room.
- Please do not remove newspapers, books, or videos from the Resource Room.

The Workforce Development Board funds employment and business services in Ventura County.

### Full Service One-Stops:

**Oxnard**  
America's Job Center of California  
2901 N. Ventura Road, 3rd Floor

**Simi Valley**  
America's Job Center of California  
2900 N. Madera Road, #100

### Community Centers:

**Fillmore**  
Service Center  
828 Ventura Street, #200

**Moorpark**  
Service Center  
(Ruben Castro Human Services Center)  
612B Spring Road, #301

**Santa Paula**  
Santa Clara Valley  
Service Center



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HUMAN SERVICES AGENCY

855 Partridge Drive  
Ventura, CA 93003

America's **JobCenter**  
of California<sup>SM</sup>

## Full-Service One-Stops:

### Oxnard

America's Job Center of California

2901 N. Ventura Rd., 3rd Fl.

### \*Simi Valley

America's Job Center of California

2900 N. Madera Rd., #100

\*Note: EDD staff are not on-site in the Simi Valley AJCC.

### Center Hours

8:00 am - 5:00 pm, Monday through Friday



## Referral Resources:

### Employment Development Department (EDD)

[www.edd.ca.gov/Employer\\_Services.htm](http://www.edd.ca.gov/Employer_Services.htm)

### Keep Your Home California - Unemployment Mortgage Assistance

[www.keepyourhomecalifornia.org](http://www.keepyourhomecalifornia.org)

### County of Ventura Human Services Agency

[www.vchsa.org](http://www.vchsa.org)

### Economic Development Collaborative - Ventura County (EDC-VC)

[www.edc-vc.com](http://www.edc-vc.com)

### Ventura County Small Business Development Center (SBDC)

[www.edcsbdc.org](http://www.edcsbdc.org)

### Employment Services Information

(800) 500-7705

[hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org)

### Rapid Response Coordinator

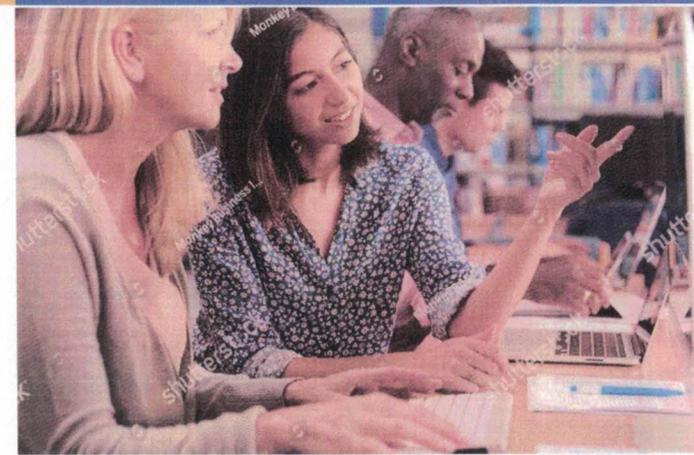
(805) 204-5165

## America's JobCenter of California<sup>SM</sup>

The America's Job Center of California (AJCC) network offers businesses convenient access to workforce development services. Staff work one-on-one with employers to help plan ways to build and train your workforce and to refer you to no-cost/low-cost consulting services.

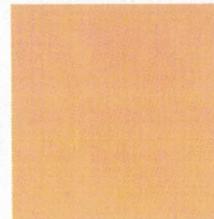
For more employer services information call (800) 500-7705 or email [hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org).

The Workforce Development Board administers federal funds that help to support AJCC and other job seeker, youth, and employer programs and services in Ventura County.



## RAPID RESPONSE

[www.workforceventuracounty.org/employers](http://www.workforceventuracounty.org/employers)  
[www.venturacountygrowsbusiness.com](http://www.venturacountygrowsbusiness.com)  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov) (Click 'More Employer Services')



- Company Benefits
- Employee Advantages
- Layoff Aversion



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# America's JobCenter of California<sup>SM</sup>

In our increasingly globalized and highly competitive economy, businesses are always changing. Companies are constantly growing or shrinking or may be facing barriers that keep them from growing. When there is a need for workforce reduction because of company

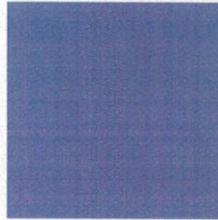
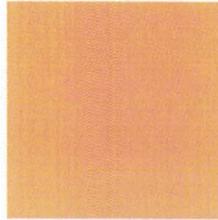


restructuring, closure, or relocation, Rapid Response services are available, in English and Spanish, at no cost to employers or workers.

## Company Benefits

Rapid Response teams will work with your company to quickly maximize public and private resources to minimize the disruptions that are associated with the workforce reduction process. Rapid Response can provide customized services on-site, accommodating any work schedules. Business services can include:

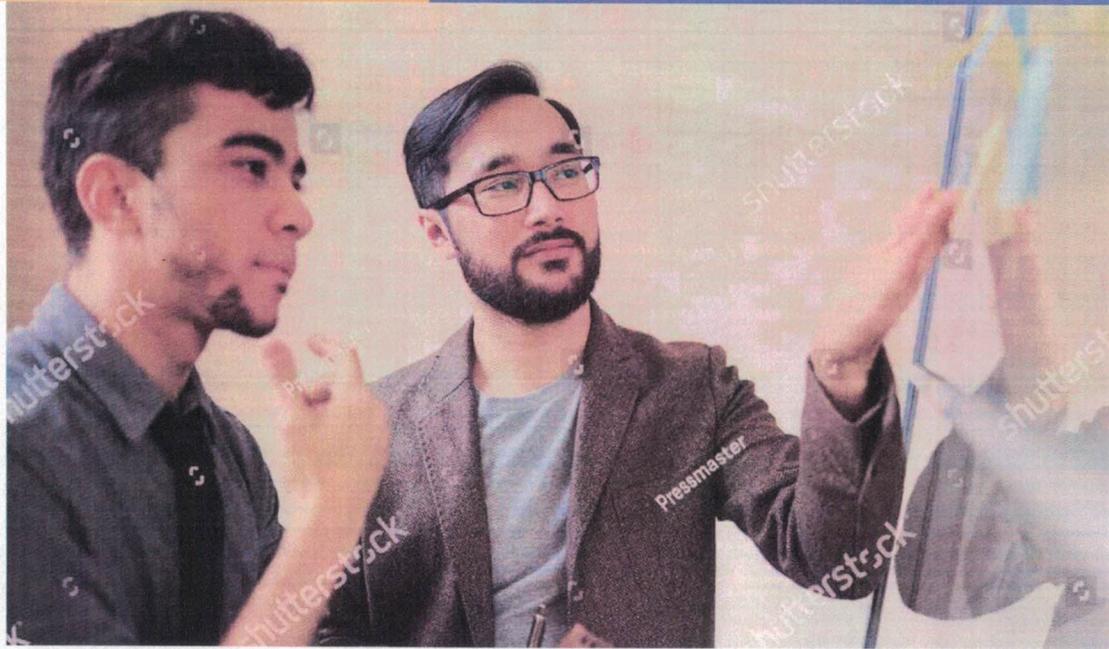
- Confidential workforce transition consultation
- Coordinated service delivery with other business support resources
- Transition workshops for dislocated workers
- Continued productivity and better worker morale during the transition



## Employee Advantages

Rapid-Reemployment services are offered to impacted workers through federal Workforce Innovation and Opportunity Act (WIOA) funding. Rapid Response teams meet with affected workers (on-site or off-site) before the layoff to provide immediate access to services and programs including:

- Career counseling and job search assistance
- Information on education and training opportunities
- Unemployment Insurance eligibility and application steps
- America's Job Center of California services, resources, and support



## Layoff Aversion

The Rapid Response program also includes services to help businesses avoid layoff and closures and assist with recovery. Referrals are provided for no-fee/low-fee, one-on-one consulting with marketing, finance and management professionals who support companies of all sizes facing challenges including:

- Strategic planning and growth
- Finances and cash flow
- Management and marketing
- Incumbent worker training

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

[www.workforceventuracounty.org/employers](http://www.workforceventuracounty.org/employers)  
[www.venturacountygrowsbusiness.com](http://www.venturacountygrowsbusiness.com)  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov) (Click 'More Employer Services')

## Full-Service One-Stops:

### Oxnard

America's Job Center of California

2901 N. Ventura Rd., 3rd Fl.

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America's Job Center of California

2900 N. Madera Rd., #100

\*Note: EDD staff are not on-site in the Simi Valley AJCC.

### Center Hours

8:00 am - 5:00 pm, Monday through Friday



## Business Referral Resources:

### Employment Development Department (EDD)

[www.edd.ca.gov/Employer\\_Services.htm](http://www.edd.ca.gov/Employer_Services.htm)

### Economic Development Collaborative-Ventura County (EDC-VC)

[www.edc-vc.com](http://www.edc-vc.com)

### Ventura County Small Business Development Center (SBDC)

[www.edcsbdc.org](http://www.edcsbdc.org)

### SCORE Ventura County

[www.ventura.score.org](http://www.ventura.score.org)

### Women's Economic Ventures

[www.wevonline.org/](http://www.wevonline.org/)

### Employment Services Information

(800) 500-7705

[hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org)

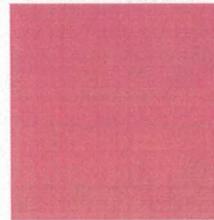
## America's JobCenter of California<sup>SM</sup>

The America's Job Center of California (AJCC) network offers businesses convenient access to workforce development services. Staff work one-on-one with employers to help plan ways to build and train your workforce and to refer you to no-cost/low-cost consulting services.

For more employer services information call (800) 500-7705 or email [hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org).

The Workforce Development Board administers federal funds that help to support AJCC and other job seeker, youth, and employer programs and services in Ventura County.

[www.workforceventuracounty.org/employers](http://www.workforceventuracounty.org/employers)  
[www.venturacountygrowsbusiness.com](http://www.venturacountygrowsbusiness.com)  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov) (Click 'More Employer Services')



## BUSINESS SERVICES



- No-Cost Recruitment
- Customized Training
- Business Development
- Layoff Aversion



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## America's Job Center of California

The America's Job Center of California (AJCC) network can assist employers in finding, hiring and training skilled workers at no-cost to low-cost. Services available to employers include:



### No-Cost Recruitment

Save time and money with FREE AJCC talent recruitment services and assessment.

- Post a job opening
- Pre-screened candidates
- Host job recruitments at the AJCC
- Meeting facilities for conducting interviews
- Work Opportunity Tax Credit (WOTC) guidance

### Customized Training

Connect with local resources to provide training specific to the needs of your business.

- On-the-job training at employer sites
- Customized employee training programs
- Industry-specific education
- Employer reimbursement for employee training



### Business Development

Connect with convenient and confidential professional, no-fee employer assistance.

- Business start-up guidance
- Industry-specific consulting
- Targeted loan fund programs
- International trade education
- Economic Development Collaborative of Ventura County
- Small Business Development Center
- Women's Economic Ventures
- SCORE

### Layoff Aversion

Free services help employers and workers deal with the effects of layoffs and closures.

- Referrals for no-cost/low-cost business consulting
- Layoff aversion information
- Dislocated worker support services
- Downsizing/closure management
- Employment Training Panel Programs (ETP)
- Work Sharing (EDD)

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

[www.workforceventuracounty.org/employers](http://www.workforceventuracounty.org/employers)  
[www.venturacountygrowsbusiness.com](http://www.venturacountygrowsbusiness.com)  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov) (Click 'More Employer Services')

## Full-Service One-Stops:

### Oxnard

America's Job Center of California  
2901 N. Ventura Rd., 3rd Fl.

### \*Simi Valley

America's Job Center of California  
2900 N. Madera Rd., #100

\*Note: EDD staff are not on-site in the Simi Valley AJCC.

## America's JobCenter of California<sup>SM</sup>

America's Job Center of California (AJCC) is your one-stop shop for workforce services, providing a broad range of no-cost employment and training services for job seekers. Comprehensive full-service one-stops also offer information about Unemployment Insurance, Disability Insurance, and Paid Family Leave benefits.

Visit [www.vchsa.org/ajcc](http://www.vchsa.org/ajcc) to find the AJCC nearest you or call (800) 500-7705 or email [hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org) for more job seeker services information.

The Workforce Development Board administers federal funds that help to support AJCC and other job seeker, youth, and employer programs and services in Ventura County.



## JOB SEEKER SERVICES

## Community Centers:

### Fillmore

828 Ventura St., #200

### Moorpark

612B Spring Rd., #301

### Thousand Oaks

80 E. Hillcrest Dr., #200

### Santa Paula

725 E. Main St., #101

### Ventura

4651 Telephone Rd., #200

### Center Hours

8:00 am - 5:00 pm, Monday through Friday

[www.vchsa.org/ajcc](http://www.vchsa.org/ajcc)  
[www.workforceventuracounty.org](http://www.workforceventuracounty.org)



- Job Search Resources
- Education & Training
- Career Path Guidance
- Comprehensive Services

## Employment Services Information

(800) 500-7705

[hsa-employment-srvcs-info@ventura.org](mailto:hsa-employment-srvcs-info@ventura.org)



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## America's Job Center of California

Across Ventura County, the America's Job Center of California (AJCC) offers access to employment and career resources to help adult and youth job seekers choose and pursue careers. Services available to job seekers at no cost include:



## Job Search Resources

Tools to help build your job search plan.

- Job search tips and online job listings
- Resume building, networking, and interviewing help
- Career and growing occupations guidance
- Workshops for achieving employment success
- On-site employer recruitment
- Computer, printer, and fax machine use

## Education and Training

Training and support services are available at no cost to eligible job seekers.

- Education and training options
- Individualized employment training
- On-the-job training
- Professional certifications and occupational licenses
- Registered apprenticeships



## Career Path Guidance

Need help choosing a career? Our staff guides you to make informed decisions on careers, training, and education.

- Job listings and employer information
- Create and post résumés online
- Career research tools
- Skills and career assessment tools
- Online learning resources

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

## Comprehensive Services and Referral Resources

Guidance is available for job seekers with specific and immediate challenges.

- Unemployment insurance
- Financial aid Information
- Veterans job seeker services
- Disabled job seeker services
- Older worker services
- Farmworker programs
- Youth services
- Justice-involved programs
- CalWORKs employment services

[www.vchsa.org/ajcc](http://www.vchsa.org/ajcc)  
[www.workforceventuracounty.org](http://www.workforceventuracounty.org)

## **America's Job Center, Oxnard May 2018 Career Shops**

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

**May 4 & 18 – 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.

**May 8 - 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.

**May 11 - 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.

**May 11 - 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.

**May 25 – 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.



America's **JobCenter**  
of California™



# East County America's Job Center May 2018 Career Workshop

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

**Tuesday, May 29 - 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 programs.

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

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



America's **JobCenter**  
of California<sup>SM</sup>



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

West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Fl., Oxnard  
805-204-5171

**SPANISH Language Career Shops:**

**May 4 & 18 - 1:30 p.m. – 5:00 p.m. - Tecnicas para la Búsqueda de Trabajo (Job Search Techniques)**, Esta diseñada para personas que estan buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicacion, tecnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. Tambien aprendera tecnicas apropiadas para hacer un entrevista. 805-204-5171.

**May 25 – 1:00 p.m. – 5:00 p.m. - El poder de CalJOBS** – CalJOBS es un recurso en línea que se puede utilizar para navegar los servicios de la fuerza laboral de California, que proporciona información del empleo y el Mercado laboral. El Sistema Nuevo y mejorado permite a los usuarios buscar fácilmente empleos construir resúmenes, accede los recursos de carreras, y encontrar información sobre los programas de educación y entrenamiento.

Debe estar inscrito en CalJOBS para poder inscribirse a los talleres de carrera profesional. Los talleres de carrera profesional están patrocinados por la Agencia de Servicios Humanos, EDD Workforce Services y el Consejo de Desarrollo de la Fuerza Laboral.

Servicio/Programa/Empleador de Oportunidades Equitativas. Para preguntas con TDD/TTY, llame al 1(800)735-2922. Ayuda y servicios auxiliares están disponibles a petición para individuos con incapacidades.

CalJOBS (<https://www.caljobs.ca.gov>)



**America's Job Center, Oxnard  
April 2018 Career Shops**

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

**April 6 & 20 – 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.

**April 8 - 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.

**April 13 - 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.

**April 13 - 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.

**April 27 – 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.



America's **JobCenter**  
of California<sup>SM</sup>



# East County America's Job Center April 2018 Career Workshop

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

**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 programs.

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America's **JobCenter**  
of California<sup>SM</sup>



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

West County America's Job Center  
2901 N. Ventura Rd., 3<sup>rd</sup> Fl., Oxnard  
805-204-5171

**SPANISH Language Career Shops:**

**Abril 6 & 20 - 1:30 p.m. – 5:00 p.m. - Tecnicas para la Busqueda de Trabajo (Job Search Techniques)**, Esta diseñada para personas que estan buscando empleo. Los temas incluyen donde y como buscar empleo, como crear una red de comunicacion, tecnicas de como usar el teléfono apropiadamente para buscar empleo y como usar la red del internet para buscar empleo. Tambien aprendera tecnicas apropiadas para hacer un entrevista. 805-204-5171.

**Abril 27 – 1:30 p.m. – 5:00 p.m. - El poder de CalJOBS** – CalJOBS es un recurso en línea que se puede utilizar para navegar los servicios de la fuerza laboral de California, que proporciona información del empleo y el Mercado laboral. El Sistema Nuevo y mejorado permite a los usuarios buscar fácilmente empleos construir resúmenes, accede los recursos de carreras, y encontrar información sobre los programas de educación y entrenamiento.

Debe estar inscrito en CalJOBS para poder inscribirse a los talleres de carrera profesional. Los talleres de carrera profesional están patrocinados por la Agencia de Servicios Humanos, EDD Workforce Services y el Consejo de Desarrollo de la Fuerza Laboral.

Servicio/Programa/Empleador de Oportunidades Equitativas. Para preguntas con TDD/TTY, llame al 1(800)735-2922. Ayuda y servicios auxiliares están disponibles a petición para individuos con incapacidades.

CalJOBS (<https://www.caljobs.ca.gov>)



America's **JobCenter**  
of California<sup>SM</sup>





**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)

## Free Simi Valley workshop set for job seekers

Staff reports Published 2:43 p.m. PT March 28, 2018



A free workshop for job seekers, “The Power of CalJOBS,” will be offered from 1-4 p.m. April 24 at the East County America’s Job Center, 2900 N. Madera Raod in Simi Valley.

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

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

For more information, call 805-955-2282.

The workshop is sponsored by the Ventura County Human Services Agency, California 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.



### **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
- [talia.barrera@ventura.org](mailto:talia.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](mailto:talía.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](#)



## Free job and career workshops in April

Added by [Debra Tash](#) on March 20, 2018.

### America's Job Center, Oxnard

#### April 2018 Career Shops

Location: West County America's Job Center

2901 N. Ventura Rd., 3<sup>rd</sup> Floor, Oxnard

805-204-5171

**April 6 & 20 – 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.

**April 8 – 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.

**April 13 – 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.

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America's  Job Center  
of California<sup>SM</sup>



## 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
- [talia.barrera@ventura.org](mailto:talia.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.

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**Event presented by:**

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



**Tue, May 29: The Power of CalJOBS Career Workshop** 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. 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. 1pm – 4pm at the East County America's Job Center, 2900 N. Madera Rd., Simi Valley. Info: 805-955-2282



## 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.

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

**98.3 FM**  
**THE WORD**



## **The Power of CalJOBS**

**11:00 AM - 5:00 PM on Friday, May 11**

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.

### **Location:**

America's Job Center, Oxnard  
2901 N. Ventura Rd., 3rd Floor  
Oxnard, CA 93036

[Google Map](#)



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive  
Ventura, CA 93003  
(805) 477-5306  
[workforceventuracounty.org](http://workforceventuracounty.org)

**Contacts:**

Heidi Hayes  
805.383.4550 ext. 204  
[heidi@agency2.com](mailto:heidi@agency2.com)

Diane Rumbaugh  
805.493.2877  
[diane@agency2.com](mailto:diane@agency2.com)

For Immediate Release: (Date)

### **Ventura County Board of Supervisors Reappoints Two Workforce Development Board Members**

Ventura, Calif.—The Ventura County Board of Supervisors reappointed two members of the Workforce Development Board (WDB) of Ventura County to serve for additional three-year terms.

Roger Rice, deputy superintendent of student services at the Ventura County Office of Education, has been a WDB member since 2013. He currently serves as vice chair of the WDB programs committee.

Patricia Schulz, CEO of The Arc of Ventura County, has served as a member of the WDB since 2015. She is chair of the WDB membership committee.

"Our board members strive to ensure that our county workforce has the necessary training and high-level skills so local businesses can grow and compete in a global economy," says Vic Anselmo, WDB chair. "We are grateful to Roger and Patricia that they are committed to continuing those efforts on the WDB."

Members of the WDB include leaders from business, economic development, education, labor, government and community-based organizations.

###

#### About the Workforce Development Board

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>.



## **Ventura County Board of Supervisors Reappoints Two Workforce Development Board Members**

Added by [Debra Tash](#) on April 11, 2018.

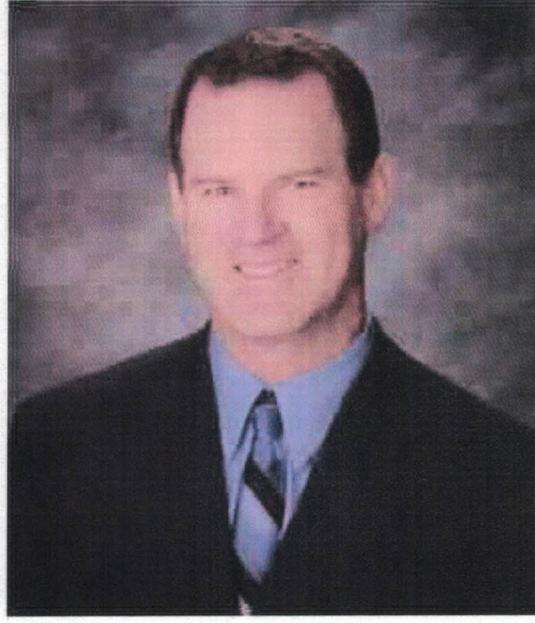
Ventura, Calif.—The Ventura County Board of Supervisors reappointed two members of the Workforce Development Board (WDB) of Ventura County to serve for additional three-year terms.

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“Our board members strive to ensure that our county workforce has the necessary training and high-level skills so local businesses can grow and compete in a global economy,” says Vic Anselmo, WDB chair. “We are grateful to Roger and Patricia that they are committed to continuing those efforts on the WDB.”

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Patricia Schulz and Roger Rice

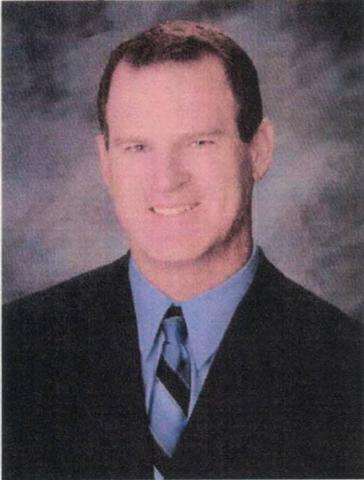
About the Workforce Development Board

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**VC Star.**

## **Pair reappointed to Workforce Development Board of Ventura County**

Staff reports Published 4:00 p.m. PT April 20, 2018



The Ventura County Board of Supervisors reappointed two members of the Workforce Development Board of Ventura County to serve for additional three-year terms.

Roger Rice, deputy superintendent of student services with the Ventura County Office of Education, has been a board member since 2013. He currently serves as vice chair of the board's programs committee.

Patricia Schulz, CEO of The Arc of Ventura County, has served as a member of the board since 2015. She is chair of the board's membership committee.



“Our board members strive to ensure that our county workforce has the necessary training and high-level skills so local businesses can grow and compete in a global economy,” said Vic Anselmo, board chair. “We are grateful to Roger and Patricia that they are committed to continuing those efforts on the WDB.”

Members include leaders from business, economic development, education, labor, government and community-based organizations.



## **VC Board of Supervisors Reappoints Two WDB Board Members**

**Members of the WDB include leaders from business, economic development, education, labor, government and community-based organizations.**



The Ventura County Board of Supervisors reappointed two members of the Workforce Development Board (WDB) of Ventura County to serve for additional three-year terms.

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Members of the WDB include leaders from business, economic development, education, labor, government and community-based organizations.

### **About the Workforce Development Board**

The Workforce Development Board of Ventura County administers federal funds that help to support America's Job Center of California locations and other free job seeker, youth, and employer programs and services in Ventura County. For more information, call 800-500-7705 or visit <http://workforceventuracounty.org>.

# Newsmakers

The people shaping the Tri-Counties

## REAL ESTATE

• **Robin Mitchell Hee** recently joined the real estate agency **Harley Group** in San Luis Obispo County.

Once ranked in the top 3 percent nationwide for sales production, Mitchell Hee obtained her license 17 years ago and specializes in luxury homes. Most recently, Mitchell Hee has worked in marketing with AMF Media (formerly known as Barnett Cox & Associates) and Trust Automation.

She is also the president of Stand Strong (formerly known as The Woman's Shelter Program of SLO) and serves as the marketing chair for Softec, a software and technology association.

Mitchell Hee graduated from UC San Diego with a bachelor's degree in political science.

## HOSPITALITY

• **Embassy Suites by Hilton Lompoc**

**Central Coast** announced the hiring of **Christy Deeds** to serve in dual roles as the new human resources manager and controller for the hotel.

Deeds most recently worked in the insurance field but she spent 12 years as a general manager with IHG Hotels, and she also worked for Marriott International and independent hotels.

Deeds graduated from Lompoc High School.

## GOVERNMENT

• The city of **Goleta** announced that **Charles Ebeling** will serve as the new public works director and city engineer.

Ebeling is currently the public works director and city engineer for the



Deeds



Ebeling

city of Carpinteria. He has served for the last 10 years overseeing projects like the Linden and Casitas Pass/Highway 101 interchanges, Carpinteria Avenue bridge replacement and the City Hall rehabilitation and remodeling.

In Goleta, he will oversee a department of 21 employees.

Ebeling graduated from CSU Chico with a bachelor's degree in engineering.

• The **Ventura County Board of Supervisors** reappointed **Roger Rice** and **Patricia Schulz** to serve for additional three-year terms on the **workforce development board**.

Rice is the deputy superintendent of student services at the Ventura County Office of Education. He earned his doctorate of education from the University of Southern California.



Rice



Schulz

Schulz is the CEO of The Arc of Ventura County.

## EDUCATION

• **CSU Channel Islands** has appointed **Richard Yao** as the new vice president for student affairs beginning June 15.

Yao is a licensed clinical psychologist who currently serves as founding dean of students at Nevada State College and as the chief student affairs officer.

Yao is also the chair of the Nevada System of Higher Education Student Affairs Council, comprised of vice presidents of student affairs and other high-level Nevada educational administrators.

He earned his bachelor's and master's degrees in psychology from Eastern Illinois University and his doctorate in clinical psychology from Fielding Graduate University in Santa Barbara.



Yao

## **Millennial employees not all that different**

Greg Van Ness and Sean Bhardwaj, Special to Ventura County Star Published 7:00 a.m. PT  
April 21, 2018



Think for a moment about what you want out of your job. For most of us, we want to feel appreciated, listened to and recognized for our good work.

We want our job to be meaningful, with the opportunity to learn and advance. We want to be compensated fairly and have a degree of job flexibility. We don't want our lives to revolve around work. We want work to be just one component of our lives and identity. Most of all, we want to be happy at what we do.

These are universal desires of most workers, regardless of age or generation. Yet so much has been written (with abundant hand-wringing) about how millennials (those born between 1980 and 1994) are unrealistically demanding that all these be part of their jobs.

Hold on. Every generation before went through some kind of world tumult that impacted the work path. Just in the last 100 years or so, we've had the Industrial Revolution, two world wars, the Great Depression, the Great Recession, the Korean and Vietnam wars, the unrest of the 1960s, super inflation of the 1970s and '80s, and so on. All influenced careers and priorities.

Just as with past generations, millennials are having to adjust their work skills and job expectations to fit the times. They live in an era of unprecedented social, technological and economic change. Millennials know that if they don't adapt quickly, their skill levels will lag and they will fall behind. While each generation has had to adapt to circumstances, the speed of current disruptive change is breathtaking.

Companies shouldn't be surprised when millennials become impatient when a job is unfulfilling and they begin looking elsewhere. If a company refuses to provide workers what they need, what

compels them to stay? Loyalty works both ways. If a company isn't interested in investing in its people, why should its people invest their time in the company?

As simple a concept as this seems, most companies don't get it. A Gallup survey found 70 percent of employees are unhappy at their jobs and don't like their bosses. We're pouring billions of dollars into leadership development and it's not working.

Companies consistently voted by employees as the best places to work have one thing in common: Their corporate culture is in harmony with employees' needs. These companies universally provide employees guidance, growth and learning opportunities; an atmosphere of cooperation; genuine appreciation of their good work and constructive feedback. Studies repeatedly show that investing in these management practices makes a huge impact on employee happiness, loyalty and productivity, yet cost the employers next to nothing.

If your business continually loses good employees, the obvious solution is to improve your corporate culture. Fortunately, companies have an abundance of management resources in Ventura County to help.

For example, the Workforce Development Board-funded Ventura County Grows Business ([VenturaCountyGrowsBusiness.com](http://VenturaCountyGrowsBusiness.com)) provides resources to help businesses grow and thrive. Another resource is the board's website, [WorkforceVenturaCounty.org](http://WorkforceVenturaCounty.org), which helps to connect companies with resources available through America's Job Center of California locations in Ventura County, whose staff will help employers recruit and screen qualified job applicants.

In today's environment, those in the workforce are realizing that to be successful, they are ultimately responsible for their own career journey. Millennials just figured it out sooner than previous generations. Yet wouldn't it be nice if employers stepped up to make that journey a more successful and happy one?

It's not altruistic. The average millennial will hold 15 to 20 jobs in their lifetime, and 60 percent are open to new jobs at any given time. Employee replacement costs present a serious drain on employers. Creating a culture that attracts and retains quality people from all generations isn't just the right thing to do, it can have a positive effect on a company's bottom line.

*Greg Van Ness is CEO of Tolman & Wiker Insurance Services and a Workforce Development Board and Business Services Committee member. Sean Bhardwaj is founder and CEO of Aspire 3 and a former Workforce Development Board Youth Council Committee member.*

heidi hayes

**From:** Workforce Development Board <info@workforceventuracounty.org>  
**Sent:** Friday, March 23, 2018 3:08 PM  
**To:** heidih.conf@gmail.com  
**Subject:** Job Outlook, February 2018 Report

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

# Job Outlook

## February 2018 Report

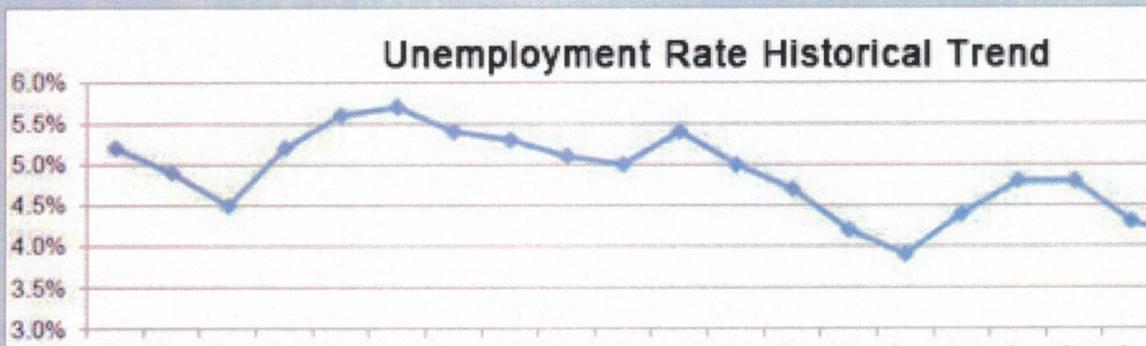


- Ventura County Labor Market Information
- State Of California Employment
- United States Department Of Labor
- Conference Board - Help Wanted Online Data®
- Relevant News



### Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 4.0 percent in February 2018, down from a revised

4.3 percent in January 2018, and below the year-ago estimate of 5.0 percent. This compares with an unadjusted unemployment rate of 4.5 percent for California and 4.4 percent for the nation during the same period.

Source: [labormarketinfo.edd.ca.gov](http://labormarketinfo.edd.ca.gov)

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

### California Labor Market Indicators

Metrics	January, 2018	February, 2018	C
Unemployment Rate	4.4%	4.3%	
Labor Force	19,389,100	19,393,000	
Employment	18,536,700	18,549,500	
Unemployment	852,300	843,400	
Non Farm Jobs	17,051,800	17,065,800	

### Unemployment Rate Trend



**Month-over Job Gains:** Six of California's eleven industry sectors added a total of 23,500 jobs in February. **Professional and business services** posted the largest increase with a gain of 8,300 jobs, followed by construction up 6,800 and manufacturing up 3,500. Other industry sectors adding jobs over the month were educational and **health services** (2,800), leisure & hospitality (2,000), and **financial activities** (100).

**Month-over Job Losses:** Five industry sectors reported job declines over the month, down a total of 9,500 jobs. Trade, transportation & utilities posted the largest decrease over the month, down 3,100 jobs, followed by other services, down 2,800, government, down 2,500 information, down 1,000 and mining and logging, down 100 jobs.

**Year-over Job Gains:** In a year-over-year comparison (February 2017 to February 2018), nonfarm payroll employment in California increased by 383,600 jobs (a 2.3 percent increase). Ten of California's eleven industry sectors added a total of 385,700 jobs over the year. The largest job gains were in educational and **health services**, up 92,100 jobs (a 3.5 percent increase), construction, up 74,000 jobs (a 9.5 percent increase), **professional and business services**, up 61,600 (a 2.4 percent increase). Other sectors adding jobs over the year were leisure and hospitality, trade, transportation and utilities, government, **manufacturing**, financial activities, other

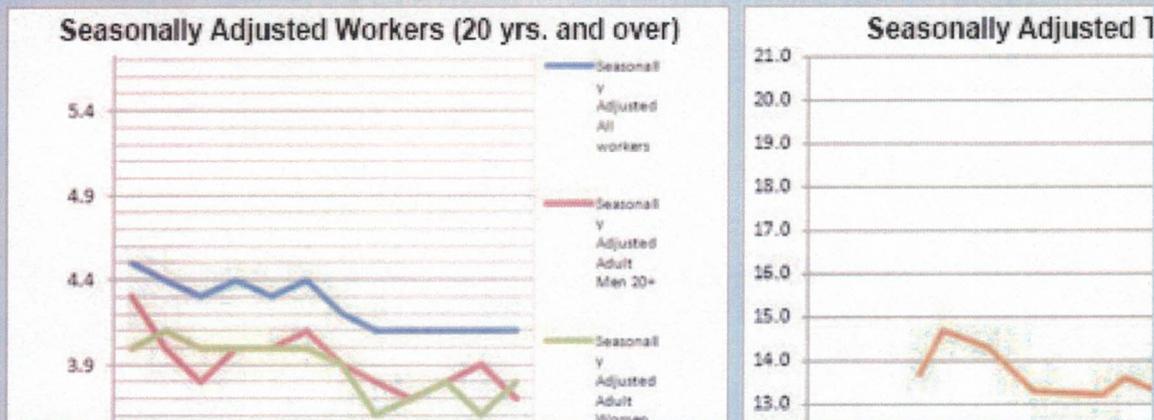
services, and mining and logging.

**Year-over Job Losses:** Only one industry sector posted job declines over the year, information, down a total of 2,100 jobs.

Source: [labormarketinfo.edd.ca.gov](http://labormarketinfo.edd.ca.gov)

## United States Department Of Labor - The Employment Situation: Feb. 2018

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



Total **nonfarm payroll employment** rose by 313,000 in February. Job gains occurred in construction, retail trade, **professional and business services**, **manufacturing**, financial activities, and mining.

Employment in **professional and business services** increased by 50,000 in February and has risen by 495,000 over the year. Employment in temporary help services edged up over the month (+27,000).

**Manufacturing** added 31,000 jobs in February. Within the industry, employment rose in transportation equipment (+8,000), fabricated metal products (+6,000), machinery (+6,000), and primary metals (+4,000). Over the past year, manufacturing has added 224,000 jobs.

**Financial activities** added 28,000 jobs over the month, with gains in credit intermediation and related activities (+8,000); insurance carriers and related activities (+8,000); and securities, commodity contracts, and investments (+5,000). Over the year, financial activities have added 143,000 jobs.

Employment in **health care** continued to trend up in February (+19,000), with a gain of 9,000 in hospitals. Health care has added 290,000 jobs over the past year.

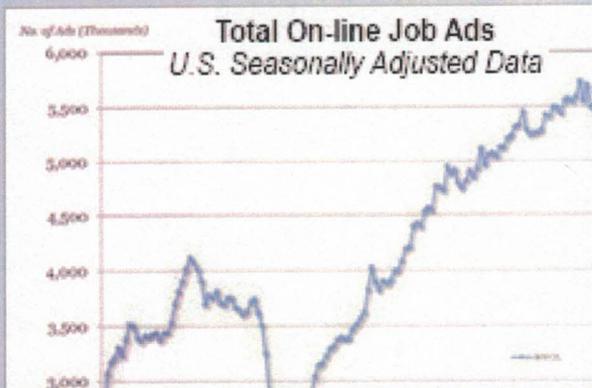
The **average workweek for all employees** on private nonfarm payrolls rose by 0.1 hour to 34.5 hours in February. In manufacturing, the workweek increased by 0.2 hour to 41.0 hours, while overtime edged up by 0.1 hour to 3.6 hours. The average workweek for **production and nonsupervisory employees** on private nonfarm payrolls increased by 0.2 hour to 33.8 hours.

In February, **average hourly earnings for all employees** on private nonfarm payrolls rose by 4 cents to \$26.75, following a 7-cent gain in January. Over the year, average hourly earnings have increased by 68 cents, or 2.6 percent. Average hourly earnings of private-sector **production and**

nonsupervisory employees increased by 6 cents to \$22.40 in February.

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 decreased 185,700 to 4,717,600 in February, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series**, released March 7.

The January Supply/Demand rate stands at 1.36 unemployed for each advertised vacancy, with a total of 1.8 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 6.7 million in January.

#### Sector/Occupational Changes for the Month of February

In February three of the largest ten online occupational categories posted increases and seven declined.

**Healthcare practitioners and technical** ads decreased 88,500 to 518,200. The supply/demand rate lies at 0.20, i.e. 5 advertised opening per unemployed job-seeker.

**Computer and mathematical** ads increased 14,900 to 539,400. The supply/demand rate lies at 0.27, i.e. 4 advertised openings per unemployed job-seeker.

**Sales and related** ads decreased 27,600 to 449,300. The supply/demand rate lies at 1.52, i.e. over 1 unemployed job-seekers for every advertised available opening.

**Transportation** ads decreased 24,100 to 368,600. The supply/demand rate lies at 1.47, i.e. over 1 unemployed job-seekers for every advertised available opening.

**Office and administrative support** ads decreased 20,600 to 484,300. The supply/demand rate lies at 1.32, i.e. 1 unemployed job-seekers for every advertised available opening.

Source: Conference-Board.org

### Relevant News

March 19, 2018, *Infospace*, [The Importance of Transferable Skills for Career Growth](#), Rachael Altman and Jill Wilson

March 9, 2018, *The New York Times*, [U.S. Added 313,000 Jobs in February. Here's What That Means](#), Patricia Cohen

March 2, 2018, *MediaPost*, [Automation's Impact On Employment Is Already Here](#), Kaila Colbin

February 28, 2018, *The New York Times The Upshot*, [How Low Can Unemployment Really Go? Economists Have No Idea](#), Neil Irwin

## Resources



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### **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 California<sup>SM</sup> 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](http://www.workforceventuracounty.org).

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

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**From:** Workforce Development Board <info@workforceventuracounty.org>  
**Sent:** Friday, April 20, 2018 4:18 PM  
**To:** heidi@agency2.com  
**Subject:** Job Outlook, March 2018 Report

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# Job Outlook

## March 2018 Report

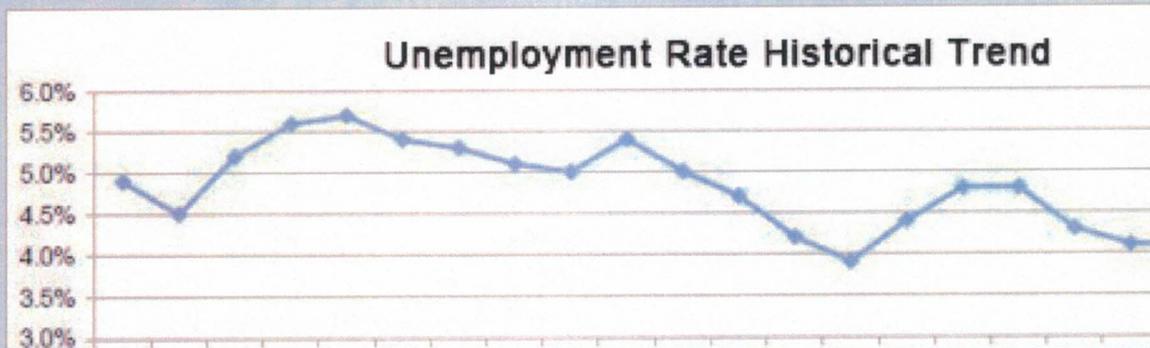


- [Ventura County Labor Market Information](#)
- [State Of California Employment](#)
- [United States Department Of Labor](#)
- [Conference Board - Help Wanted Online Data®](#)
- [Relevant News](#)



### Ventura County Labor Market Information:

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



The unemployment rate in Ventura County was 3.6 percent in March 2018, down from a revised 4.0

percent in February 2018, and below the year-ago estimate of 4.7 percent. This compares with an unadjusted unemployment rate of 4.2 percent for California and 4.1 percent for the nation during the same period.

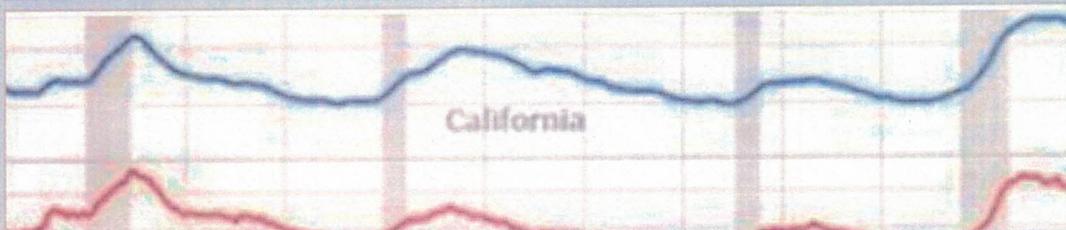
Source: [labormarketinfo.edd.ca.gov](http://labormarketinfo.edd.ca.gov)

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

### California Labor Market Indicators

Metrics	February, 2018	March, 2018	Change
Unemployment Rate	4.3%	4.3%	0%
Labor Force	19,392,800	19,379,600	-13,200
Employment	18,549,800	18,552,200	+2,400
Unemployment	843,000	827,500	-15,500
Nonfarm Jobs	17,053,000	17,045,800	-7,200

### Unemployment Rate

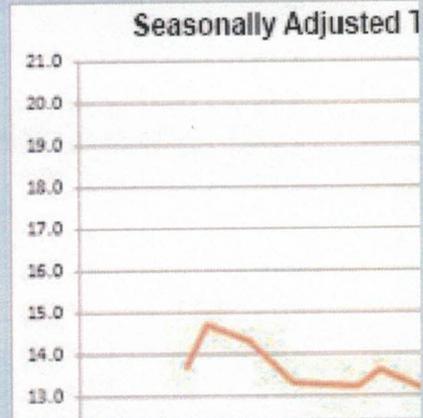
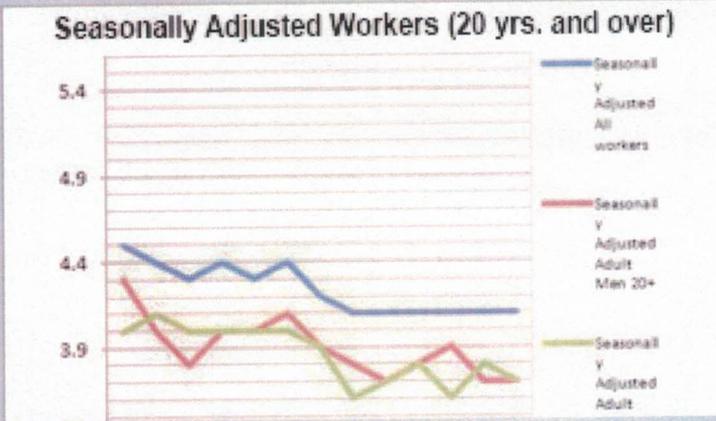


**Month-over Job Gains:** Not available as of production time.  
**Month-over Job Losses:** Not available as of production time.  
**Year-over Job Gains:** Not available as of production time.  
**Year-over Job Losses:** Not available as of production time.

Source: [labormarketinfo.edd.ca.gov](http://labormarketinfo.edd.ca.gov)

## United States Department Of Labor - The Employment Situation: March 2018

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



Total **nonfarm payroll employment** edged up by 103,000 in March, following a large gain in February (+326,000). In March, employment grew in **manufacturing, health care**, and mining.

In March, employment in **manufacturing** rose by 22,000, with all of the gain in the durable goods component. Employment in fabricated metal products increased over the month (+9,000). Over the year, **manufacturing** has added 232,000 jobs; the durable goods component accounted for about three-fourths of the jobs added.

In March, **health care** added 22,000 jobs, about in line with its average monthly gain over the prior 12 months. Employment continued to trend up over the month in ambulatory **health care services** (+16,000) and **hospitals** (+10,000).

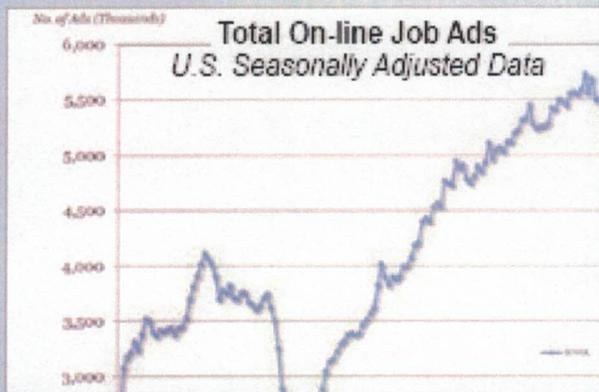
Employment in **professional and business services** continued to trend up in March (+33,000) and has risen by 502,000 over the year.

In March employment in construction changed little (-15,000), following a gain in February (+65,000). Employment changed little over the month in other major industries, including wholesale trade, transportation and warehousing, information, **financial activities, leisure and hospitality**, and government.

The **average workweek for all employees** on private nonfarm payrolls was unchanged at 34.5 hours in March. In **manufacturing**, the workweek edged down by 0.1 hour to 40.9 hours; overtime edged down by 0.1 hour to 3.6 hours. The average workweek for **production and nonsupervisory employees** on private nonfarm payrolls edged down by 0.1 hour to 33.7 hours.

In March, **average hourly earnings for all employees** on private nonfarm payrolls rose by 8 cents to \$26.82. Over the year, average hourly earnings have increased by 71 cents, or 2.7 percent. Average hourly earnings for private-sector **production and nonsupervisory employees** increased by 4 cents to \$22.42 in March.

Source: Dept. of Labor



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 102,100 to 4,819,700 in March, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series**, released April 4.

The February Supply/Demand rate stands at 1.42 unemployed for each advertised vacancy,

with a total of 2.0 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 6.7 million in February

### Sector/Occupational Changes for the Month of March

In March, nine of the largest ten online occupational categories posted increases and one declined.

**Management** ads increased 14,400 to 426,800. The supply/demand rate lies at 0.71, i.e. 1 advertised openings per unemployed job-seeker.

**Healthcare practitioners and technical** ads increased 11,700 to 529,900. The supply/demand rate lies at 0.28, i.e. 3 advertised opening per unemployed job-seeker.

**Education** ads increased 6,900 to 174,300. The supply/demand rate lies at 1.95, i.e. over 1 unemployed job-seekers for every advertised available opening.

**Sales and related** ads increased 21,200 to 470,500. The supply/demand rate lies at 1.72, i.e. over 1 unemployed job-seekers for every advertised available opening.

**Transportation** ads increased 14,600 to 383,200. The supply/demand rate lies at 1.50, i.e. over 1 unemployed job-seekers for every advertised available opening.

**Food and prep** ads decreased 11,700 to 219,500. The supply/demand rate lies at 2.57, i.e. 2 unemployed job-seekers for every advertised available opening.

Source: [Conference-Board.org](http://Conference-Board.org)

### Relevant News

April 18, 2018, *Reuters*, [U.S. Economic Growth on Track Despite Tariff Concerns: Fed Report.](#), Howard Schneider

April 6, 2018, *Fast Company*, [The Science Of Happiness, In Four Simple Work Habits.](#), Judith Humphrey

March 30, 2018, *New York Times*, [Many Americans Try Retirement, Then Change Their Minds.](#), Paula Span

January 19, 2018, *The Guardian*, [Post-work: the Radical Idea of a World Without Jobs.](#), Andy Beckett

### Resources



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**C.5** Maintain/expand access to capital investment funding sources

**KEY PARTNERS**

- EDC-VC

- Ventura County

**APPLICABLE RESOURCES**

- Ventura County's ongoing support of EDC-VC's small business lending program

**C.6** Focus on targeting "spillover" opportunities from Los Angeles County (this could apply to recruitment and/or entrepreneurial development)

**KEY PARTNERS**

- EDC-VC

- Ventura County

**APPLICABLE RESOURCES**

- See background reports for this EVSP

**D. Focus marketing/branding efforts on economic vitality**

**D.1** Establish countywide Marketing Collaborative focused on economic vitality, to ensure consistency of marketing efforts, including branding, with countywide themes/priorities identified in the EVSP and with existing campaigns such as "Grow Your Business Live Your Life"

**KEY PARTNERS**

- Ventura County (CEO)

- Convention & Visitors Bureaus (all)
- Cities' ED function
- EDC-VC
- WDB

- Chambers of Commerce (all)
- CreativityWorks

**APPLICABLE RESOURCES**

- Compile existing marketing packages from relevant organizations (Chambers, CVBs, etc.)

**D.2** In conjunction with Marketing Collaborative partners, identify opportunities for implementing specialized marketing campaigns (i.e., marketing initiatives focused on special topics such as the arts, recreation, quality of life, etc.)

**KEY PARTNERS**

- Ventura County (CEO)

- Convention & Visitors Bureaus (all)
- Chambers of Commerce (all)

- CreativityWorks
- EDC-VC
- WDB

**APPLICABLE RESOURCES**

- [http://www.heraldargus.com/news/mc-eyes-new-city-website/article\\_383c3bc8-de5f-5e2f-bb10-39dc684a751f.html](http://www.heraldargus.com/news/mc-eyes-new-city-website/article_383c3bc8-de5f-5e2f-bb10-39dc684a751f.html) (news article on similar effort)

- (see D.1)
- Cycle Cal Coast
- Santa Monica Mountains Bicycle Tourism Roundtable

**E. Review infrastructure conditions and needs**

**E.1** Prioritize investment in infrastructure improvements to ensure water supply/quality

**KEY PARTNERS**

- Ventura County Agencies
  - PWA

- Cities' ED function, CDBG
- Cities and water wholesalers

- Watersheds Coalition of Ventura County (WCVC)

**APPLICABLE RESOURCES**

- State Water Project
- FEMA Levee Certification Program

- City of Ventura 2013 Comprehensive Water Resources Report, RBF Consulting
- NFIP Community Rating System (CRS)

- Sustainable Groundwater Management Act (SGMA)

Theme Strategy Group Action Item	Recommended Priority Level (Scale 1-3: 1- Highest, 3- Lowest)	County Role	Key Entities	New Resources Needed
C.2 Proactively focus on retention of existing businesses, especially in key clusters identified to be at risk for downsizing or relocation outside Ventura County	1	Convener	EDC-VC	Continue Existing
C.3 Facilitate expansion of existing firms in key clusters	1	Convener	EDC-VC	Continue Existing
C.4 Systematically encourage/support entrepreneurial development and startup culture in key clusters, bolstering resources such as incubators and access to investors	2	Convener	EDC-VC Chambers of Commerce	Expand Existing (\$\$\$ Annually)
C.5 Maintain/expand access to capital investment funding sources	2	Convener	EDC-VC	Expand Existing (budget TBD)
C.6 Focus on targeting “spillover” opportunities from Los Angeles County (this could apply to recruitment and/or entrepreneurial development)	3	Convener	EDC-VC	Included in C.4
<b>D. Focus marketing/branding efforts on economic vitality</b>				
D.1 Establish countywide Marketing Collaborative focused on economic vitality, to ensure consistency of marketing efforts, including branding, with countywide themes/priorities identified in the EVSP and with existing campaigns such as “Grow Your Business Live Your Life”	1	Convener	EDC-VC WDB CEO TBID’s	Refocus Existing
D.2 In conjunction with Marketing Collaborative partners, identify opportunities for implementing specialized marketing campaigns (i.e., marketing initiatives focused on special topics such as the arts, recreation, quality of life, etc.)	1	Interim Lead	CEO EDC-VC WDB TBID’s	Budget TBD
<b>MAJOR THEME 2: MAINTAIN STRONG FOUNDATIONAL CONDITIONS</b>				
<b>E. Review infrastructure conditions and needs</b>				
E.1 Prioritize investment in infrastructure improvements to ensure water supply/quality	1	Lead	Public Works Agency Cities and Water Wholesalers	TBD
E.2 Continue to monitor and seek improvements to transportation infrastructure involving road/transit/bicycle/pedestrian systems within city and county jurisdiction, in order to minimize the cost and inconvenience of traffic congestion, while continuing to seek funding through lobbying, grant writing, and similar means, for transportation infrastructure under federal and state jurisdiction	2	Lead	Public Works Agency Cities Caltrans GCTD	TBD
E.3 Continue to improve and develop technology/broadband-related infrastructure	2	Convener	IT Services Department/ Broadband Consortium	TBD

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**D. Focus marketing/branding efforts on economic vitality**

**D.1 *Establish countywide Marketing Collaborative focused on economic vitality, to ensure consistency of marketing efforts including branding, with countywide themes/priorities identified in the EVSP and with existing campaigns such as “Grow Your Business Live Your Life”***

This action item would be closely coordinated with A.1, which calls for establishing the EVSP Steering Committee, and with the existing informational website, [venturacountygrowsbusiness.com](http://venturacountygrowsbusiness.com), currently maintained by the Workforce Development Board. The functions of a Marketing Collaborative called for in this action item that are specific to the core functions of sustaining economic vitality could be incorporated into the overall EVSP Steering Committee processes. Either way, and regardless of the organizational arrangement under which marketing takes place, the marketing function should be fully integrated with other countywide economic vitality strategic positions and operations. Ideally, marketing efforts of other entities, such as cities and their respective Chambers of Commerce, related to economic vitality could fit within the marketing “umbrella” created through this action item. In this sense, the countywide marketing program would address major themes in a way largely compatible with, and not overshadowing, the messages generated by the other entities.

**D.2 *In conjunction with Marketing Collaborative partners, identify opportunities for implementing specialized marketing campaigns (i.e., marketing initiatives focused on special topics such as the arts, recreation, quality of life, etc.)***

This action item would also be closely coordinated with A.5, which calls for establishing the arts/culture collaborative, given that arts and culture may be one of the specialized marketing campaign themes. Visitors will be a prime target for many of these campaigns. However, a primary function of this action item is to acknowledge, programmatically where possible, that the assets of Ventura County that are likely to be marketed to specific audiences, in support of specific industries, are also inherently related to messages pertaining to general economic vitality. That is, these assets are not only meaningful to residents and visitors but also part of the “checklist” for employers evaluating whether to invest (or remain) in Ventura County. Even marketing campaigns directed to very specific audiences, such as bicycling tourists for example, will make use of typical messages. To the extent specialized marketing messages convey a *unified vision* of the County, the benefit to both the specific economic activities being marketed and the overall economy should be magnified.

**MAJOR THEME 2: MAINTAIN STRONG FOUNDATIONAL CONDITIONS**

**E. Review infrastructure conditions and needs**

**E.1 *Prioritize investment in infrastructure improvements to ensure water supply/quality***

The Integrated Regional Water Management (IRWM) program provides billions of dollars in grants and low-interest loans to address infrastructure needs related to water supply; water quality; and flood, wastewater, and stormwater management across California, while leveraging billions of dollars in local matching funds. The County of Ventura manages the IRWM program on behalf of the Watersheds Coalition of Ventura County, and as of December 2016, the County has been awarded and manages more than \$82 million in funding for planning and implementation of 37 projects across Ventura County.



## **BUSINESS SERVICES COMMITTEE**

### **PURPOSE:**

The Workforce Innovation and Opportunity Act (WIOA) emphasizes business as the primary customer. Innovative partnerships with employers, educators, labor economic development, and community-based organizations provide effective strategies to assist businesses, especially during a time of need. This initiative recognizes the demand to align partnerships.

In re-focusing the strategic goal of the Business Services Committee, the focus will be to ensure that businesses in the Ventura County Region can find the talent they need among the workforce, improve the demands of sustainable business engagement and expand economic development opportunities in the region to improve overall economic growth.

### **STRATEGIES INCLUDE:**

- Define business services based on business needs
- A focus on business needs in the region
- Act as a resource to the employer/business community
- Share with employers and employer associations on what incentives are available, such as On-Job-Training scholarships, and other available resources
- Actively learn and connect with businesses in the region. This will include providing resources for Thomas Fire Recovery
- Host round table meetings in coordination with partners throughout the region
- Identify, understand, engage, and market/communicate with partners in the region to support business needs, in an effort to increase awareness of local resources to support business through local partnerships with economic development councils, chambers, industry associations, education, etc..

**Workforce Development of Ventura County**  
**November 2017 to June 2018**  
**Digital Media Flowchart - Target Audience: Disconnected Youth**



10-May-18

Placements	Notes:	Oct	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	Total Impressions	Total Investment	Total Value	Actual Impressions	Reported Clicks/ Swipes
<b>PANDORA.COM</b>	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	607,640	1,799
<b>SNAPCHAT.COM</b>	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	1,353,346	4,316
<b>TWITTER</b>		Included in fall campaign									N/A	\$700	\$700		
<b>SEARCH ENGINE OPTIMIZATION (SEO)</b>		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	\$7,941	\$9,706		
<b>KCLU (Radio)</b>	10 weeks					:30 Sec PSA 2x per wk / :05 Sec local Biz Report / :30 Sec Marketplace / :30 Sec All Things Considered 2x per wk					1,273,500	Included in Direct PO		1,273,500	
<b>KCLU.COM</b>	Note: Impressions based upon minimum commitment, actual report pending.					Streaming Banners : 300x250 / 300x600 / :30 Sec streaming					28,500			TBD	TBD
<b>WORKFORCE WEDNESDAY</b>	Pathways to Youth Employment			12/13							38,500	Included in Integrated Outreach		38,500	
<b>Total:</b>											<b>2,239,244</b>	<b>\$25,112</b>	<b>\$28,784</b>	<b>3,272,986</b>	<b>6,115</b>

Impressions Investment Value



## Workforce Development Board Outreach Update: March 15 to May 11, 2018

### **Employer Outreach**

- **Workforce Wednesday**

- **March 28** – Millennials: How can/should employers adapt their work environment to recruit highly qualified millennials? Greg Van Ness and Sean Bhardwaj – Final discussion guide attached.
- **April 25** –Port of Hueneme World Trade Week and MAST Open House: Christina Birdsey and Dona Toteva Lacayo. Final discussion guide attached.
- **May 30** – The Unretirement Trend. Victoria Jump and Vic Anselmo – Discussion guide DRAFT attached.
- **June 20** – Subsidized Work-Based Learning. Bruce Stenslie and Alexandria Wright – Discussion guide in development.
- **July 2018** – No Workforce Wednesday broadcast.

- **April 2018 Workforce Update Eblast**

- April 18 – WDB Cohorts: 661 Sent/23% Open Rate/8% CTR
- April 18 –\_Biz List: 5,448 Sent/8% Open Rate/96% CTR (Note: Researching anomaly.)

- **June 2018 Issue “Workforce Update” Potential Topics**

- Workforce Wednesday – May 30<sup>th</sup> Unretirement Trend
- VCGB – Subsidized Work-Based Training Solutions
- Board Member Focus – Tony Skinner recognition
- Partner Focus – VCCCD Economic Development Report/Division
- Success Story Feature

- **Ventura County Grows Business Website – July to May 9, 2018**

- 2,889 Unique Visitors
  - **-8% increase year-over-year\***
- 4,137 Sessions
  - **-1% increase year-over-year\***
- 10,738 Pageviews
  - **-4% increase year-over-year\***
- Mobile Users
  - **Increased from 5% to 40% of users.**
- **New Pages/Content Added – See attached.**
  - Work-Based Learning Slider
  - Work-Based Learning Landing Page/Links

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

- **VCGB Paid Media Plan Finalized April to June, 2018 (See attached)**
  - LA Times late start resulted in considerable additional value-add
    - 125,000 additional LATimes.com ROS targeted impressions
    - (2) ¼ page, 4-color ad placements in LA Times San Fernando/Ventura Zone
  - KCLU
    - WDB P.O. extended four weeks to complete the month of June



# Workforce Development Board Outreach Update: March 15 to May 11, 2018

## ○ Creative

- VCGB Website
  - Work-Based Learning Slider (For WDB Website as well)
  - Work-Based Learning Landing Page
- :30 Work-Based Learning Radio Spot
- New Work-Based Learning banner asset set (11)
- Facebook Ad Sets
- LA Times Admail Eblasts (2)
- AJCC Collateral
  - Rapid Response Pamphlet
  - OJT Pamphlet
  - OJT Tent Card
  - Job Seeker Pamphlet
  - Business Services Pamphlet
  - AJCC Press Kit Folder
- VC Jobs With a Future cross-promotional support. See Youth Outreach.

## • VCGB Facebook - March 1 to April 30, 2017

- As of May 10, 2018 – Likes/Fans, 3,241
  - +21% Increase (July 1 – 2,678)

- Posts: 57 total posts in March & April combined (approx. 28 per month or 6-7 per week)
- Total Reach: 39,846 – Average 4,980/week
- Paid Post Reach: 2,880 most for a single day (4/28/18)
- Organic Post Reach: 414 most for a single day (4/1/18)

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

**Post Details**

Ventura County Grows Business  
Published by Pam TheAgency [?] · April 1 · [?]

Did you know ... hundreds of filming locations—from a California mission to pristine beaches to grand vistas to desert islands, and proximity to the Los Angeles entertainment industry, have made Ventura County a popular filming location since Rudolph Valentino galloped across the sands of Oxnard beach in *The Sheik* back in 1921? Movies vary as much as the kinds & types of locations—beaches, farms, ranches, historic downtowns, harbors, waterfronts and more. Ventura County has l... See More

**Performance for Your Post**

559 People Reached

19 Reactions, Comments & Shares [?]

12 Likes	2 On Post	3 On Shares
1 Love	0 On Post	1 On Shares
2 Comments	2 On Post	0 On Shares
1 Share	1 On Post	0 On Shares

59 Post Clicks

0 Photo Views	24 Link Clicks	35 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

VENTURACOUNTYGROWSBUSINESS.COM  
**Filming locations in Ventura County**  
Ventura County has a rich history with Hollywood, having many filming...

Get More Likes, Comments and Shares  
Boost this post for \$10 to reach up to 7,000 people.

559 people reached

Boost Post

11    2 Comments 1 Share

Like Comment Share [?]

**Post Details**

Ventura County Grows Business  
Published by Pam TheAgency [?] · March 12 · [?]

How much is your budget for marketing? If your business is small, it's likely your marketing budget is too. Check out these low-cost ways to market your business. How many are you utilizing? <http://bit.ly/2oYamUj>

#venturacountygrowsbusiness #venturacounty #marketing #ideas #lowcost  
venturacountygrowsbusiness.com | 805-622-6556

**Performance for Your Post**

336 People Reached

7 Likes, Comments & Shares [?]

5 Likes	3 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

21 Post Clicks

0 Photo Views	13 Link Clicks	8 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

FORBES.COM  
**Inexpensive Marketing Ideas For Small Businesses**  
If you have a small business, you probably don't have a lot of money to...

Get More Likes, Comments and Shares  
Boost this post for \$10 to reach up to 7,000 people.

336 people reached

Boost Post

1    2 Shares

Like Comment Share [?]

# Workforce Development Board Outreach Update: March 15 to May 11, 2018

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · March 21 ·

50 free (great) tools to help grow your small business—here at VCGB we're all about ways to help you grow. Check out this list of FREE tools, truly, there is something for everyone and EVERY business. <http://bit.ly/22W4Q7V>

#venturacountygrowsbusiness #venturacounty #tools #business #resources #growth venturacountygrowsbusiness.com | 805-522-6556



FUNDERA.COM  
**50 Free Tools to Help Grow Your Small Business**  
Check out our 50 favorite free or free-trial tools and resources to make th...

Get More Likes, Comments and Shares  
Boost this post for \$10 to reach up to 7,000 people.

248 people reached

Pam Heckel and 3 others · 1 Share

Like Comment Share

**Performance for Your Post**

248 People Reached

7 Likes, Comments & Shares

4 Likes	4 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

13 Post Clicks

0 Photo Views	7 Link Clicks	6 Other Clicks
---------------	---------------	----------------

**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on post

**Post Details**

**Ventura County Grows Business**  
Published by Pam TheAgency (1) · April 16 at 7:45pm ·

Do you handle your company's own marketing? Many small business owners do. This link is to an app related site, but these 16 different marketing strategies have a proven history of success for small businesses and they are worth your time, evaluation, and use. Likely you utilize more than a few already. We'd love to hear what methods are working for you now and what ones you are considering trying. <https://bit.ly/2C2KD1W>

#venturacountygrowsbusiness #venturacounty #marketing #smallbusiness venturacountygrowsbusiness.com | 805-522-6556



BUILDFIRE.COM  
**16 Awesome Marketing Strategies For Small Businesses - BuildFire**

Get More Likes, Comments and Shares  
Boost this post for \$10 to reach up to 7,000 people.

209 people reached

Pam Heckel and 2 others · 1 Comment 1 Share

Like Comment Share

**Performance for Your Post**

209 People Reached

5 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

17 Post Clicks

0 Photo Views	8 Link Clicks	9 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) · April 1 ·

Did you know ... hundreds of filming locations—from a California mission to pristine beaches to grand vistas to desert islands, and proximity to the Los Angeles entertainment industry, have made Ventura County a popular filming location since Rudolph Valentino galloped across the sands of Oxnard beach in The Sheik back in 1921? Movies vary as much as the kinds & types of locations—beaches, farms, ranches, historic downtowns, harbors, waterfronts and more. Ventura County has i... See More



VENTURACOUNTYGROWSBUSINESS.COM  
**Filming locations in Ventura County**  
Ventura County has a rich history with Hollywood, having many filmi...

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

559 people reached

11 · 2 Comments 1 Share

Like Comment Share

**Performance for Your Post**

559 People Reached

19 Reactions, Comments & Shares

15 Like	12 On Post	3 On Shares
1 Love	0 On Post	1 On Shares
2 Comments	2 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

59 Post Clicks

0 Photo Views	24 Link Clicks	35 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) · March 12 ·

How much is your budget for marketing? If your business is small, it's likely your marketing budget is too. Check out these low-cost ways to market your business. How many are you utilizing? <http://bit.ly/2ovYamU>

#venturacountygrowsbusiness #venturacounty #marketing #ideas #lowcost venturacountygrowsbusiness.com | 805-522-6556



FORBES.COM  
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2 Shares	2 On Post	0 On Shares

21 Post Clicks

0 Photo Views	10 Link Clicks	8 Other Clicks
---------------	----------------	----------------

**NEGATIVE FEEDBACK**

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0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

# Workforce Development Board Outreach Update: March 15 to May 11, 2018

The screenshots show performance metrics for two posts. The first post, dated March 10, has 236 people reached, 2 likes, 0 comments, 1 share, 2 post clicks, 0 photo views, 1 link click, and 1 other click. The second post, dated April 28, has 236 people reached, 11 likes, 0 comments, 3 shares, 15 post clicks, 0 photo views, 10 link clicks, and 5 other clicks. Both posts include a 'Boost Post' button and a 'Performance for Your Post' sidebar.

- **VCGB LinkedIn Group Page**
  - 36 posts in March & April combined, 4 posts per week average.

The LinkedIn post is by Pamela Heckel, Manager, and is titled "What traits are most important in an employee?". The text discusses drive, technical expertise, perseverance, gratitude, compassion, pride, and grace. It includes a link to a video titled "How to Cultivate Gratitude, Compassion, and Pride on Your Team" and a hashtag #venturacountygrowsbusiness.

The LinkedIn post is by Pamela Heckel, Manager, and is titled "Do you know what today is?". It mentions National Mom and Pop Business Owners Day and includes a photo of a woman in a grocery store aisle.

## EMPLOYER OUTREACH – IN DEVELOPMENT

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

## YOUTH OUTREACH

- **Paid Media Outreach – Winter 2018 Campaign**
  - 1/15/18 to 3/18/18. See attached plan for final data/delivery results.
  - **Pandora Highlights**
    - Mobile Video had an average video completion rate of 73%
    - Overall CTR of .30%
    - “Successful” video version had highest clicks



# Workforce Development Board Outreach Update: March 15 to May 11, 2018

- **Snapchat (Varick) Highlights**
  - Additional pixel tracking data was placed on the site and we learned that from 5,461 visits to the site:
    - 65+: 11.9%
    - 55-64: 9.7%
    - 45-54: 25%
    - 25-32: 19.3%
    - 35-44: 18.2%
    - 18-24: 15.9%
  
- **RPI Grant: Regional Business Outreach & Engagement**
  - Pandora Paid Media – Campaign utilizing most impactful elements targeting “Training”
  
- **Search Engine Optimization:**
  - Budget allowed for SEO extension from May to June 2018. Final report to come in July.
  
- **VC Jobs With a Future Website – July to May 9, 2018**
  - 4,832 Unique Visitors
    - 140% increase year-over-year
  - 6,133 Sessions
    - 146% increase year-over-year
  - 13,989 Pageviews
    - 151% increase year-over-year
  - Conversion Rate: Defined as visiting 2 to 5 pages
    - 18% of total sessions
  
- **VC Jobs with a Future – Twitter: March 1 to April 30, 2018**
  - As of April 30, 2018 – 1,030 followers
    - 36% increase (760 as of June 30, 2017)
  - 104 Total Tweets March 1-April 30 (61days)
    - 788 Profile Visits (1,379 Mar/Apr)
    - 91,200 Impressions (99,600 Mar/Apr)
    - 1,495 Impressions per day average (1,688/day Mar/Apr)

## March “Top Tweet” Summaries (See graphics below)

The screenshot shows a Twitter interface for March 2018. On the left, under 'TWEET HIGHLIGHTS', there are two 'Top Tweet' entries. The first tweet is about social media leading to job opportunities, with 2,151 impressions. The second is a 'Top media Tweet' about Griseida's success story, with 591 impressions and a photo of a woman. On the right, a 'MAR 2018 SUMMARY' box displays: 52 Tweets, 38.4K Tweet Impressions, 456 Profile visits, 3 Mentions, and 0 New followers.



# Workforce Development Board Outreach Update: March 15 to May 11, 2018

## April "Top Tweet" Summaries (See graphics below)

**Apr 2018** - 30 days

**Tweet Highlights**

**Top Tweet** earned 1,261 impressions

Think apprenticeship isn't for you? Think again. It's for anyone, and they exist across a wide range of industries. Learn more—one may be the perfect fit for you. [billy2vvrFCI #apprenticeship](#)

**Top mention** earned 5 engagements

[SnappCV](#) @snappcv Apr 7

The latest The Snapp CV Daily paper like-15003626676... Thanks to @\_samcorfield @MAGA\_Len @VCJobsFuture #jobs #hiring

**APR 2018 SUMMARY**

Tweets	52	Total impressions	52.8K
Profile visits	332	Mentions	9
New followers	2		

---

**Top Follower** followed by 535K people

[Warren Whitlock](#) @whitlockw

Publish at [https://cohd6q1XR79h](#) Influencer in Mockchain, ko, solar, social media, tech and marketing. Founder, Author, and trend.

**Top media Tweet** earned 897 impressions

There are literally THOUSANDS of careers. What do you want to be? Explore a few options here ... [billy2vvrFCI #careers #jobs #plan #future](#) photo: [hanna241fash](#) on [unsplash](#) pic.twitter.com/JLhVgJ4IG

## Engagements & Top Tweets (See graphics below)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Jobs with a Future</b> @VCJobsFuture Apr 19	Job Seekers! Check out the free of charge classes through the AUCD. Resumes that Sell and Technical Skills in busca de trabajo are on 4/20, more info at <a href="#">billy2vvrFCI</a> Sign up for CalOBS first. <a href="#">billy2vvrFCI #jobs #search #resources</a> pic.twitter.com/70N2TDSV		2,167	1	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Mar 4	Did you know that social media could lead you to your next job? Connecting with others brings new opportunities! <a href="#">billy2vvrFCI #socialmedia #jobs #opportunities</a>		2,134	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 5	Negotiation is this a valuable skill and do you need to know how to do it? Short answer: YES. Learn how to negotiate your salary here: <a href="#">billy2vvrFCI #HR #101 #job #skills #negotiation</a> Photo: Sharon McCutcheon on Unsplash pic.twitter.com/CHhJJDcVv		1,795	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 16	Think apprenticeship isn't for you? Think again. It's for anyone, and they exist across a wide range of industries. Learn more—one may be the perfect fit for you. <a href="#">billy2vvrFCI #apprenticeship</a>		1,268	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 26	You received a job offer, congratulations! But BEFORE you accept, ask yourself a few very important questions—and be comfortable with the answers. <a href="#">billy2vvrFCI #joboffer #interview</a>		1,123	6	0.5%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 21	Deciding on a career? You know about apprenticeships right? Earn while you learn is just one of the many benefits. Want to learn more? <a href="#">billy2vvrFCI #WV</a> Read an apprenticeship success story, you could be next. <a href="#">billy2vvrFCI #apprenticeship #success #job #training</a>		1,067	2	0.2%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 17	Negotiation—it's a skill you need to know! Here's a great article with 3 common salary negotiation situations, learn how to handle each one. And remember—if you don't ask, you won't get. <a href="#">billy2vvrFCI #negotiation #skill</a>		991	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 7	There are literally THOUSANDS of careers. What do you want to be? Explore a few options here ... <a href="#">billy2vvrFCI #careers #jobs #plan #future</a> photo: <a href="#">hanna241fash</a> on <a href="#">unsplash</a> pic.twitter.com/JLhVgJ4IG		899	2	0.2%
	<b>Jobs with a Future</b> @VCJobsFuture Apr 15	Job searching? Do you know about the free-of-charge classes at the AUCD? <a href="#">billy2vvrFCI</a> Writing Interviews & The Power of CalOBS are on 4/13. Sign up for CalOBS first. <a href="#">billy2vvrFCI #jobs #search #resources</a>		809	0	0.0%
	<b>Jobs with a Future</b> @VCJobsFuture Mar 31	Public speaking? YES! It's a job skill you need—and should develop sooner, rather than later. <a href="#">billy2vvrFCI #job #skill</a>		796	8	1.0%





## Workforce Development Board Outreach Update: March 15 to May 11, 2018

### **YOUTH OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION**

- **New youth success stories for 17/18 update:**
  - AJCC team – Submitted one story in April, more on the way!
- **Partner Resources Review and Update:** theAgency met with WDB staff, VCOE and VCCCD to review the VC Jobs website and identify areas where additional resources could be placed. In development.

### **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)**
    - AJCC Template finalized and provided.
- **Career Shops**
  - Sent May workshop information on April 9.
  - Sent April workshop information on March 12.
  - Clips:**
    - KCLU – May Simi Valley CalJOBS listing
    - KDAR – May CalJOBS listing
    - 805 Calendar – running May Simi Valley CalJOBS listing
    - Moorpark Patch - April Simi Valley CalJOBS listing
    - 805Calendar.com - April Simi Valley CalJOBS listing
    - KCLU - April Simi Valley CalJOBS listing
    - KDAR - April workshops listing
    - VC Star – ran April Simi Valley CalJOBS listing – March 28
    - CitizensJournal.com – posted April Oxnard workshop listings – March 20

### **GENERAL OUTREACH**

- **Press Release**
  - **Board reappointments** – prepared news release and sent April 10.
  - Clips:**
    - VC Star – board reappointment – April 20 online, April 22, print
    - Pacific Coast Business Times – board reappointments – April 20
    - CitizensJournal.com – posted board reappointments – April 12
  -
- **Op-Eds**
  - **Millennial op-ed** – contacted Greg Van Ness and Sean Bhardwaj. Received their input. Prepared op-ed and submitted to the Star. Posted online April 21, ran in print publication April 22.
  - Clip:**
    - VC Star – Millennial op-ed – April 21 online, April 22 print
- **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. WDB Staff advised almost completed 5/9.



## Workforce Development Board Outreach Update: March 15 to May 11, 2018

- **WDB Integrated Media Calendar Update** – See attached.
- **Workforce Ventura County Website**
  - **Google Analytics Stats July 1 to May 9, 2018**
    - Audience Overview – 9,404 Sessions/6,449 Unique Users
      - **22% increase in unique users year-over-year**
- **Job Outlook Eblast:**
  - **April 20 (March 2018 Report)** – WDB Cohorts: 670/27% open rate/2.1% CTR
  - **April 20 (March 2018 Report)** – Biz List: 5,430/8% open rate/148% CTR (Researching anomaly)
  - **March 23 (February 2018 Report)** – WDB Cohorts: 666/27% open rate/2.1% CTR
  - **March 23 (February 2018 Report)** - Biz List: 5,491/8% open rate/143% CTR (Researching)
- **Job Outlook Most Recent Stats:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **March 2018:**
  - **Ventura County decreased .4%** from a revised 4.0% in February 2018 to 3.6% in March 2018 (March 2017 = 4.7%)
  - **California decreased .2%** from 4.5% in February 2018 to 4.2% in March 2018 (March 2017 = 5.1%)
  - **U.S. decreased .3%** from 4.4% in February 2018 to 4.1% in March 2018 (March 2017 = 4.6%)

### **GENERAL OUTREACH IN DEVELOPMENT/CONSIDERATION**

- **Job Outlook Redesign** – Researching graphic driven options that access employment reporting.
- **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 to come.**



# Workforce Development Board Integrated Media Flowchart July 2017 - June 2018

Employer  
Event  
Jobseeker 5/10/18

	Month of												Total	Total Spots	Total P18+ Imp	Total Investment	Total Value					
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June										
<b>Career Workshops</b>																						
<b>Op-Eds</b>	VCGB VCStar					Apprenticeships VCStar	Pitch Pathways VCStar				Millennials VCStar		4		181,968							
<b>Press Releases</b> As needed.		Carbajal Advisory & New Chair/Vice-Chair		New Board Members						Board Reappointments		3										
<b>Workforce Update Newsletter</b>												6		54,000	\$3,000	\$3,000						
<b>Job Outlook Newsletter</b>													11		99,000							
<b>Workforce Wednesday KVTA 1590-AM</b> Interview/show, 15 :30s, 3 :60s & 1 billboard ID + Facebook Post (75k+ Likes)													10	190	385,000	\$5,677	\$15,550					
<b>KCLU-88.3 FM NPR</b> 9x/wk in AM Edition, Mrktplace & All Things Considered			Starts 8/28/17 VCGB		Start AJCC		Part of VCJWF Outreach		Part of Spring VCGB Outreach			40	360	5,603,400		Different PO						
<b>KCLU Online (value add)</b> 9,500 imps/month	VCGB			AJCC			VCJWF		VCGB			12		114,000								
<b>KCLU-88.3 FM NPR</b> Thomas Fire Recovery 8x :30/week							Less Impressions that are tracked on separate plans.														(2,604,000)	
<b>KCLU Online (value add)</b> 3,000 imps/week								2/19, 2/26	3/5, 3/12, 3/19				5	40	393,250		Different PO					
<b>KXLM Radio Lazer (Includes 20 value add)</b> Thomas Fire Recovery 21X :30/week Spanish									3/5, 3/12, 3/26	4/2			5	84	265,200	\$3,540	\$4,370					
<b>KLJR La Mejor (Includes 20 value add)</b> Thomas Fire Recovery 22x :30/week Spanish													5	88	198,400							
<b>Social Media</b> VCGB FB																						
Ongoing Content Development & Posts dedicated plan for Jan-Jun)																\$2,200	\$2,200					
<b>TOTALS</b>														<b>762</b>	<b>4,705,218</b>	<b>\$14,417</b>	<b>\$25,120</b>					

174%