



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

### OUTREACH COMMITTEE MEETING

**Wednesday July 18, 2018  
9:00 a.m. – 10:30 a.m.**

#### **NOTE: CHANGE IN LOCATION**

United Food and Commercial Workers International Union Local 770 (UFCW)  
816 Camarillo Springs Road, (Suite A), Camarillo

### AGENDA

9:00 a.m.	<b>1.0 Call to Order and Agenda Review</b>	Brian Gabler
9:02 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
9:05 a.m.	<b>3.0 Approval of Minutes:</b> May 16, 2018	Committee Members
9:06 a.m.	<b>4.0 Marketing and Outreach Update:</b> 2017-2018 Q4 Summary	Heidi Hayes
9:30 a.m.	<b>5.0 Ventura County Grows Business Discussion</b> <ul style="list-style-type: none"><li>• Review of Print Media Material</li><li>• Advertising Outside Ventura County</li></ul>	Heidi Hayes and Committee Members
9:45 a.m.	<b>6.0 2017-2018 Year-End Review</b>	Committee Members
10:00 a.m.	<b>7.0 2018-2019 Outreach Plan</b>	Committee Members
10:15 a.m.	<b>8.0 2018 WDB Awards</b>	Talia Barrera
10:25 a.m.	<b>9.0 Committee Member Comments</b>	Committee Members
10:30 a.m.	<b>10.0 Adjournment</b> <u>Next Meeting</u> September 19, 2018 EDC-VC (VCCF Nonprofit Center) 4001 Mission Oaks Blvd, (Suite A-1), Camarillo	Brian Gabler

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**  
**May 16, 2018**

**MINUTES**

**Meeting Attendees**

Outreach Committee

Brian Gabler\*  
Bruce Stenslie\*  
Tracy Perez\*

WDB Staff

Talia Barrera

Guests

Heidi Hayes (theAgency)  
Rebecca Evans (Human Services  
Agency, Children and Family Services)  
Claire Briglio (EDC-VC)

*\*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: March 21, 2018**

Motion to approve first: Brice Stenslie  
Second: Tracy Perez

**4.0 Marketing and Outreach Update: November 2017 – March 2018**

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

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

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

- 2,889 Unique Visitors - -8% increase year-over-year
  - o 4,137 Sessions - -1% increase year-over-year
  - o 10,738 Pageviews - -4% increase year-over-year
  - o 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 o 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](http://LATimes.com) ROS targeted impressions
    - (2) 1/4 page, 4-color ad placements in LA Times San Fernando/Ventura Zone
  - KCLU
    - Extended four weeks to complete the month of June

### **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
  - o +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)

## **YOUTH OUTREACH**

- **Paid Media Outreach**

- 1/15/18 to 3/18/18. Media plan updated for impressions due to campaign optimization for engagement on Pandora. Final impressions report to come after conclusion of program.
  - Pandora Highlights
    - Mobile Video had an average video completion rate of 73%
    - Overall CTR of .30%
    - “Successful video version had highest clicks
  - 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%
      - 35-44 → 18.2%
      - 25-32 → 19.3%
      - 18-24 → 15.9%

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

- Pandora Paid Media – Campaign utilizing most impactful elements targeting “Training”

- **Search Engine Optimization:**

- Current budget amount allowed for SEO extension from May to June 2018. Final report will be presented at the Outreach Committee meeting in July.

- **VC Jobs with a Future – July to May 9, 2018**

- 4,832 Unique visitors – 140% increase year-over-year
- 6,133 Sessions – 146% increase year-over-year
- 13,989 Page views – 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)

## **JOB SEEKER OUTREACH**

- **AJCC Collateral** - Develop new and update existing AJCC one-sheets and pamphlets to address “America’s” and applicable content updates including:
  - **New One Sheets (3-4 Versions)** –
    - Proposed layout to client for template approval on 10/2/17 – Advised feedback would be available on 11/20/17. Pending.
    - **Update Existing Pamphlets (3 Versions)**

- Revised layouts/design/content updates to WDB staff for review on 11/10/17. See attached drafts for: OJT, Job Seekers, and Employer Services. Pending. o
- **Update Existing Tent Card (1)**
  - Will be completed when pamphlet feedback/approval is received. Pending.

- **Career Shops**

- o Sent May workshop information on April 9
- o Sent workshop information on March 12

- **Clips:**

- o KCLU - May Simi Valley CalJOBS listing
- o KDAR – May CalJOBS listing
- o 805 Calendar – running May Simi Valley CalJOBS listing
- 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 KDAR – April workshops listing
- o VC Star – ran April Simi Valley CalJOBS listing – March 28
- o Citizens Journal – posted April Oxnard workshop listings – March 20

## **GENERAL OUTREACH**

- **Press Release**

- **Board reappointments** – prepared news release and sent April 10.

- **Clips:**

- o VC Star – board reappointment – April 20 online, April 22, print
- o Pacific Coast Business Times – board reappointments – April 20
- o [CitizensJournal.com](http://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:**
  - o VC Star – Millennial op-ed – April 21 online, April 22 print

- **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. WDB Staff advised almost completed 5/9.

- **WDB Integrated Media Calendar Update** – See attached.

- **Workforce Ventura County Website**

- **Google Analytics Stats July 1 to May 9, 2018**

- o Audience Overview – 9,404 Sessions/6,449 Unique Users
- o 22% increase in unique user's 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%)

## **5.0 County of Ventura Economic Vitality Strategic Plan (EVSP)**

Talia Barrera shared information regarding the planning meetings that are taking place with the CEO's office, to be able to leverage some outreach resources and use Ventura County Grows Business as a resource to

## **6.0 Regional Plan Implementation Grant: Update**

Talia Barrera share with the committee that both the Agency and EDC-VC are working on their plan implementation projects. Business Services committee will refocus their goals and strategies to support Regional Plan Implementation. The committee is looking to leverage resources to reach out local businesses and communicate services available in the region.

## **7.0 Workforce Development Board Websites: Update**

Education partners requested to incorporate resources to the WDB supported websites. Talia Barrera shared with the committee that the Agency and WDB staff met with Tiffany Morse from VCOE and Alexandria Wright from VCCCD. Both were able to provide additional resources to be used on the VCJobsWithaFuture and VCGB websites, and will continue to communicate with WDB staff if any information needs to be updated or changed.

## **8.0 WDB Awards**

Talia Barrera shared with the committee that the planning for the 2018 Awards will begin towards the end of the summer, with potentially having the at the end of the year.

## **9.0 2018-2019 Committee Meeting Calendar**

Committee approved the calendar and agreed to keep meeting bimonthly, the third Wednesday of the month at the same time.

## **10.0 Committee Member Comments**

No comments

### Next Meeting

July 18, 2018 (9:00 – 10:30 a.m.)

Economic Development Collaborative–Ventura County (EDC-VC)

4001 Mission Oaks Blvd., Camarillo, CA



## Workforce Development Board: 18/19 Outreach Discussion Outline July 10, 2018

### GENERAL OUTREACH – IN DEVELOPMENT

- **Job Outlook Redesign**
  - Tableau Data Software
- **Workforce Update Redesign**
- **WDB Website Redesign**
  - Next steps/timing?
- **Integrated Outreach Calendar**
  - Review/Discuss
- **KCLU Sponsorship**
  - **Status Purchase Order** – Start-date is 8/16/18
  - **VCGB Continuing online through 8/31/18 at no charge.**
- **Releases – Immediate Future**
  - New Chair/Vice-Chair and reappointment announcement – Distributed 7/13
  - Congressman Carbajal Media Advisory 8/17/18 event – To client/staff for review/approval
- **Op-Ed**
  - Ventura County Grows Business – Develop Work-Based Learning op-ed – In development
- **18/19 RPI Grant Outreach Goals** – See employer outreach for specific tactics
  - Conduct research to better ascertain whether the programs the WDB is supporting/promoting are addressing the skilled workforce deficits we face as a region, amount other WDB priorities.
  - Strengthen, where possible, targeted outreach to high demand priority sectors.

### EMPLOYER OUTREACH

- **RPI Grant Outreach Tactics**
  - **Business Services Research – In development**
    - Survey
      - Chamber Participation
        - Conejo, Simi Valley, Oxnard, Ventura, Camarillo, Santa Paula, Ojai, Fillmore, Moorpark
      - WEV, EDC-VC, SBDC
    - Research group survey augmentation with 50+ employee companies
  - **Roundtable Discussions** – TBD
  - **Development: Connecting Apprenticeships, Internships & Employers Website**
    - Example - <http://mbinterns.org/>
    - Background – Multi-Craft Core Curriculum (MC3) pre-apprenticeship partnerships
- **Discuss ongoing media support for VCGB.**
  - Rebuild/Launch VCGB LinkedIn Group
  - Ventura County Economic Vitality partnership
    - Fall 2018 VCGB Outreach
- **August 2018 Issue “Workforce Update”**
  - New Chair/Vice-Chair Announcement
  - Congressman Carbajal AJCC Visit
  - Committees in Action – Business Services: WDB Wants Your Business!
  - Success Story Feature



## Workforce Development Board: 18/19 Outreach Discussion Outline July 10, 2018

- Partner Focus: Thomas Fire Recovery Business Support – Accomplishments: Clare Briglio

### EMPLOYER OUTREACH CONTINUED:

- **Workforce Wednesday**
  - **August** – Recruitment: Struggles & Strategies: Rebecca Evans and Alex Rivera
  - **September** – WDB Wants Your Business! – Business Services: Jesus Torres and TBD
  - **October** – Recruitment Incentives & Justice-Involved Job Seekers – Mike Varela and Anthony Mireles
  - **November** – Veteran's Day! What can we do for you? – Jesse Cuevas and Captain King
- **Start soliciting new employer success stories for 18/19**

### YOUTH OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

- **VC Jobs with a Future Website**
  - Fall Outreach (In conjunction with VCGB)?
- **Start soliciting new youth success stories for 18/19**
  - 17/18 success stories to come from AJCC team. Last email was 7/5/18

### JOB SEEKER OUTREACH – IN DEVELOPMENT/UNDER CONSIDERATION

- **Potential New Outreach Programs Targeting:**
  - New AJCC website?
  - Potential AJCC Awareness Plan
    - Targeting Job Seekers
      - Dislocated
      - Veterans Services
      - Older Workers
      - Disabled
  - Spanish Language Outreach?
- **General AJCC Support** – Waiting for final AFS feedback.
  - Collateral
    - Job Seeker Pamphlet
    - Employer Pamphlet
    - OJT Pamphlet
    - OJT Tent Card
    - Rapid Response
    - Press Kit Folder

# Workforce Development Board of Ventura County

## Job Outlook Report

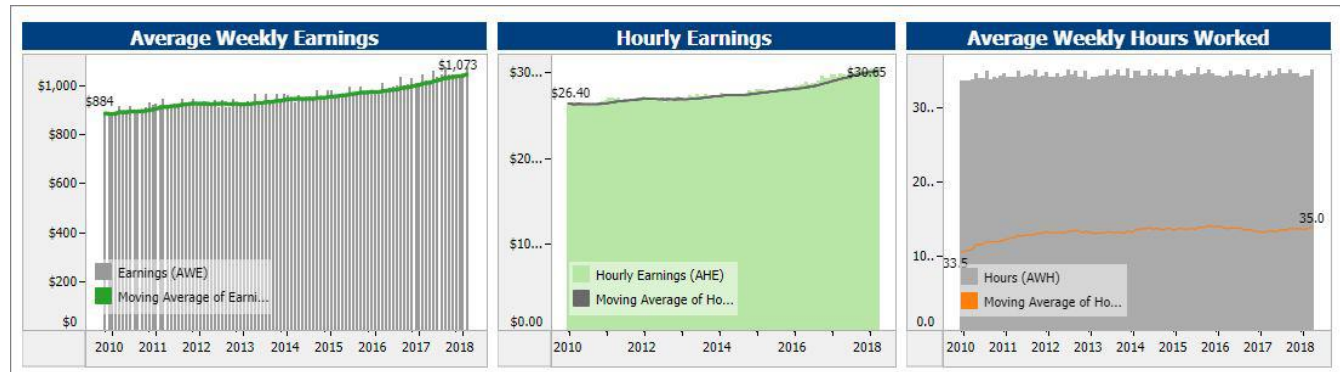
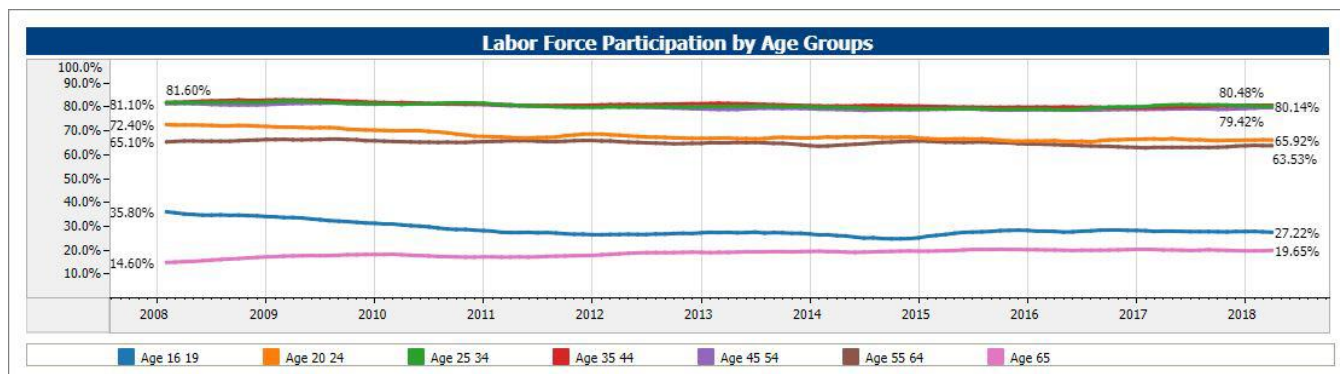
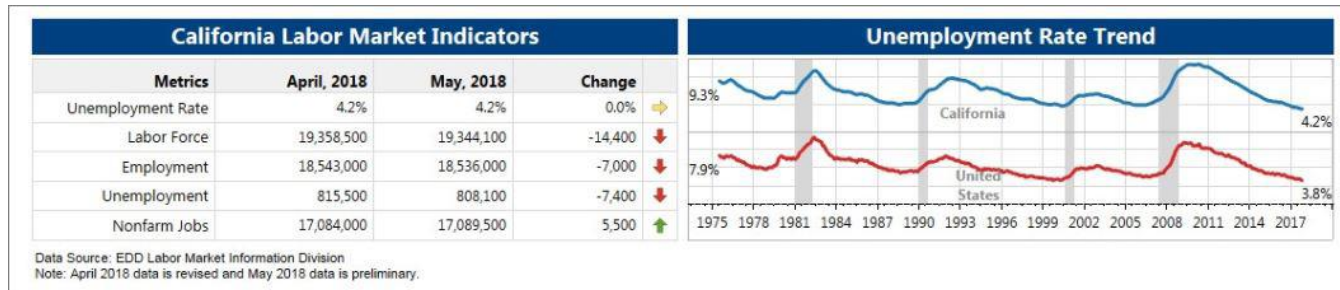
### May 2018

#### STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD) LABOR MARKET MONTHLY

RELEASE: Statewide Labor Market Review <http://www.labormarketinfo.edd.ca.gov/>

CA NSA = 3.7%

US NSA = 3.6%



#### Month-over Job Gains

Four of California's eleven industry sectors added a total of 12,900 jobs in May. **Leisure and hospitality** reported the largest increase with a gain of 7,900 jobs, followed by **professional and business services** (up 2,500), information (up 2,200) and other services (up 300). **Manufacturing** reported no change over the month.

#### Month-over Job Losses

Six of California industries reported job losses over the month. Construction reported the largest decrease with a loss of 2,900 jobs, followed by trade, transportation and utilities (down 1,800) and educational and **health services** (down 1,100). Other industries with job declines over the month were **financial activities**, government and mining and logging.

#### Year-over Job Gains

In a year-over-year comparison (May 2017 to May 2018), nonfarm payroll employment in California increased by 306,000 jobs (a 1.8 percent increase). Ten of California's eleven industry sectors added a total of 307,600 jobs over the year. The largest job gains were in educational and **health services**, up 74,100 jobs (a 2.8 percent increase), **leisure and hospitality**, up 51,300 (a 2.6 percent increase) and construction, up 50,000 (a 6.2

# Workforce Development Board of Ventura County

## Job Outlook Report

### May 2018

percent increase). Other sectors adding jobs over the year were **professional and business services**, trade, transportation and utilities, government, **information**, **manufacturing**, **financial activities** and mining and logging.

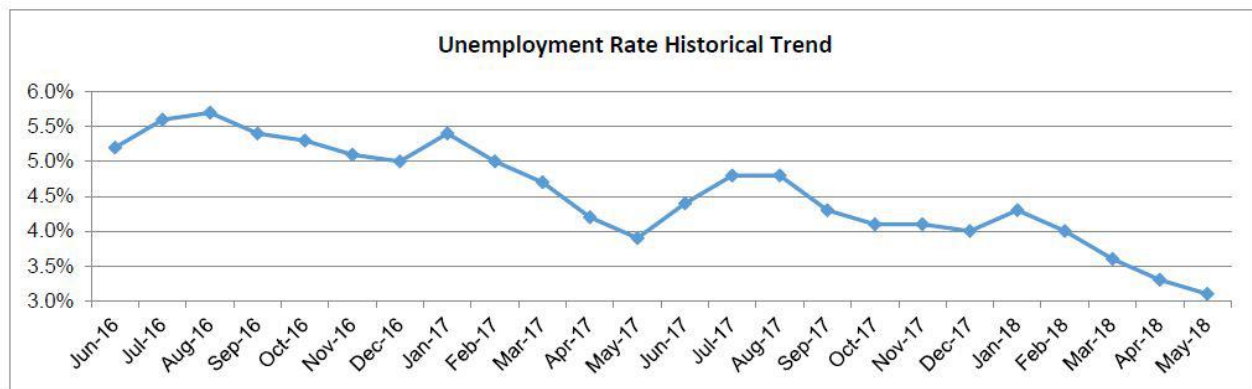
#### Year-over Job Losses

Only one industry sector posted job declines over the year, other services, down a total of 1,600 jobs.

#### LABOR MARKET INFORMATION DIVISION MONTHLY RELEASE Ventura County:

[http://www.calmis.ca.gov/file/lfmonth/vent\\$pds.pdf](http://www.calmis.ca.gov/file/lfmonth/vent$pds.pdf)

The unemployment rate in the Ventura County was 3.1 percent in May 2018, down from a revised 3.3 percent in April 2018, and below the year-ago estimate of 3.9 percent. This compares with an unadjusted unemployment rate of 3.7 percent for California and 3.6 percent for the nation during the same period.



#### UNITED STATES DEPARTMENT OF LABOR - UNEMPLOYMENT INSURANCE WEEKLY CLAIMS REPORT:

Weekly national tracking of insured unemployment statistics comparing current week to previous week, month and year. DOL Claims Report - <http://www.dol.gov/ui/data.pdf>

#### UNEMPLOYMENT INSURANCE DATA FOR REGULAR STATE PROGRAMS

WEEK ENDING	June 9	June 2	Change	May 26	Prior Year <sup>1</sup>
Initial Claims (SA)	218,000	222,000	-4,000	223,000	240,000
Initial Claims (NSA)	213,698	191,523	+22,175	202,846	234,652
4-Wk Moving Average (SA)	224,250	225,500	-1,250	222,750	244,000

WEEK ENDING	June 2	May 26	Change	May 19	Prior Year <sup>1</sup>
Insured Unemployment (SA)	1,697,000	1,746,000	-49,000	1,720,000	1,945,000
Insured Unemployment (NSA)	1,555,894	1,573,324	-17,430	1,574,003	1,783,314
4-Wk Moving Average (SA)	1,726,250	1,730,000	-3,750	1,742,000	1,937,250
<u>Insured Unemployment Rate (SA)<sup>2</sup></u>	1.2%	1.2%	0.0	1.2%	1.4%
<u>Insured Unemployment Rate (NSA)<sup>2</sup></u>	1.1%	1.1%	0.0	1.1%	1.3%

# Workforce Development Board of Ventura County

## Job Outlook Report

### May 2018

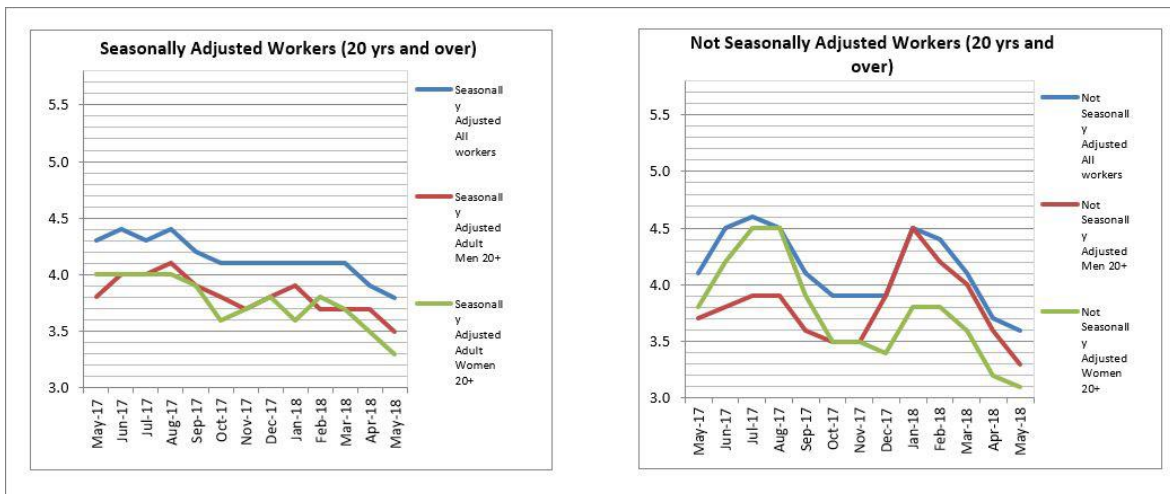
#### UNITED STATES DEPARTMENT OF LABOR – THE EMPLOYMENT SITUATION: MAY 2018

Monthly national data by industry on employment, hours, and earnings of workers on the payrolls of nonfarm establishments. DOL Release - <http://www.bls.gov/news.release/pdf/empst.pdf>

#### Summary Statement:

Total nonfarm payroll employment increased by 223,000 in May, and the unemployment rate edged down to 3.8 percent, the U.S. Bureau of Labor Statistics reported today. Employment continued to trend up in several industries, including retail trade, health care, and construction.

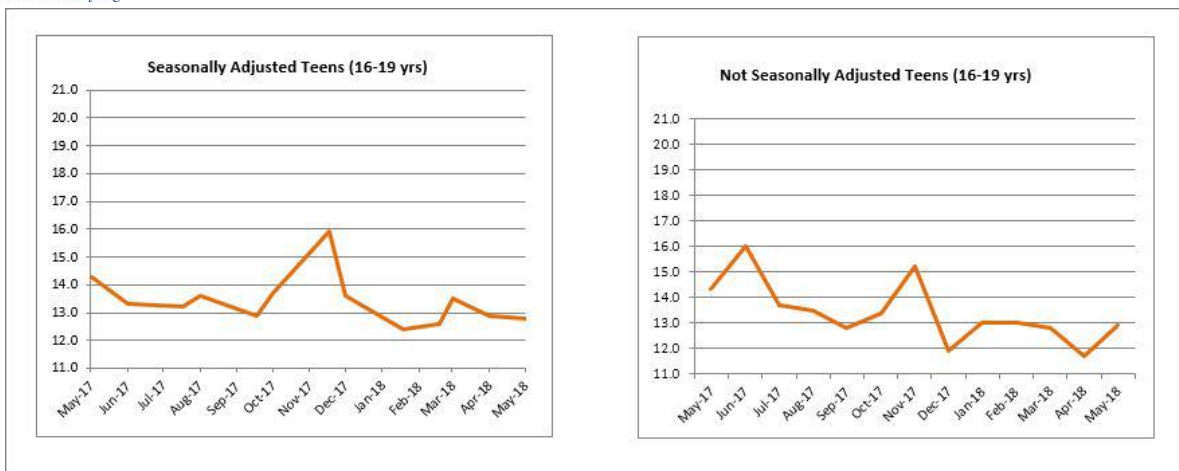
- Total nonfarm payroll employment increased by 223,000 in May, compared with an average monthly gain of 191,000 over the prior 12 months. Over the month, **employment continued to trend up** in several industries, including retail trade, **health care**, and construction.
- In May, retail trade added 31,000 jobs, with gains occurring in general merchandise stores (+13,000) and in building material and garden supply stores (+6,000). Over the year, retail trade has added 125,000 jobs.
- Employment in **health care** rose by 29,000 in May, about in line with the average monthly gain over the prior 12 months. **Ambulatory health care services** added 18,000 jobs over the month, and **employment in hospitals continued to trend up** (+6,000).
- Employment in **construction** continued on an upward trend in May (+25,000) and has risen by 286,000 over the past 12 months. Within the industry, nonresidential specialty trade contractors added 15,000 jobs over the month.
- Employment in **professional and technical services** continued to trend up in May (+23,000) and has risen by 206,000 over the year.
- **Manufacturing** employment continued to expand over the month (+18,000). Durable goods accounted for most of the change, including an increase of 6,000 jobs in machinery. **Manufacturing employment has risen** by 259,000 over the year, with about three-fourths of the growth in durable goods industries.
- In May, employment changed little in other major industries, including wholesale trade, **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 May. In **manufacturing, the workweek decreased** by 0.2 hour to 40.8 hours, and overtime edged down by 0.2 hour to 3.5 hours. The average workweek for **production and nonsupervisory employees** on private nonfarm payrolls remained at 33.8 hours.
- In May, **average hourly earnings for all employees** on private nonfarm payrolls rose by 8 cents to \$26.92. Over the year, average hourly earnings have increased by 71 cents, or 2.7 percent. Average hourly earnings of private-sector **production and nonsupervisory employees** increased by 7 cents to \$22.59 in May.



# Workforce Development Board of Ventura County

## Job Outlook Report

### May 2018



### CONFERENCE BOARD - HELP WANTED ONLINE DATA SERIES MAY 2018 REPORT

Measures the number of new, first-time online jobs and jobs reposted from the previous month for over 16,000 Internet job boards, corporate boards and smaller job sites that serve niche markets and smaller geographic areas. <https://www.conference-board.org/data/helpwantedonline.cfm>

Region	Number of unemployed people per online job posted
USA	1.34
California	1.51
Los Angeles	1.61

- Online advertised vacancies decreased 51,000 to 4,699,500 in May, according to **The Conference Board Help Wanted OnLine® (HWOL) Data Series** released today.
- The April Supply/Demand rate stands at 1.34 unemployed for each advertised vacancy, with a total of 1.6 million more unemployed workers than the number of advertised vacancies. The number of unemployed was approximately 6.35 million in April.

### Sector/Occupational Changes for the Month of May:

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

**Computer and math** ads increased 5,000 to 566,500. The supply/demand rate lies at 0.18, i.e. 5 advertised openings per unemployed job-seeker.

**Management** ads decreased 5,900 to 426,900. The supply/demand rate lies at 0.65, i.e. 1 advertised opening per unemployed job-seeker.

**Education, training, and library** ads decreased 8,400 to 168,800. The supply/demand rate lies at 1.80, i.e. over 1 unemployed job-seeker for every advertised available opening.

**Sales and related** ads decreased 4,500 to 445,200. The supply/demand rate lies at 1.51, i.e. over 1 unemployed job-seeker for every advertised available opening.

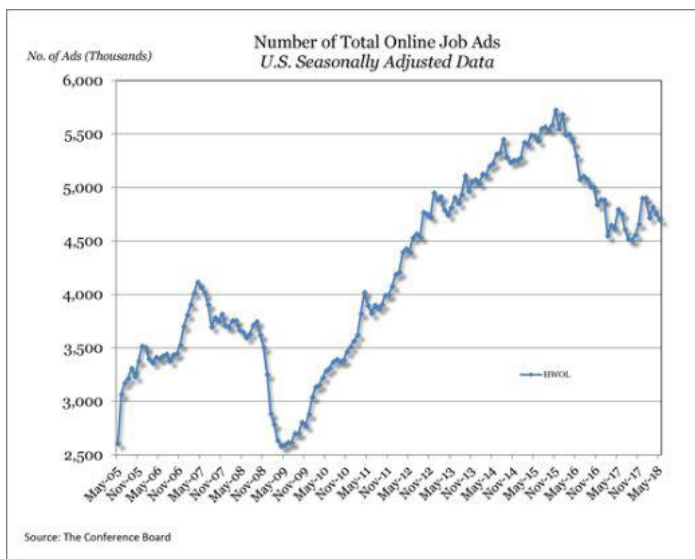
**Protective service** ads increased 5,100 to 58,000. The supply/demand rate lies at 1.52, i.e. over 1 unemployed job-seeker for every advertised available opening.

**Transportation** ads decreased 27,200 to 357,000. The supply/demand rate lies at 1.22, i.e. 1 unemployed jobseeker for every advertised available opening.

# Workforce Development Board of Ventura County

## Job Outlook Report

### May 2018



### THE CONFERENCE BOARD - EMPLOYMENT TRENDS INDEX – MAY 2018

This report offers a short-term, forward look at employment on its own. It gives economists and investors a new forecasting tool. It also helps business executives sharpen their short- to medium-term hiring and compensation planning. <http://www.conference-board.org/press/>

- The Conference Board Employment Trends Index™ (ETI) decreased in May, after five consecutive monthly gains. The index now stands at 107.69, down from 108.00 (a downward revision) in April. The change represents a 3.9 percent gain in the ETI compared to a year ago.
- “The decline in the Employment Trends Index in May is probably a reversion to trend after the very rapid increases in recent months,” said Gad Levanon, Chief Economist, North America, at The Conference Board. “With the economy growing well above trend, we expect solid job growth to continue despite the difficulty in filling job openings.”

### RELEVANT NEWS ARTICLES

June 13, 2018, “Fed lifts interest rates and aims for another pair of increases later this year.”

By Greg Robb & Jeffry Bartash, *MarketWatch*

<https://www.marketwatch.com/story/fed-hikes-interest-rates-now-sees-4-moves-this-year-2018-06-13>

- The Federal Reserve on Wednesday raised a key U.S. interest rate and signaled a somewhat more aggressive stance in 2018, underscoring the central bank’s confidence in a steadily growing economy but acknowledging the recent rise in inflation.
- The bank as expected lifted its benchmark federal funds rate by a quarter-percentage point — to a range of 1.75% to 2%. Yet the Fed also signaled a small shift in its thinking by projecting a total of four rate increases in 2018 instead of three as previously planned.
- The move did not reflect a major departure, however, in the Fed’s strategy of gradually raising interest rates to keep the economy on an even keel. The “dot plot” shows only one official switched to a slightly higher interest-rate path.
- Beyond this year, the Fed predicts it will raise rates three times in 2019 and one time in 2020 to push its benchmark rate up to 3.4%. Eventually the rate is expected to slip back to around 3% or a touch less.

# Workforce Development Board of Ventura County

## Job Outlook Report

### May 2018

**May 31, 2018, "Job growth is expected to be robust in May, but workers are still looking for a pay raise."**

**By Patti Domm, *CNBC***

<https://www.cnbc.com/2018/05/31/job-growth-robust-in-may-but-workers-still-looking-for-pay-raise.html>

- Companies hired at a robust pace in May, but workers are still not expected to have seen much change in their pay checks.
- Economists expect there were 188,000 jobs created and unemployment held steady at 3.9 percent in May, according to Thomson Reuters. But the pace of wage growth likely was at about 0.2 percent, or a year over year gain of 2.7 percent.
- "Vacancies are very high relative to the unemployment rate. It does suggest there's a kind of skills mismatch to some degree. I think the fact that overall productivity rates are low limits what companies are willing to pay," he said.

**May 31, 2018, "U.S. job growth surges, unemployment rate falls to 3.8 percent."**

**By Lucia Mutikani, *Reuters***

<https://www.reuters.com/article/us-usa-economy/u-s-job-growth-accelerates-unemployment-rate-drops-to-3-8-percent-idUSKCN1IW1NX>

- U.S. job growth accelerated in May and the unemployment rate dropped to an 18-year low of 3.8 percent, pointing to rapidly tightening labor market conditions, which could stir concerns about inflation.
- The closely watched employment report released by the Labor Department on Friday also showed wages rising solidly, cementing expectations that the Federal Reserve will raise interest rates this month. The bullish report also raises the possibility that the economy could overheat.
- Overall, the U.S. economy looks strong," said Paul Ashworth, chief economist at Capital Economics in Toronto. "In that environment, we still expect the Fed to hike interest rates an additional three times this year."

**May 30, 2018, "U.S. companies keen on hiring, but they see fewer candidates."**

**By Neil Amato, *Journal of Accountancy***

<https://www.journalofaccountancy.com/news/2018/may/us-hiring-outlook-201819068.html>

- Two indicators of the nation's economic strength are colliding: demand for employees at a time when the labor pool is almost dry.
- But there's a hiring hurdle. The nation's unemployment rate was 3.9% in April — its lowest point since 2000. With less available talent, companies might need to spend more time and money to compete for employees.
- "We are always recruiting," said Charles Copp, CPA, CGMA, the company's CFO. "We're looking for welders, fabricators, salespeople. We are trying to be proactive and increase [pay rates] to keep people that are good."
- Thirty percent of respondents to the second-quarter Business & Industry Economic Outlook Survey say they don't have enough workers and plan to hire. That's up from 24% in the same period last year and 19% in the second quarter of 2016



# Workforce Development 2018 Digital Media Flowchart

## Ventura County Grows Business Digital Plan Overview

### Flight: April 9, to July 1, 2018



7/13/18 - FINAL

Placements	Notes:	APRIL	MAY	JUNE	Total Impressions	Total Clicks	Total Investment	Total Value
PANDORA.COM	VCGB - 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		583,157	3,824	\$10,000	\$11,765
PANDORA.COM	VCJWF - 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		392,597	1,188	\$3,529	\$4,152
LATIMES.COM / TIMES+	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		Google Cross Device Display & Retargeting		283,697	453	\$6,472	\$8,240
	Ad Mail Eblasts		22-May	19-Jun	100,000	2,413	Included	
	VALUE-ADD: LA Times.com Run-of-site (ROS) 320x50, 300x600, 300x250, 728x90		LAT ROS Added Value		200,070	172	\$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
SFVBJ.COM	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	83,841	142	\$2,118	\$7,200
SFVBJ.COM - Eblast	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				
FACEBOOK	Geo Targeted Ventura County, South SB County, North San Fernando Valley / Corporate Executives, Business Owners, SMB, President				N/A		\$1,000	\$1,000
SEARCHN ENGINE OPTIMIZATION (SEO)			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
KCLU (Radio)	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			
KCLU.COM	Value Add - Balance of ten weeks		Streaming Banners : 300x250 / 300x600 / :30 Sec streaming		28,500			
WORKFORCE WEDNESDAY	Part of the integrated media plan.			6/20				
Total:					3,113,362	8,192	\$25,590	\$41,773
					Impressions		Investment	Value 163%

# 2018 WDB AWARDS

## Workforce Development Board of Ventura County

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### Purpose

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The annual Workforce Development Board (WDB) awards are designed to recognize individuals and organizations who have demonstrated exemplary commitment to advancing workforce development in Ventura County.

### Eligibility

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Individuals and/or groups in Ventura County who fit the specific award criteria are eligible for nomination. An individual/group may not receive more than one WDB award per year and no self-nominations are accepted.

### Criteria

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The award will be given to individuals and/or groups that have demonstrated exemplary commitment to advancing workforce development in Ventura County. Nominations may be submitted in one or more of the following four categories:

- **WDB Youth Opportunity Award:** for providing internships work experience or employment opportunities that will grow and strengthen Ventura County's future workforce
- **WDB Collaborative Action Award:** for a partnership that helps to meet employer workforce needs, improves education/workforce training, and/or supports businesses expansion/retention in Ventura County
- **WDB Champion for Prosperity Award:** for supporting workforce development in Ventura County through job creation, job retention, business expansion, or business attraction
- **WDB Leadership Award:** for a role model whose efforts or accomplishments embody the spirit and purpose of workforce development in Ventura County

### Review Process

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The WDB Outreach Committee forms a Selection Committee which includes at least three WDB board members. This committee meets as needed to review nominations and select recipient(s).

### Timeline

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