



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

Thursday, January 25, 2018  
8:00 a.m. – 10:00 a.m.

### **NOTE DIFFERENT LOCATION**

United Food and Commercial Workers (UFCW), Local 770  
816 Camarillo Springs Road (Orchid Room), Camarillo

### **PLANNING MEETING AGENDA (REVISED)**

- |           |  |              |
|-----------|--|--------------|
| 8:00 a.m. | <b>1.0 CALL TO ORDER AND AGENDA REVIEW</b>   | Vic Anselmo  |
| 8:05 a.m. | <b>2.0 PUBLIC COMMENTS</b>   | Vic Anselmo  |
|           | <i>Procedure: The public is welcome to comment. Public comment cards are available at the meeting sign-in table. All comments not related to items on the agenda may be made at the beginning of the meeting only.</i>   |              |
| 8:10 a.m. | <b>3.0 WDB CHAIR COMMENTS</b>  | Vic Anselmo  |
|           | <i>Welcome to New WDB Members</i><br><i>Connie Chan, Marilyn Jansen, Jaime Mata</i>  |              |
|           | <i>WDB Member Recognition and Appreciation</i><br><i>Mary Navarro-Aldana</i>   |              |
| 8:25 a.m. | <b>4.0 CONSENT ITEMS</b>   | Vic Anselmo  |
|           | 4.1 Approve Workforce Development Board Minutes: August 24, 2017   |              |
|           | 4.2 Receive and File: WDB Committee Reports  |              |
|           | 4.3 Receive and File: 2016-2017 Year-End Reviews   |              |
| 8:30 a.m. | <b>5.0 ACTION ITEMS</b>  |              |
|           | 5.1 Recommendation that the Workforce Development Board of Ventura County (WDB) Approve Certification of the Comprehensive America's Job Center of California (AJCC) At Riverpark (Oxnard, California) According to the Attached Baseline Criteria Matrix  | Tony Skinner |
|           | 5.2 Recommendation that the Workforce Development Board of Ventura County (WDB) Approve a Recommendation to the Board of Supervisors Approval of a Contract with the Agency to Provide Workforce Innovation and Opportunity Act (WIOA) Outreach Services from July 1, 2018 Through June 30, 2019, in the Amount of \$150,000 in WIOA Funds, Under RFP# 1718.01, Released on August 28, 2017 and Closed on September 25, 2017 | Vic Anselmo  |

- 5.3 Recommendation that the Workforce Development Board of Ventura County (WDB) Approve a Recommendation to the Board of Supervisors Approval of a Contract with the Economic Development Collaborative of Ventura County (EDC-VC) to Provide Business Retention - Layoff Aversion Services from July 1, 2018 through June 30, 2019, in the Amount of \$95,000 in WIOA Funds, Under RFP # 1718.02, Released on August 28, 2017 and Closed on September 25, 2017 Vic Anselmo
- 5.4 Recommendation that the Workforce Development Board of Ventura County (WDB) Approve the Appointment of Two Non-WDB Members to the Programs Committee for a Three-Year Term: Mary Navarro-Aldana and Tom van Meeuwen Patty Schulz

8:45 a.m. **6.0 2016-2017 YEAR-END REVIEWS** Committee Chairs

- Clean/Green Committee: Anthony Mireles
- Healthcare Committee: Greg Barnes
- Manufacturing Committee: Alex Rivera
- Membership Committee: Patty Schulz
- Outreach Committee: Brian Gabler
- Programs Committee: Tony Skinner

9:05 a.m. **7.0 WDB REGIONAL JOINT SECTOR MEETING PLANNING** Vic Anselmo

- *Joint Sector Meeting Outcomes*
- *Commitment and Next Steps*

9:35 a.m. **8.0 WIOA IMPLEMENTATION UPDATES** Vic Anselmo

- Workforce Accelerator Funds 6.0 Grant
- Regional Plan Implementation Grant
- WIOA Youth Programs – EDD Monitoring Review
- National Dislocated Worker Grant (NDWG) – Thomas Fire

9:40 a.m. **9.0 WDB ADMINISTRATION UPDATES** Melissa Livingston

- Proposed Changes Regarding the WDB Executive Director Position, WDB Administrative Entity, and WDB/WIOA Fiscal Agent
- On-the-Calendar

National Association of Workforce Board (NAWB) Forum 2018  
March 24-27, 2018, Washington, DC

9:55 a.m.      **10.0 WDB MEMBER COMMENTS**

WDB Members

10:00 a.m.      **11.0 ADJOURNMENT**

Vic Anselmo

Next WDB Meeting

February 22, 2018 (8:00 a.m.-10:00 a.m.)

UFCW, Local 770 (Orchid Room)

816 Camarillo Springs Road, Camarillo

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

*For information about the Workforce Development Board of Ventura County, go to [workforceventuracounty.org](http://workforceventuracounty.org)*



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

### MEETING MINUTES

August 24, 2017

Ventura County Office of Education (Salon B)  
5100 Adolfo Road, Camarillo, CA

#### **WDB Members Present**

Jim D. Faul, WDB Chair  
Vic Anselmo, Vice Chair  
Greg Barnes  
Greg Gillespie  
Jeremy Goldberg  
Cindy Guenette  
Victoria Jump  
Kathy Harner  
Dona Toteva Lacayo

Charles Harrington  
Capt. Douglas King  
Gregory Liu  
Anthony Mireles  
Mary Navarro-Aldana  
Tracy Perez  
Bill Pratt  
Roger Rice  
Alex Rivera

Patty Schulz  
Tony Skinner  
Bruce Stenslie  
Jesus Torres  
Richard Trogman  
Greg Van Ness  
Stephen Yeoh  
Peter Zierhut

#### **WDB Members Absent**

Victor Dollar  
Brian Gabler

Byron Lindros  
Sumatra Sengupta

Celina Zacarias

#### **WDB Administration Staff**

Talia Barrera  
Patricia Duffy

Tracy Johnson  
Patrick Newburn

Vivian Pettit  
Ma Odezza Robite

#### **Guests**

Nancy Ambriz	Human Services Agency, County of Ventura
Gil Cajala	Department of Rehabilitation
Connie Chan	Employment Development Department
Debra Creadick	Human Services Agency, County of Ventura
Rebecca Evans	Human Services Agency, County of Ventura
Bill Gallaher	Board of Supervisors #5, County of Ventura
Lupe Gonzales	Public
Heidi Hayes	theAgency
Pam Heckel	theAgency
Brad Hudson	Office of Senator Hannah-Beth Jackson
Marilyn Jansen	United Food and Commercial Workers International Union
Robert Lee	Employment Development Department
Melissa Livingston	Human Services Agency, County of Ventura
Mark Martinez	Office of Congresswoman Julia Brownley
Justin McIntire	Department of Rehabilitation
Richard McNeal	Retired WDB Administration Manager
Bob Moore	Public
Cheryl Moore	Retired WDB Executive Director
Patrick Moore	Public
Chad Stangeland	Ventura County Auto



Jax Rains Turk	Staffing Force/Big Brothers Big Sisters
Teresa Serrata	Human Services Agency, County of Ventura
Lynn West	Big Brothers Big Sisters
Alex Wright	Ventura County Community College District
Barry Zimmerman	Human Services Agency, County of Ventura

## **1.0 CALL TO ORDER AND AGENDA REVIEW**

WDB Chair Vic Anselmo called the meeting to order at 8:09 a.m. No changes were made to the agenda.

## **2.0 PUBLIC COMMENTS**

No public comments.

## **3.0 WDB CHAIR'S COMMENTS**

Vic Anselmo asked all the Board Members to introduce themselves for the information of the audience and the guests.

Vic Anselmo WDB Vice Chair thanked recent Workforce Wednesday radio show participants. In June 2017, WDB members: Brian Gabler and Bruce Stenslie talked about "Ventura County Grows Business." For August 30, Jeremy Goldberg and Tony Skinner will talk about apprenticeships. Recordings of this and other Workforce Wednesday broadcasts are available on the WDB website, About Us/News tab: [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

## **4.0 CONSENT ITEMS**

- 4.1** Approve Workforce Development Board Minutes: June 8, 2017
- 4.2** Receive and File: WDB Committee Reports
- 4.3** Approve Addition or Deletion of Providers and/or Programs (Courses) for the Eligible Training Providers List (ETPL)

Motion to approve the Consent Items: Jim Faul  
Second: Greg Gillespie  
Motion carried unanimously

## **5.0 SERVICE RECOGNITION FOR CHERYL MOORE**

Barry Zimmerman presented the award for Cheryl Moore to recognize her role as the WDB Executive Director for 10 years from 2006 to 2017. He expressed his gratitude and appreciation for Ms. Moore's dedication and contribution to the Board and the County of Ventura. He mentioned that she was a champion of collaboration among different agencies in the public and private sectors. He noted that Ms. Moore always had a positive outlook and commendable character.

Brad Hudson, representative from Senator Hannah Beth Jackson's office, presented a service award/resolution honoring Ms. Moore's outmost commitment to the WDB. He also expressed his gratitude and appreciation to her on a personal level.

Mark Martinez, representative from Congresswoman Julia Brownley's Office, also presented a recognition for Ms. Moore for her invaluable contribution to the community of Ventura County.

WDB Members: Bill Pratt, Peter Zierhut, and Roger Rice and members of the public: Connie Chan and Tracy Johnson publicly expressed their gratitude to Ms. Moore.

## 6.0 GUEST SPEAKER

Chad Stangeland, Program Instructor from Ventura College, presented the T-TEN Automotive Technology Program to the group.

He informed the attendees that the T-TEN Program is a partnership between Ventura College, Toyota, and local dealerships to place people in the jobs.

The goals of the program are: (1) to address skills gaps i.e., skills employers need for their employees; and (2) to place students in the industry.

The students of the program utilize the same equipment which are being used in dealerships.

They have partnered with Toyota and Ventura College by starting with a survey on employer's expectations on the skills they need, then translating the survey results into lab sheets, and writing a curriculum for Automotive Technology Course that was supported "Earn and Learn" Program.

Afterwards, the student were sourced, employed, and assessed if their skills match the employer's needs.

Currently, there were sixty-five (65) students enrolled in the program.

Mr. Stangeland shared that the T-TEN Program is good for two years with the option for the student to get a Certificate in Automotive or an Associate Degree in Automotive Technology.

There was a question about retention and Mr. Stangeland replied that six (6) out of twenty-four (24) drops out of the program.

Mr. Stangeland commented that there have been eighty (80) T-TEN schools nationwide. However, Toyota cut the number into thirty-two (32). They have survived it by re-writing the curriculum.

He also commented that average wage ranges from \$50,000 -60,000 annually and as a result of the program, the certificate can lead to management positions and other career pathways within the automotive industry.

## 7.0 ACTION ITEMS

- **Recommendation that the Workforce Development Board of Ventura County (WDBVC) authorize WDB staff to release a Request for Proposals (RFP) for Workforce Innovation and Opportunity Act (WIOA) Marketing and Outreach Services**

Motion to approve the Consent Items: Alex Rivera

Second: Anthony Mireles

Motion carried unanimously

- **Recommendation that the Workforce Development Board of Ventura County (WDBVC) authorize WDB staff to release a Request for Proposals (RFP) for Business Retention and Layoff Aversion Services**

Motion to approve the Consent Items: Bill Pratt  
Second: Cindy Guenette  
Abstained: Bruce Stenslie  
Motion carried

## **8.0 WIOA UPDATES**

- **WDB Regional Plan, MOU Phase 2, and AJCC Certification**

Patrick Newburn provided an update that the State conditionally approved the Regional Plan 2017-2020 last April 2017. However, they did want a small change to one of the sections regarding competitive procurement with One-Stop Operator. Also that California Workforce Development Board (CWDB) accepted the modification that was submitted in May 2017, with anticipation that the full regional plan will be approved at the next CWDB meeting scheduled for August 24, 2017.

He also provided an update that the State gave approval to the Consortium to be a One-Stop Operator and that it has also stated that the WDB is also a One-Stop Operator. WDB staff is waiting for the letter which will have the Consortium (Human Services Agency, Employment Development Department, and Center for Employment Training) to be the One-Stop Operator. He mentioned that if the WDB is a One-Stop Operator, then the State will be the certifying agency/partner. However, if the Consortium is the One-Stop Operator, then WDB will be the certifying agency for the AJCC.

He shared that the State has provided the checklists for Certification for Basic Services and for Hallmarks of Excellence that will be submitted to the state upon completion.

He also shared the timeline for the certification of the AJCC: September 30<sup>th</sup>, WDB staff will have to submit the outline of the process to the Regional Advisor; by December 31<sup>st</sup> submit the Baseline Criteria Matrix; by April 2018, have the basic certification information; and by June 30<sup>th</sup>, 2018, (if all requirements are met) WDB will have the certification for the Hallmarks of Excellence. He shared that the Programs Committee will be involved in the process and making the proper recommendations as needed at the next board meeting in December.

## **9.0 WDB ADMINISTRATION**

- **Board Membership Update**

Patty Schulz provided an update Greg Barnes reappointment to a three-year term as a WDB Board Member.

- **Meeting Format Discussion**

Melissa Livingston asked the group on what can be done to make the WDB Members more engaged and to make the WDB meetings more valuable to the WDB Members. She provided examples e.g. success stories, operators/contractors as guest speakers, presentations, etc.

Patty Schulz suggested that there should be more presentations from each sector committee.

Melissa Livingston mentioned about sending surveys to committees to ask if we are talking about the right things and if we are aligned with our regional plan.

Jesus Torres suggested to have “back to basics” sessions for the WDB members so that they would know their responsibilities and also presentations must be limited to three (3) slides only.

Melissa Livingston referred to Nancy Ambriz regarding the training plan that will be shared to the members. She further introduced Nancy Ambriz to the group. Nancy Ambriz provided a background of the training plan that can provide different learning resources for WDB Members.

Bill Pratt suggested that reference materials should be available online.

Greg Barnes mentioned that each sector committee should “cross-pollinate” with each other/ explore ways on how to crossover to each committee on related topics

- **On the Calendar: CWA Meeting of the Minds in Monterey 2017**

Greg Liu shared information on the upcoming State Conference by California Workforce Association “Meeting of the Minds” in Monterey, CA on September 4-7, 2017.

## **10.0 WDB MEMBER COMMENTS**

Vic Anselmo thanked Nancy Ambriz and Mary Navarro-Aldana for the recent successful visit of Congressman Salud Carbajal to AJCC Riverpark last August 14, 2017.

He also thanked the different committees he visited to observe their meetings and agreed on the new meeting format proposed.

Mary Navarro-Aldana invited the attendees to the quarterly AJCC Farm Worker Resource Fair.

## **11.0 ADJOURNMENT**

Motion to adjourn at 9:30 a.m.: Alex Rivera

Second: Anthony Mireles

Motion carried unanimously

### Next WDB Meeting

Thursday, October 26, 2017 (8:00 a.m.–11:30 a.m.)

VCCF Non Profit Center (Community Room)

4001 Mission Oaks Boulevard, Camarillo



## **Workforce Development Board of Ventura County**

**January 25, 2018**

### **WDB COMMITTEE REPORTS**

- Executive Committee (09/14 & 11/09)
- Business Services Committee
- Clean/Green Committee
- Healthcare Committee
- Manufacturing
- Membership Committee
- Outreach Committee
- Programs Committee



# WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: VIC ANSELMO, CHAIR  
EXECUTIVE COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: EXECUTIVE COMMITTEE REPORT**

The Executive Committee met on September 14, 2017. In attendance were Committee members: Vic Anselmo (Chair), Gregory Liu (Vice Chair), Jim D. Faul (Immediate Past Chair), Brian Gabler, Anthony Mireles, Alex Rivera, Patty Schulz, and Jesus Torres; WDB staff: Talia Barrera, Patricia Duffy, Tracy Johnson, Patrick Newburn, Vivian Pettit, and Ma. Odezza Robite; and guests: Nancy Ambriz (HSA AFS/WIOA), Bryan Gonzales (HSA Fiscal, CFO), Melissa Livingston (Human Services Agency (HSA)), Talin Sardarbegians (Congresswoman Brownley), and Chris Vega (HSA Fiscal). The following is a summary of topics discussed at the meeting:

## **WDB FINANCE AND GRANT REPORTS**

- FY 2017-18 Financial Status Report: July 2017

At this meeting the Financial Status Report (FSR) for Fiscal Year 2017-2018, reflecting year-to-date expenditures from July 1, 2017 through July 31, 2017. (A copy of the July 2017 FSR is in the September 14, 2017 Executive Committee meeting packet posted on the WDB website: [www.workforceventuracounty.org](http://www.workforceventuracounty.org)). The status of expenditures at 8.33% into fiscal year was:

<u>WIOA Core Funds</u>	<u>2017-2018 Plan</u>	<u>YTD Expended</u>	<u>% Expended vs. Plan</u>
Dislocated Worker	2,283,702	152,250	7%
Adult	1,869,352	113,370	6%
Youth	1,949,940	125,567	6%
Rapid Response	490,031	43,503	9%
<u>WIOA Non-Core Funds</u>			
DOL Bridges 2 Work Grant	177,351	8,166	5%
CWDB Steps 2 Work Grant	118,108	2,044	2%
VC I-E3	129,592	13,425	10%
High Performing Board	55,317	5,504	10%
CWDB Regional Capacity Bldg.	303,790	19,977	7%

DOL Bridges 2 Work: Creates a specialized in-jail AJCC and augments current services by adding employment-focused activities and services to pre-release offenders. Multiple program year grant.

CWDB Step 2 Work: Provides training opportunities for ex-offenders at VCCCD and with local businesses in WDB priority Manufacturing and Clean Green industry sectors. Multiple program year grant.

VC Innovates: Expand, Enhance, Extend (VCI-E3) funding, through the California Career Pathways Trust.

High Performing Board: Pursuant to California Unemployment Insurance Code (CUIC) Section 14200(c), the California Workforce Development Board (State Board) has established standards for certification of high-performing Local Workforce Development Boards (Local Board). CUIC Section 14200(d) requires a portion of the Governor's discretionary fund to be made available for the purpose of providing incentives to high-performing Local Boards.

CWDB Regional Capacity Building: For the Ventura County WIOA regional plan development and training coordination with the State. Multiple program year grant.

- WIA/WIOA Core Formula Funds Utilization

As shown in the table below, the summary of WIOA training expenditures, as of July 1, 2017 to July 31, 2017, indicated appropriate spending against the required Adult/Dislocated Worker training expenditure targets (25% in 2012-2013 through 2015-2016; 30% in 2016-2017 and each performance year thereafter) and against WIOA core grants across the overlapping federal two-year grant cycles.

	Core Grant FY 15-17	Core Grant FY 16-18	Core Grant FY 17-19
Total Adult and Dislocated Worker Formula Fund Allocations	4,133,724	4,012,696	3,432,081
Training Expenditure Requirement	1,240,117	1,203,809	1,029,624
	30%	30%	30%
Formula Fund Training Expenditures	941,344	713,387	26,699
Leveraged Resources			
• Total Leveraged Resources Used Toward Training Expenditures	348,361	282,802	46,153
	413,372	401,270	343,208
• Maximum Allowed Leveraged Resources (10%)			
Total Leveraged Resources Used Toward Training Expenditures	348,361	282,802	46,153
• Total Amount Spent on Training	1,289,705	996,189	72,852
• % of Training Requirement Met	104%	83%	7%
(Final goal = 100%)			

## **WIOA IMPLEMENTATION UPDATES**

- **AJCC Certification Update:** WDB Administration Manager Vivian Pettit announced to the Committee the Ad Hoc Evaluations Committee of the WDB Programs Committee will conduct evaluations and recommendation for AJCC Certification to the WDBVC. There will be two AJCC on-site evaluations, observations, and interviews. The first evaluation will be on October 4, 2017 at the Oxnard RiverPark AJCC comprehensive center. The second on-site visit will be determined in Spring 2018.

Ms. Pettit stated the WDB considers and approves the WDB Program Committees recommendation and must certify both the *Baseline Certification and Hallmark of Excellence Certification* within State mandated deadlines. Ms. Pettit will formally report their assessment to the Executive Committee at its November 9 meeting as an Action Item for Baseline Certification. Any required corrective action plan or continuous improvement recommendations must be completed by April 1, 2018. The *Baseline Certification* will need WDB consent at its December 7 meeting to certify the AJCC. Ms Pettit announced staff will submit a required outline of the certification process and plan to the State by September 30, 2017.

- **Regional Organizer Update:** Patricia Duffy provided an overview of what regional organizing means for WDBVC and presented handouts to the Committee. She informed the Committee that she will be taking on the role of the WDBVC regional organizer through the monies that WDB has been awarded through the Regional Implementation & Innovation Non-Competitive Award Regional Organizing in PY 2016-17 (03/01/17 – 03/31/19)

## **WDB ADMINISTRATION**

- **California Workforce Associations Conference:** WDB Chair Vic Anselmo provided highlights from the September 5-7, 2017 California Workforce Association, 2017 Meeting of the Minds conference in Monterey, mentioning a European Swiss model for apprenticeships and that it's proving itself to be fruitful. By using the Swiss model workers have an opportunity to be exposed to and discover a career earlier in life. Mr. Anselmo thanked Board members Greg Barnes (Healthcare Committee Chair), Patty Schulz (Membership Committee Chair); and WDB staff Melissa Livingston, HSA Chief Deputy Director, Patricia Duffy, Patrick Newburn, and Vivian Pettit for attending.

Melissa Livingston, HSA Chief Deputy Director attended the CWA Board of Director's Meeting which was held at the end of the CWA Conference. Ms. Livingston reported the focus of the conference and meeting was on apprenticeships and the WDB needs to determine which businesses are participating in pre-apprenticeships and apprenticeship programs, who are our core partners, and then take the lead and be the connectors. There are other local organizations that are already working on pre-apprenticeships and some of our board members have attended a meeting or workshop.

- **Joint Meeting of the WDB Regional Sector Committees:** WDB staff announced scheduling of a joint meeting of the WDB regional sector committees the date is to be determined.

The next meeting of the Executive Committee is scheduled for November 9, 2017, from 8:00 a.m. to 9:30 a.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo.

If you have questions or need more information, please call me at (805) 981-1991, or Melissa Livingston, HSA Chief Deputy Director at (805) 477-5306.





# WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: VIC ANSELMO, CHAIR  
EXECUTIVE COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: EXECUTIVE COMMITTEE REPORT**

The Executive Committee met on November 9, 2017. In attendance were Committee members: Vic Anselmo (Chair), Gregory Liu (Vice Chair), Jim D. Faul (Immediate Past Chair), Greg Barnes, Brian Gabler, Alex Rivera, Patty Schulz; WDB staff: Talia Barrera, Patricia Duffy, Tracy Johnson, and Ma. Odezza Robite; and guests: Bryan Gonzales (HSA Fiscal), Sally Harrison (County of Ventura CEO), Heidi Hayes (theAgency), Melissa Livingston (Human Services Agency (HSA)), Richard McNeal (Retired WDB Admin. Manager), and Chris Vega (HSA Fiscal). The following is a summary of topics discussed at the meeting:

## **WDB FINANCE AND GRANT REPORTS**

- FY 2017-18 Financial Status Report: September 2017

At this meeting the Financial Status Report (FSR) for Fiscal Year 2017-2018, reflecting year-to-date expenditures from July 1, 2017 through September 30, 2017. (A copy of the FSR is in the November 9, 2017 Executive Committee meeting packet posted on the WDB website: [www.workforceventuracounty.org](http://www.workforceventuracounty.org)). The status of expenditures at 25% into fiscal year was:

<u>WIOA Core Funds</u>	<u>2017-2018 Plan</u>	<u>YTD Expended</u>	<u>% Expended vs. Plan</u>
Dislocated Worker	2,283,702	484,161	21%
Adult	1,869,352	375,842	20%
Youth	1,949,940	341,173	17%
Rapid Response	490,031	108,202	22%
<u>WIOA Non-Core Funds</u>			
DOL Bridges 2 Work Grant	177,351	51,918	29%
CWDB Steps 2 Work Grant	118,108	38,514	33%
VC I-E3	129,592	67,885	52%
High Performing Board	55,317	11,488	21%
CWDB Regional Capacity Bldg.	303,790	27,159	9%

DOL Bridges 2 Work: Creates a specialized in-jail AJCC and augments current services by adding employment-focused activities and services to pre-release offenders. Multiple program year grant.

*CWDB Step 2 Work:* Provides training opportunities for ex-offenders at VCCCD and with local businesses in WDB priority Manufacturing and Clean Green industry sectors. Multiple program year grant.

*VC Innovates:* Expand, Enhance, Extend (VCI-E3) funding, through the California Career Pathways Trust.

*High Performing Board:* Pursuant to California Unemployment Insurance Code (CUIC) Section 14200(c), the California Workforce Development Board (State Board) has established standards for certification of high-performing Local Workforce Development Boards (Local Board). CUIC Section 14200(d) requires a portion of the Governor's discretionary fund to be made available for the purpose of providing incentives to high-performing Local Boards.

*CWDB Regional Capacity Building:* For the Ventura County WIOA regional plan development and training coordination with the State. Multiple program year grant.

- WIA/WIOA Core Formula Funds Utilization

As shown in the table below, the summary of WIOA training expenditures, as of July 1, 2017 to July 31, 2017, indicated appropriate spending against the required Adult/Dislocated Worker training expenditure targets (25% in 2012-2013 through 2015-2016; 30% in 2016-2017 and each performance year thereafter) and against WIOA core grants across the overlapping federal two-year grant cycles.

	Core Grant <u>FY 15-17</u>	Core Grant <u>FY 16-18</u>	Core Grant <u>FY 17-19</u>
Total Adult and Dislocated Worker Formula Fund Allocations	4,133,724	4,014,696	3,969,075
Training Expenditure Requirement	1,240,117	1,204,340	1,190,723
	30%	30%	30%
Formula Fund Training Expenditures	941,344	713,387	167,540
Leveraged Resources			
• Total Leveraged Resources Used Toward Training Expenditures	348,361	282,802	110,018
	413,372	401,447	396,908
• Maximum Allowed Leveraged Resources (10%)			
Total Leveraged Resources Used Toward Training Expenditures	348,361	282,802	110,018
• Total Amount Spent on Training	1,289,705	996,189	277,558
• % of Training Requirement Met	104%	83%	23%
(Final goal = 100%)			

## **PERFORMANCE REPORT PY 2016-2017**

Committee members reviewed, discussed, and asked questions about quarterly WIOA performance.

- WIOA Performance Report: WIOA Adult and Dislocated Worker performance during Program Year 2017–2018 cumulative period of July 1, 2017 through November 8, 2017:
  - WIOA Adult cumulative new enrollments are at 48 out of the 79 plan to actual.
  - WIOA Dislocated Worker cumulative new enrollments are at 52 out of 112 plan to actual.
- WIOA Performance Report: WIOA Youth Enrollments performance during Program Year 2017–2018 cumulative period of July 1, 2017 through November 8, 2017:
  - Boys and Girls Club of Greater Oxnard and Port Hueneme cumulative new youth enrollments are at 49 Adults out of 92 of plan.
  - PathPoint, Inc., cumulative new youth enrollments are at 58 Adults out of 80 planned.
- Business Services: Allowable Rapid Response Activities: Economic Development Collaborative-Ventura County (EDC-VC) reported cumulative (July 1, 2017 through September 30, 2017) business retention/layoff aversion activities. WDB contract evaluation will be conducted on April 12, 2017.
  - Nine (8) unique at-risk businesses, with 1 or more at-risk workers, received services to prevent the loss of 78 at-risk jobs.
  - Currently at 0%, however, they are still working on several businesses for the jobs at-risk, after completion of all employer services and at 6 weeks retention, were reported to the State as jobs saved by layoff aversion activity (Layoff Aversion 122 Report). They have 100 employers they are currently working with but have not completed the process. Once completion and the outcomes gets reported to the state that number will reflect on the next quarterly report. WDB staff is not really concerned during this quarterly review as EDC-VC has never failed in their performance review.

Overall EDC-VC is right on target with this quarterly review

## **ACTION ITEM**

The Executive Committee considered background information, asked questions, and discussed the following items before taking action. The meeting packet with background information on the action items is available on the WDB website: [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

- 7.1 Recommendation that the Executive Committee Recommend to the Workforce Development Board of Ventura County (WDB) Approval for the Certification of the Comprehensive America's Job Center of California (AJCC) At Riverpark (Oxnard, California) According to the Attached Baseline Criteria Matrix

Motion to approve: Jim D. Faul  
Second: Brian Gabler  
Motion carried

- 7.2 Recommendation that the Executive Committee Recommend to the Workforce Development Board of Ventura County Approve a Recommendation to the Board of Supervisors Approval of a Contract with the Agency to Provide Workforce Innovation and Opportunity Act (WIOA) Outreach Services from July 1, 2018 Through June 30, 2019, in the Amount of \$150,000 in WIOA Funds, Under RFP# 1718.01, Released on August 28, 2017 and Closed on September 25, 2017

Motion to approve: Alex Rivera  
Second: Jim D. Faul  
Motion carried

- 7.3 Recommendation that the Executive Committee Recommend to the Workforce Development Board of Ventura County Approve a Recommendation to the Board of Supervisors Approval of a Contract with Economic Development Collaborative-Ventura County (EDC-VC) to Provide Business Retention - Layoff Aversion Services from July 1, 2018 Through June 30, 2019, in the Amount of \$95,000 in WIOA Funds, Under RFP# 1718.01, Released on August 28, 2017 and Closed on September 25, 2017

Motion to approve: Alex Rivera  
Second: Greg Barnes  
Abstained: Brian Gabler  
Motion carried

## **WIOA IMPLEMENTATION UPDATES**

- AJCC Certification Update: Hallmark of Excellence:

Vivian Pettit reported that she will be undergoing the second part of the AJCC Certification called the Hallmark of Excellence. This will be based on the quality of criteria based on the baseline matrix of the self-assessment of the AJCC

- Workforce Accelerator Funds 6.0 Grant Update:

Vivian Pettit reported that the WDB and One-Stop submitted an answer to a request form proposal requesting additional funding for workforce accelerator fund grant. This grant is continuation of the STEPS grant for ex-offenders who have been released and are now looking for work, being referred by the probation agency. Next funding request is in the amount of \$250,000 which will expand on prior workforce accelerator fund. Serve 35 ex-offender STEPS youth ages 16-24 with a matching cost for direct services from the Ventura County Probation Agency. The funding period is January 2018 through June 2018. Goal is strengthen partnership creating an integrated responsive one-stop support system for youth offender. Develop tools and resources and strengthen participation employment outcomes and more. By December 17, 2017 staff should hear an outcome if application was approved.

- Regional Plan Implementation Grant Update:

Patricia Duffy reported that the State has allocated funds, for both regional training coordinators and regional organizers, to the 14 Regional Planning Units (RPU's). Ventura County is one Regional Planning Unit. Previous funding was distributed evenly among Planning Regions, \$85,000 for the regional organizer role and \$200,000 for other regional training. In this funding cycle the WDBs are submitting proposals and budgets to the State to request funds for regional organizing, regional training and expansion or development of innovative slingshot projects.

There are 14 Regional Planning Units and \$7million available in grant funding. WDBVC applied for \$510,841 and will most likely receive some allocation of the grant money, if not all the funding proposed. The planned November 16th WDBVC Regional Sectors meeting with CWA's Bob Lanter facilitating and Vinz Koller as guest speaker on the Swiss Apprenticeship model "College without Debt", is a regional organizer activity. The purpose of this meeting is to bring the region together to identify how to more effectively work, as a region, to expand work-based learning and apprenticeships. With additional funding the WDBVC plans to continue to support regional planning activities for a collaborative vision to expand work-based learning. In addition to these funds they will also be used to augment contracts with EDC-VC and the Agency to continue to do work for the WDB. WDB staff hopes to receive a response sometime in December. This grant will run from FY January 2017 – June 30, 2019.

## **WDB ADMINISTRATION**

- WIOA Adult/Dislocated Worker Youth Programs - EDD Monitoring Review: Melissa Livingston reported that the WDB Administration is scheduled for an EDD Monitoring Review from January 29, 2018 to February 2, 2018. The monitor will be looking at all WIOA core programs for compliance. Vivian Pettit will be staff lead with the compliance guides and will be working between the HSA Fiscal, Administrative, and Programs team. Ms. Livingston informed the Committee that she will be reporting back to the Board with the outcome of the monitoring visit.
- WDB Regional Joint Committees Meeting: Melissa Livingston announced the upcoming special meeting on November 16, 2017 the WDB Regional Joint Sectors Meeting which will be held at the VCCF Nonprofit Center.
- WDB Meeting Plan for December 7, 2017: The outcomes from the WDB regional joint planning meeting will be finalized at this meeting.
- Update WDB Executive Director Position: Melissa Livingston, Human Services Chief Deputy Director provided the Executive Committee with an update as to the County's proposed position to change the structure of the Workforce Development Administrative Entity and Fiscal Agent relationship. The proposed change has been discussed with the County CEO's office, County Legal Counsel, and the County Board of Supervisors, and a pre-meeting was held with the WDB Chair and Vice Chair to share the proposed change. The change would contract out through an RFP process the WDB Administrative Entity and Fiscal Agency roles and responsibilities. The proposed time line for the RFP process would be in the January 2018 timeframe- with a targeted contract award in the March/April 2018 timeframe, and a goal of having the contracted entity in place by July of 2018 at the beginning of the new fiscal year- but it was recognized that this timeline might be tight and that the change and associated transition activities could move the timeline further into the new fiscal year.

It was shared that there were a number of reasons for the proposed change that included ongoing challenges with the Human Services Agency Director overseeing the WDB Administrative Entity, Fiscal Agent, and Career Services Program Operator- that created a perception of, and opportunity for conflict of interest and firewall issues. By moving the WDB Administrative Entity and Fiscal Agency out of the Human Services Agency reporting structure and only maintaining the Career Services Program operation oversight would effectively address the conflict of interest/firewall challenges. Additionally, it was shared that as the law changed from WIA to WIOA there have been more stringent procurement and firewall requirements that we have experienced first-hand through a recent EDD State Monitoring where the local One Stop Operator procurement was deemed a "failed-procurement"- as there was only one (1) bid, and the procurement was seeking a Consortium, and did not provide for a single entity bid proposal. Since this monitoring

and through follow up contacts with the State there have been concerns related to ensuring proper firewalls and adherence to procurement policy moving forward- with a potential of needing to rebid the One Stop Operator prior to the 3 year term. Lastly, the proposed change also took into consideration trends to significant reductions in WIOA core funding and the need to have greater flexibility and latitude in funding opportunities under a new model.

There were questions as to other models that had been discussed, and if the County had considered moving the functions out of HSA to another County entity to eliminate the perceptions and challenges of conflict of interest for the HSA Director. It was shared that there had been discussions, but it was agreed that an model outside the county would be most effective to address the conflict of interest and firewall issues- while providing the County CEO and BOS ultimate oversight. In the proposed model the CEO's office would work with the California Workforce Association (CWA) to manage the RFP process, and would be the liaison between the Board of Supervisors and WDB entity. The Board of Supervisors would continue oversight of the WDB budget, fiscal/regulatory compliance, and would continue to approve the appointment of WDB members as in the current model. The County intends to continue HSA as the Career Services Operator over Adult and Dislocated Worker programs as long as the State continues to allow for this program service to be sole sourced. In addition to an RFP for the contracted service, this proposed change will also require a new Memorandum of Understanding (MOU) between the Board of Supervisors and WDB.

The floor was open to questions, and the Executive Committee asked a number of questions seeking understanding and clarity for the proposed change, as well as understanding what other models existed, and if this model was used in other regions. Staff as well as a member of the public provided additional input and posed questions related to the change. It was acknowledged that there were many questions that would need to be addressed prior to finalizing the proposed change, and that the California Workforce Association would be involved in consult to ensure the model was sound and an update and discussion would occur with the WDB Executive Committee at the next meeting.

It was shared that as part of the proposed change that the existing WDB Administrative staff would be given the opportunity to decide if they wanted to move to the new contracted entity or remain with the County. It was recommended that staff await the decision on a new entity prior to making this decision, but the County would require the new entity to continue staff's salary at the current level. It was also recognized that the HSA fiscal team would also need to be instrumental in assisting in the transition of the Fiscal Agent role, and this full transition, as well as other aspects of the transition could continue into the first quarter of the 2018/2019 fiscal year. Lastly there was discussion about holding off in the selection of a new WDB Executive Director until the proposed change was finalized- but dependent upon the length of time this transition takes, the WDB might want to re-evaluate that decision- but would do so in concert with the County CEO's office and BOS in making the final hiring decision.

The next meeting of the Executive Committee is scheduled for January 11, 2018, from 8:00 a.m. to 9:30 a.m., at the Ventura County Community College District, 761 E. Daily Drive, Camarillo.

If you have questions or need more information, please call me at (805) 981-1991, or Melissa Livingston, HSA Chief Deputy Director at (805) 477-5306.



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: JESUS TORRES, CHAIR  
BUSINESS SERVICES COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: BUSINESS SERVICES COMMITTEE REPORT**

The next meeting of the Business Services Committee is scheduled for January 31, 2018, from 8:30 a.m. to 10:00 a.m., at the America's Job Center of California (AJCC), 2901 N. Ventura Road, Oxnard.

The Business Services Committee report for that meeting will be provided at the Executive Committee meeting on February 8, 2018.

If you have questions or need more information, please call me at (805) 390-1167, or contact Talia Barrera at (805) 477-5341 or [talía.barrera@ventura.org](mailto:talía.barrera@ventura.org).



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: ANTHONY MIRELES  
CLEAN/GREEN COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: CLEAN/GREEN COMMITTEE REPORT**

The Clean/Green Committee met on September 15, 2017. In attendance were Committee members Anthony Mireles (Chair), Holly Chavez, Victor Dollar, Dave Fleisch, Charles Harrington, Grant Leichtfuss, Valeria Makarova, and Darrell Gooden; WDB staff Patricia Duffy; Melissa Livingston (Chief Deputy Director, Human Services Agency), and guests Heidi Hayes (theAgency), Alexandria Wright (Ventura County Community College District). Topics of discussion included:

### Ventura County Regional Strategic Workforce Development Plan

- Employer Awareness Workgroup Report

The Employer Awareness Workgroup shared their progress on ways to help businesses understand the value of incorporating sustainability into their business practices. The workgroup is creating short videos of local industry success stories on how sustainable practices in business saves money, grows business, and creates jobs. Ventura Adult and Continuing Education (VACE) Multi Media Program has been providing their program expertise to create these videos for the Committee. Rich Sigerist, Instructor at VACE Multimedia Program, invited workgroup members to view the unedited version of the video footage. Four workgroup members went to the VACE studio to view the footage and discuss edits with Rich Sigerist. The workgroup reported on how pleased they were with the outcome and discussed next steps which is to create an introduction and credits and then distribution. Heidi Hayes from theAgency was present at the meeting and theAgency will be assisting with the introduction and credits to align with the WDB current outreach materials and with the distribution through WDB existing media sources.

- PRME: Principles for Responsible Management Education

Dr. Valeria Makarova spoke about the Progress Report, Principles of Responsible Management Education that was recently produced by California Lutheran's School of Management. Dr. Makarova and another faculty member according to the report "have been championing and coordinating the initiative from the start." "The mission of PRME is to transform management education, research and thought leadership globally by providing the Principles for Responsible Management Education framework, developing learning communities and promoting awareness about the United Nations' Sustainable Development Goals." By providing the tools to students on how to incorporate environmental and social responsibility into their decision making the students will bring sustainable business practices to their jobs. The goal is to bring sustainable education to all levels.



- Deputy Sector Navigator Update:

Holly Chavez reported on the activities they have been involved with in Ventura and the region. Ventura held a two day project based externship program for middle school teachers in June. This was a collaborative effort with the purpose of teacher immersion into the local agriculture industry with emphasis on applied STEM learning and classroom project design. Ms. Chavez also spoke about providing mini grants for water industry internships. Members of the Committee were very interested in supporting this effort in Ventura through internships in the Ventura Water/Wastewater industry. The need for interns in the Agricultural industry was also identified.

- Careers in Ventura Clean Tech Summit

Darrell Gooden, presented a more detailed plan of his idea presented at the last Committee meeting to have a Clean Tech Summit. Committee members reviewed and discussed plans and recommended we develop a workgroup for further discussion. The plan Dr. Gooden presented is to have a Summit sometime in the winter of 2018. The goal is to build support for a community action program that promotes Clean Tech entrepreneurship and aligns industry and education and community efforts in building a technology infrastructure that leverages the County's strengths in the energy, environment & utilities industry pathways.

- Year-End Review

The committee members finalized their work on the Year-End Review.

The next meeting of the Clean/Green Committee is scheduled for November 16, 2017, from 1:30 p.m. to 4:30 p.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo, CA. This is a Regional Joint Committee meeting with the WDB Committees, WDB Board, and additional guests.

If you have questions or need more information, please call Patricia Duffy at (805) 477-5350, email [Patricia.Duffy@ventura.org](mailto:Patricia.Duffy@ventura.org).



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: GREG BARNES  
HEALTHCARE COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: HEALTHCARE COMMITTEE REPORT**

The WDB Healthcare Committee met on September 1, 2017. Attending the meeting were Committee members; Greg Barnes (Chair), John Cordova, Adam Hunt, Amy Mantell, Irene Ornelas, Michelle Reynolds, Mary Anne Rooney, Lisa Safaeinili, Richard Trogman, Bill Werner; WDB staff Patricia Duffy; and guests Paula Hodge (Deputy Sector Navigator, ICT ), Debbie Newcomb (Ventura College), Charlyn Gutierrez (Westminster Free Clinic). The following is a summary of topics discussed:

### Ventura County Regional Strategic Workforce Development Plan

- Industry and Education Healthcare Advisory Solutions Summit:

Committee Members followed up with additional updates on the successful Industry and Education Healthcare Advisory Solutions Summit that was held on May 2, 2017 at the Crowne Plaza Beach Hotel in Ventura. This was a collaborative effort by members of the WDB Healthcare Committee, John Cordova, Healthcare DSN for South Central Coast Community Colleges; Irene Ornelas, Ventura County Office of Education, VC Innovates, and Patricia Duffy, WDB staff. The WDB Healthcare Committee is working to bring together the numerous healthcare industry advisory groups for education, which currently meet separately throughout the County. This effort is to create an opportunity for the healthcare industry to come together with healthcare educators in a larger forum, to identify the skills needed for the 21<sup>st</sup> century healthcare jobs in Ventura County

Outcomes from the May 2, 2017 facilitated groups for EMS, Sports Medicine, Biotech, Nursing and Community Clinics were distributed. The survey results on the meeting were mentioned, which were extremely favorable, with the suggestion that the meeting wasn't long enough. The workgroup is discussing plans for a future meeting in October.

- Regional Healthcare Case Manager/Care Coordinator Pathway Project:

John Cordova and Patricia Duffy gave an update on the Los Angeles/Ventura Healthcare Coordinator SlingShot Project. John discussed the DACUM Competency Profile for Case Manager/Care Coordinator that was distributed to the Committee. A meeting to review the existing programs identified by the Center of Excellence, with curriculum in Care Coordination, will be held on September 12, 2017 in Los Angeles.

- Regional Workforce Trends in Healthcare IT and Cybersecurity:

John Cordova and Paula Hodge presented on Regional Workforce Trends in Healthcare IT and Cybersecurity. A two year grant allowed them to align with American Health Information Mangers Association (AHIMA) and Healthcare Information and Management Systems Society (HIMSS) and come up with six courses leading to an IT Technician Certification. They can currently support up to 20 people to take the exam. Qualifications are 6 months of training or a year on the job. They are looking at “New Collar Positions” identifying the point where you can enter the cybersecurity workforce without a degree in cybersecurity. Trying to build a pipeline to cybersecurity positions. Ventura College is planning to have a course offering in cybersecurity possibly in the spring. Information on the upcoming Cybersecurity Symposium in October at the Ventura Crowne Plaza was distributed.

- Healthcare Deputy Sector Navigator Update:

John Cordova provided an update for the region. He announced the critical need for CNAs. New State legislation that changed the staffing ratios in Long Term Care facilities has double the need, creating a critical workforce shortage to meet these requirements. Mr. Cordova is working with the colleges and training programs in the South Central Coast Region to address this challenge.

- Career Pathways Updates:

Irene Ornelas, VC Innovates, updated the Committee members on the opening of a new facility for C.N.A. with three high schools participating. The mental health pathway had 31 students enrolled. They also partnered with EMS for training and coordinated with the Alzheimer’s Association for classroom training. In addition they worked to streamline the system between VC Innovates and the VC Healthcare Agency for a job shadow and internship program.

Mary Anne Rooney, announced that they will be sun setting the “Alliance for Linked Learning” name and will have a new name. Ms Rooney also announced that Rebecca Chandler is the new Director of Career Technical Education for Oxnard Union High School District. Two Health Science Academies, Pacifica High School and Rancho Campana High School are aligning with the Ventura County Healthcare Agency and VC Innovates for internships and job shadow opportunities for students.

- Year-End Review:

The Committee approved the final draft of the Year-End Review. The Year-End Review will be submitted to the Workforce Development Board.

The next meeting of the Healthcare Committee is scheduled for November 16<sup>th</sup>, from 1:30 p.m. to 4:30 p.m., at the VCCF Nonprofit Center, 4001 Mission Oaks Blvd., Camarillo. This is a Regional Joint Committee meeting with the WDB Committees, WDB Board and additional guests.

If you have questions or need more information contact Patricia Duffy at (805) 477-5306, e-mail [Patricia.Duffy@ventura.org](mailto:Patricia.Duffy@ventura.org).



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: ALEX RIVERA, CHAIR  
MANUFACTURING COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: MANUFACTURING COMMITTEE REPORT**

The Manufacturing Committee met on October 19, 2017. In attendance were Committee members Alex Rivera (Chair), Cindy Guenette, Rebecca Hunt, Marybeth Jacobsen, Ryan Mayfield, and Tre Robinson; Workforce Development Board (WDB) staff Patrick Newburn. Guest in attendance was Lisa Eklund (Ventura County office of Education). The following is a summary of topics discussed at the meeting:

**PRESENTATION:** *Entry Level Manufacturing Certificate Curriculum (POSTPONED)*

Dr. Alexandria Wright from Ventura County Community College District, Workforce and Economic Development Division, was ill and unable to attend committee meeting and provide presentation on Entry Level Manufacturing Certificate Curriculum offered at Ventura College. However committee members conducted review of the course outline provided in their meeting packet.

Marybeth Jacobsen provided an overview of the curriculum as learned from a presentation by Dr. Wright at the Workforce Education Coalition (WEC). Ms. Jacobsen explained the course purpose and brief orientation to the National Institute of Metalworking Skills, Inc. (NIMS) certificate. She also briefly discussed the American College Testing (ACT) Work Keys- Screening Test as a prerequisite for class enrollment.

Tre Robinson from Grupo Bimbo discussed his company's experience with other entry level curriculum offered. He suggested that other companies might benefit from recognizing the value of the entry level certificate as they conduct hiring interviews. Committee members discussed potential additions to curriculum such as problem solving skills and how to prepare corrective action plans. Members questioned how the entry level certificate would become industry recognized and that involving staffing agencies might help with outreach efforts.

Rebecca Hunt from ECA Medical provided another example of related curriculum and has successfully hired interns from Moorpark College who have completed the Biotechnology Engineering Technician course taught by WDB Manufacturing committee member and full-time faculty Subhash Karkare.

The meeting packet with an electronic copy of the Entry Level Manufacturing Certificate Curriculum is available on the WDB website: [www.workforceventuracounty.org](http://www.workforceventuracounty.org)

## **WIOA WORKFORCE DEVELOPMENT PLANNING**

- Alignment With 2-Year 2016-2018 Committee Plan  
Alex Rivera invited members to review the two-year plan.
- Deputy Sector Navigator  
No Report.
- MRVC: Planning Update  
No report
- AMP SoCal:  
No report.

## **COMMITTEE MEMBER COMMENTS**

- Tre Robinson provided enthusiastic support for the WIOA on-the-job training (OJT) program offered by the America's Job Center of California (AJCC) and HSA Account Executive Cynthia Muro. OJTs provide employers partial wage reimbursement during the initial training provided by the employer to bring new hires up to speed. For more information, please contact [Cynthia.muro@ventura.org](mailto:Cynthia.muro@ventura.org).
- Patrick Newburn invited members to attend the upcoming Career & Resource Fair hosted October 26, 2017 at the AJCC at Riverpark in Oxnard.

The next Manufacturing Committee meeting is scheduled for February 15, 2018, from 8:00 a.m. to 9:30 a.m., at the United Food and Commercial Workers International Union, 816 Camarillo Springs Rd., Camarillo, CA.

If you have questions or need more information, please call me at (805) 579-5188, or contact Patrick Newburn at (805) 477-5306, email: [patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org).



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: PATTY SCHULZ, CHAIR  
MEMBERSHIP COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: MEMBERSHIP COMMITTEE REPORT**

### **TWO REPORTS:**

- The Membership Committee met on October 3, 2017 ([Report included below](#)).
- The normally scheduled December 5, 2017 meeting was cancelled due to the Thomas Fire which started December 4, 2017.
- The Committee conducted a “make-up” meeting on January 9, 2018 ([Report Included below](#)).

### **OCTOBER 3, 2017 REPORT**

In attendance were Committee members: Patty Schulz (Chair), Jeremy Goldberg (Vice Chair), Capt. Doug King, and WDB staff Patrick Newburn. The following summarizes topics discussed at the meeting:

#### **Reappointments, Appointments, and Recruitments**

Committee members reviewed current WDB member attendance records and discussed participation on WDB committees. Current WDB Member terms are up to date, with no reappointment consideration required at this time. Patrick Newburn confirmed that the County Board of Supervisors approved reappointments on September 19, 2017 for Vic Anselmo, Greg Liu, Bruce Stenslie, and Celina Zacarias for new three year terms expiring October 27, 2020.

Committee members discussed board composition, categories of representation, required business member and workforce member ratios, and the engagement/recruitment process. Patrick Newburn confirmed that the County Board of Supervisors appointed three new WDB members on September 19, 2017 for three year terms, Connie Chan (Workforce/EDD Sector), Marilyn Jansen (Workforce/Union Sector,) and Jaime Mata (Non-Voting Sector), with terms expiring September 19, 2020. The committee agreed that the WDB is WIOA compliant with 30 voting members in all mandated categories.

Committee members discussed a potential member recommended to join the Programs Committee as a non-WDB member. Members reviewed the application and resume, and WDB policy on non-WDB members of the Programs Committee. The Membership Committee voted to recommend that the WDB approve appointment for a three year term to the Programs Committee at its next meeting on December 7, 2017.

#### **Committee Member Comments**

Members discussed new member engagement needs for Clean/Green Committee, specifically representing the agriculture industry. Members discussed WDB Executive Director vacancy.

## **JANUARY 9, 2018 REPORT**

In attendance were Committee members: Patty Schulz (Chair) via telephone at 5103 Walker St. Ventura, CA., Capt. Doug King, Jesus Torres; guest Heidi Hayes (theAgency); and WDB staff Patrick Newburn. The following summarizes topics discussed at the meeting:

### **Reappointments, Appointments, and Recruitments**

Committee members reviewed current WDB member attendance records and discussed participation on WDB committees. Current WDB Member terms are up to date, with no reappointment consideration required at this time. Patrick Newburn confirmed that WDB New Member orientations occurred in November 2017 for Dona Toteva Lacayo, Connie Chan, Marilyn Jansen, and Jaime Mata. Two board members have terms expiring in February and April 2018. Committee members agreed to extend invitations for renewals. Additionally, Committee Members accepted the resignation of Mary Navarro-Aldana effective October 31, 2017 due to new workload constraints. Members were appreciative of her long WDB service and agreed that her wisdom and guidance will be missed. Patrick Newburn confirmed that a tribute will be presented to her at the WDB meeting January 25, 2018.

Committee members discussed board composition, categories of representation, required business member and workforce member ratios, and the engagement/recruitment process. The committee agreed that the WDB is WIOA compliant with 29 voting members in all mandated categories.

Committee members discussed two potential members recommended to join the Programs Committee as a non-WDB member. Members reviewed the applications and resumes, and WDB policy on non-WDB members of the Programs Committee. The Membership Committee voted to recommend that the WDB approve appointment for a three year term to the Programs Committee at its next meeting on January 25, 2018.

### **Committee Member Comments**

Members discussed Sector Committee composition and attendance with no action needed. Members discussed the desire to include additional client success stories at the board meetings. Members inquired about staff providing ongoing "WIOA 101" trainings that will provide overview and updates about WIOA policy. Patrick Newburn explained that the WDB has received a training grant and plans are in the works to provide WDB member training within 2018.

The next Membership Committee meeting is scheduled for April 3, 2018, from 8:30 a.m. to 10:00 a.m., at the UFCW, Local 770 building, 816 Camarillo Springs Rd., Camarillo, CA.

If you have questions or need more information, please call me at (805) 650-8611, or contact Patrick Newburn at (805) 477-5470, email [patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org).





## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: BRIAN GABLER, CHAIR  
OUTREACH COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: OUTREACH COMMITTEE REPORT**

The WDB Outreach Committee met on November 17, 2017. Attending the meeting were Committee members Brian Gabler (Chair), Victoria Jump, Tracy Perez, and Bruce Stenslie; WDB staff Talia Barrera; and guests Heidi Hayes (theAgency). The following is a brief summary of Workforce Development Board of Ventura County (WDB) outreach activities from July 1, 2017 through August 31, 2017.

### **Employer Outreach**

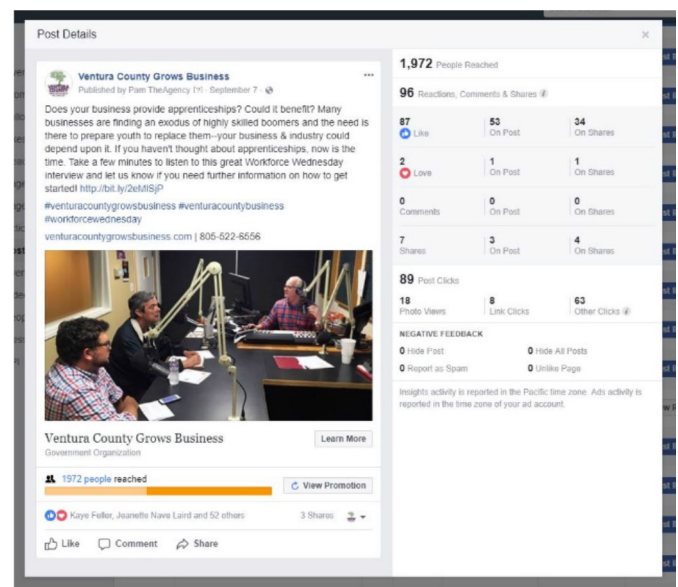
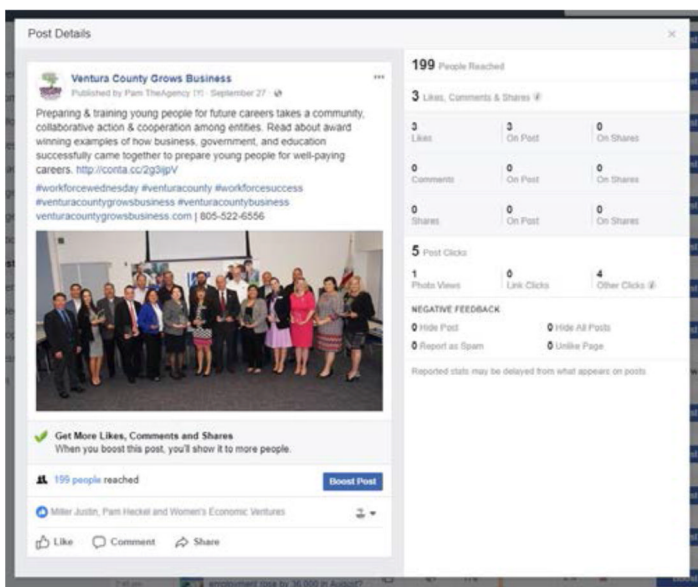
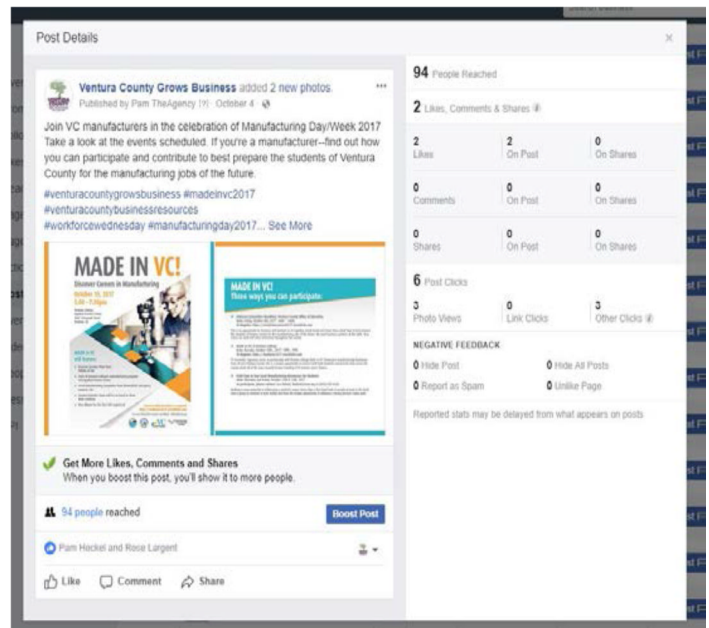
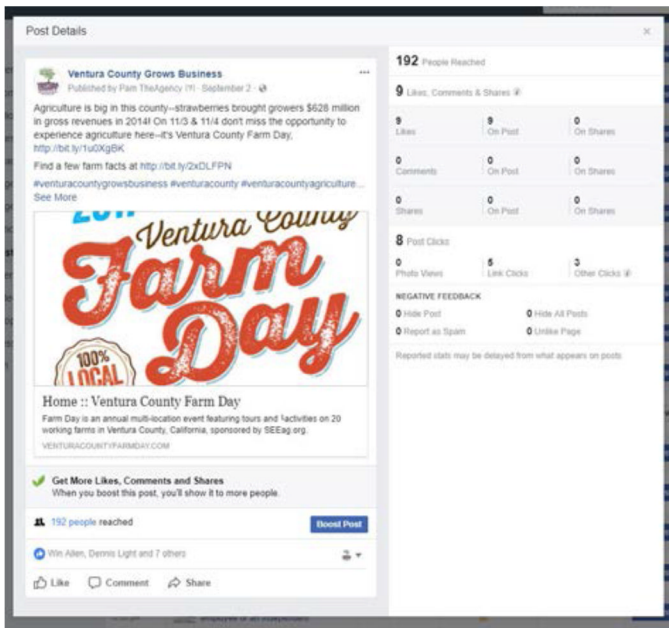
- **Workforce Wednesday**
  - October 25 – P20 Council – Roger Rice and Stan Mantooth
  - December 13 – Youth Network Services – Jesus Torres and Erin Antrim
- **MRVC LinkedIn**
  - Group has 42 members
  - theAgency continues to post Job Outlook and Workforce updates as applicable
  - Workforce Update Eblast
    - October 10 – WDB Cohorts:
    - 549 Sent/24.2% Open Rate/3.8% CTR
    - October 10 – Biz List: 5,694 Sent/5% Open Rate/1% CTR
- **Ventura County Grows Business (VCGB) Website – July to October, 2017**
  - 1,145 Unique Visitors (43% increase year-over-year)
  - 5,150 Page views (133% increase year-over-year)
  - 3.05 Pages/Session (increase year-over-year)
  - 3:28 Average Session Duration (104% increase year-over-year)



- **VeVCGB Search Engine Optimization (SEO) Q3 Ranking Positions**
  - 16 of 20 keywords currently on page one
  - 12 improved rankings and 2 reduced

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

- **VCGB Facebook – September 1 to October 31, 2017**
  - As of October 31<sup>st</sup> – Likes/Fans 3,115 (16.32% increase)
  - Posts: 68 Total posts since September 1
  - Total Reach: 43,755 – Average 4,361/week (39% increase over July/Aug)
  - Paid Post Reach: 893 most for a single day (10/1/17)
  - Organic Post Reach: 836 most for a single day (10/2/17)



## Youth Outreach

- **VC Jobs With a Future – New Website Launch**
  - Soft launch – 12/4/17
  - Workforce Wednesday – First promotion 12/13/17
  - Paid Media Outreach – 1/15/18 – 3/18/18
  - In Development:
    - Three ten-second video spots
    - Three banner sets to support each video concept
    - :30 Pandora Radio
    - :30 KCLU PSA

- **Growing Jobs Flyer – Print after final updates and website launch**
- **Requests sent soliciting new youth success stories for 10/18 on August 31**
  - AJCC team – sent reminder week of 11/5
  - PathPoint – sent reminder week of 11/5
  - BGC – submitted on 10/19/17

### **VC Jobs With a Future – Twitter: September 1 to October 31, 2017**

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

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

### **Job Seeker Outreach**

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

### **General Outreach**

- Changed “American” to “America’s” to have standard AJCC branding across the board
- Press Releases
  - New Board member release – Jaime Mata, Marilyn Jensen, Connie Chan and Vic Anselmo, Gregory Liu and Bruce Stenslie reappointment. Sent release on October 27, 2017.
- KCLU
  - Disconnected Youth with new site launch

- Op-Eds
  - Ventura County Grows Business – Submitted to PCBT, Ventura County Means Business article appeared in the September 16 issue of the PCBT
  - Apprentice pitch – prepared pitch and sent to Ventura Breeze, PCBT, VC Star and Simi Acorn. Tyler Hersko, a business reporter for the Star, visited Ace Charter High on 11/6, shot video, interviewed and plans on publishing the story the week of 11/13/17
  - AJCC Partners – under review
  - Pathways to Employment – Support 12/13 Workforce Wednesday and support VCJWF launch
- Cal Workforce Social Media Campaign Support
  - #Workforce Wednesday – Continued support of statewide CWA effort that started on 8/23
- Clean/Green Employer Awareness
  - Voiceover development support and review – Agency assisted with narrator V/O copy on mission and work of the WDB – C/G committee to advise next steps

### **Workforce Ventura County Website**

- Google Analytics Stats July 1 to October 31, 2017
  - Audience overview – 3,643 sessions/2,604 unique users (24% increase in unique users year-over-year)
  - 2.42 pages per visit
  - 2.09 average minutes visit duration (-15.47% over 16/17)
  - 50.62% bounce rate (-6.78% over 16/17)
- New Board member release – Jaime Mata, Marilyn Jensen, Connie Chan and Vic Anselmo, Gregory Liu and Bruce Stenslie reappointment.
- KCLU
  - Disconnected Youth with new site launch
- Joint Industry Sector Regional Meeting Eblast
  - Oct 11 – WDB Cohorts: 113/59% Open Rate/5.1% CTR
  - Oct 24 – WDB Cohorts: 117/56 1% Open Rate/5% CTR

### **Job Outlook Eblast:**

- Sept 15 (August 17 Report) — WDB Cohorts: 547/23.2% open rate/2% CTR
- Sept 15 (August 2017 Report) - Biz List: 5,734/5% open rate/0% CTR
- Oct 20 (Sept 2017 Report) — WDB Cohorts: 532/24.9 open rate/4.7% CTR
- Oct 20 (Sept 2017 Report) — Biz List: 5,659/5% open rate/0% CTR
- Job Outlook: The following highlights local, state and national data in terms of NOT seasonally adjusted rates for September 2017:
  - Ventura County decreased .6% from a revised 5.3% in August 2017 to 4.7% in September 2017 (September 2016 = 5.4%)
  - California decreased .7% from 5.4% in August 2017 to 4.7% in September 2017 (September 2016 = 5.2%)
  - U.S. decreased .3% from 4.5% in August 2017 4.1% in September 2017 (September 2016=4.8%)

## Year-End Review

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

The next meeting of the WDB Outreach Committee is scheduled for January 17, 2018, from 9:00 a.m. to 10:30 a.m., at the Economic Development Collaborative-Ventura County, 1601 Carmen Drive, #215, Camarillo, CA.

If you have questions or need more information, please call me at (805) 583-6701, or contact Talia Barrera at (805) 477-5341, email [Talia.Barrera@ventura.org](mailto:Talia.Barrera@ventura.org).





## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: TONY SKINNER, CHAIR  
PROGRAMS COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: PROGRAMS COMMITTEE REPORT**

**TWO REPORTS:**

- **October 4, 2017 Committee Meeting**
- **January 10, 2018 Committee Meeting**

**OCTOBER 4, 2017 REPORT**

The Programs Committee met on October 4, 2017 at the America's Job Center of California at Riverpark (AJCC). In attendance were Committee members Tony Skinner (Chair)\*, Roger Rice (Vice Chair)\*, Linda Fisher-Helton, Kathy Harner\*, Mary Navarro-Aldana\*, Tressie Nickelberry, Leslie Webster. WDB Staff present were Tracy Johnson, Patrick Newburn, and Vivian Pettit. Guests included Nancy Ambriz (Adult & Family Services, Human Services Agency, WIOA Programs), Elsa Banuelos (WIOA Programs), Ray Bowman (EDC-VC), Karin Findeis (Pacific Clinics TAY Tunnel), and Tom Van Meeuwen (California Conservation Corps). \*Indicates WDB Members. The following is a summary of topics discussed at the meeting:

**AJCC Evaluation Committee Introduction**

Patrick Newburn explained that the Workforce Development Board of Ventura County (WDB) Chair appointed the Programs Committee, in addition to their standing committee duties of WIOA Programs oversight, to function as an ad hoc AJCC Evaluation Committee (AEC) through June 2018. WIOA mandates that the WDB must conduct an independent and objective evaluation of their comprehensive of the AJCC once every three years using criteria and procedures established by the California Workforce Development Board (CWDB). The AEC will evaluate the AJCC on three key requirements for AJCC certification: 1) Effectiveness of the AJCC, 2) Physical and Programmatic Accessibility for individuals with disabilities, and 3) Continuous Improvement.

There are two levels of AJCC certification: Baseline and Hallmarks of Excellence. The Baseline AJCC Certification is intended to ensure that every comprehensive AJCC is in compliance with key WIOA statutory and regulatory requirements. The Hallmarks of Excellence AJCC Certification is intended to encourage continuous improvement by identifying areas where an AJCC may be exceeding quality expectations, as well as areas where improvement is needed.

Membership on the AEC may include other persons, not formally appointed to the Programs Committee, in order to provide a broad base and objective evaluation. Those ad-hoc members will serve only for purpose of AJCC evaluation visits and related duties. Welcomed to the AEC were Ray Bowman from the Economic Development Collaborative – Ventura County (EDC-VC) and Tom Van Meeuwen from the California Conservation Corps. In order to avoid conflict of interest,

excluded from the evaluation are the leadership from the Ventura AJCC Operator Consortium (Nancy Ambriz from the Human Services Agency/ Adult and Family Services Department; Mary Navarro-Aldana from the Employment Development Department; and Jaime Mata from Center for Employment Training).

The AEC at this on-site meeting will evaluate the comprehensive AJCC using the Baseline Criteria Matrix provided in their meeting packet. Following the tour of the facility and learning about the services offered by the AJCC partners, the AEC is responsible to report their observations and either recommend certification to the WDB or determine "Unable to Certify". WDB is the certifying authority and must submit its decision to the CWDB, to certify or corrective action plan no later than December 31, 2017. Mr. Newburn advised the AEC members that they will be called back in spring 2018 to conduct more on-site evaluations for the Hallmarks of Excellence Certification which is due to CWDB by June 30, 2018. You may review these documents by visiting the WDB website at [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

#### AJCC Certification Evaluation and Tour:

Vivian Pettit provided the Committee an overview of the evaluation process and explained the Baseline Criteria Matrix to prepare them for their guided tour of the comprehensive AJCC. The evaluation packet includes the Baseline Criteria matrix along with the AJCC Tour Worksheet that the Committee will use to keep score and provide feedback.

Committee members learned that the Baseline Criteria is divided into four parts: 1) Implements the signed MOU, 2) Implements the Local Board defined roles and responsibilities of the AJCC Operator and Career Services Provider, 3) Meet all regulatory requirements to be a comprehensive AJCC, and 4) Ensures Equal Opportunity for individuals with Disabilities. The related statutory and regulatory documents were provided to the Committee in four separate binders placed on tables for their review following the tour.

WIOA Programs Manager Nancy Ambriz Mary and Navarro-Aldana from EDD, although excluded as certification evaluators, were present on the tour to answer detailed questions.

During the tour AEC members observed several training rooms, staff work areas, and the job search resource room with extensive computer technology including assistive technology for individuals with disability. The tour also provided on the spot interviews with career services staff. Members received explanation about multiple topics including: AJCC partner cross training and client assessment process and referrals to career services, EDD Job Clubs, WIOA Title I employment recruitment and training services, and how clients receive individualized services once they enter the AJCC.

Following the tour, WDB staff explained the scoring matrix again with the Committee and answered member questions. Members will receive a follow-up survey seeking detailed feedback of the on-site evaluation for purpose of continuous improvement. AJCC services informational packets were distributed to the Committee, to provide additional worksheet and matrix evidence of required services. The contents within this folder can be viewed in the meeting packet on the WDB website at [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

#### Action Item (AJCC Certification)

On October 4, 2017 the Programs Committee functioning as the Ad. Hoc. AJCC Evaluation Committee considered background information, asked questions, and discussed the following item

before taking action. Members provided constructive feedback about the AJCC tour and evaluation process for staff benefit to improve the springtime tour. Members requested that information be presented in a more linear model corresponding to the matrix of questions for improving the next evaluation process. No member expressed disagreement with certification recommendation.

On November 9, 2017 the Executive Committee discussed and approved the recommendation to move forward to the full Board. The meeting packet with background information on the action items is available on the WDB website at [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

- Recommendation that the Programs Committee Recommend to the Executive Committee of the Workforce Development Board of Ventura County (WDB) Approval and Recommendation to the WDB the Certification of the Comprehensive America's Job Center Of California (AJCC) At Riverpark (Oxnard, California) According to the attached Baseline Criteria Matrix.

Motion to approve: Roger Rice

Second: Kathy Harner

Abstain: Mary Navarro-Aldana; Nancy Ambriz

Motion Approved

#### Member Comments

Patrick Newburn invited members to attend a Career and Resources Fair Thursday, October 26, 2017, from 1:00 to 4:00 p.m. at the RiverPark AJCC, Oxnard.

#### JANUARY 10, 2018 REPORT

The Programs Committee met on January 10, 2018. In attendance were Committee members: Tony Skinner (Chair)\*, Kathy Harner\*, Connie Chan\*, and Leslie Webster. [\*= WDB Members.] WDB Staff in attendance was Patrick Newburn. Guests in attendance were: Heidi Hayes (TheAgency), Omar Zapata (BGCOP), Kim Whitaker, PathPoint), and Jessica Gallardo (PathPoint). The following summarizes topics discussed at the meeting:

#### WIOA IMPLEMENTATION & DEVELOPMENT:

- On-Site Program Monitoring:

Patrick Newburn explained that the Employment Development Department (EDD) will conduct a scheduled monitoring of Workforce Development Board of Ventura County (WDB) Career Services for Youth programs on January 29, 2018. Selected client case records will be reviewed for compliance with WIOA programs and procedures. Boy and Girls Club of Greater Oxnard and Port Hueneme (BGCOP) and PathPoint, Inc. will be meeting during the week with Human Services Agency (HSA) and EDD representatives. The EDD monitor will generate a report following the review and will provide comments with any findings or areas for continuous improvement. The Committee will be provided with that report when available so they may provide oversight and any recommendations for corrective action to the WDB.

- Program Policies:



Patrick Newburn provided the Programs Committee with 5 new and 3 revised WDB (Local Area) Policies for WIOA Adult, Dislocated Worker, and Youth Programs. The operational policies are required according to WIOA. The draft policies are currently being developed and reviewed for accuracy, and the committee was invited to review them as part of their career service programs oversight duties and to prepare for the upcoming EDD monitoring. The draft policies will be approved by the WDB once WDB administration staff have completed final edits. The meeting packet with an electronic copy of the draft policies are available on the WDB website: [www.workforceventuracounty.org](http://www.workforceventuracounty.org). The draft policies are:

- WDB Policy 2018-01 Veterans Priority Of Service
- WDB Policy 2018-02 Fraud Program Abuse And Criminal Conduct
- WDB Policy 2018-03 Supportive Services Adult and Dislocated Worker
- WDB Policy 2018-04 Follow-Up Services
- WDB Policy 2018-05 Dislocated Worker Eligibility
- WDB Policy 2018-06 Supportive Services-Youth
- WDB Policy 2018-07 Monitoring And Oversight
- WDB Policy 2018-08 Career Services

- AJCC Certification:

Patrick Newburn provided Committee members an introduction to part two of the AJCC certification, *Hallmarks of Excellence*. The committee reviewed the introduction, timeline, and overview of the eight topics to be evaluated and scored at their springtime on-site tour of the AJCC. The Committee has the oversight of comprehensive AJCC services and will make their recommendation to the WDB in late spring following the tour. The WDB will then have the responsibility to certify the scoring of the AJCC using the Hallmarks of Excellence (continuous improvement matrix) and submit to the State by June 30, 2018. The meeting packet with an electronic copy of the Hallmarks of Excellence Matrix is available on the WDB website: [www.workforceventuracounty.org](http://www.workforceventuracounty.org). The eight topics in the matrix are:

- The AJCC physical location enhances the customer experience.
- The AJCC ensures universal access, with an emphasis on individuals with barriers to employment.
- The AJCC actively supports the One-Stop system through effective partnerships.
- The AJCC provides integrated, customer-centered services.
- The AJCC is an on-ramp for skill development and the attainment of industry-recognized credentials which meet the needs of targeted regional sectors and pathways.
- The AJCC actively engages industry and labor and supports regional sector strategies through an integrated business service strategy that focuses on quality jobs.
- The AJCC has high-quality, well-informed, and cross-trained staff.
- The AJCC achieves business results through data-driven continuous improvement.

- Committee Role and Responsibilities:

Patrick Newburn provided the Committee with a three page document explaining the oversight policy, roles and responsibilities entrusted to the Programs Committee by the WDB bylaws. Members reviewed their guidelines for WIOA programs oversight. The Committee initially discussed their oversight role in March 2017 and this new document was compiled to ensure continued direction and clarity for their function. The meeting packet with an electronic copy of the Committee Roles and Responsibilities is available on the WDB website at [www.workforceventuracounty.org](http://www.workforceventuracounty.org).

## MEMBER COMMENTS

Chair Tony Skinner and guest Heidi Hayes (TheAgency) discussed the radio KVTB AM news program, *Workforce Wednesday*. The August 2017 broadcast featured an interview with Mr. Skinner representing Tri Counties Building & Construction Trades Council, and Jeremy Goldberg representing Tri-Counties Central Labor Council (AFL-CIO) of Electrical Union apprenticeship program. The Committee had discussion regarding the success of apprenticeships offered through the unions and how the model might be used in other business and manufacturing.

The next Programs Committee meeting is scheduled for February 07, 2018, from 3:00 p.m. to 4:30 p.m., at the Human Services Agency, 855 Partridge Drive, Ventura.

If you have questions or need more information, please call me at (805) 642-2149, or contact Patrick Newburn at (805) 477-5306, email [patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org).



## **Workforce Development Board of Ventura County**

**January 25, 2018**

### **2016-2017 YEAR-END REVIEWS**

- Clean/Green Committee
- Healthcare Committee
- Manufacturing Committee
- Membership Committee
- Outreach Committee
- Programs Committee



## **2016-2017 YEAR-END REVIEW** **Workforce Development Board of Ventura County**

### **WDB CLEAN/GREEN COMMITTEE**

#### **2016-2017 Members**

WDB Members: Anthony Mireles, Chair (Laborers International Union of North America), Victor Dollar (Brighton Management), Charles Harrington (SEIU Local 721)

Other Members: John Brooks (City of Thousand Oaks), Holly Chavez (Deputy Sector Navigator South Central Coast Region of California Community Colleges), Rebekah Evans (Ventura County Lodging Association), David Fleisch (County of Ventura Public Works Agency), Eric Humel (Oxnard City Corps), Teresa Johnson (Advisor), Grant Leichtfuss (Villa Park Orchards Association), Valeria Makarova (California Lutheran University), Tiffany Morse (Ventura County Office of Education), Kimberly Nilsson (Solid Waste Solutions, Inc.), Douglas O'Brien (Consultant, Energy Advisor), Wayne Pendrey (Ventura County Contractors Association), Mary Ann Rooney (Ventura County Civic Alliance)

#### **Committee Accomplishments**

In support of the WDB's *Ventura County Regional Strategic Workforce Development Plan 2013-2017*, the WDB Clean/Green Committee accomplishments included:

- WDB Cross Sector Meeting  
In August 2016, the WDB had the first Cross Sector Meeting bringing all the WDB Sector Committees together, Clean/Green, Healthcare, Manufacturing, and Business Services, to discuss common workforce needs across sectors.
- Employer Awareness Workgroup  
The Committee formed an Employer Awareness Workgroup. The workgroup was set up to explore a way to create short videos of local industry success stories on how sustainable practices in business saves money, grows business, and creates jobs. A proposal was submitted to Ventura Adult and Continuing Education (VACE) Multimedia Program to work with the Clean/Green Workgroup to produce video interviews in different businesses that incorporate sustainable business practices. The proposal was accepted. Four interview sites were identified and VACE multimedia staff and students have worked with workgroup members to do on-site videos at four locations. The videos will be edited and distributed through the WDB.
- WDB-VC Clean/Green Occupational Employment Data  
Updated the Clean/Green Occupational Employment Data chart for reference during priority and planning discussions.
- Inventory of Clean/Green Programs  
Continued Development of a draft matrix to inventory clean/green-related education and training programs available through the community colleges, adult schools and labor unions in Ventura County. Continued development of industry credential matrix.
- Clean/Green Workforce Development  
Discussions to identify the top three Ventura County clean/green workforce development priorities and possible next steps.



**2016-2017 YEAR-END REVIEW**  
**Workforce Development Board of Ventura County**

<b>WDB CLEAN/GREEN COMMITTEE</b>
----------------------------------

**Committee Accomplishments (Continued)**

- **Regional Survey of Water/Wastewater Industry**  
In the previous year, the committee formed a workgroup to identify contacts in the water and waste/water industry. The workgroup developed an extensive list of contacts for Ventura and submitted it to the Deputy Sector Navigator for Agriculture Water and Environmental Technologies, who funded the survey completion. The survey was recently completed with a 42% response rate from the Ventura water/wastewater industries. Valuable information on the current and future water/wastewater workforce needs, for the region, was included in the survey report.
- **Apprenticeship Training**  
Continued coordination with the Laborers International Union of North America, Local 585 (LiUNA). The apprenticeship training program in Ventura County is included on the Eligible Training Provider List (ETPL) training list.
- **Career Pathways**  
Received updates from the California Career Pathways Trust grant project representatives and discussed opportunities to connect business and education for career awareness and workforce preparation.
- **Environmental Education**  
Welcomed Bill Camarillo (CEO of Agromin) and Nan Drake (Director of Government Affairs and Public Relations for Harrison Industries), for a presentation on AB 1826, the new legislation and requirements for commercial organics recycling. Discussion on how the legislation is creating new job opportunities and innovative business opportunities.



## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB CLEAN/GREEN COMMITTEE**

##### **Insights:**

- Need to get more businesses involved.
- Engage the Chambers of Commerce to become involved, distribute Clean/Green videos on sustainable business to the Chambers.
- Continue to create awareness of the value of sustainable business practices.
- There is a need to Increase formal training opportunities in construction and agriculture.
- Include sustainability in hospitality program curriculum.
- Work with current programs (such as the program offered by Ventura Adult and Continuing Education) to help incarcerated individuals prepare for jobs after release and reduce recidivism.
- Work to increase apprenticeship/internship opportunities.
- Need to identify clean energy training programs in Ventura County
- Identify emerging green industries and training needs.
- Work with educators to increase awareness of green jobs in different industry sectors such as agriculture, energy, transportation, hospitality, construction.
- Encourage green entrepreneurship by identifying the skills and talent pipeline needed to support green industries and to create the support network for green industries to recognize Ventura as a green innovation hub.

## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB HEALTHCARE COMMITTEE**

##### **2016-2017 Members**

WDB Members: Greg Barnes, Chair (Los Robles Hospital and Medical Center), Richard Trogman, Vice Chair (Kaiser Permanente), Martel Fraser (United Food and Commercial Workers, Local 770), Celina Zacarias, (California State University, Channel Islands)

Other Members: John Cordova (College of the Canyons, Deputy Sector Navigator), Carol Higashida (Moorpark College), Adam Hunt (Pacific Coast Homecare), Teresa Johnson (Consultant), Paul Matakiewicz (Consultant), Amy Mantell (St. John's Regional Medical Center), Sandra Melton (Ventura College), Dawn Neuman (California State University, Channel Islands), Irene Ornelas (Ventura County Office of Education, VC Innovates), Michelle Reynolds (Ventura County Health Care Agency), Mary Anne Rooney (Ventura County Civic Alliance), Lisa Safaeinili (Westminster Free Clinic) Brett Watson (Camarillo Healthcare Center), Bill Werner (Simi Valley Hospital)

##### **Committee Accomplishments**

- WDB Cross Sector Meeting:  
In August 2016 the WDB had the first Cross Sector meeting, bringing all the WDB Sector Committees together, Healthcare, Clean/Green, Manufacturing, and Business Services to outline regional sector requirements under WIOA and to identify cross over issues and opportunities to partner across sectors.
- Clinical Laboratory Scientist (CLS) Field Experience Program: Completed, submitted, and received final approval for the CLS Field Experience Program Combined State Application. Committee member Dr. Dawn Neuman coordinated the process and paperwork for four hospitals to submit a combined application for certification. This will be the first consortium approach to CLS certification in California. What is unique about this initiative is that the four hospitals have collaborated to create a local post-graduate field experience program to grow a future workforce, while giving California State University, Channel Islands (CSUCI) students the opportunity to rotate to different hospitals to complete their training so that hospital lab expertise in certain areas can be shared. (A fifth hospital might join.) CLS Field Experience students were placed in the hospitals for the first time in this area. Previously they needed to go outside the area to find placements and then often did not return to fill CLS positions at local hospitals. There has been a backlog of students waiting to get field experience, a requirement needed to be able to practice as a Clinical Lab Scientist. CSUCI re-opened the program on October 23, 2016, once the field experience opportunities were in place. The demand for CLS field placements still exceeds the placement capacity in Ventura. The Committee recognizes this amazing accomplishment in having, for the first time, local field experience placements. The possibilities to expand CLS field placements are increasing as other facilities hear about the consortium.
- A.D.N. to B.S.N: The Committee discussed the impacts of hospitals requiring more B.S.N. nurses when two of our Community Colleges have nursing programs graduating A.D.N. nurses. The Community Colleges, represented on the Healthcare Committee, indicated their nursing graduates were finding jobs in the region and were not having difficulty. The cost of fast tracking A.D.N to B.S.N is still a concern since the price is high even in the public colleges. The colleges will continue to work on solutions and the Committee will request updates to monitor the nursing workforce needs in the region.

## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB HEALTHCARE COMMITTEE**

#### **Committee Accomplishments (Continued)**

- **Broaden the Healthcare Committee membership to reflect the region's industries:**  
Added two new members to the Healthcare Committee representing healthcare industries not previously represented, homecare and a free clinic, enabling the Committee to have a broader view of healthcare workforce needs in the region.
- **Regional Healthcare Case Manager/Care Coordinator Career Pathway Project:**  
Continued participation in the Los Angeles/Ventura regional project, funded through a SlingShot grant from the California Workforce Development Board. Six Los Angeles Workforce Development Boards and the Ventura County WDB, along with industry partners in healthcare and education, are working together. Examples of our support for the project:
  - Developed a local survey to determine training and employment needs for Case Managers/Care Coordinators in Ventura County. Worked with LA WDBs to collaborate on survey results.
  - Sent healthcare representatives working in the Care Coordinator fields from Ventura to participate in a DACUM in Los Angeles, a DACUM is a method for developing a curriculum.
- **Addressing the Critical Shortage of Specialty Nurses:**  
Discussed the study done by the Hospital Association of Southern CA and Health Impact. The study identified a critical shortage of specialty nurses in six areas; care coordination and case management, perioperative, critical care, emergency, labor and delivery and neonatal ICU. The Deputy Sector Navigator for Healthcare, who is a Healthcare Committee member, is working through the community colleges to identify local needs in these areas and explore ways to provide training opportunities tailored to the region's needs. The Deputy Sector Navigator for the South Central Coast Region has applied to the Strong Workforce Program to support training for specialty nurses in this region. The committee members discussed various needs for specialty nurses. Some hospitals have in house training programs others do not. Industry committee members extended offers to the colleges to assist with industry input on training needs, as well as to discuss partnering with the colleges for possible clinical opportunities.
- **WIOA Sector Planning:**  
The Committee members identified regional healthcare workforce training needs that need further research. In addition to the identified workforce needs for care coordinators and specialty nurses, the areas of biotechnology, telemedicine, HIT, and cybersecurity were discussed as needing to be researched to determine regional workforce needs.
- **Industry and Education Healthcare Advisory Solutions Summit:**  
The Healthcare Committee, in the Committee's 2-Year Plan for 2016-2018, identified a need to work with educators to align healthcare industry advisory committees to help streamline the regional educational advisory process. Through a collaborative effort of three WDB Healthcare Committee members representing, the Community Colleges' Health Workforce Initiative South Central Coast Region, Ventura County Office of Education VC Innovates and the Workforce Development Board of Ventura County, the first Industry and Education Healthcare Advisory Summit was held in Ventura on May 2, 2017. There were 75 participants from the healthcare industry and education who took part in facilitated discussions to identify the healthcare workforce training needs for the region. The plan is to continue the Advisory Summits two or three times a year and utilize the WDB Healthcare Committee to work on the issues identified in the Summits.





## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB HEALTHCARE COMMITTEE**

##### **Insights:**

- Having industry partners at the table enables us to identify and address regional industry needs. Continue to widen our networks to engage more healthcare providers in workforce development. Recruit additional committee members representing; mental health, EMS and Health IT.
- Continue to monitor how changes in the healthcare system are impacting our regional healthcare workforce. For example, monitoring local hospital requirements to hire B.S.N. vs. A.D.N. nurses. Work with colleges and industry to identify an employment pipeline for A.D.N. graduates.
- Continue to facilitate collaboration between industry and education to identify and address the skills gaps in healthcare occupations.
- Work with industry and colleges to encourage fast track, convenient, affordable A.D.N. to B.S.N. programs. Identify employer supported educational benefits.
- Some of our healthcare workforce needs overlap with other sectors (e.g., IT, finance, and equipment maintenance). We need to work with the WDB Business Services Committee, Clean/Green Committee, and Manufacturing Committee to facilitate cross-sector collaboration.
- Collaborate to implement the training programs for Care Coordinators in Ventura, based on the results of the research from the Los Angeles/Ventura Healthcare Coordinator Pathways Project.
- Need to identify career pathways to CLS. Explore successful models utilizing MLTs and identify barriers that may be preventing the use of more MLTs.
- Learned from the first cohort of students in the CLS Field Experience Program. Students who had long gaps between finishing their program and finding a field experience placement were more likely to need review courses. This exemplifies why there is the critical need to have field placements immediately available for CLS graduates.
- Continue the collaborative work of the WDB Healthcare Committee members to align the numerous healthcare education advisory committees in the region.
- The need to increase “Earn and Learn” opportunities in the healthcare field through internships, on the job training, pre-apprenticeships and apprenticeships.

## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB MANUFACTURING COMMITTEE**

##### **2016-2017 Members**

WDB Members: Alex Rivera, Chair (Milgard Windows & Doors), Gregory Liu, Vice Chair (Jaxx Manufacturing, Inc.), Vic Anselmo, (Applied Powdercoat), Greg Gillespie (Ventura County Community College District), Byron Lindros (Amgen Inc.), Cindy Guenette (Hi-Tech Engineering), Bill Pratt (Kinamed), Bruce Stenslie (Economic Development Collaborative-Ventura County), Peter Zierhut (Haas Automation, Inc.)

Other Members: Jim Avery (MWS Wire), Michael Bastine (SCCRC Deputy Sector Navigator for Manufacturing), Patrick Grimes (Dynamic Automation), Marybeth Jacobsen (Workforce Education Coalition), Teresa Johnson (Ventura County Adult Education Consortium), Subhash Karkare (Moorpark College), Jason Miller (California State University, Channel Islands), Tiffany Morse (Ventura County Office of Education), Scot Rabe (Ventura College), Mary Anne Rooney (Alliance for Linked Learning)

##### **Committee Accomplishments**

In support of the WDB's *Ventura County Regional Strategic Workforce Development Plan 2017-2020*, the WDB Manufacturing Committee:

- Joint Regional Sector Committee Forum:
  - Participated and provided feedback and list of in-demand manufacturing occupations at the Joint Regional Sector committee forum held in August. The four sector committees participating included: Business Services, Clean/Green, Healthcare, and Manufacturing. Topics discussed included: Determined high-demand jobs in the next 3-5 years: Additive Manufacturing Technician, Cyber Security, Design Engineer, Discrete Hyper Skills, Manufacturing Systems Engineers and Technicians, Equipment Maintenance Technicians, CNC Machinists, Facilities Maintenance technicians, High Technology Assemblers, Inspectors (Dimensional, Visual, Electrical), Inventory Control, Mechanical Engineer, Metal Finishers/Coating Technicians, Plant Operator Quality Assurance (ISO/AS 9100 + Physical Inspection), Software Migration Technician (Electrical or Mechanical), and UAV Technicians.
- Manufacturing Roundtable of Ventura County (MRVC):
  - Partnered with the Manufacturing Roundtable of Ventura County (MRVC) to organize networking events for manufacturing professionals in Ventura County to help engage businesses in regional professional networking and workforce development. Manufacturers in the county will meet informally each quarter on-site at different locations. Businesses volunteering to host networking events were: Jaxx Manufacturing, Inc., Kinamed, Inc., Milgard Windows & Doors, Inc., Hi-Tech Engineering, and Haas Automation, Inc. MRVC will partner with city economic development representatives on Manufacturing Network events to foster local government engagement and collaboration on regional business and workforce issues.
  - Identified ways to revitalize the MRVC LinkedIn site for communication and to align and coordinate messages to the manufacturers who are part of the MRVC network.



## **2016-2017 YEAR-END REVIEW** **Workforce Development Board of Ventura County**

### **WDB MANUFACTURING COMMITTEE**

#### **Committee Accomplishments (Continued)**

- National Manufacturing Day:
  - Collaborated on planning for 2016 National Manufacturing Day in October with the MRVC, local manufacturers, and the Ventura County Office of Education (VCOE). The weeklong event introduced careers in manufacturing to more than 300 students, and teachers. Expressed appreciation to the six participating manufacturers: Amgen, Inc., Applied Powdercoat, Inc., Dynamic Automation, Haas Automation, Inc., Milgard Windows & Doors, Inc., and Shire PLC.
- Advanced Manufacturing Partnership for Southern California (AMP SoCal):
  - Provided a neutral platform for reporting and coordinating Ventura County participation on six AMP SoCal Pillar Committees (Workforce and Training, Supplier Networks, Research and Innovation, Infrastructure and Site Development, Trade and International Development, and Operations Improvement and Capital Access). Leveraged professional networks to help connect educators with aerospace and defense manufacturers to support for federal grant proposals.
- Community Colleges:
  - Discussed bimonthly updates from the Deputy Sector Navigator for manufacturing, representing the South Central Coast Regional Consortium of Community Colleges. Updates are provided to the committee regularly.
  - Provided discussion and feedback to Ventura College regarding: their curriculum of eight manufacturing-related courses; Biomedical Device Manufacturing and Biotechnology curriculum in collaboration with Ventura and Moorpark Colleges.
- Career Pathways:
  - Served in an advisory role and provided a neutral platform for facilitating employer interaction with educators in support of the California Career Pathways Trust Grants (*Alliance for Linked Learning* and *VC Innovates*) to develop curriculum aligned with manufacturing industry needs. Responded to questions about the California Manufacturing/Engineering Pathways Standards and provided feedback on the Manufacturing and Engineering Career Pathways Career Ladder Chart.
  - Members participated in the VC Innovates Entre to Employment dinners that offer students face to face conversations with business owners and executive management.
- WIOA Sector Planning:
  - Committee members reviewed the WDB Committee 2-Year Draft Plan Guidelines and discussed how to incorporate elements of the WDBVC WIOA 2017-2020 Regional and Local Plans which highlight three policy objectives outlined in the plans are 1) Fostering Demand Driven Skills Attainment, 2) Enabling upward mobility for Ventura county workforce, and 3) Aligning, coordinating, and integrating programs to economize limited resources.



## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB MANUFACTURING COMMITTEE**

#### **Insights**

- The Manufacturing Committee—and its related Manufacturing Roundtable of Ventura County subgroup—continue to provide a valuable forum for sharing wisdom and experiences of the local manufacturing community.
- The original vision of “creating a pipeline of skilled workers for the future regional workforce” still seems a far-off dream, however, progress is being made in working together with the academic community to develop educational programs that will help train students to meet employer needs.
- The Committee continues to attract thoughtful, dedicated manufacturing leaders willing to contribute their expertise and time in strengthening and advancing the cause of manufacturing—and workforce development in general—here in Ventura County.
- As WIOA funding and other sources of training dollars are reduced, the need for prioritizing the work of the Committee becomes more critical. Narrow a list of priorities in order to identify workgroup projects.
- Explore other available resources potentially available to aid committee in conducting research and expanding workgroups.
- WDB staff support is key in ensuring that the work of the Committee remains on track and in alignment with WDB strategic plans.
- Align with the State approved WDBVC 2017-2020 Regional and Local Plans.
- Committee discovered the need for research and support of apprenticeships, guild, and related On-the-job training models for manufacturing occupations.
- Continue consistent manufacturing advocacy, collaborate on ongoing regional workforce issues, and leverage resources in order to increase regional economic value and visibility.



## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB MEMBERSHIP COMMITTEE**

##### **2016-2017 Members**

WDB Members: Patty Schulz, Chair (The Arc of Ventura County), Jeremy Goldberg, Vice Chair (Tri-Counties Central Labor Council), Capt. Douglas King (Naval Base Ventura County), Jesus Torres, (Frontier Communications)

##### **Committee Accomplishments**

In support of the WDB's *Ventura County Regional Strategic Workforce Development Plan 2013-2017*, the Membership Committee:

- Board Composition
  - Maintained a well-balanced WDB membership, in compliance with federal and state requirements. Engaged action-oriented business, labor, education, economic development, government and community leaders who are committed to regional workforce development.
  - Considered multiple options and made recommendations to the WDB for the composition of the WDB to fulfill the requirements under the Workforce Innovation and Opportunity Act (WIOA).
- Board Appointments and Reappointments
  - Recruited, screened, and recommended two new WDB members who were appointed by the Board of Supervisors for three-year terms: One Community Based Organization representative under the category of Workforce, and one non-voting member
  - Recommended reappointments for four WDB members who were approved by the Board of Supervisors for additional three-year terms: Three members representing Business category, and one member representing Labor in the Workforce category.
  - Encouraged business and community leaders to attend WDB committee meetings as an introduction to the work of the WDB. Considered committee participation in developing the queue of potential WDB candidates.
- Board Development and Stewardship
  - Identified opportunities for board development and stewardship: WDB member participation in regional workforce, education, and/or economic development forums/events; Workforce Wednesday radio interviews; *Workforce Update* feature stories; local press releases, articles, and opinion pieces; support for local education initiatives, state and federal grant applications and workforce development legislation; making presentations at business and community organizations for employer outreach; participating in state and national workforce development conferences; and representing the WDB at meetings with elected officials and government agency staff in Ventura County, Sacramento, and Washington, D.C..
  - Provided orientation sessions for all new WDB members.



## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB MEMBERSHIP COMMITTEE**

#### **Insights**

- Our WDB members are great ambassadors for the WDB and continue to leverage their networks to help with recruitment efforts and support for committee activities.
- There is an identified agriculture industry sector gap in the board membership and we need to engage and recruit representation from within the agriculture industry.
- Participation on WDB sector committees continues to be a good first step for business and community leaders to be introduced to the work of the WDB.
- As identified in the WDB Regional Plan 2017-2020, Ventura County has a strong small business community and we need to continue to engage business and industry leaders with a goal of increasing diversity and the voice of small business.
- We need to identify and encourage board members with leadership qualities that will volunteer for officer and committee chair positions. We need to continue to provide board members with opportunities to participate in local, state, and national outreach activities to grow and sustain engagement in workforce development.



## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB OUTREACH COMMITTEE**

##### **2016-2017 Members**

WDB Members: Brian Gabler, Chair (City of Simi Valley), Victoria Jump, Vice Chair (Area Agency on Aging), Bruce Stenslie (Economic Development Collaborative-Ventura County), and Tracy Perez (United Staffing)

##### **Committee Accomplishments**

The WDB Outreach Committee accomplishments included:

###### **Employer Outreach**

- Outreach messaging to raise employer awareness of WIOA-funded services in Ventura County. Collateral described the coordinated, no-cost/low-cost services provided through collaborative efforts of the America's Job Center of California.
- Published the WDB bimonthly e-newsletter, "*Workforce Update*", featuring employer success stories, business-friendly practices and programs, WDB meetings and activities.
- Promoted Ventura County Grows Business (VCGB) website and Facebook. Messaging targeted employers through print ads, online banners, Facebook ads, KCLU radio spots, and Eblasts.
- Supported the Manufacturing Committee and Manufacturing Roundtable of Ventura County by through press coverage and promoting Manufacturing Day 2016 on the national website.

###### **Youth Outreach**

- Monitored effectiveness of VCJWF website ([www.vcjobswithafuture.org](http://www.vcjobswithafuture.org))
- Continued outreach through the VCJWF Twitter account
- Worked with WIOA youth program providers to gather case stories for WDB outreach messaging and posting on local and national workforce development sites.

###### **Job Seeker Outreach**

- Supported the Community Services Department/WIOA with distribution of monthly calendars for Career Shops available free-of-charge at the American Job Centers of California. Calendar listings were published in different media sources throughout the Ventura County region.

###### **General Outreach**

- Fully implemented the America's Job Center of California (AJCC).
- Rebranding included creation of new outreach materials with the AJCC brand. Logo identifiers appeared on outreach messaging (e.g., brochures, banners, window signage, WDB website).





## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB OUTREACH COMMITTEE**

#### **Committee Accomplishments (Continued)**

- Continued the WDB's successful Workforce Wednesday (WW) live interview series on KVTB-1590 AM, the only all-news/talk radio station in Ventura County. Aired segments featuring WDB and WDB committee members discussing such topics as education and career readiness, WIOA programs and services, and the impact of workforce development on business and economic development in Ventura County.
- Focused general messaging on key WDB-supported employer, job seeker, and youth services and partnerships on KCLU AM Edition and All Things Considered, through public service announcements. Included online impressions through targeted KCLU banner placements, connecting users directly with the services described.
- Encouraged WDB members to establish a more visible presence in the community for collaborative workforce and economic development, including participation in such activities as Workforce Wednesday, press articles, opinion pieces, written and video testimonials, meetings with state and national representatives, presentations at community events, and participation in state and national conferences.
- Placed opinion pieces in the Ventura County Star and in the Pacific Coast Business Times), authored by WDB members focusing on different workforce development issues in the Ventura County region.
- Developed and distributed news releases and interview guides featuring new WDB members.
- Conducted the outreach, screening, selection, and public recognition process for the 2017 WDB Awards to recognize outstanding contributions to workforce development in Ventura County.





## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB OUTREACH COMMITTEE**

#### **Insights**

- We need to continue our broader approach to outreach strategies—prioritize, integrate, and leverage our messaging.
- WDB members need to visit the AJCCs to see, first-hand, the public experience (employer and job seeker) of what we are promoting, and to understand the role of the WDB members in conveying the message.
- We need to continue our employer outreach efforts. Employers need to know that they are not alone, how to connect with business services, and how to help us spread the good word about employer resources in the Ventura County region.
- The collaborative partnership between AJCC staff and staffing agencies is valuable for WIOA program outreach and networking efforts.
- With WIOA requirements for employer outreach and engagement, it's great to see validation that the WDB and our committee have been going down the right path for many years.



## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB PROGRAMS COMMITTEE**

##### **2016-2017 Members**

WDB Members: Tony Skinner, Chair (Tri Counties Building & Construction Trades Council), Roger Rice, Vice Chair (Ventura County Office of Education), Kathy Harner (California Department of Rehabilitation), and Mary Navarro-Aldana (Employment Development Department).

Other Members: Jerry Beckerman (Segue Career Mentors), Linda Fisher-Helton (Area Housing Authority), Juan Mercado (California Conservation Corps), Tressie Nickelberry (Ventura County Probation Agency), Archie Scott (Ventura Unified School District), and Leslie Webster (Department of Rehabilitation)

##### **Committee Accomplishments**

In support of the WDB's *Ventura County Regional Strategic Workforce Development Plan 2013-2017*, WDB Programs Committee accomplishments included:

- WDB established new standing committee, Programs Committee, with responsibility for oversight of all WIOA Title I programs including Adult, Dislocated Worker, and Youth. Members learned that the new Committee has a more expanded role than the previous Youth Council which was disbanded after June 30, 2016, in order to provide for WIOA programs oversight. In accordance with WDB policy for Non-WDB members on the Programs Committee, Non-WDB Members were required to submit new committee membership applications and resumes in order receive recommendation from the WDB Membership Committee for approval by the WDB
- Members learned committee roles and responsibilities. The principal role of oversight was defined by members as separate from the role of monitoring
- Reviewed the WIOA youth enrollment requirements for ages 16 to 24 years of age, and the specific requirements for out-of-school youth
- Discussed youth-related programs and services in Ventura County as described in presentations on the 100% Out-of-School Youth Requirement; Presentations from PathPoint, Inc. and Boys & Girls Clubs of Greater Oxnard and Port Hueneme; Progress on WIOA Implementation
- Reviewed the 2016-2017 WIOA Adult, Dislocated Worker, and Youth program enrollment Quarterly Reports; CalJOBS software was unable to produce reliable WIOA Performance Indicator reports and State of California allowed grace period for reporting until new software updated
- Discussed and reviewed how adult and youth program providers, either directly or through partners, arrange for all 14 WIOA elements to be provided as needed by individual clients
- Discussed and studied the Adult, Dislocated Worker, and Youth , four Performance Indicators (Common Measures): Placement and Retention in Employment-Education-Training (2<sup>nd</sup> Quarter and 4<sup>th</sup> Quarter after exit); Median Earnings (2<sup>nd</sup> Quarter after Exit); and Credential Attainment and Measurable Skills Gain



## **2016-2017 YEAR-END REVIEW**

### **Workforce Development Board of Ventura County**

#### **WDB PROGRAMS COMMITTEE**

#### **Insights**

- Committee members are committed to support the pipeline to the workplace with viable candidates both in the workforce now and emerging (youth); huge gains have been made in bringing key resources that will change lives into play.
- Presentations by PathPoint Inc. and the Boys and Girls Clubs of Greater Oxnard & Port Hueneme, as well as Title I career service providers were helpful to provide members an understanding about their mission, objectives, and achievements with WIOA out of school youth. Contracted youth agencies and Title I career service providers are always available to answer questions, provide regular performance updates, and share inspiring client success stories.
- For effective oversight, committee members need to be able to review relevant documents prior to decision making, seek staff's guidance, and understand the range of acronyms used in WIOA programs.
- Committee members and WDB staff need to continue to define and understand their roles and responsibilities for oversight of WIOA Adult, Dislocated Worker, Rapid Response, Youth, and AJCC career services.
- The enormity of the changes in WIOA program requirements experienced while transitioning to WIOA has required staff and committee members to work closely together to understand the programs' obligations, constraints, and prerequisites.
- Despite the retirement of several key individuals this past year, WDB staff have stepped up and carried on with impressive professionalism, personal caring and commitment.



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: VIC ANSELMO, CHAIR  
EXECUTIVE COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: RECOMMENDATION THAT WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) RATIFY THE APPROVAL OF THE CERTIFICATION OF THE COMPREHENSIVE AMERICA'S JOB CENTER OF CALIFORNIA (AJCC) AT RIVERPARK (OXNARD, CALIFORNIA) ACCORDING TO THE ATTACHED BASELINE CRITERIA MATRIX AND SUBMITTAL TO THE CALIFORNIA WORKFORCE DEVELOPMENT BOARD.**

### **RECOMMENDATION**

Recommendation that the Workforce Development Board of Ventura County (WDB) Ratify the approval of the Certification of the Comprehensive America's Job Center Of California (AJCC) At Riverpark (Oxnard, California) according to the attached Baseline Criteria Matrix and submittal to the California Workforce Development Board (State Board).

### **REASON FOR RATIFICATION:**

The WDB must submit the AJCC Baseline Criteria Matrix to the State Board by December 31, 2017. The Programs Committee has been designated as the AJCC Evaluation Committee with responsibility to provide an evaluation of the comprehensive AJCC and provide its recommendation for AJCC certification and continuous improvement to the WDB. On October 4, 2017 the Programs Committee completed the on-site evaluation and having independently and objectively reviewed the required Baseline Criteria Matrix, recommended certification to the Executive Committee. Subsequently, as authorized by the WDB bylaws Section VIII, A, (e) the Executive Committee at their meeting November 9, 2017, taking action on behalf of the WDB, considered and approved the comprehensive AJCC Baseline Certification and submitted the signed Baseline Matrix to the State Board on December 20, 2017 in compliance with the December 31, 2017 deadline.

### **DISCUSSION**

The WIOA establishes a framework under which Local Boards are responsible for maintaining a network of high-quality, effective AJCCs. To assist in these efforts, the California Workforce Development Board (State Board), in consultation with an AJCC Certification Workgroup comprised of state-level partners and Local Board representatives, developed objective criteria and procedures for Local Boards to use when certifying the AJCCs within their Local Workforce Development Areas (Local Area).

The WIOA Joint Final Rule outlines three key requirements for AJCC certification: effectiveness of the AJCC, physical and programmatic accessibility for individuals with disabilities, and continuous improvement. California's certification process is centered on these key requirements and sets a

statewide standard of service delivery that ensures all customers consistently receive a high-quality level of service.

In accordance with WIOA Section 121(g), Local Boards must conduct an independent and objective evaluation of the AJCCs in their Local Areas once every three years using criteria and procedures established by the State Board.

There are two levels of AJCC certification: Baseline and Hallmarks of Excellence. The Baseline AJCC Certification is intended to ensure that every comprehensive AJCC is in compliance with key WIOA statutory and regulatory requirements. The Hallmarks of Excellence AJCC Certification is intended to encourage continuous improvement by identifying areas where an AJCC may be exceeding quality expectations, as well as areas where improvement is needed.

The WDB must submit the Baseline Criteria Matrix to the State by December 31, 2017 and the Hallmarks of Excellence Criteria Matrix by June 30, 2018. Additionally, the WDB must submit its recommendation for Baseline Certification or "Unable to Certify" by December 31, 2017, and submit a Corrective Action Plan with a deadline of April 1, 2018 to meet full certification.

The authority for local boards to conduct the AJCC certification is specified in directive WSD16-20. The Ventura County Consortium (Human Services Agency, Employment Development Department, and the Center for Employment Training) is the approved AJCC Operator. Therefore according to the directive, WDB has the authority and responsibility to conduct an independent and objective evaluation and complete its own certification according to the process listed in the directive and outlined in the attached matrix. The WDB has established the Programs Committee as a standing committee, responsible for providing oversight to all WIOA career services and programs. The Programs Committee has been designated as the AJCC Evaluation Committee with responsibility to provide an evaluation of the comprehensive AJCC and provide its recommendation for certification and continuous improvement to the WDB. On October 4, 2017 the Programs Committee was invited to conduct an on-site visit of the AJCC and evaluate the key components outlined in the Baseline Criteria Matrix.

The Programs Committee completed the on-site evaluation based upon compliance with WIOA statutory and regulatory requirements. Committee members with unanimous agreement, are recommending that the Workforce Development Board approve the Certification of the Comprehensive America's Job Center of California (AJCC) At Riverpark (Oxnard, California) according to the attached Baseline Criteria Matrix. Subsequently, the Executive Committee at their meeting November 9, 2017, considered and approved the Programs Committee recommendation for certification and submitted the signed Baseline Matrix to the State Board on December 20, 2017 in compliance with the December 31, 2017 deadline.

It is recommended that the WDB ratify the approval of the Certification of the Comprehensive America's Job Center of California (AJCC) At Riverpark (Oxnard, California) according to the attached Baseline Criteria Matrix and submittal to the California Workforce Development Board (State Board). If ratified by the WDB and accepted by the State, AJCC certification will become effective July 1, 2018.

If you have questions or need more information, contact Patrick Newburn at (805) 477-5306, email [patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org).

Attachments:

Comprehensive AJCC Certification Matrix Baseline Criteria



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

December 20, 2017

Eileen Rohlfing  
Regional Advisor  
Workforce Services Branch, State of California  
Employment Development Department  
PO Box 826880, MIC 50  
Sacramento, CA 94280-0001

Dear Eileen:

We are pleased to submit the Baseline Certification of the comprehensive America's Job Center of California at Riverpark (AJCC) 2901 N. Ventura Rd. Oxnard, Ca. The AJCC Baseline Criteria Matrix was approved and certified by the Workforce Development Board of Ventura County (WDB) Executive Committee on November 9, 2017 and signed by board chair, Vic Anselmo, to attest to the WDB approval of the comprehensive AJCC's certification.

The WDB is authorized to conduct the AJCC certification according to EDD-WSD Directive 16-20, because it is not the AJCC Operator. WDB submitted its process for certification to you on September 26, 2017, which was subsequently approved. The WDB appointed its standing Programs Committee, in addition to their normal committee duties of WIOA Programs oversight, to function as an ad hoc AJCC Evaluation Committee (AEC) through June 2018. The AEC committee is comprised of 11 members both board members and non WDB members and were charged with conducting an independent and objective evaluation of the AJCC. To avoid conflict of interest, excluded from the AJCC evaluation were the *One-Stop Operator Consortium* (Nancy Ambriz -Human Services Agency (Title I Adult and Dislocated Worker Career Services Provider), Mary Navarro-Aldana - Employment Development Department, and Jaime Mata - Center for Employment Training).

The AEC members were charged with evaluating the AJCC on three key requirements for AJCC certification: 1) Effectiveness of the AJCC, 2) Physical and Programmatic Accessibility for individuals with disabilities, and 3) Continuous Improvement. During the October 4, 2017 AJCC on-site tour and meeting, AEC members observed the facilities, technology and programmatic resources, and learned of many career services, including assessment and cross partner client referrals to WIOA Title I employment recruitment and training services. Committee members reviewed and discussed the four parts of Baseline Criteria Matrix and matched their observations to the matrix. Additionally, the committee verified the related statutory and regulatory documents assembled for their evaluation. Committee members thoughtfully considered all elements of the Baseline Criteria Matrix before recommending approval for AJCC Baseline Certification to the WDB Executive Committee at its November 9 meeting.

WDB will retain adequate supporting documentation of all pertinent certification surveys, data, and documents. Lastly, WDB will conduct the second level of evaluation/ certification, *Hallmarks of Excellence Criteria Matrix*, and submit its rating and continuous improvement plans by the June 30, 2018 deadline.

Please contact Patrick Newburn, WDB Administration Manager, at (805)477-5470 [patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org) with any questions regarding the AJCC Baseline Certification.

Sincerely,

A handwritten signature in cursive script that reads "Melissa Livingston". The signature is written in black ink and is positioned above the printed name and title.

Melissa Livingston  
Chief Deputy Director  
Human Services Agency  
County of Ventura

ATTACHMENT:

- Comprehensive AJCC Certification Matrix Baseline Criteria



## Comprehensive AJCC Certification Matrix Baseline Criteria

The Baseline America's Job Center of California<sup>SM</sup> (AJCC) Certification is intended to ensure that every comprehensive AJCC is in compliance with key *Workforce Innovation and Opportunity Act* (WIOA) statutory and regulatory requirements. If an AJCC does not meet one or more of the criteria, they will be considered "not yet able to certify." In this instance, the Local Workforce Development Board (Local Board) must develop a corrective action plan that outlines how they will bring the AJCC into compliance by April 1, 2018.

Local Boards must submit a completed matrix and, if needed, a corrective action plan to their Regional Advisor for each comprehensive AJCC by December 31, 2017.

Name of Local Board Workforce Development Board of Ventura County

Name of AJCC America's Job Center of California at Riverpark (Oxnard, California)


Baseline Criteria	Yes	No
<b>Implements the signed Memorandums of Understanding (MOU)</b>		
A Memorandum of Understanding (meeting the Phase I and Phase II requirements in Workforce Services Directive WSD15-12 and WSD16-09) has been signed by all the required AJCC partners.	YES	
The signed MOU identifies the AJCC as a comprehensive center.	YES	
The AJCC is implementing the MOU specifications applicable to comprehensive centers.	YES	
<b>Implements the Local Board defined roles and responsibilities of the AJCC Operator and Career Services Provider</b>		
AJCC Operator selected in compliance with WSD16-14.	YES	
Roles and responsibilities of AJCC Operator are clearly identified.	YES	
Career Services Provider selected in compliance with WSD16-14.	YES	
Roles and responsibilities of the Career Services Provider within the AJCC are clearly identified.	YES	
<b>Meets all regulatory requirements to be a comprehensive AJCC (WIOA Joint Final Rule Section 678.305)</b>		
AJCC has least one Title I staff person physically present.	YES	



AJCC provides access to all basic and individualized career services identified in WIOA Joint Final Rule Section 678.430.	YES	
AJCC provides access to training services identified in WIOA Joint Final Rule Section 680.200.	YES	
AJCC provides access to any employment and training activities carried out under WIOA Section 134(d).	YES	
AJCC provides access to programs, services, and activities of all required AJCC partners by having partner staff physically co-located at the AJCC, having a staff person at the AJCC who has been cross-trained to provide information about partner programs, or having direct linkage through technology to staff who can provide meaningful information or services.	YES	
AJCC provides workforce and labor market information.	YES	
AJCC provides customers with access programs, services, and activities during regular business hours.	YES	
<b>Ensures Equal Opportunity for Individuals With Disabilities</b>		
<p>The AJCC is physically and programmatically accessible to individuals with disabilities, as described in WIOA Section 188 and Title 29 Code of Federal Regulations Part 38.</p> <p>Americans with Disabilities Act Title V provides that state requirements may supersede the ADA when state requirements provide greater or equal protection for the rights of individuals with disabilities. Therefore, the AJCC must also be in compliance with following California guidance related to equal access for individuals with disabilities:</p> <ul style="list-style-type: none"> <li>• Fair Employment and Housing Act (California Government Code Section 12900-12996)</li> <li>• Unruh Civil Rights Act (California Civil Code Section 51-52)</li> <li>• Disabled Persons Act (California Civil Code Section 54-55)</li> <li>• California Building Code Title 24 Chapter 11B</li> <li>• California Government Code 7405</li> <li>• California Government Code 11135</li> </ul> <p>Such requirements include, but are limited to, the following:</p> <ul style="list-style-type: none"> <li>• Providing reasonable accommodations for individuals with disabilities</li> <li>• Making reasonable modifications to policies, practices, and procedures where necessary to avoid discrimination against persons with disabilities</li> <li>• Administering programs in the most integrated setting appropriate</li> </ul>	YES	

<ul style="list-style-type: none"><li>• Communicating with persons with disabilities as effectively as with others</li><li>• Providing appropriate auxiliary aids and services, including assistive technology devices and services, where necessary to afford individuals with disabilities an equal opportunity to participate in, and enjoy the benefits of, the program or activity</li><li>• Providing for the physical accessibility of the AJCC to individuals with disabilities</li></ul>		
<b>The AJCC meets all Baseline Criteria for Baseline AJCC Certification</b>	<input type="text" value="YES"/>	

The Local Board Chair must attest the Local Board's certification decision by signing below.

  
\_\_\_\_\_  
**Signature**

Vic Anselmo  
\_\_\_\_\_  
**Name**

Chair, Workforce Development Board of Ventura County  
\_\_\_\_\_  
**Title**



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: BRIAN GABLER, CHAIR  
OUTREACH COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) APPROVE A RECOMMENDATION TO THE BOARD OF SUPERVISORS APPROVAL OF A CONTRACT WITH the AGENCY TO PROVIDE WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) OUTREACH SERVICES FROM JULY 1, 2018 THROUGH JUNE 30, 2019, IN THE AMOUNT OF \$150,000 IN WIOA FUNDS, UNDER RFP# 1718.01, RELEASED ON AUGUST 28, 2017 AND CLOSED ON SEPTEMBER 25, 2017**

### RECOMMENDATION

Recommendation that the Workforce Development Board of Ventura County recommend to the Board of Supervisors approval of a contract with the Agency to provide Workforce Innovation and Opportunity Act (WIOA) outreach services from July 1, 2018, through June 30, 2019, in the amount of \$150,000 in WIOA funds, under RFP# 1718.01, released on August 28, 2017 and closed on September 25, 2017.

### DISCUSSION

At the Executive Committee meeting on November 9, 2017, the Executive Committee discussed the results of the RFP process and agreed on the recommendation that the Workforce Development Board (WDB) approve a recommendation to the Board of Supervisors to award the Agency a new contract from July 1, 2018 through June 30, 2019 in the amount of \$150,000.

On August 28, 2017 the Workforce Development Board of Ventura County (WDB), issued a publicly advertised competitive procurement process (Request for Proposals-RFP). The purpose of this RFP was for a county-wide outreach and marketing project to promote workforce development programs and services in Ventura County. Following the RFP bidders conference on September 8, 2017, one outreach/marketing firm submitted proposals by the September 25, 2017 due date. The proposal passed the initial review conducted by the County of Ventura Human Services Agency and was referred to a selection panel for evaluation and scoring. Final score was based on the applicant compliance and response to RFP program and financial criteria.

Working in alignment with the WDB goals and program support services described in the WDB-approved plan, and with the WDB Business Outreach Committee, the Agency will provide targeted outreach for job seeker programs and services, career awareness, and business outreach. the Agency will provide creative design, production and copywriting (e.g., brochures, flyers, ads), media negotiation and placement (e.g., newspapers, newsletters, English and Spanish, social media), and public relations (e.g., press releases, media placements, public service announcements and placement, broadcast interviews).

The scope and size of the contract is contingent on final 2018-2019 WIOA allocations. If approved by the Executive Committee today, a recommendation will be presented at the WDB meeting on December 7, 2017 to recommend a contract proposal to be submitted for approval by the Board of Supervisors.

If you have questions, please contact me at (805) 477-5306, or Talia Barrera at (805) 477-5341, email [talia.barrera@ventura.org](mailto:talia.barrera@ventura.org).



***COUNTY of VENTURA  
HUMAN SERVICES AGENCY  
&  
WORKFORCE DEVELOPMENT BOARD***

Present a Request for Proposals For

**Workforce Innovation and Opportunity  
Act  
Outreach Services  
(RFP # 1718.01)**

<b>RELEASE DATE:</b>	<b>August 28, 2017</b>
<b>DUE DATE:</b>	<b>5:00 p.m. - September 25, 2017</b>
<b>BIDDERS CONFERENCE:</b>	<b>10:00 – 11:00 a.m. – September 8, 2017 Peppertree Conference Room Human Services Agency 855 Partridge Drive Ventura, CA 93003</b>

## TABLE OF CONTENTS

### SECTION I: PROGRAM INFORMATION

Section	Item	Page
A	Introduction/Background	1
B	Program Overview	2
C	Funding Source	2
D	Period of Service and Type of Contract	2
E	Scope of Services	2
F	Expected Outcomes	3
G	Bidder's Conference/Technical Assistance	4
H	Award Process Timetable	4

### SECTION II: RFP GUIDELINES

Section	Item	Page
A	Responsive Proposal	4
B	Acceptance of Proposal Content	4
C	Rejection of Proposals	5
D	Evaluation and Selection Process	5
E	Protest Rights	5
F	Award and Commencement of Work	6
G	Limitations	6
H	Method of Payment	6
I	Prohibition of Collusion	7
J	Proposals Property of County	7
K	Addenda and Supplement to RFP	7
L	Additional Requirements	7

### SECTION III: SUBMISSION PACKAGE

Item	Page
Application Instructions	9
Attachment 1 – Executive Summary	10
Attachment 2 – Narrative Section	11
Attachment 3 – Budget	12
Attachment 4- Audit (one copy)	12
Attachment 5- Other Exhibits, Attachments and/or Appendices	12

## **SECTION I – PROGRAM INFORMATION**

---

The Workforce Development Board (WDB) of Ventura County, in conjunction with the Human Services Agency (HSA), is releasing this competitive solicitation to secure a contractor to provide the services described in this RFP and related materials. Respondents to this RFP will compete for funds by complying with the requirements contained herein. The WDB intends to award only one contract for Outreach Services under this RFP.

### **A. INTRODUCTION/BACKGROUND**

The Workforce Development Board of Ventura County (WDB) is seeking proposals from qualified, experienced public relations firms to enhance the Board's regional communication strategy in raising awareness and engagement in Ventura County's overall economic vitality and workforce development. WDB is the regional lead for facilitating collaboration across regional workforce and economic development networks. Proposals are being accepted for marketing and public relations firms that demonstrate expertise in professional marketing and public relations work and familiarity with Ventura County economic and workforce issues. Interested bidders will demonstrate knowledge of workforce development needs of employers, job seekers and out of school youth and show experience in building connections between the private and public sectors for regional collaboration.

In partnership with the Ventura County Board of Supervisors, WDB administers the Workforce Innovation and Opportunity Act (WIOA) in Ventura County, oversees the WIOA aspects of the County of Ventura America's Job Center of California (AJCC) and establishes programs in response to the needs of Ventura County employers, job seekers and out of school youth. WDB members include representatives from private businesses, education, labor, economic development, government agencies and community based organizations. The Board of Supervisors appoints WDB members who serve as volunteers.

WDB actively works on the following outreach-related responsibilities:

- To identify and articulate the workforce development needs of the Ventura County region
- To promote collaboration and alignment among the multiple local stakeholders for workforce preparation and development
- To facilitate consensus-building on workforce needs and identify priorities
- To provide current and relevant information on which to base decisions
- To be an engaged advocate and decision-maker in the development of public policy decisions affecting the local workforce and business productivity

To carry forward this agenda, it is essential that WDB have an effective regional communications and outreach strategy that aligns with the Ventura County Regional Strategic Workforce Development Plan 2017-2020. That strategy involves the continuous development of a strong, positive public image that encourages employer, job seeker and out of school youth participation in WIOA programs, fosters private/public sector collaboration for workforce development and generates support at the local, state and federal levels.

## **B. PROGRAM OVERVIEW**

Outreach support for the WDB requires planning, creativity and flexibility in developing and delivering timely, effective communications to the following targeted audiences:

- *Job Seekers*: attracting to the America's Job Center of California those who are laid off, in transition, need training to upgrade skills and need to re-enter the workforce
- *Out-of-School Youth*: attracting and engaging at-risk youth and those from low-income communities to develop and achieve career pathways and/or workforce training
- *Employers*: encouraging employer use of the America's Job Center of California, for recruitment support, meeting rooms, business consulting assistance for layoff aversion and layoff transition services
- *General*: raising awareness of Ventura County's workforce development needs and how WDB, through WIOA-funded programs and collaborative actions, is addressing those needs

## **C. FUNDING SOURCE**

Funding for this vendor contract is available from the County's allocation of WIOA Rapid Response funding (CFDA #17.278). The initial base-year contract will not exceed \$150,000. Federal funding is provided under WIOA and allocated through the State of California and the County of Ventura to WDB for WIOA programs and services. All contract activities must be allowable under WIOA.

## **D. PERIOD OF SERVICE AND TYPE OF CONTRACT**

The Workforce Development Board may enter into a contract with the successful bidder for a base term beginning July 1, 2018, through June 30, 2019, with two options years (extending through June 30, 2021) to be exercised at the discretion of the Workforce Development Board and the County Board of Supervisors. Should a new contract be awarded for subsequent years, the County reserves the right to contract with the selected contractor for this service without the need for further competitive procurement, subject to approval by WDB and Ventura County Board of Supervisors and the availability of sufficient funds and satisfactory performance by the contractor.

## **E. SCOPE OF SERVICES**

The selected firm will demonstrate through their response to this RFP that the work will be performed to the satisfaction of WDB. The firm will be expected to work with County Workforce Administration staff and the WDB Outreach Committee in the development and implementation of an overall outreach strategy to promote the programs, services and accomplishments of the WDB and the America's Job Center of California (AJCC).

Effective outreach services are required to assist the Workforce Development Board in its marketing and public relations activities to include the following areas:

1. Creative Design, Copywriting and Production
  - Research (quantitative and qualitative)
  - Comprehensive messaging strategy



- Development and continuity of branding identity
  - Advertising (print, online, broadcast and social media)
  - Brochures, flyers and posters
  - Direct mail
  - Website development and maintenance
2. Media Negotiation and Placement
- Print, online, broadcast and outdoor
  - English and Spanish language media
  - Social media placement, maintenance and advertising
  - Value-added impressions and dollars
3. Public Relations
- Press releases
  - Public service announcements
  - Bylines
  - Case history development
4. Reporting
- Regular status reports on all projects
  - Estimates and timelines for approval prior to each project
  - Media flowcharts (including impressions and dollars by medium) for approval before purchase
  - Compilation of job outlook and employment data
  - Clipping reports
  - Billing summaries
  - Attendance at meetings of WDB, WDB Outreach Committee, WDB sector committees and others as appropriate

Providers should ensure that outreach strategies are targeted to populations identified in WDB Regional Development Plan 2017-2020. Bidders are encouraged to describe the extend of partnerships with community-based organizations that have established histories of serving and communicating to these populations, including organizations with a physical presence in targeted neighborhoods.

## **F. EXPECTED OUTCOMES**

Success of the project will be measured against the following performance goals:

1. Development of a job seeker, out-of-school youth, and employer outreach plan consistent with WDB goals and focus areas and approved by the WDB (or WDB Executive Committee) for implementation
2. Implementation of the plan on time and on budget
3. Bi-monthly written reports on plan implementation
4. Overall minimum of 25% value-added in-kind impressions and dollars
5. Timely and appropriate adjustments to plan, as requested by the WDB Outreach Committee or Workforce Administration

## **G. BIDDERS CONFERENCE/TECHNICAL ASSISTANCE**

**A Bidders' Conference to answer questions about the RFP, the application process, program specifications and contract requirements will be held on September 8, 2018 at 10:00 a.m. at HSA, 855 Partridge Drive, Ventura, CA 93003.** If, as a result of the Bidders' Conference, there are any significant interpretations, direction or revisions to the RFP, such information will be posted on the HSA website. Attendance at the Bidders' Conference is optional, but strongly recommended.

All inquiries regarding this RFP must be submitted in writing no later than September 12, 2017, to allow sufficient time for preparing responses. Submit questions to Tina Knight, HSA Contracts & Grants Manager, at the address specified above or by e-mail at [tina.knight@ventura.org](mailto:tina.knight@ventura.org) or by fax at (805) 477-5490. Questions and answers regarding this RFP will be posted on the HSA website continually throughout the grant application process.

## **H. AWARD PROCESS TIMETABLE**

<b>Activity</b>	<b>Date</b>
Bidders' Conference*	<b>September 8, 2017, 10:00 – 11:00 a.m.</b>
Last Date to Submit Questions	<b>September 12, 2017, 4:00 p.m.</b>
Proposal Submission Deadline*	<b>September 25, 2017, 5:00 p.m.</b>
Notification to Selected Contractors	<b>by March 1, 2018</b>
Contract Approval by the Board of Supervisors (tentative)**	<b>May- June 2018</b>
Contract Start Date	<b>July 1, 2018</b>

\* Human Services Agency, Administrative Offices, 855 Partridge Dr., Ventura, CA 93003

## **SECTION II – RFP GUIDELINES**

---

### **A. RESPONSIVE PROPOSAL**

A "responsive proposal" means one that substantially complies with all requirements of the RFP, including evidence that the bidder will adhere to all required State and County regulations, required insurance coverage limits, fiscal responsibilities, contract conditions and reporting requirements governing the proposed activity.

Any proposal may be declared non-responsive if it fails to conform to the essential requirements of the RFP and submission process and will not be considered or evaluated.

The bidder agrees to provide the County with any other information the County determines as necessary for an accurate determination of the prospective contractor's qualifications to perform services.

### **B. ACCEPTANCE OF PROPOSAL CONTENT**

The contents of a successful proposal shall become contractual obligations if procurement action ensues. Failure of a successful bidder to accept these obligations in a contractual agreement may result in cancellation of the award. The County of Ventura reserves the right to negotiate additional provisions to those stipulated in the proposal; recommend and/or award in

amount(s) less than stated in the RFP and negotiate a reduction or increase in service levels commensurate with funding availability.

The successful bidder must have the ability to negotiate the terms of the contract agreement with the County within thirty days following selection. The County of Ventura will make the final decision on contract award.

### **C. REJECTION OF PROPOSALS**

Failure to furnish all information requested in this RFP or to follow the proposal format requested may disqualify the proposal. Any exceptions to the Scope of Services required by this RFP must be justified in the proposal.

The County reserves the sole and exclusive right to reject any or all proposals received in response to this RFP, or to cancel this RFP, in whole or in part, with or without cause, if it is in the best interest of the County to do so.

A bidder's submitted proposal may be withdrawn by written request prior to the proposal submission deadline.

### **D. EVALUATION AND SELECTION PROCESS**

All proposals will be subject to a standard review process. An initial review of each proposal will be conducted by County staff to determine if it is complete, in the required format and in compliance with all requirements of this RFP. Failure to meet all of these requirements may result in a rejected proposal.

Each proposal that passes the initial review will be evaluated and scored by a review panel comprised of WDB members, County Workforce Administration staff and/or other outside workforce or marketing professionals. The review panel may interview bidders as part of the review process. Panel members will review and score each proposal using the assigned weights listed below. Final scores will be reviewed by County staff and presented to the WDB Executive Director in developing a final recommendation to the WDB and Board of Supervisors for award of a contract.

It is County of Ventura policy that review panelists not solicit or receive any oral communication from any potential contractor regarding any proposal under consideration, with the exception of a formal panel interview, if requested.

<b>Evaluation Criteria</b>	<b>Point Value</b>
Project Design and Implementation	45
Knowledge and Expertise	35
Budget and Cost Effectiveness	20
<b>Total</b>	<b>100 Points</b>

Narrative responses to each section of the application, any attachments and the completed budget forms will be reviewed to determine compliance with the requested information and the feasibility and reasonableness of proposed program design, cost and expected outcomes. Each evaluation criterion is described in full in Section III-Submission Package.

### **E. PROTEST RIGHTS**

Upon written request, any unsuccessful bidder is entitled to an explanation as to why its proposal may have been irregular and/or the basis for the award of the contract to the

successful bidder. Protests shall be in writing and received within ten (10) calendar days following the announcement of intent to award contract.

It is the bidder's responsibility to ensure receipt by County to the designated address. A postmark will NOT be accepted as meeting the deadline requirements. No extensions may be provided to this protest provision. Protests shall be addressed to:

Tina Knight, Contracts & Grants Manager  
County of Ventura  
Human Services Agency  
855 Partridge Dr.  
Ventura, CA 93003

The protest shall state the reason for the protest, citing the law, rule, regulation, or practice on which the protest is based. A written response will be sent to the protester within ten (10) working days after receipt of the written protest. Prior to the award of a contract, if any bidder files protest against the awarding of the contract, the contract may not be awarded until either the protest has been withdrawn or HSA has decided the matter.

#### **F. AWARD AND COMMENCEMENT OF WORK**

1. Recommendation for award is contingent upon successful negotiation of the contract and resolution of any protests. The successful bidder shall be required to sign the negotiated contract, which will be in the form and content as approved by County.
2. The final authority to award a contract rests solely with the County of Ventura. The successful bidder shall not be allowed to begin work under any negotiated contract until such time as the contract has been approved by the County of Ventura.
3. The successful bidder must agree to all terms, insurance coverage provisions and conditions of the contract with HSA.
4. If only one proposal is received and it is deemed that such proposal meets requirements for funding, County reserves the option to award such entity a contract on a sole-source basis. In the event no proposals are received, or proposals received do not meet requirements for funding under this RFP, County reserves the right to be the contractor of last resort, or to designate another qualified entity to operate the program on a sole-source basis.

#### **G. LIMITATIONS**

This RFP does not obligate the County of Ventura to award a contract, to pay for any costs incurred in the preparation of a proposal, or to procure or contract for services or supplies.

The County reserves the sole and exclusive right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFP, with or without cause, or to issue a new RFP, if it is in the interest of the County to do so. A bidder may be required to enter into negotiations and to submit any price, technical or other revisions of the proposal as may result from negotiations.

#### **H. METHOD OF PAYMENT**

A fee-for-service contract will be developed. The contractor will be paid for completion and submission of evidence of deliverables completed in accordance with the approved contract schedule of activities and services. Applicants must have the ability to maintain sufficient cash

flow (*i.e.* lines of credit, cash reserve on hand) to meet ongoing financial obligations of program operation, pending payment from the County. No cash advances are provided.

#### **I. PROHIBITION OF COLLUSION**

Respondents to this Request for Proposals shall not engage in any actions, conversations or agreements with other parties that would be considered in restraint of free and open competition. Such activities that are intended to limit open competition by deceiving, misleading, or attempting to otherwise divide the market for the services being requested through this RFP are prohibited. If collusion is determined, it may be grounds for disqualification from the competitive process.

#### **J. PROPOSALS PROPERTY OF COUNTY**

All proposals become the property of the County of Ventura upon opening and shall not be returned to the bidder. Proposals shall remain confidential until the evaluation process is completed and tentative award has been posted by HSA. All proposals will be considered public documents, subject to review and inspection by the public at the County's discretion, in accordance with the Public Records Act.

#### **K. ADDENDA AND SUPPLEMENT TO RFP**

If revisions or additional information to this RFP become necessary, HSA will post the addenda, supplements or revised RFP on the HSA website.

#### **L. ADDITIONAL REQUIREMENTS**

1. The selected contractor(s) shall operate the project continuously throughout the term of the contract with HSA. Personnel shall be qualified in accordance with the applicable requirements of the agreement and any future amendments thereto.
2. All bidders responding to this RFP are specifically prohibited from soliciting letters of support from HSA staff. Bidders are hereby notified that HSA maintains a policy that prohibits its employees from providing letters of support, recommendations or advocacy for an outside agency, firm, or individual engaged in a competitive procurement process managed by HSA.
3. The County shall have the right to review the work being performed by the Contractor(s) at any time during the Contractor's usual working hours.
4. If a bidder is recommended for contract award under this RFP, they shall be required to certify and provide certain documents as identified below *prior* to contract award.

Signed copies of each of the following forms:

- Drug Free Workplace certification pursuant to 20 CFR Section 667.200(d)
- Debarment and Suspension pursuant to regulations implementing Executive Order 12549
- Certification Regarding Prohibition on Lobbying using federal funds.

5. The recommended bidder will need to submit evidence of the following insurance requirements effective on or before start of the contract:

- A. Commercial General Liability "occurrence" coverage, naming the County of Ventura as additionally insured, in the minimum amount of \$1,000,000 combined single limit (CSL) bodily injury & property damage each occurrence and \$2,000,000 aggregate, including personal injury, broad form property

damage, products/completed operations, broad form blanket contractual and \$50,000 fire legal liability.

- B. Commercial Automobile Liability coverage in the minimum amount of \$1,000,000 CSL bodily injury & property damage, including owned, non-owned and hired automobiles. Also to include Uninsured/Underinsured Motorists coverage in the minimum amount of \$100,000 when there are owned vehicles. Contractor must have on file evidence of auto insurance in the minimum amount of \$100,000 CSL bodily injury & property damage for all employees and volunteers associated with the contract.
- C. Workers' Compensation coverage, including a Waiver of Subrogation in full compliance with California statutory requirements, for all employees of Contractor and Employer's Liability in the minimum amount of \$1,000,000.

Additional information regarding insurance requirements can be found in the Human Services Agency Contracts Manual. A copy of the Contracts Manual is available at [www.vchsa.org](http://www.vchsa.org) on the Request for Proposals page. Click on the Partners & Providers link on the left navigation bar; then click on the Request for Proposals link for RFP-related items.

6. The recommended Contractor will be subject to the County of Ventura Living Wage Ordinance. The Ordinance requires the payment of a living wage and accompanying paid time off to all covered employees engaged in providing services pursuant to a service contract as defined in Sec. 4952(f) of the County's Living Wage Ordinance.

7. Misrepresentation during the procurement or contracting process in order to secure the contract will disqualify a bidder or contractor from further consideration in the procurement or contracting process. Failure to comply with contract requirements once a contract has been awarded will constitute a material breach of the contract and may result in the suspension or termination of the affected contract and debarment from future County contracting opportunities for a period not to exceed three years. Other penalties may also apply.

8. As applicable, the successful bidder shall also submit to the County prior to contract award the following documents:

- Most recent Audit
- Articles of Incorporation or business license
- Grievance procedures for participants
- Handicapped Access Survey

## SECTION III – SUBMISSION PACKAGE

---

### APPLICATION INSTRUCTIONS

Applications submitted in response to this RFP must include the items and be in the order as listed below. All of the items combined comprise your completed Application pursuant to this RFP.

**1. Executive Summary:** Complete as directed – indicate what program activity you are applying for.

**2. Narrative Section:** Complete and submit a response to the narrative section that fully addresses each of the evaluation criteria listed. The narrative must be typed in 12 point font, paginated on 8½" x 11" white paper. The narrative section is limited to 12 pages.

**3. Program Budget:** Complete the line item budget forms for the services proposed (note - an electronic version of the EXCEL budget worksheet is available at [www.vchsa.org](http://www.vchsa.org)). No other budget forms will be accepted. Matching resources (cash or in-kind contributions), if any as well as their source should be identified in the budget. The budget should be reasonable and accurate and provide a clear and concise description of your costs relating to the proposed project. Applicants should provide a narrative to justify their budget detail expenses.

**4. Financial Audit:** Please submit one copy of your most recent financial audit prepared in accordance with the applicable requirements of your fund source(s). For example, compliance with the Single Audit Act and 2 CFR 200 may be requirements relating to the preparation of your annual audit. If an audit has not been completed, your most recent tax return, 990 or financial statement may be substituted, as well as your prior year's audit. The audit will be reviewed to determine applicant's financial position, compliance with regulatory requirements and documentation of solvency. If within the last three years there has been an audit exception, disallowed cost and/or questioned costs for the performance of any government (*i.e.*, Federal, State, County) contract or grant, applicant must provide an explanation along with the audit.

**5. Other attachments, as applicable:** Please include any supplemental information that will provide further information about the proposal or your firm, as applicable: *e.g.*, staff resumes, portfolio of media materials, *etc.*

It is the responsibility of the bidder to ensure the proposal is submitted by the time and date and location as specified. Postmarks will not be accepted in lieu of this requirement. Therefore, use of the U.S. Mail is at the bidder's own risk. Proposals submitted to any other office will not be accepted. To be considered for funding, all proposals submitted in response to this RFP must be received no later than **5:00 p.m. on September 25, 2017** with **one complete application package with original signature and nine copies** excluding audit documents, either delivered in person or mailed to:

Tina Knight, Contracts & Grants Manager  
County of Ventura  
Human Services Agency  
855 Partridge Drive, Ventura, CA 93003



## Attachment 1 – EXECUTIVE SUMMARY

### 1. Bidders Legal Name

Firm Name	
Address	
Telephone	
E-mail Address	

### 2. Program Name:

### 3. Funding Requested: \$

### 4. Briefly summarize your proposed program design (700 character max):

--

### 5. Chief Executive Contact

Name of Chief Executive	
Title	
Telephone	

### 6. Primary Application Contact

Name of Primary Contact	
Title	
Telephone	

### 7. Legal Status Information

Federal Employer Identification (FIN)	
California Tax I.D. No.	

**An unsigned proposal will be rejected**

I certify that the information provided in this proposal is true and correct to the best of my knowledge and that I have been duly authorized by this applicants' governing body or other authority to file this proposal. This proposal is submitted as firm and fixed offer valid for a minimum of 120 days of the submission date.

Signature: \_\_\_\_\_

Date \_\_\_\_\_

Printed Name and Title \_\_\_\_\_



## **Attachment 2 – NARRATIVE SECTION**

Please provide a written response to each section. Your proposal will be reviewed and scored according to the following evaluation criteria. All proposals will be reviewed for demonstrated capacity to provide the services/activities sought through this solicitation.

### **1. Project Design and Implementation**

**45 points**

- Provide a summary of your proposed outreach strategy and expected outcomes that address each of the target audiences identified in Section I. B. PROGRAM OVERVIEW through the activities described in section I. E. SCOPE OF SERVICES (25 points)
- Provide a Work Plan and Implementation Schedule for the recommended deliverables. Include timelines and progress reports for key dates or major milestones. (20 points)

### **2. Knowledge, Experience, and Performance**

**35 points**

- Describe your firm's experience and qualifications to perform the services described in Section I. E. SCOPE OF SERVICES. Include information that demonstrates the bidder's successful experience and length of time in coordinating with business, education, organized labor, government and community-based organizations. (15 points)
- Provide an organization chart and a brief description of the qualifications and experience of members of your firm, including relevant subcontractors. (10 points)
- Provide information on your firm's performance under similar previous or current contracts, and the performance outcomes of any proposed subcontractors. (5 points)
- Provide references from three current or previous clients (not including the WDB/County of Ventura) and describe the services provided by the bidder. Include client contact information. (5 points)

### **3. Budget and Cost Effectiveness**

**20 points**

- Provide a line item budget for conducting the proposed project using the budget template included on the HSA website. (5 points)
- List hourly service fees, billing practices and estimated costs for providing the various services under the proposed strategy. (5 points)
- Identify the dollar value of any in-kind contributions of services that will be provided as part of the project and describe how such value is calculated. (5 points)
- Provide pertinent information that will help to evaluate the proposed project's cost effectiveness and justify that costs are reasonable and necessary. (5 points)

**Total Points 100**

**Attachment 3- BUDGET**

Complete the line item budget attached to this RFP. An electronic version of the budget is available for downloading and use at <http://www.ventura.org/human-services-agency/request-for-proposal-rfps>

**Attachment 4- AUDIT**

Include one copy of your most recent financial audit, IRS 990 form, or tax return.

**Attachment 5- OTHER EXHIBITS, ATTACHMENTS AND/OR APPENDICES**

Include any supplemental documents as applicable to support your application.



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: VIC ANSELMO, CHAIR  
EXECUTIVE COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) APPROVE A RECOMMENDATION TO THE BOARD OF SUPERVISORS APPROVAL OF A CONTRACT WITH ECONOMIC DEVELOPMENT COLLABORATIVE OF VENTURA COUNTY TO PROVIDE WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) BUSINESS RETENTION – LAYOFF AVERSION SERVICES FROM JULY 1, 2018 THROUGH JUNE 30, 2019, IN THE AMOUNT OF \$95,000 IN WIOA FUNDS, UNDER RFP# 1718.02, RELEASED ON AUGUST 28, 2017 AND CLOSED ON SEPTEMBER 25, 2017**

### RECOMMENDATION

Recommendation that the Workforce Development Board of Ventura County recommend to the Board of Supervisors approval of a contract with EDC-VC to provide Workforce Innovation and Opportunity Act (WIOA) Business Retention– Layoff Aversion services from July 1, 2018, through June 30, 2019, in the amount of \$95,000 in WIOA funds, under RFP# 1718.02, released on August 28, 2017 and closed on September 25, 2017.

### DISCUSSION

At the Executive Committee meeting on November 9, 2017, the Executive Committee discussed the results of the RFP process and agreed on the recommendation that the Workforce Development Board (WDB) approve a recommendation to the Board of Supervisors to award the Economic Development Collaborative of Ventura County (EDC-VC) a new contract from July 1, 2018 through June 30, 2019 in the amount of \$95,000.

On August 28, 2017 the Workforce Development Board of Ventura County (WDB), issued a publicly advertised competitive procurement process (Request for Proposals-RFP). The purpose of this RFP was to find qualified experienced organizations to provide a regional business expansion-layoff aversion services to promote the WDB's role in the County's economic vitality and workforce development in Ventura County. Following the RFP bidders conference on September 8, 2017, one firm submitted proposal by the September 25, 2017 due date. The proposal passed the initial review conducted by the County of Ventura Human Services Agency and was referred to a selection panel for evaluation and scoring. Final score was based on the applicant compliance and response to RFP program and financial criteria.

Working in alignment with the WDB goals and program support services described in the WDB-approved plan, EDC-VC will provide assessment to businesses, identify firms at-risk for lay-offs and

through WIOA funding, provide layoff aversion services. Will also focus on the identification of firms and workers whose at-risk condition may be mitigated by incumbent worker training (IWT).

The scope and size of the contract is contingent on final 2018-2019 WIOA allocations. If approved by the Executive Committee today, a recommendation will be presented at the WDB meeting on January 25, 2018 to recommend a contract proposal to be submitted for approval by the Board of Supervisors.

If you have questions, please contact me at (805) 477-5306, or Talia Barrera at (805) 477-5341, email [talía.barrera@ventura.org](mailto:talía.barrera@ventura.org).



***COUNTY of VENTURA  
HUMAN SERVICES AGENCY  
&  
WORKFORCE DEVELOPMENT BOARD***

Present a Request for Proposals For

**WORKFORCE INNOVATION AND OPPORTUNITY ACT- RAPID  
RESPONSE**

**Business Retention –  
Layoff Aversion Services  
(Rapid Response)  
(RFP #1718.02)**

<b>RELEASE DATE:</b>	<b>August 28, 2017</b>
<b>DUE DATE:</b>	<b>5:00 P.M. – September 25, 2017</b>
<b>BIDDERS CONFERENCE:</b>	<b>9:00 – 10:00 A.M. – September 8, 2017 In the Pepper Tree Conference Room at: Human Services Agency 855 Partridge Drive Ventura, CA 93003</b>

## **TABLE OF CONTENTS**

### **SECTION I: PROGRAM INFORMATION**

<b>Section</b>	<b>Item</b>	<b>Page</b>
A	Background/Overview	1
B	Funding Source and Performance Period	1
C	Scope of Work	2
D	Performance Outcomes	3
E	Bidder's Conference/Technical Assistance	3
F	Award Process Timetable	4

### **SECTION II: RFP GUIDELINES**

<b>Section</b>	<b>Item</b>	<b>Page</b>
A	Responsive Proposal	5
B	Acceptance of Proposal Content	5
C	Rejection of Proposals	5
D	Evaluation and Selection Process	5
E	Protest Rights	6
F	Award and Commencement of Work	6
G	Limitations	6
H	Method of Payment	7
I	Prohibition of Collusion	7
J	Proposals Property of County	7
K	Addenda and Supplement to RFP	7
L	Additional Requirements	7

### **SECTION III: SUBMISSION PACKAGE**

<b>Item</b>	<b>Page</b>
Application Instructions	9
Attachment 1– Executive Summary	10
Attachment 2– Narrative Section	11
Attachment 3– Budget	12
Attachment 4- Audit	12
Attachment 5- Other Exhibits, Attachments and/or Appendices	12

# **COUNTY OF VENTURA - WORKFORCE DEVELOPMENT BOARD RAPID RESPONSE/BUSINESS RETENTION AND LAYOFF AVERSION SERVICES**

## **SECTION I: PROGRAM INFORMATION**

---

### **A. BACKGROUND/OVERVIEW**

The Workforce Development Board of Ventura County (WDB) is seeking proposals from qualified, experienced organizations for a regional business expansion-layoff aversion project to promote the WDB's role in the County's overall economic vitality and workforce development. Proposals are being accepted from agencies that demonstrate a familiarity with the local economy and workforce issues. Interested bidders will demonstrate knowledge of local education and training programs available to job seekers and employers, exhibit strong linkages to local businesses and the public sector and demonstrate expertise in inter-agency collaboration.

In partnership with the Board of Supervisors, the Workforce Development Board implements the Workforce Innovation and Opportunity Act of 2014 (WIOA), oversees the America's Job Center of California in Ventura County and establishes programs in response to the needs of Ventura County employers. The WDB includes representatives from private businesses, education, labor, economic development and community-based organizations. The Board of Supervisors appoints WDB members who serve as volunteers for three-year terms.

The primary purpose of Rapid Response Services, as mandated by the EDD Directive WSD 16-04, and as stated in federal guidance, is to enable affected workers to return to work as quickly as possible following a layoff, or to prevent layoffs altogether.

To pursue these responsibilities, the WDB requires the following allowable types of Rapid Response and Layoff Aversion services:

1. Helping unemployed workers quickly return to productive positions in the labor force
2. Helping employers explore alternative to layoffs through human resource solutions
3. Reducing the economic and social burdens that unemployment adds to employers, workers and the community
4. Providing local communities, workforce investment partners, employers and workers with timely and pertinent information to anticipate and profit from economic development opportunities

The WDB actively works to carry out the following essential responsibilities:

- To articulate and express the workforce development needs of the community
- To promote collaboration among the several local stakeholders in workforce preparation and development
- To build consensus on workforce needs, issues and priorities
- To provide current and accurate information on which to base decisions
- To help define the important workforce issues in Ventura County
- To be an engaged advocate and decision-maker in the development of public policy decisions affecting the local workforce and business productivity

### **B. FUNDING SOURCE AND PERFORMANCE PERIOD**

Funding for this project is available from the County's allocation of WIOA Title I-D resources for Rapid Response and the selected contractor will be considered a subawardee of prime federal

funds per 2 CFR 200 and subject to pass-through terms and conditions (CFDA #17.278).

The Workforce Development Board may enter into a contract with the successful bidder for a base term beginning July 1, 2018, through June 30, 2019, with two options years (extending through June 30, 2021) to be exercised at the discretion of the Workforce Development Board and the County Board of Supervisors. The initial base-year contract will not exceed \$95,000.

This will be a cost-reimbursable subaward contract. Payment will be made upon submission and approval of monthly invoices.

All activities must be allowable under the provisions of Code of Federal Regulations, part 682, Rapid Response Activities under the WIOA and in compliance with applicable WIOA regulations and any other requirements identified by the State, County or federal governments. See Employment Development Department (EDD) Directive WSD 16-04 for the Dislocated Worker 25 Percent Funding Policy and Allowable Rapid Response Activities.

### **C. SCOPE OF WORK**

The purpose of this proposed grant of WIOA funds is to develop and oversee the implementation of a regional strategic plan for rapid response and layoff aversion to benefit Ventura County employers and workers. This grant must minimize employee layoffs and increase job growth in the area. Provision of these services will entail the following:

- Use of current data relating to short-term and long-term economic dislocation/layoffs, business retention, labor market information and business expansion
- Ongoing engagement, partnership, and relationship-building activities with businesses, in order to create an environment for successful layoff aversion efforts
- Integration of workforce development and economic development needs in the region
- Close communication with businesses to regularly monitor early warning indicators of potential layoffs
- Provide assistance to employers in managing reductions in force, which may include early identification of firms at risk of layoffs, assessment of the needs of and options for at-risk firms
- Connect businesses to resources such as loans, business assistance programs, market analysis, and economic development activities to prevent layoffs
- Develop process for identifying early warning of potential layoffs or opportunities for layoff aversion
- Leverage accurate information about regional economic trends, labor markets, new business development, and education and training resources

Contractor will be expected to provide appropriate outreach as needed to deliver services. All such materials will require WDB approval and may include:

- A monthly newsletter, distributed electronically to businesses throughout the County
- A business retention/layoff aversion print ad campaign
- Printed flyers distributed via local chambers of commerce and their publications and through libraries, banks, *etc.*
- Press releases and feature story pitches to Ventura County media on services available and local business success stories
- A website, including a link to the WDB website
- Public service announcements on radio outlets
- Regular meetings with the business community through a variety of forums, including, but not limited to, focus groups, advisory committees, Rapid Response Services, community-based organizations and contractor's already established network of service organizations



- Report of program activities and outcomes as required to document achievement of program objectives identified by the WDB Executive Committee and/or the WDB Board
- Provide incumbent worker training services as defined in WIOA 134(d)(4) & CFR section 680.780, 680.790 and 680.800.

The contractor will be expected, as part of allowable WIOA Rapid Response activities, to undertake an incumbent worker training program, with the purpose of retaining workers in their current jobs or enabling them to earn an industry-recognized certificate. WIOA comprehensive incumbent worker services include, but are not limited to, recruitment and determination of WIOA eligibility, curriculum development, assessment, case management, delivery of skill attainment training, provision of support services and job retention services.

The contractor may establish cooperative financial or non-financial agreements with other qualified agencies to assist in the provision of incumbent worker training for employers at risk of having to lay off workers and their incumbent workers. Such services may include any of the allowable incumbent worker services as noted above, including collecting and maintaining required participant tracking data. Any such agreement(s) will require the approval of Workforce Administration.

The success of Rapid Response activities and incumbent worker training will be measured against the development, coordination and phased implementation of a plan consistent with WDB priorities, and aligned with the work of the WDB Outreach Committee and approved by the WDB (or the WDB Executive Committee).

#### **D. PERFORMANCE OUTCOMES**

Contractor performance will be evaluated against quantitative measures. Planned performance achievement levels will be established through the WDB Executive Committee evaluation process. Areas of WDB evaluation may include any or all of the following:

- Number of employers who indicate that at least five of their employees are at-risk of layoff, who are then provided layoff aversion services. (Employers will self-identify and certify jobs “at-risk” of elimination.)
- Number of at-risk jobs retained as a result of efforts of the Contractor’s services. (A “job retained” will be measured as a worker who is still employed six weeks after all services to the employer have been completed.)
- Number of workers provided incumbent worker training that results in skill attainment that improves worker’s qualifications or skill levels
- Satisfactory customer satisfaction survey results of employers served under this project

#### **E. BIDDERS CONFERENCE/TECHNICAL ASSISTANCE**

A Bidders’ Conference to answer questions about the RFP, the application process, program specifications and contract requirements will be held at **9:00 a.m. on September 8, 2017**, at HSA, in the Pepper Tree Room at 855 Partridge Drive, Ventura, CA 93003. If there are any significant interpretations, direction or revisions to the RFP such information will be posted on the HSA website. Attendance at the Bidders’ Conference is optional, but strongly recommended.

All inquiries regarding this RFP must be submitted in writing no later than September 12<sup>th</sup>, to allow sufficient time for preparing responses. Submit questions to Tina Knight, HSA Contracts & Grants Manager, at the address specified above or by e-mail at [Tina.Knight@ventura.org](mailto:Tina.Knight@ventura.org) or by fax at (805) 477-5490. Questions and answers regarding this RFP will be posted on the HSA website continually throughout the grant application process.

**F. AWARD PROCESS TIMETABLE**

<b>Activity</b>	<b>Date</b>
Bidders' Conference*	<b>September 8, 2017, 9:00 – 10:00 a.m.</b>
Last Date to Submit Questions	<b>September 12, 2017, 4:00 p.m.</b>
Proposal Submission Deadline*	<b>September 25, 2017 5:00 p.m.</b>
Notification to Selected Contractors	<b>by March 1, 2018</b>
Contract Approval by the Board of Supervisors (tentative)**	<b>May- June 2018</b>
Contract Start Date	<b>July 1, 2018</b>

\* Human Services Agency, Administrative Offices, 855 Partridge Dr., Ventura, CA 93003

## **SECTION II – RFP GUIDELINES**

---

### **A. RESPONSIVE PROPOSAL**

A "responsive proposal" means one that substantially complies with all requirements of the RFP, including evidence that the bidder will adhere to all required State and County regulations, required insurance coverage limits, fiscal responsibilities, contract conditions and reporting requirements governing the proposed activity.

Any proposal may be declared non-responsive if it fails to conform to the essential requirements of the RFP and submission process and will not be considered or evaluated.

The bidder agrees to provide the County with any other information the County determines as necessary for an accurate determination of the prospective contractor's qualifications to perform services.

### **B. ACCEPTANCE OF PROPOSAL CONTENT**

The contents of a successful proposal shall become contractual obligations if procurement action ensues. Failure of a successful bidder to accept these obligations in a contractual agreement may result in cancellation of the award. The County of Ventura reserves the right to negotiate additional provisions to those stipulated in the proposal; recommend and/or award in amount(s) less than stated in the RFP and negotiate a reduction or increase in service levels commensurate with funding availability.

The successful bidder must have the ability to negotiate the terms of the contract agreement with the County within thirty days following selection. The County of Ventura will make the final decision on contract award.

### **C. REJECTION OF PROPOSALS**

Failure to furnish all information requested in this RFP or to follow the proposal format requested may disqualify the proposal. Any exceptions to the Scope of Services required by this RFP must be justified in the proposal.

The County reserves the sole and exclusive right to reject any or all proposals received in response to this RFP, or to cancel this RFP, in whole or in part, with or without cause, if it is in the best interest of the County to do so.

A bidder's submitted proposal may be withdrawn by written request prior to the proposal submission deadline.

### **D. EVALUATION AND SELECTION PROCESS**

All proposals will be subject to a standard review process. An initial review of each proposal will be conducted by HSA staff to determine if it is complete, in the required format and in compliance with all requirements of this RFP. Failure to meet all of these requirements may result in a rejected proposal.

Each proposal that passes the initial review will be evaluated and scored by a review panel comprised of WDB members and/or County staff. The review panel may interview bidders as part of the review process. Panel members will review and score each proposal on the basis of the criteria stated in Section III below: Attachment 2 (Narrative).

Final scores will be reviewed by County staff and presented to the WDB Executive Director in developing a final recommendation to the WDB and Board of Supervisors for award of a contract.

It is County of Ventura policy that review panelists not solicit or receive any oral communication from any potential contractor regarding any proposal under consideration, with the exception of a formal panel interview, if requested.

<b>Evaluation Criteria</b>	<b>Point Value</b>
Project Design and Implementation	40
Knowledge Experience and Performance	45
Budget and Cost Effectiveness	15
<b>Total</b>	<b>100 Points</b>

Narrative responses to each section of the application, any attachments and the completed budget forms will be reviewed to determine compliance with the requested information and the feasibility and reasonableness of proposed program design, cost and expected outcomes.

#### **E. PROTEST RIGHTS**

Upon written request, any unsuccessful bidder is entitled to an explanation as to why its proposal may have been irregular and/or the basis for the award of the contract to the successful bidder. Protests shall be in writing and received within ten (10) calendar days following the announcement of intent to award contract.

It is the bidder's responsibility to ensure receipt by County to the designated address. A postmark will NOT be accepted as meeting the deadline requirements. No extensions may be provided to this protest provision. Protests shall be addressed to:

Tina Knight, Contracts & Grants Manager  
County of Ventura  
Human Services Agency  
855 Partridge Drive  
Ventura, CA 93003

The protest shall state the reason for the protest, citing the law, rule, regulation, or practice on which the protest is based. A written response will be sent to the protester within ten (10) working days after receipt of the written protest. Prior to the award of a contract, if any bidder files protest against the awarding of the contract, the contract may not be awarded until either the protest has been withdrawn or HSA has decided the matter.

#### **F. AWARD AND COMMENCEMENT OF WORK**

1. Recommendation for award is contingent upon successful negotiation of the contract and resolution of any protests. The successful bidder shall be required to sign the negotiated contract, which will be in the form and content as approved by County.
2. The final authority to award a contract rests solely with the County of Ventura. The successful bidder shall not be allowed to begin work under any negotiated contract until such time as the contract has been approved by the County of Ventura.
3. The successful bidder must agree to all terms, insurance coverage provisions and conditions of the contract with HSA.
4. If only one proposal is received and it is deemed that such proposal meets requirements for funding, County reserves the option to award such entity a contract on a sole-source basis. In the event no proposals are received, or proposals received do not meet requirements for funding under this RFP, County reserves the right to be the contractor of last resort, or to designate another qualified entity to operate the program on a sole-source basis.

#### **G. LIMITATIONS**

This RFP does not obligate the County of Ventura to award a contract, to pay for any costs incurred

in the preparation of a proposal, or to procure or contract for services or supplies.

The County reserves the sole and exclusive right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFP, with or without cause, or to issue a new RFP, if it is in the interest of the County to do so. A bidder may be required to enter into negotiations and to submit any price, technical or other revisions of the proposal as may result from negotiations.

#### **H. METHOD OF PAYMENT**

A cost reimbursement contract will be developed. This contract is considered a subaward, pass-through from federal funds per 2 CFR 200. The contractor will be reimbursed monthly in arrears for approved and allowable contract costs in accordance with a detailed line item budget approved by the County. The County may choose to negotiate other contract payment methods. Applicants must have the ability to maintain sufficient cash flow (e.g., lines of credit, cash reserve on hand) to meet ongoing financial obligations of program operation, pending reimbursement monthly from the County, in arrears net 30 days of approved and allowable claims for services rendered. No cash advances are provided.

#### **I. PROHIBITION OF COLLUSION**

Respondents to this Request for Proposals shall not engage in any actions, conversations or agreements with other parties that would be considered in restraint of free and open competition. Such activities that are intended to limit open competition by deceiving, misleading, or attempting to otherwise divide the market for the services being requested through this RFP are prohibited. If collusion is determined, it may be grounds for disqualification from the competitive process.

#### **J. PROPOSALS PROPERTY OF COUNTY**

All proposals become the property of the County of Ventura upon opening and shall not be returned to the bidder. Proposals shall remain confidential until the evaluation process is completed and tentative award has been posted by HSA. All proposals will be considered public documents, subject to review and inspection by the public at the County's discretion, in accordance with the Public Records Act.

#### **K. ADDENDA AND SUPPLEMENT TO RFP**

If revisions or additional information to this RFP become necessary, HSA will post the addenda or supplements on the HSA website.

#### **L. ADDITIONAL REQUIREMENTS**

1. The selected contractor(s) shall operate the project continuously throughout the term of the contract with HSA. Personnel shall be qualified in accordance with the applicable requirements of the agreement and any future amendments thereto.
2. All bidders responding to this RFP are specifically prohibited from soliciting letters of support from HSA staff. Bidders are hereby notified that HSA maintains a policy that prohibits its employees from providing letters of support, recommendations or advocacy for an outside agency, firm, or individual engaged in a competitive procurement process managed by HSA.
3. The County shall have the right to review the work being performed by the Contractor(s) at any time during the Contractor's usual working hours.
4. If a bidder is recommended for contract award under this RFP, they shall be required to certify and provide certain documents as identified below *prior* to contract award.

Signed copies of each of the following forms:

- Drug Free Workplace certification pursuant to 20 CFR Section 667.200(d)
- Debarment and Suspension pursuant to regulations implementing Executive Order 12549
- Certification Regarding Prohibition on Lobbying using federal funds

5. The recommended bidder will need to submit evidence of the following insurance requirements effective on or before start of the contract:

- A. Commercial General Liability "occurrence" coverage, naming the County of Ventura as additionally insured, in the minimum amount of \$1,000,000 combined single limit (CSL) bodily injury & property damage each occurrence and \$2,000,000 aggregate, including personal injury, broad form property damage, products/completed operations, broad form blanket contractual and \$50,000 fire legal liability.
- B. Commercial Automobile Liability coverage in the minimum amount of \$1,000,000 CSL bodily injury & property damage, including owned, non-owned and hired automobiles. Also to include Uninsured/Underinsured Motorists coverage in the minimum amount of \$100,000 when there are owned vehicles. Contractor must have on file evidence of auto insurance in the minimum amount of \$100,000 CSL bodily injury & property damage for all employees and volunteers associated with the contract.
- C. Workers' Compensation coverage, including a Waiver of Subrogation in full compliance with California statutory requirements, for all employees of Contractor and Employer's Liability in the minimum amount of \$1,000,000.

Additional information regarding insurance requirements can be found in the Human Services Agency Contracts Manual. A copy of the Contracts Manual is available at [www.vchsa.org](http://www.vchsa.org) on the Request for Proposals page. Click on the Partners & Providers link on the left navigation bar; then click on the Request for Proposals link for RFP-related items.

6. The recommended Contractor will be subject to the County of Ventura Living Wage Ordinance. The Ordinance requires the payment of a living wage and accompanying paid time off to all covered employees engaged in providing services pursuant to a service contract as defined in Sec. 4952(f) of the County's Living Wage Ordinance.

7. Misrepresentation during the procurement or contracting process in order to secure the contract will disqualify a bidder or contractor from further consideration in the procurement or contracting process. Failure to comply with contract requirements once a contract has been awarded will constitute a material breach of the contract and may result in the suspension or termination of the affected contract and debarment from future County contracting opportunities for a period not to exceed three years. Other penalties may also apply.

8. As applicable, the successful bidder shall also submit to the County prior to contract award the following documents:

- Most recent Audit
- Articles of Incorporation or business license
- Handicapped Access Survey

## SECTION III – SUBMISSION PACKAGE

---

### APPLICATION INSTRUCTIONS

Applications submitted in response to this RFP must include the items and be in the order as listed below. All of the items combined comprise your completed Application pursuant to this RFP.

**1. Executive Summary:** Complete as directed – indicate what program activity you are applying for.

**2. Narrative Section:** Complete and submit a response to the narrative section that fully addresses each of the evaluation criteria listed. The narrative must be typed in 12 point font, paginated on 8 1/2" x 11" white paper. The narrative section is limited to 12 pages.

**3. Program Budget:** Complete the line item budget forms for the services proposed (note - an electronic version of the EXCEL budget worksheet is available at [www.vchsa.org](http://www.vchsa.org)). No other budget forms will be accepted. Matching resources (cash or in-kind contributions), if any as well as their source should be identified in the budget. The budget should be reasonable and accurate and provide a clear and concise description of your costs relating to the proposed project. Applicants should provide a narrative to justify their budget detail expenses.

**4. Financial Audit:** Please submit one copy of your most recent financial audit prepared in accordance with the applicable requirements of your fund source(s). For example, compliance with the Single Audit Act and 2 CFR 200 may be requirements relating to the preparation of your annual audit. If an audit has not been completed, your most recent tax return, 990 or financial statement may be substituted, as well as your prior year's audit. The audit will be reviewed to determine applicant's financial position, compliance with regulatory requirements and documentation of solvency. If within the last three years there has been an audit exception, disallowed cost and/or questioned costs for the performance of any government (*i.e.*, Federal, State, County) contract or grant, applicant must provide an explanation along with the audit.

**5. Other attachments, as applicable (optional):** Please include any supplemental information that will provide further information about the proposal or your firm, as applicable: *e.g* staff resumes, portfolio of media materials, *etc.*

It is the responsibility of the bidder to ensure the proposal is submitted by the time and date and location as specified. Postmarks will not be accepted in lieu of this requirement. Therefore, use of the U.S. Mail is at the bidder's own risk. Proposals submitted to any other office will not be accepted. To be considered for funding, all proposals submitted in response to this RFP must be received no later than **5:00 PM September 25, 2017** with **one complete application package with original signature and nine copies** excluding audit documents, either delivered in person or mailed to:

Tina Knight, Contracts & Grants Manager  
County of Ventura  
Human Services Agency  
855 Partridge Drive, Ventura, CA 93003

[Tina.Knight@ventura.org](mailto:Tina.Knight@ventura.org), 805-477-5442

## Attachment 1-EXECUTIVE SUMMARY

### 1. Bidders Legal Name

Firm Name	
Address	
Telephone	Website address:

2. Program Name:	3. Funding Requested: \$
------------------	--------------------------

### 4. Briefly summarize your proposed program design (700 character max):

--

### 5. Chief Executive Contact

Name of Chief Executive	
Title	
Telephone	email:

### 6. Primary Application Contact

Name of Primary Contact	
Title	
Telephone	email:

### 7. Legal Status Information

Federal Employer Identification (FIN)	
California Taxpayer I.D. No.	

**An unsigned proposal will be rejected**

I certify that the information provided in this proposal is true and correct to the best of my knowledge and that I have been duly authorized by applicants' governing body or other authority to file this proposal. This proposal is submitted as firm and fixed offer valid for 120 days of the submission date.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_



## **Attachment 2 – NARRATIVE/REQUIRED SUBMITTAL ITEMS**

Please provide a written response to each section. Your proposal will be reviewed and scored according to the following evaluation criteria. All proposals will be reviewed for demonstrated capacity to provide the services/activities sought through this solicitation.

### **1. Project Design and Implementation**

**40 points**

- Provide a summary of your proposed layoff aversion service strategies and expected outcomes that addresses the allowable and requested services. (15 points)
- Identify specifically the implementation plan to provide incumbent worker services. Address how you will accomplish the required WIOA process. Please also identify if any subcontractors will be used. (15 points)
- Provide a work plan and implementation schedule for the recommended deliverables. (10 points)

### **2. Knowledge, Experience, and Performance**

**45 points**

- Describe your firm's experience and qualifications in performing the services described in Section I. C. SCOPE OF WORK. Include information that demonstrates any experience and length of time in coordinating with business, education, organized labor, government and community-based organizations. (25 points)
- Provide an organization chart and a brief description of the qualifications and experience of members of your firm, including relevant subcontractors. Indicate how you will document the performance outcomes listed in Section I.D. PERFORMANCE OUTCOMES. (10 points)
- Describe your firm's ability to maintain accountable for contract funds and your internal control and oversight procedures. Describe your firm's history in successfully managing government contracts and/or federal pass-through subawards and/or contracts. If your firm has audit findings related to federal pass-through funds, please list them here along with your corrective action plan. If your firm has no findings in relation to federal pass-through funds, please make a statement to that effect in this section. (10 points)

### **3. Budget and Cost Effectiveness**

**15 points**

- Provide a line item budget for conducting the proposed project, using the budget template included on the HSA website. (5 points)
- Identify any in-kind or cash contributions and/or other services that will be provided as part of this project and describe the anticipated added value of such contributions. (5 points)
- In the narrative, provide details to justify that costs are both necessary and reasonable and provide pertinent information that will help to evaluate the proposed project's cost effectiveness. (5 points)

**Total Points 100**

**Attachment 3- BUDGET**

Complete the line item budget attached to this RFP. An electronic version of the budget is available for downloading and use at <http://www.ventura.org/human-services-agency/request-for-proposal-rfps>.

**Attachment 4- AUDIT**

Include one copy of your most recent financial audit, IRS 990 form, or tax return.

**Attachment 5- OTHER EXHIBITS, ATTACHMENTS AND/OR APPENDICES**

Include any supplemental documents, resumes, job descriptions, letters of support, *etc.*, as applicable to support your application.



## WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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

### Exhibit 1-Non-WDB Member Appointment Letter

**TO: WORKFORCE DEVELOPMENT BOARD**

**FROM: PATRICIA SCHULZ, CHAIR  
MEMBERSHIP COMMITTEE**

**DATE: JANUARY 25, 2018**

**SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD OF  
VENTURA COUNTY (WDB) APPROVE THE APPOINTMENT OF TWO NON-WDB  
MEMBERS TO THE PROGRAMS COMMITTEE FOR A THREE-YEAR TERM**

#### RECOMMENDATION

Recommend that the Workforce Development Board of Ventura County (WDB) approve the appointment of two non-WDB members to the Programs Committee for a three-year term.

#### DISCUSSION

WDB Local Policy Bulletin #2016-03: Policy on Non-WDB Members of the Programs Committee, July 1, 2016, states that non-WDB members may serve on the Programs Committee to provide expertise and experience as needed and to support WDB compliance with requirements under the Workforce Innovation and Opportunity Act (WIOA). (Exhibit 2)

The WDB policy establishes the terms by which non-WDB members may join the Programs Committee and defines the conditions in which they may serve. At least one and no more than 18 non-WDB members may be appointed, as needed, from the categories listed in the policy, with no more than two from each category.

The nominees for appointment as non-WDB members of the Programs Committee has shown a commitment to advocating for successful workforce outcomes in the Ventura County region. (Background information is attached.) If approved by the WDB on January 25, 2018, the three-year term would begin on that date. (Exhibit 3)

Mary Navarro-Aldana

Cluster-Field Office Manager, Employment Development Department  
(AJCC Partner)

Tom van Meeuwen

Conservation Supervisor, California Conservation Corps  
(Community Based Organizations)

If you have questions or need more information, contact Patrick Newburn at (805) 477-5306, email [patrick.newburn@ventura.org](mailto:patrick.newburn@ventura.org).

#### Attachments:

Exhibit 2 - WDB Policy on Non WDB Members

Exhibit 3 - Candidate Biography

## **Exhibit 2 - Policy on Non-WDB Members of the Programs Committee**

### **WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB)**

LOCAL POLICY BULLETIN #2016-03

Policy on Non-WDB Members of the Programs Committee

Effective Date: July 1, 2016 (Revised 08/11/16)

**SUBJECT:** Policy on Non-WDB Members of the Programs Committee

**PURPOSE:** This policy establishes the criteria for membership on the Programs Committee of the Workforce Development Board of Ventura County of non-WDB members.

**REFERENCE:** WIOA 107(b)(2)(B)(i-iv); WDB Bylaws, as amended July 1, 2016

**POLICY:** Recognizing the prospective usefulness of having non-WDB members on the Programs Committee to benefit from their appropriate experience and expertise and also to promote additional community engagement where needed, the WDB establishes the terms by which non-WDB members may join the Programs Committee and defines the conditions in which they may serve.

Apart from WDB members who may choose to serve on the Programs Committee, no more than two non-WDB members may be appointed from any one of the categories below:

1. Educational institutions
2. Housing authorities
3. Juvenile justice/justice system/law enforcement
4. Behavioral/mental health agencies
5. Community-based organizations concentrating on workforce issues for youth or adults
6. Rehabilitation agencies
7. Workforce organizations
8. American Job Center of California (AJCC) partners
9. Employers

After submitting an application, a resume, and a letter of recommendation to the WDB Membership Committee, an application for non-WDB membership on the Programs Committee will be considered by the Membership Committee for recommendation to the WDB for approval. Non-WDB members will be approved for a three-year term by the WDB at one of its regular meetings. Reappointments will be considered, recommended, and approved in the same way. In view of their Programs Committee responsibility to participate in making fiscal recommendations to the WDB, non-WDB members also will be required to complete ethics training and a WDB orientation session within 60 days of appointment, and to attend Programs Committee meetings regularly.

**INQUIRIES:** The WDB Administration staff can be reached at 805-477-5306 and will answer questions regarding this policy, which will be revised as need arises.



## **Background Information for Non-WDB Member for Programs Committee** Workforce Development Board of Ventura County

Exhibit 3 – Candidate Bio

### **Sector: One-Stop Partner**

<b>Name</b>	Mary Navarro-Aldana
<b>Employer</b>	California Employment Development Department
<b>Occupation/Title</b>	Cluster Manager, Oxnard / Santa Barbara / Santa Maria / San Luis Obispo Workforce Services Offices
<b>Work Experience</b>	<ul style="list-style-type: none"><li>• Ventura Office, EDD Comprehensive Employment and Training Act (CETA) program (Public Service Employee program)</li><li>• Experience in the Welfare to Work program, Workforce Services and Unemployment Insurance programs</li><li>• Past Workforce Development Board member</li><li>• Past Workforce Investment Board member</li></ul>
<b>Education</b>	BA in Sociology, University of California, Santa Barbara
<b>Other</b>	Member, International Association of Workforce Professionals (Vice President, President, Secretary and various committee chairs for local chapter, Los Tres Condados)
<b>Current WDB Role</b>	Member, Programs Committee as WDB Board Member through 10/2017 WDB Member 2006-2017



## **Background Information for Non-WDB Member for Programs Committee**

### **Workforce Development Board of Ventura County**

Exhibit 3 – Candidate Bio

#### **Sector: Workforce Organizations**

<b>Name</b>	Tom van Meeuwen
<b>Employer</b>	California Conservation Corps
<b>Occupation/Title</b>	Conservation Supervisor
<b>Work Experience</b>	<ul style="list-style-type: none"><li>• Responsible for supervision and training 75 supervisors and the young adults of the California Conservation Corps which includes directing discipline, direction, and welfare for all.</li><li>• Supervisor for NOAA/CCC Veteran Corps members</li><li>• Mentor to CCC AmeriCorps Watershed Steward Program</li><li>• Conduct landowner outreach, education, collaborative partnerships with landowners and local watershed restoration groups</li><li>• Develop implementation, construction plans, and grant funding for fish habitat improvement projects</li></ul>
<b>Other Experience</b>	<ul style="list-style-type: none"><li>• 5 years Pacific States Marine Fisheries Commission, Santa Barbara Ca.</li><li>• 5 years California Department of Fish &amp; Wildlife</li><li>• 4 years manufacturing management</li><li>• 6 years accounting and operations management</li></ul>
<b>Education</b>	B.S., University of California, Santa Barbara
<b>Letter of Recommendation</b>	California Conservation Corps

## 6.0 WDB COMMITTEE UPDATES

### 2016-2017 YEAR-END REVIEWS

- ✓ Clean/Green Committee
- ✓ Healthcare Committee
- ✓ Manufacturing Committee
- ✓ Membership Committee
- ✓ Outreach Committee
- ✓ Programs Committee



### ✓ Clean/Green Committee



- **Green Business Practices:** The Clean/Green Committee's Employer Awareness Workgroup created short videos of local industry success stories on how sustainable practices in business saves money, grows business, and creates jobs. The Workgroup worked with Ventura Adult and Continuing Education multimedia staff and students to complete four on-site videos. The videos are in the final editing phase and will be available for distribution through the WDB.
- **Water/Wastewater Jobs:** The Committee developed an extensive list of contacts for Ventura's Water/Wastewater industry to participate in a water/wastewater survey. The survey was funded by the Deputy Sector Navigator for Agriculture Water and Environmental Technologies, who is also a committee member. The regional survey was completed with a 42% response rate from the Ventura water/wastewater industries. Valuable information on the current and future water/wastewater workforce needs was included in the survey report.



## ✓ Healthcare Committee

- **Clinical Lab Scientist (CLS):** Completed and received approval for the CLS Field Experience Program Combined State Application. Four hospitals collaborated with CSUCI to create a local program to meet regional workforce needs. CLS Field Experience students were placed in the hospitals for the first time in this area.
- **Care Coordinator Certification:** Actively participated in a California WDB-funded, two-region project with six Los Angeles Workforce Boards to develop a certification program for care coordinators in response to healthcare employer needs.
- **Industry and Education Healthcare Advisory Solutions Summit:** Through a collaborative effort of three Healthcare Committee members representing, the Community Colleges, Ventura County Office of Education, and the WDB, the first Industry and Education Healthcare Advisory Summit was held in Ventura on May 2, 2017. There were 75 participants from the healthcare industry and education.



## ✓ Manufacturing Committee

- **Career Pathways:** Collaborated on planning for 2016 National Manufacturing Day with six local manufacturers, and the Ventura County Office of Education (VCOE). The weeklong events introduced careers in manufacturing to more than 300 students and teachers.
- **Regional Plan Implementation:** Aligning with the WDBVC 2017-2020 Regional and Local Plans, the Committee discovered the need for research and support of apprenticeships, guild, and related On-the-job training models for manufacturing occupations.
- **Engaging Manufacturers:** The Manufacturing Committee—and its related Manufacturing Roundtable of Ventura County subgroup—continue to provide a valuable forum for sharing wisdom and experiences of the local manufacturing community. The Committee continues to attract thoughtful and dedicated manufacturing leaders.





## ✓ Membership Committee



- **Regional Plan Implementation:** As identified in the WDB Regional Plan 2017-2020, Ventura County has a strong small business community and Membership Committee supports WDB efforts to engage business and industry leaders with a goal of increasing diversity and the voice of small business.
- **Board Transitions:** Maintained a well-balanced WDB membership, in compliance with federal and state requirements. Recruited, screened, and recommended two new WDB members. Recommended reappointments for four WDB members
- **Leader Engagement:** Encouraged business and community leaders to attend WDB committee meetings as an introduction to the work of the WDB. Considered committee participation in developing the queue of potential WDB candidates.



## ✓ Outreach Committee

- **General Messaging:** Focused on key WDB-supported employer and job seeker, and youth services and partnerships on KCLU AM Edition, and All Things Considered.
- **In the News:** Developed and published news releases and opinion pieces authored by WDB members focusing on different workforce development issues in the Ventura County region.
- **On the Air:** Continued the successful Workforce Wednesday live radio interview series for the sixth year on KVTB-1590 AM



## ✓ **Programs Committee**

---

- **New Programs Committee:** WDB established new standing committee, Programs Committee, with responsibility for oversight of all WIOA Title I programs including Adult, Dislocated Worker, Rapid Response, and Youth. Members learned that the new Committee has a more expanded role than the previous Youth Council.
- **Performance and Policy:** Evaluated WIOA programs performance and enrollment reports. Reviewed the WIOA youth enrollment requirements for ages 16 to 24 years of age, and the specific requirements for out-of-school youth.
- **WIOA Programs Oversight:** WIOA has required staff and Programs Committee members to work closely together to understand the committee obligations, WDB policies, and AJCC processes. Members continue to learn roles and responsibilities for WIOA programs oversight.





## **Workforce Development Board of Ventura County**

**January 25, 2018**

### **REGIONAL JOINT SECTOR COMMITTEE REPORT**

- Business Services Committee
- Clean/Green Committee
- Healthcare Committee
- Manufacturing Committee
- Programs Committee



## **JOINT MEETING WDB REGIONAL SECTOR COMMITTEES**

**November 16, 2017**

### ***"Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity"***

WDB Business Services Committee  
WDB Clean/Green Committee  
WDB Healthcare Committee  
WDB Manufacturing Committee  
WDB Programs Committee

## **MINUTES**

### **Meeting Attendees**

#### Business Services

Heidi Hayes (theAgency)  
Paula Hodge (College of  
the Canyons, SCCRC)  
Payal Kamdar (VSolvit)  
Tracy Perez\*  
Jaime Mata\*

#### Manufacturing

Alex Rivera\*(Chair)  
Michael Bastine (College  
of the Canyons, SCCRC)  
Marybeth Jacobsen (WEC)  
Marilyn Jansen\*  
Byron Lindros\*  
Tiffany Morse ( VCOE)  
Bill Pratt\*  
Tre Robinson (Wholesome  
Harvest Baking)  
Mary Anne Rooney(Civic  
Alliance)  
Bruce Stenslie\*

#### Programs

Tony Skinner\* (Chair)  
Roger Rice\* (Vice Chair)  
Jerry Beckerman(Segue)  
Connie Chan\*  
Mary Navarro-Aldana\*

#### WDB Members

Vic Anselmo\* (Chair)  
Greg Liu \* (Vice Chair)  
Brian Gabler\*  
Patty Schulz\*

#### Clean/Green

Anthony Mireles\*(Chair)  
John Brooks ( City of  
Thousand Oaks)  
Holly Chavez (Allan  
Hancock College)  
David Fleisch (County of  
Ventura)  
Darrell Gooden (VC  
Innovates, VCOE)  
Charles Harrington\*  
Grant Leichtfuss (Villa  
Park Orchards Assoc.)  
Mary Anne Rooney (Civic  
Alliance)

#### Healthcare

Greg Barnes\* (Chair)  
Richard Trogman\* (Vice  
Chair)  
John Cordova (College of  
the Canyons, SCCRC)  
Irene Ornelas (VC  
Innovates, VCOE)  
Michelle Reynolds (VCMC)  
Mary Anne  
Rooney(Ventura County  
Civic Alliance)  
Bill Werner (Simi Valley  
Hospital)  
Celina Zacarias\*

#### WDB Administration

Talia Barrera  
Patricia Duffy  
Tracy Johnson  
Patrick Newburn  
Vivian Pettit  
Ma Odezza Robite

#### Guests

Nancy Ambriz (County of Ventura)  
Lisa Brunelle (Department of  
Rehabilitation)  
Lisa Eklund (VC Innovates, VCOE)  
Hillary Howard (VC Innovates, VCOE)  
Rachel Linares (County of Ventura)  
Melissa Livingston (County of  
Ventura)  
Susan Mathers (Department of  
Rehabilitation)  
Richard McNeal  
Christy Norton (County of Ventura)  
Eileen Rohlfing (Employment  
Development Department)  
Teresa Serrata (County of Ventura)  
Luanne Swanberg (South Central  
Coast Regional Consortium)  
Steve Thompson (Ventura Adult  
Continuing Education)  
Carolyn Vang-Walker (Ventura Adult  
Continuing Education)  
Alexandria Wright (VCCCD)

*\*WDB Members*

## **1.0 Welcome and Introductions**

WDB Chair, Vic Anselmo, welcomed the attendees to the Joint Meeting of the WDB Regional Sector Committees: Business Services, Clean/Green, Healthcare, and Manufacturing. Additional members from the Programs and Outreach Committee, as well as community partners were also in attendance. Vic Anselmo introduced the facilitator/guest speaker from California Workforce Association, Bob Lanter. Mr. Lanter provided a short self-introduction and asked the WDB members and sector committee members to give quick self-introductions.

Bob Lanter introduced his fellow guest speaker, Vinz Koller, from Social Policy Research Associates, who gave an interesting presentation about the Swiss apprenticeship model.

## **2.0 Apprenticeship 2.0: College without Debt**

Mr. Koller provided an informative presentation of the Swiss apprenticeship model and the features of the Swiss education system which allows multitude of career paths. The model includes teaching soft skills that will not create dead-ends, schools focused on teaching communication and advanced math subjects. He emphasized on the practice of the Swiss education system where there is a public and private partnership and strengthened by the Swiss economy which is considered as the sixth largest investor/economy in the world.

He also explained the key feature of apprentices in the Swiss model where students spend three to four days per week with employers while spending only one to two days inside the classroom. In the Swiss model, sixteen-year old students can make decisions and nineteen-year old students already have achieved professional certificates and can earn a living. He compared that the average age of apprentices in the Swiss model is seventeen years old versus twenty-nine years old in USA.

The question was asked, if the employers were required to have apprentices. Mr. Koller responded that “only thirty percent of the employers have apprentices.”

He also explained the funding of apprenticeship system, how firms invest in apprentices, measurement tools, background on how the Swiss employees gain experience and soft skills and how skills are best learned. When asked how California can adapt the Swiss system, Mr. Koller shared that it can be achieved by: building ecosystems, establishing permeability, triangulating, rebuilding prestige, focusing on students, and diversifying the registered apprenticeships.

One of the participants asked for the observed best practices in California. Mr. Koller gave an example of the Valley Transit Authority in Santa Clara with one hundred new positions opened for apprentices. Also, Mr. Lanter gave an example where he explained that the veterans in Livermore were trained in engineering at the laboratory.

A participant asked Mr. Koller how to address the transportation issue for young workers since most of the jobs are located outside Ventura County. Mr. Koller responded that the workforce development is a regional affair. He further suggested to look at the local economy and market and to look at where people work. Mr. Lanter provided an example of the apprenticeship Task Force in Washington, D.C. It showed how to expand outside the classic apprenticeship model where small, medium, and large employers can participate. Mr. Koller added that employers should look at apprenticeship on a broader sense and that employees can do training online to address the transportation issue.

Mr. Koller was asked if the apprenticeships were paid by the companies. Mr. Koller responded that it was paid by the State in the Swiss model and that the employees did not pay anything

Mr. Lanter provided a brief explanation and examples of work-based learning namely: registered apprenticeships, on-the-job training, incumbent worker training, career tech education with a workplace component, and transitional jobs/work experience. He mentioned that twenty percent of local youth formula funds are for work experiences such as summer jobs, pre-apprenticeship training, on-the-job training, and internships. He also provided a list of resources for work-based learning.

### **3.0 A Common Vision**

Mr. Lanter facilitated a group brainstorming on what success looks like. Participants were divided into six groups with six to seven members each. Each group provided their response to the question: "What's Going On?" or "What are the current work-based learning activities being practiced in each organization?"

#### What's Going On?

- Internships – rehabilitation, VCOE (1000 in education offsite)
- On the Job Training – America's Job Center
- Field Trips – middle high (750)
- Training for Employability Skills
- Entrée to Employment (2,000)
- Job Shadows
- Guest Speakers
- Civic engagement
- Construction apprenticeships
- Summer camps
- Trade based charter schools
  
- Hospitality Industry
- Incumbent Worker Training (lean manufacturing)
- Adult Education Pre-apprenticeships Internships
- Department of Rehabilitation – limited internships/externships
- VC Innovates Adult Education
- CLU Capstone Program (MBA)
- TDC Studies
- CAD Department/ Manufacturing 30
- Manufacturing Week Tours
  
- Regional Makers Space
- Robotics
- Health Care
- CAL Works Internships
- PathPoint
- CSUCI-Clinical Tech
- County of Ventura – Summer Interns
- Summer City Hall – Ventura & Oxnard
- Trades (IBW, etc.) Apprentices
- Employers (OJT) WIOA

- AG Supervisor Training at VC Noncredit
- Externship for Teachers In Engineering
- NBVC Internships (Primarily Com College)
- HCA (Health Care Agency) – WPL Revamping, Internships, Job Shadow
- CTE Programs at H.S Focus on Industry Certificates
- Career Education Center – Office of ED
- On the job training
- Union apprenticeships
- University Internships
- Government Internships
- Regional Occupation Program
- Summer in the City – VCCA
- City Corps
- Adult Education and Job Placement
- CMTC
- Applied Science Program at Ventura College (Entry level)
- Internship at Career Education Center (VCOE)
- Externship with CET
- Incumbent Worker Training at
- OJT at multiple companies
- BOA + EDD – training (unpaid)

Mr. Lanter used the Victory Circle Technique or a visioning exercise which showed the ideal vision of work-based learning for one year from now in Ventura County:

- CWA report to get them involved
- Anchor employers; employers are saying “Thank you!”
- Businesses are retained/created
- They like making money while working
- Engagement scores are high
- Monitoring their responses thru social media
- Youth unemployment goes down in county
- Robust marketing on CTE
- Clear understanding of pathways
- Target industry that are local- here regionally start 2-3
- One-stop site connecting employers to interns
- Listing of all applications and career paths available
- Website and social media for the youth
- Job Seekers/Students say “I love my job!”
- Employers say “Why didn’t we do it before?”
- Cohort of gateway path with Business enrolled in VACE
- Directory of all Work Based learning programs with business partnerships
- Multiple payment methods
- Innovation in public sector employers
- Stable and secure innovation and productive career pathways
- CWA annual report on how sectors is moving to get this done
- Employers want more

- Students feel secure, valued, respected, and engaged
- Youth VI rate decrease in country
- New fast track program works well!

#### **4.0 Contradictions**

Mr. Lanter asked each group what obstacles stand in the way of reaching the vision of a unified work-based learning strategy of Ventura County. Each group listed their responses:

##### **Business Engagement**

- Sustaining Commitment of Employers
- Partnerships between business and education are needed
- Employer Champions wanted
- Employer engagement
- Not enough employers involved or hiring
- Partner Collaboration and Coordination

##### **Process and Bureaucracy**

- Time: Patience for incremental growth
- New things take time
- Re-doing work that's already been done
- Funding stream
- Red Tape
- Fractured leadership and direction (capacity/priorities)
- WDB + Partners Capacity
- Misaligned incentives (Inability to triangulate)
- No Framework
- Restrictive HR Policies
- Coordination of efforts

##### **Leadership**

- Project Champions wanted (Strategic Oversight)
- Actionable Plans needed
- Develop Common Vision-Education among all LEAs
- Common means of communicating work being done
- Funds + Better coordination

##### **Education/Training/Marketing**

- Perception of academic learning vs. work-based learning
- Matching training vs. work (INT) schedule (Swiss model: 3-4 vs. 1-2)
- Length of time to get training from idea to classroom
- Need to establish certification/portability
- Education integrated with industry
- Student knowledge of career options
- Limited program information available
- Negative image of Work-Based Learning – Change to Positive



## **Youth**

- Inclusion for all youth
- Transportation
- Supportive transit system not available
- Student career inspiration/ initiative lacking
- Youth missing soft skills

## **5.0 Commitment and Next Steps**

WDB committee members worked in cross-sector groups, reporting to the large group their responses. Below is a summary of the wall notes and committee members' comments during the follow-up discussion. The input will be considered during WDB planning and WDB/WIOA regional and local planning processes:

- Working on task force/ WDB
- Utilize programs that are available (once we find out)
- Office OJT, internships
- Actively network to bring business to table
- Pair with business to provide training
- Advocate on behalf of students
- Work through policies – align education to cut red tape
- Attempt to communicate purpose to students (Entrée to Employment)
- Leveraging resources and activities
- Guide students to meet passion
- Develop student committee for student voice
- Communicating to public at large
- Engage students early (middle school)
- Study what other countries are doing

## **Summary of Next Steps**

Based on the contradictions given aligned with the commitment listed above, Mr. Lanter suggested to provide a follow-through of these ideas with doable action plans with the following focus:

1. Plan to engage business/employers;
2. Plan to streamline the process/bureaucracy;
3. Plan to engage youth in work-based Learning activities;
4. Plan to align activities and market to the public what we are doing; and
5. Plan to align leadership; to have a common platform.

## **6.0 Close and Adjournment**

Vic Anselmo adjourned the meeting at 4:30 p.m.

### **Next Meeting**

Workforce Development Board Meeting  
December 7, 2017  
America's Job Center of California (AJCC)  
2901 North Ventura Road, Oxnard



## JOINT MEETING

# WDB REGIONAL SECTOR COMMITTEES

November 16, 2017

*Skills Attainment for Upward Mobility &  
Aligned Services for Shared Prosperity*

**WDB Business Services Committee**

**WDB Clean/Green Committee**

**WDB Healthcare Committee**

**WDB Manufacturing Committee**

**WDB Programs Committee**



**WORKFORCE DEVELOPMENT BOARD**

***Skills Attainment for Upward Mobility &  
Aligned Services for Shared Prosperity***

**Board and Committee Members,  
Guests, and WDB  
61 people in attendance**





**Vinz Koller: Keynote Speaker**  
*"Apprenticeship 2.0: College without Debt"*



**Vinz Koller** is Director of Training and Technical Assistance at Social Policy Research Associates – Oakland, Ca.. Mr. Koller is an expert on US workforce development policy.



*Skills Attainment for Upward Mobility &  
Aligned Services for Shared Prosperity*

**Apprenticeship 2.0:  
College without Debt**

Mr. Koller provided an informative presentation of the Swiss apprenticeship model and the features of the Swiss education system which allows multitude of career paths.



**Bob Lanter, Facilitator**



**Bob Lanter** is the Executive Director of the California Workforce Association leading the way in workforce strategy and the implementation of the Workforce Innovation and Opportunities Act for the state of California.





*Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity*



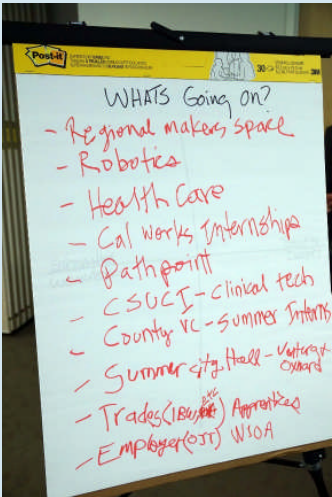
Mr. Lanter facilitated group brainstorming on what success looks like.



*Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity*

**Common Vision**  
(Brainstorming)

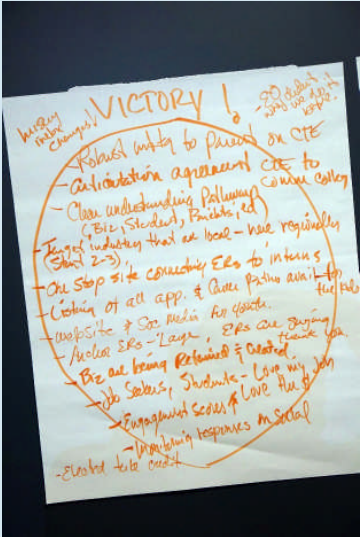
“What are the **current work based learning activities** being practiced in each organization?”



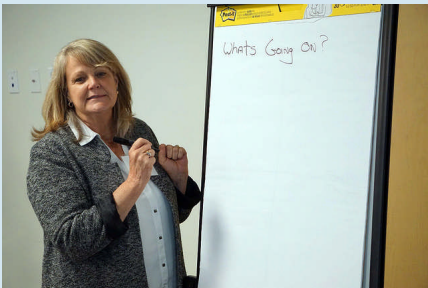
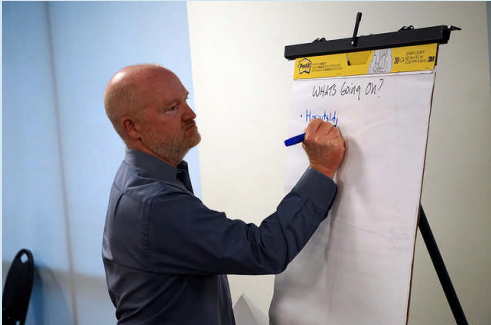


*Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity*

**Common Vision**  
(Brainstorming)



“What is the **ideal vision** of work-based learning for one year from now in Ventura County?”





*Skills Attainment for Upward Mobility &  
Aligned Services for Shared Prosperity*

## Contradictions

“What obstacles stand in the way of reaching the vision of a unified work-based learning strategy of Ventura County?”



*Skills Attainment for Upward Mobility &  
Aligned Services for Shared Prosperity*

## Summary of Next Steps

1. Plan to engage business/employers
2. Plan to streamline the process/bureaucracy
3. Plan to engage youth in work-based Learning activities
4. Plan to align activities and market to the public what we are doing
5. Plan to align leadership: to have a common platform



*Skills Attainment for Upward Mobility &  
Aligned Services for Shared Prosperity*

## **WDB Next Steps**

Develop doable action  
plans using the ideas  
from the Joint Meeting

