



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday January 16, 2019
9:00 a.m. – 10:30 a.m.

NOTE DIFFERENT MEETING LOCATION

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

AGENDA

9:00 a.m.	1.0 Call to Order and Agenda Review	Brian Gabler
9:02 a.m.	2.0 Public Comments <i>Procedure: The public is welcome to comment. All comments not related to items on the agenda may be made at the beginning of the meeting only.</i>	Brian Gabler
9:05 a.m.	3.0 Approval of Minutes: September 19, 2018	Committee Members
9:06 a.m.	4.0 Marketing and Outreach Update <ul style="list-style-type: none">• 2018-2019 Q2 Summary• Regional Plan Implementation Grant	Heidi Hayes
10:00 a.m.	5.0 America's Job Center of California: Update	TBD
10:15 a.m.	6.0 2018 WDB Awards: Update	Talia Barrera
10:25 a.m.	7.0 Committee Member Comments	Committee Members
10:30 a.m.	8.0 Adjournment <u>Next Meeting</u> March 20, 2019 9:00 -10:30 a.m. Economic Development Collaborative 4001 Mission Oaks Blvd. (Suite A-1), Camarillo	Brian Gabler

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

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

WDB Outreach Committee Meeting
September 19, 2018

MINUTES

Meeting Attendees

Outreach Committee

Brian Gabler*
Victoria Jump*
Tracy Perez*

WDB Staff

Talia Barrera

Guests

Heidi Hayes (theAgency)
Rebecca Evans (Human Services Agency,
Children and Family Services)
Claire Briglio (EDC-VC)
Ray Bowman (Small Business Development
Center)

**WDB Members*

1.0 Call to Order

Chair Brian Gabler called the meeting to order at 9:07 a.m.

2.0 Public Comments

No public comments

3.0 Approval of Minutes: July 18, 2018

Motion to approve first: Victoria Jump
Second: Tracy Perez

4.0 Marketing and Outreach: Update 2018-2019 Q1 Summary

Heidi Hayes with theAgency reported update on outreach activities:

EMPLOYER OUTREACH

- **Workforce Wednesday**
 - **August 22–** Recruitment: Struggles & Strategies– Alex Rivera and Rebecca Evans
 - **September 26 –** ACE Charter High School IB Global – Tony Skinner and Joe Clausi
- **August 2018 Workforce Update Eblast**
 - New Design
 - Aug 28 – WDB Cohorts: 548/24.2% Open Rate/20.5% CTR
 - Aug 28 – Biz List: 5,312 Sent/8% Open Rate/169% CTR
- **Ventura County Grows Business Website – July 1 to September 2018**
 - 829 Users, 6% increase year-over-year
 - 1,050 Sessions, -7% decrease year-over-year
 - 2,131 Pageviews, 27% decrease year-over-year

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

- Strengthen, where possible, targeted outreach to high demand priority sectors
- Conduct research to better ascertain whether the programs the WDB is supporting/promoting are addressing the skilled workforce deficits in the region

o **VCGB Fall 2018 media recommendation - Fall 2018**

- Utilizes key learnings from Spring 2018 campaign
- Over 2 million impressions
- Budget: \$16,000
- Value: \$27,661 (173%)

Business Services/Workforce Development Research

- Survey – draft being finalized
- Methodology – Panel survey, targeting business executives, owners and c-level decision makers for various sizes and industries reflecting the county
- Sample size: 100
- Timing: Programming/Implementation will require approx. three weeks
- Survey length: Approx 13-15 minutes for participants to complete

• **Creative**

AJCC Collateral – Six elements finalized and printed

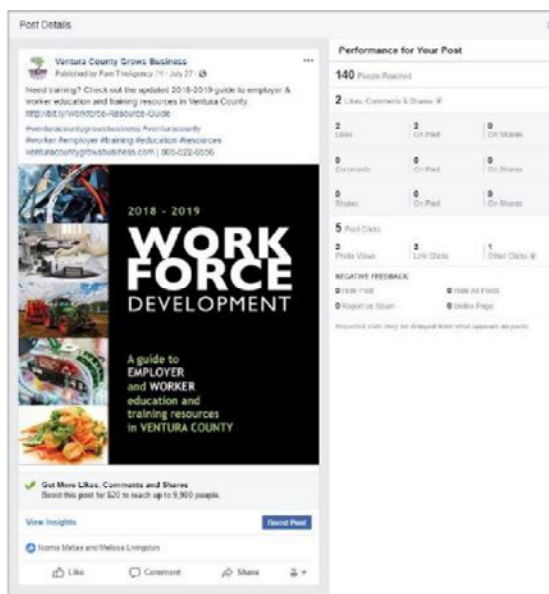
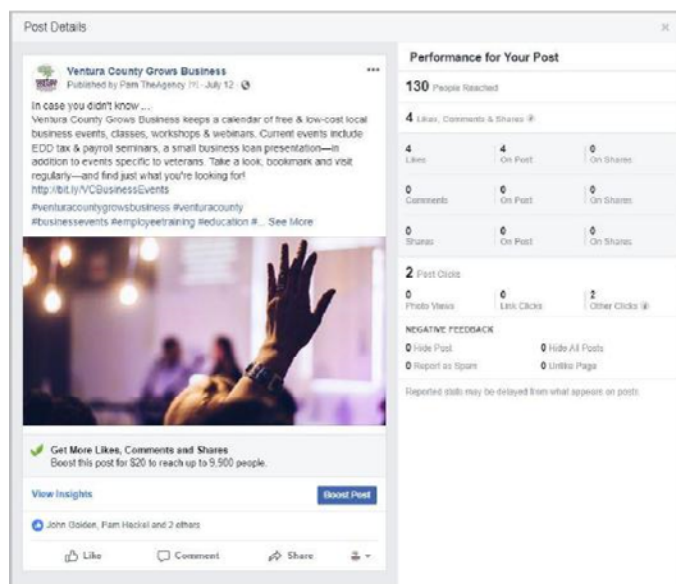
- Rapid Response Pamphlet
- OJT Pamphlet
- OJT Tent Card
- Job Seeker Pamphlet
- Business Services Pamphlet
- AJCC Press Kit Folder

- o AJCC Collateral – Spanish versions in development: Rapid Response, OJT, Job Seeker, and Business Service
- o AJCC Pull-Up Signs – Employer, Job Seekers, Youth, Rapid Response, OJT
- o VCGB Pull-up Sign – In development

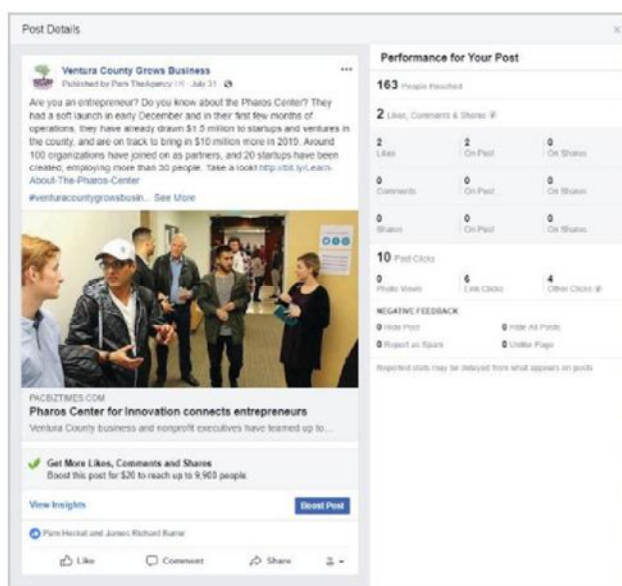
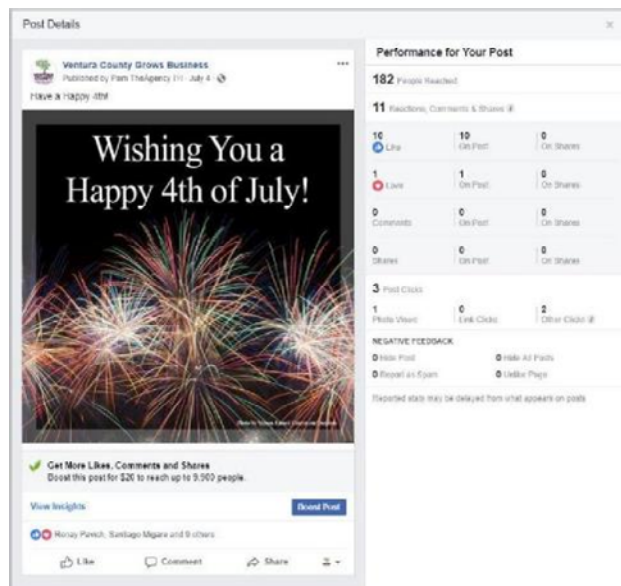
• **VCGB Facebook – July 1 to August 31, 2018**

- As of September 13, 2018 – likes/Fans, 3,329
- 51 posts in July & August combined (appx. 26 per month or 6 per week)
- Total reach 5,745 – average 527/week

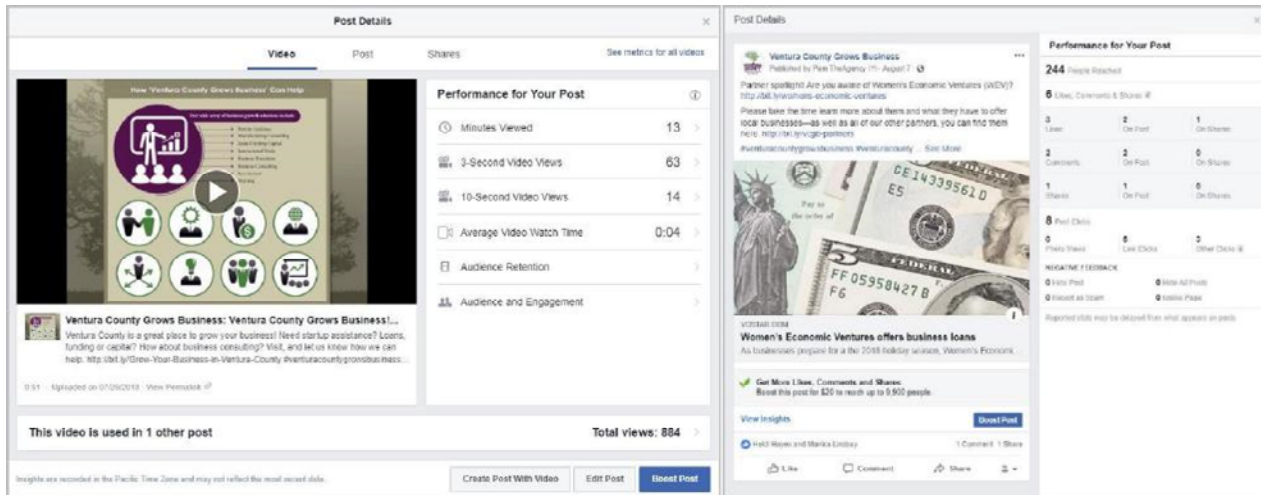
Top Post Examples (by engagement): <= 4%



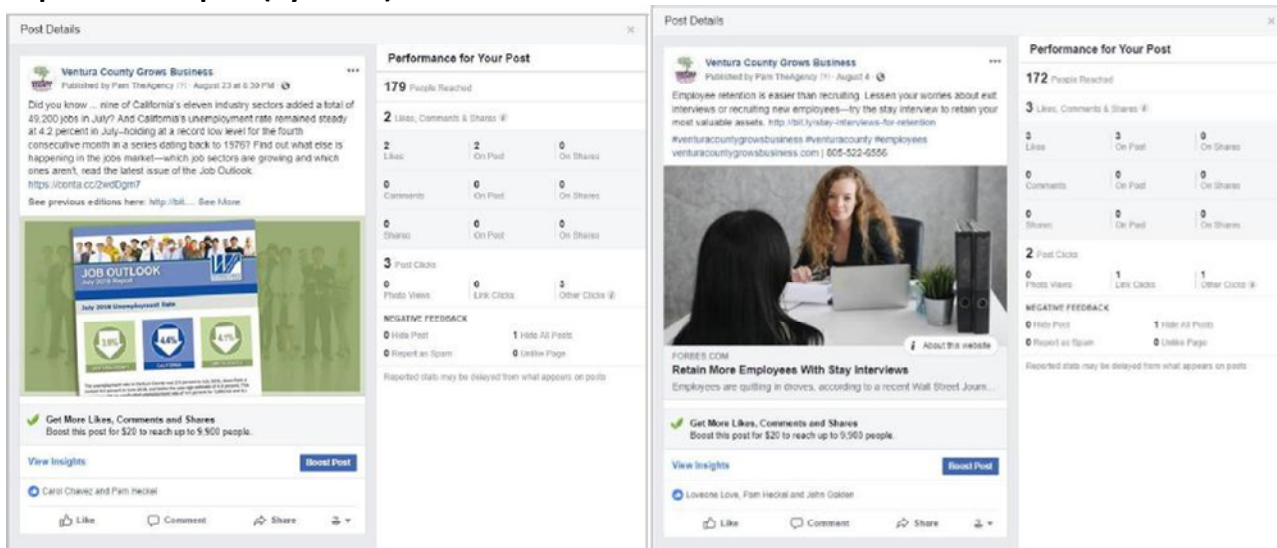
Top Post Examples (by engagement):



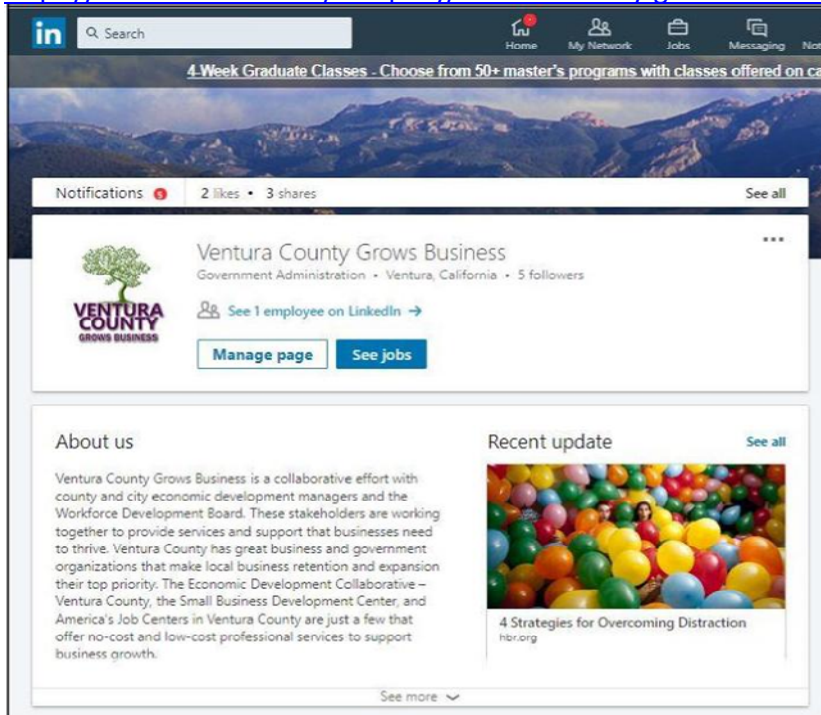
Top Post Examples (by reach):



Top Post Examples (by reach): continued



- VCGB LinkedIn Company Page
 - NEW Company Page created 7/27/2018
 - <https://www.linkedin.com/company/ventura-county-grows-business/>



VCGB LinkedIn Company Page:

- 35 posts in July & August Combined, 4 posts per week average

JOB SEEKER OUTREACH

- **Career Shops**
 - 35 posts in July & August combined, 4 posts per week average
 - Sent August workshops on August 2
 - Sent September workshops August 27
- **Clips – July & August**
 - o VC Star
 - o KCLU
 - o Moorpark Patch
 - o Citizens Journal
 - o 805 Calendar

YOUTH OUTREACH

- **VC Jobs With a Future Website – July 1 to September 12, 2018**
 - o 801 Users – 168% increase year-over-year
 - o 971 Sessions – 174% increase year-over-year
 - o 2,077 Pageviews – 183% increase year-over-year
- **VC Jobs with a Future – Twitter: July 1 to August 31, 2018**
 - o As of September 13, 2018 – 1,023 followers
 - o 102 Total Tweets July 1 – August 31
 - o 936 Profile visits
 - o 96,800 Impressions
 - o 1,600 Impressions per day average
- **KCLU Annual Plan**
 - o Finalized 2018-2019 plan to include:
 - o 50 weeks
 - o 6.56 million impressions
 - o 150,000 value-add online impressions
- **Workforce Ventura County Website – July 1 to September 12, 2018**
 - o 1,615 users
 - 19% Increase year-over-year
 - o 10,889 Sessions
 - 14% increase year-over-year
 - o 25,886 Page Views
 - 4% increase year-over-year
- **EVSP Outreach Committee Participation** – Provided information on current VCGB assets

- **Press Releases**

- o New Board appointments and chair release – July 18

- Clips:

- o VC Star
 - o Amigos805
 - o Simi Acorn
 - o Moorpark Patch

- **Editorial**

- o **Prepared and sent "More Doors Opening for Subsidized Workforce Training" op-ed** by Bruce Stenslie and Melissa Livingston to the VC Star. "New emphasis on subsidized workforce training" ran August 19 (posted August 18).

- <https://www.vcstar.com/story/opinion/columnists/2018/08/18/new-emphasis-subsidized-workforce-training/1014839002/>

- o **Attended August 8th HASC Regional Meeting and Prepared Write-Up**

- See attached.

- o **ACE Charter High School and the IB Program**

- **Prepared and sent 2018 Annual WDB Awards Nominations - August**

- o **Press Release**

- o VC Star ran WDB Awards release, August 21

- o Updated logo in various formats

- o Redesigned 'fillable' Nomination Form

- o Designed and distributed call-for-nominations eblast:

- **August 16** – WDB Cohorts: 559/30% open rate/4% CTR

- **August 16** – Biz List: 5,350/10% open rate/78% CTR

- **Regional Sector Meeting Invitation Eblasts**

- o August 3 – 97 Invitees/50% open rate

- o August 15 – 97 invitees/46% open rate

- **Job Outlook Eblast:**

- New Design– Tableau Data Software integration.

- <https://www.venturacountygrowsbusiness.com/job-trends/>

- **August 17 (July 2018 Report)** – WDB Cohorts: 555/24% open rate/8% CTR

- **August 17 (July 2018 Report)** – Biz List: 5,322/9% open rate/138% CTR (Barracuda)

- **July 20 (June 2018 Report)** – WDB Cohorts: 684/28% open rate/7% CTR

- **July 20 (June 2018 Report)** - Biz List: 5,381/9% open rate/143% CTR (Barracuda)

- **Job Outlook Most Recent Stats:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **July 2018**:

- **Ventura County decreased .1%** from 4.0% in June 2018 to 3.9% in July 2018 (July 2017 = 4.8%)

- **California decreased .1%** from 4.5% in June 2018 to 4.4% in July 2018 (July 2017 = 5.1%)

- **U.S. also decreased .1%** from 4.2% in June 2018 to 4.1% in July 2018 (July 2017 = 4.6%)

5.0 America's Job Center of California (AJCC): Update

Rebecca Evans share with the committee a brief summary of WIOA Programs Outreach and Engagement Activity for the month of August:

Number of visits to both AJCCs Resource Rooms

- Oxnard: 1,550 visits
- Simi Valley: 383 visits

AJCC activities included participation in the annual Jacquie Irwin job fair, Employer Advisory Council and Simi Valley Machine Technology advisory board meeting

AJCC on-site partner services also included no-cost workshops totaling 31 events for:

- Ventura County Office of Education workshops
- Ventura Adult & Continuing Education
- Employment Development Department

6.0 2018 WDB Awards

Talia shared with the committee the timeline for the 2018 WDB Awards and will provide an update on nominations at the next committee meeting.

7.0 Committee Member Comments

No additional comments

8.0 Adjournment

Meeting adjourned



Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

Employer Outreach

- **Workforce Wednesday**
 - **September 26** – ACE Charter High School IB Global – Tony Skinner and Joe Clausi. Final Discussion Guide Attached.
 - **October 24** – Prison to Employment – Anthony Mireles and Patrick Newburn. Final Discussion Guide Attached.
 - **November 28** – Veteran’s Day! What can we do for you? – Jesse Cuevas or Mary Navarro-Aldana and Captain King. Final Discussion Guide Attached.
 - **December 4** - David Cruz, KOXR – Fire Recovery Resources (Details below.)
 - **December 11** – David Cruz, KOXR – Prison to Employment – Anthony Mireles and Patrick Newburn – Spanish interview.
 - **January 23** – Anthony Mireles and Alejandra. Discussion guide in development.
 - **February 20** – Tony Skinner and Dona Toteva-Lacayo (or other port representative). Discussion guide in development
 - **March 20** – Summer Internships? TBD
- **October 2018 Workforce Update Eblast**
 - Oct 30 – WDB Cohorts: 560 Sent/23.7% Open Rate/12.7% CTR
 - Oct 30 – Biz List: 3,067 Sent/6% Open Rate/74% CTR – (*Barracuda*).
 - Dec 19 – WDB Cohorts: 538 Sent/25% Open Rate/11.9% CTR
 - Dec 19 – Biz List: 3,051 Sent/4% Open Rate/3% CTR
- **Hill/Woolsey Fire Outreach Support**
 - **Developed Wooley Fire Resource Landing Page on VCGB**
 - <https://www.venturacountygrowsbusiness.com/firerecovery/>
 - Designed VCGB & WDB Website Sliders Linking to Resource Page
 - Updated/added resources and information as needed, sometimes daily
 - **KLCU**
 - Produced new :30 PSA directing listeners to business recovery resources
 - Designed three (3) new digital elements for online and mobile
 - **KLJR & KXLM Spanish Language Outreach**
 - Produced new :30 Spanish-language radio spot
 - Added four-week schedule to WDB integrated outreach media calendar
 - See attached for updated media flow chart
 - Coordinated and scheduled December 4th, KOXR David Cruz live radio interview with Rigoberto Gonzalez-Nossa, U.S.-SBA Disaster Representative and Alondra Gaytan, EDC-SBDC
 - **Facebook & LinkedIn**
 - Supported updates, deadlines, and business recovery resources with posting since mid-November.



Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

- **Ventura County Grows Business Website – July 1 to January 9, 2018**
 - 5,292 Users (Note: 3,691 users from 10/1 – 12/5/18 Campaign Period, 70%)
 - **202% increase year-over-year**
 - 6,209 Sessions
 - **145% increase year-over-year**
 - 10,614 Pageviews
 - **50% increase year-over-year**
- **RPI Grant: Regional Business Outreach & Engagement Tactics**
 - **VCGB/VCJWF Fall 2018 Media – October 1 to December 31, 2018**
 - Designed new creative assets focusing on general business growth and retention resources for VCGB.
 - Review proposed “Build Your Business” banner set.
 - Review proposed eBlast design
 - Continued to integrate the “Work-Based Learning” messaging into VCGB and VCJWF creative and content.
 - 2.14 impressions projected: 2.41 impressions delivered – 123% of projection
 - Negotiated Value: 182% of Cost
 - See updated media flow chart attached.
 - **VCGB Media Highlights:**
 - Pandora - VCGB (See Youth for VCJWF Stats)
 - 546,505 Total Impressions and 8.38 Frequency
 - 2,921 Clicked for a CTR rate = .67%
 - LATimes
 - Admail 10/23 & 11/13 Bonus Eblast
 - 100,000 sent @ 19.82% open rate = 19.819
 - 2,189 Clicked for a CTR = 11.04%
 - LinkedIn
 - 82,888 Total Impressions
 - 169 clicked for a CTR = .20%
 - Programmatic Video
 - 74,981 Total Impressions
 - 211 clicked for a CTR = .28%
 - Value-Add ROS
 - 125,025 Total Impressions
 - 149 clicked for a CTR = .12%



Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

- **Business Services/Workforce Development Research**

- Survey Content Finalized and Programmed Ready to Launch
- Methodology: Panel survey, targeting business executives, owners and c-level decision makers of various sizes and industries reflecting the county.
- **Sampling by business size: 100 (Goal Completes)**
 - Utilizing data from 2017 Q3 data from the EDD we will sample as follows:

Size of business/employees	Our sample	% breakdown	No. of Businesses
			25,236
0-4		64%	16,117
5-9	79	15%	3,696
10-19	10	10%	2,587
20-49	7	7%	1,821
50-99	4	2%	617
100-249		1%	310
250-499		0%	54
500-999		0%	23
1000+		0%	11

- **Sampling by industry:**
 - To ensure we have responses from a variety of industries, we will not have more than 6 or so businesses from a single category (e.g., manufacturing, retail, etc.) Setting modest quotas will make sure there is no heavy skewing in just one or two directions (like all real estate or all retail, etc.)
- **Sampling by region:**
 - We will do an east county/west county blend with the regions defined:
 - East – Thousand Oaks, Simi Valley, Moorpark
 - West – Camarillo, Ventura, Oxnard, Port Hueneme, Santa Paula, Fillmore, Ojai
 - Plus, any unincorporated areas that fall within each region.
- **Timing:** Implementation will be about three weeks.
- **Survey Length:** Approx. 13-15 minutes for participants to complete.
- **Outcome:** Report outcome presentation to Outreach Committee 1/16/19.

- **Creative**

- **AJCC Spanish Language Collateral** – Four elements finalized and printed.
 - Job Seeker, Business Services, Rapid Response and OJT
- **VCGB Pull-Up Sign** – Completed, see attached.
- **VCGB Website Veterans Resources**
 - Slider (VCGB & WDB) and Landing Page
- **VCGB New Pamphlet** – Ready for Outreach Committee review/approval.

Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

VCGB Facebook - September to December 31, 2018

- As of December 31, 2018 – Likes/Fans, 3,514
- +4.96% (June 30, 2018 = 3,348)
- Posts: 104 total posts (approx. 26 per month or 5 per week)
- Total Reach: 72,216– Average 4,289/week
- Organic Post Reach: 347 most for a single day (12/14/18)
- Paid Post Reach: 2288 for a single day (9/23/2018)


Sept/Oct - Top Post Examples (by engagement): <= 4%

Post Details

Ventura County Grows Business
Published by Pam TheAgency [?] · October 3 ·

How many of these nine tools are you using to promote your business online? Which one is working the best for you? <http://bit.ly/promote-your-business-online>

#venturacountygrowsbusiness #venturacounty #onlinemarketing #businesstools
venturacountygrowsbusiness.com | 805-522-6556



INFLUENCIVE.COM
9 Ways to Promote Your Local Business Online
If you're looking to drum up some business, try these handy methods.

✓ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 1,700 people.

149 People Reached 10 Engagements **Boost Post**

Pam Heckel and Brian Krawczykowski 2 Shares

Like Comment Share

Performance for Your Post

149 People Reached

5 Likes, Comments & Shares [?]

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

5 Post Clicks

0 Photo Views	5 Link Clicks	0 Other Clicks [?]
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NEGATIVE FEEDBACK

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


Reported stats may be delayed from what appears on posts

Post Details

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

Innovation in Ventura County? YES. What do you know about local Camarillo incubator, the Pharos Center for innovation? Take a minute and read about what's happening there—it's all good. <http://bit.ly/Camarillo-Incubator>

#venturacountygrowsbusiness #venturacounty #startupbusiness #entrepreneur
venturacountygrowsbusiness.com | 805-522-6556



THECAMARILLOACORN.COM
Camarillo incubator spawns a winner | Camarillo Acorn
FUTURE FUN—Spatial, a mixed-reality gaming company based in...

✓ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 1,700 people.

120 People Reached 7 Engagements **Boost Post**

Ventura County Grows Business and Pam Heckel

Like Comment Share

Performance for Your Post

120 People Reached

2 Likes, Comments & Shares [?]

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

5 Post Clicks

0 Photo Views	5 Link Clicks	0 Other Clicks [?]
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NEGATIVE FEEDBACK

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


Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency [?] · October 17 at 8:00 PM ·

Who needs a productivity boost? This is a great list—but 3 of them stand out above the others.

#1. Start your day with something that brings you joy, fill your tank first.
#2. Get enough sleep.
#3. Turn all of your alerts OFF... See More



FASTCOMPANY.COM
9 Productivity experts on how you can finally beat distractions and get everything done

✓ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 1,700 people.

127 People Reached 8 Engagements **Boost Post**

Ventura County Grows Business and Pam Heckel 1 Share

Like Comment Share

Performance for Your Post

127 People Reached

4 Likes, Comments & Shares [?]

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

4 Post Clicks

0 Photo Views	3 Link Clicks	1 Other Clicks [?]
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NEGATIVE FEEDBACK

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


Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency [?] · October 7 at 10:45 AM ·

Halloween is just around the corner! Take advantage of the season with a few funsize ways to market your small business. Here are a few tips, tricks, and treats! <http://bit.ly/halloween-marketing-treats>

#venturacountygrowsbusiness #venturacounty #holiday #marketing #halloween
venturacountygrowsbusiness.com | 805-522-6556



ENTREPRENEUR.COM
5 Fun Halloween Marketing Ideas for Your Small Business
Ready for some scary-good inspiration? Think about 'Halloween-izing' yo...

✓ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 1,700 people.

157 People Reached 8 Engagements **Boost Post**

Robin Home, Pam Heckel and 4 others 1 Share

Like Comment Share

Performance for Your Post

157 People Reached

7 Likes, Comments & Shares [?]

6 Likes	6 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

1 Post Clicks

0 Photo Views	1 Link Clicks	0 Other Clicks [?]
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting


Sept/Oct - Top Post Examples (by reach):

Post Details

Ventura County Grows Business
Published by Pam TheAgency 191 · September 16

INSPIRING WOMEN: Female Entrepreneur Forum on Digital Marketing!
Have you registered yet? Learn about branding, blogging, email marketing, social media, and more. Join SCORE and several guest speakers at this no-charge forum on September 26 from 5:30 to 6:30pm at the Camarillo Library. Seats are limited, you must reserve your seat. Register at <http://bit.ly/Digital-Marketing-Forum>

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



VENTURA SCORE.ORG
"Inspiring Women" - A Female Entrepreneur Forum on Digital Marketing | SCORE

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 1,700 people.

195 People Reached 4 Engagements

Pam Heckel 1 Comment 1 Share

Like Comment Share

Performance for Your Post

195 People Reached

3 Likes, Comments & Shares

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

1 Post Clicks

0 Photo Views 1 Link Clicks 0 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page


Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency 191 · September 4

Need qualified employees? We bet there are older workers that could do the job. Just why are more Americans delaying retirement and working longer? Economists offer multiple theories about what is driving people to work longer, including improving health, higher education and a shift toward less physically demanding jobs. Or could it be that they need to pay their bills too? <http://bit.ly/Delaying-Retirement-or-Paying-the-Bills>

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



SANDEGROUNDBUSLINE.COM
About this website

More Americans are delaying retirement. But finding jobs when older isn't so easy

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 1,700 people.

191 People Reached 11 Engagements

Jeff Rodger and Monica Lindsay

Like Comment Share

Performance for Your Post

191 People Reached

3 Reactions, Comments & Shares

2 Like	2 On Post	0 On Shares
1 Sad	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

8 Post Clicks

0 Photo Views 1 Link Clicks 7 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page


Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency 191 · September 15

Get that business plan written—don't miss this free webinar and great opportunity to join Jim Horan, best-selling author, professional speaker, consultant and creator of The One Page Business Plan®, he will teach you how to simplify and make your planning process highly effective. Sept. 25, 10:00am PDT. Register now! <http://bit.ly/One-Page-Biz-Plan>

#venturacountygrowsbusiness #venturacounty #startupbusinessplan #growyourbusiness
venturacountygrowsbusiness.com | 805-522-6556



One Page Business Plans: Simple & Highly Effective
September 25, 2018 | 10:00 a.m. - 11:00 a.m. PT
If your past business planning efforts have left you frustrated, you are not alone. It happens far too frequently. Business planning does not have to be complicated and time consuming. In this webinar produced by SCORE, a resource partner of the U.S. Small Business Administration, creator of The One Page Business Plan®, Jim Horan will teach you how to simplify and make your planning process highly effective.

You'll learn:

- How the discipline of having a plan on a single page can significantly change your mindset and behavior
- How to write a complete business plan in the equivalent of 20 tweets (or less) on a single page using key words and short phrases
- Three simple techniques for creating a first draft in 90 minutes

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 1,700 people.

166 People Reached 5 Engagements

Pam Heckel, Brian Krawczykowski and John Golden 1 Share

Like Comment Share

Performance for Your Post

166 People Reached

5 Likes, Comments & Shares

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

0 Post Clicks

0 Photo Views 0 Link Clicks 0 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page


Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency 191 · October 10 at 8:00 PM

Think about this quote: "A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be." Do you know who said it? Learn how to stretch your team and take them in wonderful new directions with these great tips—and learn who's quote it is! <http://bit.ly/Leader-or-Great-Leader>

#venturacountygrowsbusiness #venturacounty #leadership #employeetraining
venturacountygrowsbusiness.com | 805-522-6556



FORBES.COM
About this website

Great Leaders Take People Where They May Not Want to Go
It's every leader's duty to ensure their team spends enough time in a stat...

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 1,700 people.

160 People Reached 8 Engagements

2 Shares

Like Comment Share

Performance for Your Post

160 People Reached

5 Likes, Comments & Shares

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

3 Post Clicks

0 Photo Views 3 Link Clicks 0 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts



Sept/Oct - Top Boosted Post Examples:

Ventura County Grow's Business
Published by Pam TheAgency 171 · October 16 at 3:36 PM · 🌐

Nomination date extended! Hey Ventura County—do you know co-workers who have done magnificent things for others—to help youth, or build partnerships, or support workforce development, or to provide leadership?

Get them the recognition they deserve—it will only take a few minutes! Nominate someone today. Click the link to go to the WDB Award Nomination Form and fill it out! The due date has been extended to this Friday, October 19. C'mon, nominate a deserving indiv... See More

813

People Reached

54

Engagements

Boost Again

Recent Activity

Boosted on Oct 16

Audience: Ventura County Business

By Pam TheAgency · Completed

View Results

Ventura County Grow's Business, Katt Beleaues, Bill Hahn and 31 others · 4 Shares

Performance for Your Post

813

People Reached

39

Reactions, Comments & Shares

33

Like

32

On Post

1

On Shares

2

Love

2

On Post

0

On Shares

0

Comments

0

On Post

0

On Shares

4

Shares

4

On Post

0

On Shares

15

Post Clicks

3

Photo Views

3

Link Clicks

6

Other Clicks

NEGATIVE FEEDBACK

0

Hide Post

0

Report as Spam

0

Hide All Posts

0

Unlike Page

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

Post Details

Ventura County Grows Business
Published by Pam The Agency · Fri · September 29 · 🌐

Entrepreneur? Then you need to know about all of these resourceful Workspaces, Makerspaces, Accelerators, Education connected centers & Institutes. And Networking. Ventura County has them all. Do yourself a favor, find out more. [#venturacountygrowsbusiness #venturacounty #smallbusiness #startupsbusiness #entrepreneur #growyourbusiness venturacounty#growsbusiness.com | 805-522-6556... See More](http://bit.ly/VC-Entrepreneur-Resources)

Ventura County Grows Business
Government Organization

449 People Reached

Recent Activity

Boosted on Oct 04
Audience: VCGB Entrepreneur 10-4-2018
By Pam The Agency - Completed
View Results

👍 Like

💬 Comment

➦ Share

⋮

12 Engagements

Boost Again

Ventura County Grows Business, Heidi Hayes, Leo Davis and 2 others · 1 Share

Performance for Your Post

449 People Reached		
7 Likes, Comments & Shares 🎯		
6 Likes	5 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares
5 Post Clicks		
1 Photo Views	0 Link Clicks	4 Other Clicks 🎯
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	
Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.		



Post Details


Ventura County Growers Business
 Published by Path Analytics | 16 November 27, 2018

Was your business impacted by the fires? If so, please think about attending an informational meeting to learn about resources that are available for businesses that suffered a physical or economic loss. Meeting is Thursday, December 6 from 8:30am to 10:00am at the Thousand Oaks Civic Arts Plaza. Click here for RSVP <http://bit.ly/2D9P6OZ> please visit <http://bit.ly/VenturesRecovery> for recovery resources.

#venturacountygrowersbusiness #venturacounty... See More






DATE: Thursday, December 6th, 2018
PLACE: Civic Arts Plaza (Round 2nd Floor)
 2300 Thousand Oaks Boulevard
 Parking available in parking lot adjacent
TIME: 8:30am - 10:00am
 Please RSVP to Barbara@SCORE.org or
bit.ly/VenturesRecovery (search for business assistance meeting)




Performance for Your Post

133 People Reached

3 Likes, Comments & Shares

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

1 Shares	1 On Post	0 On Shares
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8 Post Clicks

2 Photo Views	1 Link Clicks	5 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

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

Reported status may be delayed from what appears on posts

Open in Messenger

Send Message

Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 2,000 people.

133 People Reached

11 Engagements

Boost Post

Leo Davis

1 Share

Like

Comment

Share

More

Post Details
X

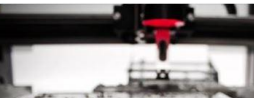
Ventura County Grows Business

Published by Pam TheAgency · December 21, 2018 at 8:00 PM ·

...

Manufacturing is important—both nationally and locally. Ventura County manufacturers—do you know that VCSB has a dedicated page with resources just for you? Take a look: <http://bit.ly/Manufacturing-in-Ventura-County>

Top 20 Facts About Manufacturing
<http://bit.ly/Manufacturing-Facts> . . . See More



Open in Messenger

Send Message

Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 2,800 people.

157	9	Boost Post
People Reached	Engagements	

8

Like
 Comment
 Share

Performance for Your Post

157 People Reached

6 Reactions, Comments & Shares		
5	5	0
Like	On Post	On Shares
1	1	0
Love	On Post	On Shares
0	0	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares


3 Post Clicks

0	2	1
Photo Views	Link Clicks	Other Clicks


NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts




Ventura County Grows Business

Published by Pam The Agency · 71 · November 28, 2018 · 


Do you know about the SBA Learning Center? Need to write a business plan? Find options for financing? The SBA offers a variety of online courses to help you start and run your business—and all on YOUR schedule, YOUR timeline, and from the comfort of the location you choose. How great is that?

#venturacountygrowsbusiness #venturacounty #entrepreneur #growingyourbusiness #smallbusiness #onlinelearning #employeetraining... See More



Open in Messenger

Send Message



Get More Likes, Comments and Shares

Boost this post for \$30 to reach up to 2,800 people.


155

People Reached


11


Engagements


Boost Post




Noe Castro, Pam Heckel and 2 others

 Like

 Comment

 Share




Performance for Your Post

155

People Reached



4

Reactions, Comments & Shares 

<div>3</div> <div>Like</div>	<div>3</div> <div>On Post</div>	<div>0</div> <div>On Shares</div>
<div>1</div> <div>Love</div>	<div>1</div> <div>On Post</div>	<div>0</div> <div>On Shares</div>
<div>0</div> <div>Comments</div>	<div>0</div> <div>On Post</div>	<div>0</div> <div>On Shares</div>
<div>0</div> <div>Shares</div>	<div>0</div> <div>On Post</div>	<div>0</div> <div>On Shares</div>

7

Post Clicks

<div>1</div> <div>Photo Views</div>	<div>1</div> <div>Link Clicks </div>	<div>5</div> <div>Other Clicks </div>
-------------------------------------	---	--

NEGATIVE FEEDBACK

<div>0</div> <div>Hide Post</div>	<div>0</div> <div>Hide All Posts</div>
<div>0</div> <div>Report as Spam</div>	<div>0</div> <div>Unlike Page</div>

Reported stats may be delayed from what appears on posts



Ventura County Grows Business

Published by Pam Thayer Agency | November 11, 2018

Veterans, thank you for your service



VETERANS DAY

Honoring
All
Who
Served.

Thank You.

Open in Messenger Send Message

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 2,000 people.

273 People Reached	14 Engagements	Boost Post
--------------------	----------------	------------

John Golden, Pam Hestel and 4 others 1 Comment · 2 Shares

Like Comment Share ...

Performance for Your Post

273 People Reached

12 Reactions, Comments & Shares

Reaction	Count	On Post	On Shares
Like	7	4	3
Love	2	0	0
Comments	1	1	0
Shares	2	2	0

2 Post Clicks

Action	Count	Link Clicks	Other Clicks
Photo Views	0	0	2

NEGATIVE FEEDBACK

Action	Count	Hide All Posts
Report as Spam	0	0
Unlike Page	0	0

Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business

Published by Pam Thayer Agency | November 2, 2018

Farming is BIG here in Ventura County. If you have a little free time on Saturday, November 3 (tomorrow), visit a farm or two, when more than 20 Ventura County farms, ranches, and agricultural organizations will open their doors and invite the public to experience a day of agricultural activities and tours during the 6th Annual Ventura County Farm Day.

#venturaoutgrowsbusiness #venturacounty #growyourbusiness #farmday venturacountygrowsbusiness.com | 805-522-6556 See More



PLAN YOUR DAY!

Visit your local food journey and support the farm!

November 3, 2018

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 2,000 people.

217 People Reached	20 Engagements	Boost Post
--------------------	----------------	------------

Crisy Sayer, Norma Mallas and 7 others 2 Shares

Like Comment Share ...

Performance for Your Post

217 People Reached

11 Likes, Comments & Shares

Reaction	Count	On Post	On Shares
Likes	9	9	0
Comments	0	0	0
Shares	2	2	0

9 Post Clicks

Action	Count	Link Clicks	Other Clicks
Photo Views	2	2	5

NEGATIVE FEEDBACK

Action	Count	Hide All Posts
Report as Spam	0	0
Unlike Page	0	0

Reported stats may be delayed from what appears on posts

Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting


Nov/Dec - Top Boosted Post Examples:

Post Details

Ventura County Grows Business
Published by Pam TheAgency 191 · October 26 at 8:00 PM ·

Entrepreneurs take note. Tucked away in a corner of Westlake Village is an office space that could be the home of any Silicon Valley startup company. It's called hub 101, and it's the go-to place for dozens of companies founded by students and locals—anyone with an idea and the passion to pursue it. If you're not aware of this tremendous resource—take the time to check it out.

#eventuracountygrowsbusiness #eventuracounty #entrepreneur #growyourbusiness #startup #hub101
Ventur... See More



TOACORN.COM
Communal hub a well-kept secret in Westlake Village | Thousand Oaks Acorn [Learn More](#)

840 People Reached 63 Engagements [Boost Again](#)

Recent Activity

Boosted on Oct 26
Audience: VC098 - VC Zip Codes
By Pam TheAgency · Completed

[View Results](#)

25 2 Comments 6 Shares

Like Comment Share

Performance for Your Post

840 People Reached

36 Likes, Comments & Shares

28 Likes	25 On Post	3 On Shares
2 Comments	2 On Post	0 On Shares
6 Shares	6 On Post	0 On Shares

27 Post Clicks

0 Photo Views	9 Link Clicks	18 Other Clicks
---------------	---------------	-----------------

NEGATIVE FEEDBACK

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


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

Post Details

Ventura County Grows Business
Published by Pam TheAgency 191 · November 12, 2018 ·

You've served, and we're grateful. So what's next? You need to work. Have you thought about starting a business? If so, we know just the place a Veteran entrepreneur in Ventura County can go for businesses development resources! Check out our new Veterans Business Development Resources page. And let us know if you found what you needed.

#eventuracountygrowsbusiness #eventuracounty #entrepreneur #growyourbusiness #veteran #eventuracountygrowsbusiness.com | 805-522-6556... See More



VENTURACOUNTYGROWSBUSINESS.COM
Veterans
Ventura County Veteran Services OfficerRuns the Ventur... [Learn More](#)

1,818 People Reached 40 Engagements [Boost Again](#)

Recent Activity

Boosted on Nov 13
Audience: United States: Camarillo (+25 mi), Filmo...
By Pam TheAgency ·

[View Details](#)

Joseph Cribben, Oscar Hernandez and 7 others 5 Shares

Like Comment Share

Performance for Your Post

1,818 People Reached

20 Reactions, Comments & Shares

14 Like	9 On Post	5 On Shares
1 Wow	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

20 Post Clicks

0 Photo Views	18 Link Clicks	4 Other Clicks
---------------	----------------	----------------

NEGATIVE FEEDBACK

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


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

Post Details

Ventura County Grows Business
Published by Pam TheAgency 191 · November 20, 2018 ·

Was your business affected by the Woolsey or Hill Fires? Find local, state, and national fire recovery resources all in one place on Ventura County Grows Business. <http://bit.ly/Woolsey-Recovery>

#eventuracountygrowsbusiness #eventuracounty #woolseyhillfiresrecovery #resources #eventuracountygrowsbusiness.com | 805-522-6556



VENTURACOUNTYGROWSBUSINESS.COM
Woolsey Recovery
If you have been impacted by the Woolsey or Hill Fires... [Learn More](#)

1,545 People Reached 36 Engagements [Boost Again](#)

Recent Activity

Boosted on Nov 21
Audience: United States: Camarillo (+25 mi), Filmo...
By Pam TheAgency ·

[View Details](#)

9 Shares

Like Comment Share

Performance for Your Post

1,545 People Reached

13 Likes, Comments & Shares

3 Likes	0 On Post	3 On Shares
1 Comments	0 On Post	1 On Shares
9 Shares	9 On Post	0 On Shares

23 Post Clicks

0 Photo Views	22 Link Clicks	1 Other Clicks
---------------	----------------	----------------

NEGATIVE FEEDBACK

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

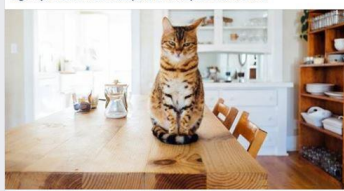
Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Post Details

Ventura County Grows Business
Published by Pam TheAgency 191 · December 3, 2018 ·

The kitchen table is no place to run a business. Check out the makerspace and workspace resources available to you—and it'll probably make your cat happier too.

#eventuracountygrowsbusiness #eventuracounty #smallbusiness #startupbusiness #entrepreneur #growyourbusiness #workspace #makerspace... See More



Open in Messenger [Send Message](#)

1,541 People Reached 38 Engagements [Boost Again](#)

Recent Activity

Boosted on Dec 21
Audience: General Business 12-2018
By Pam TheAgency ·

[View Results](#)

Bonnie Clark, Karla Grimes Wilnot and 21 others 1 Share

Like Comment Share

Performance for Your Post

1,541 People Reached

26 Reactions, Comments & Shares

22 Like	20 On Post	2 On Shares
1 Love	1 On Post	0 On Shares
2 Haha	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

12 Post Clicks

3 Photo Views	4 Link Clicks	5 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

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

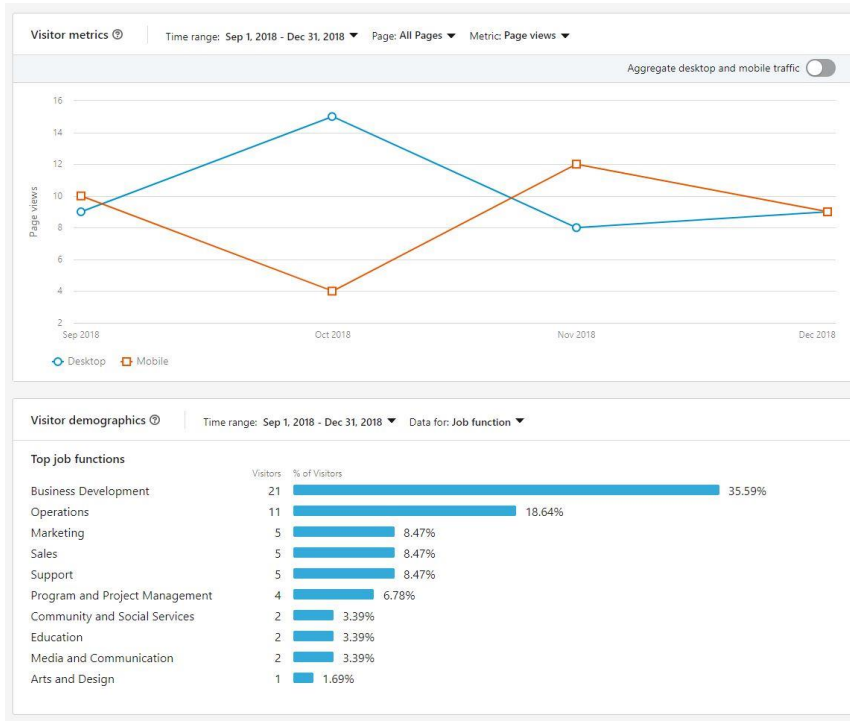
Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

Sept/Oct/Nov/Dec VCGB LinkedIn Company Page - <https://www.linkedin.com/company/ventura-county-grows-business/>

- 62 posts, 4 posts per week average.
- **Baseline Stats**



Sept/Oct Sponsored post vs Organic post, *note impressions.

Posted by Pamela Heckel • 10/23/2018 • Sponsor now

Ventura County Grows Business
9 followers
2w

Did you know—our unemployment rate was down again this month? The unemployment rate in Ventura County was 3.7 percent in September 2018, down from a revised 3.9 percent in August 2018, and below the year-ago estimate...see more

Job Outlook - September 2018 Edition
myemail.constantcontact.com

2 Likes

Like Comment

Sponsored impressions: 802 Impressions Show stats

Posted by Pamela Heckel • 9/14/2018 • Sponsor now

Ventura County Grows Business
9 followers
1mo

You've always wanted to start your own business—what's stopping you, now is a great time! Check out this 12-step guide that starts with self-evaluation—and when you're ready—we're here to help. ...see more

The Complete, 12-Step Guide to Starting a Business
entrepreneur.com

1 Like

Like Comment

Organic impressions: 81 Impressions Show stats


Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

Sept/Oct - Sample posts continued:

Posted by Pamela Heckel • 9/27/2018 • Sponsor now

Ventura County Grows Business
9 followers
1mo

Innovation & entrepreneurship is happening in Ventura County! And we've got resources—take a look! ...see more



Workspace
venturacountygrowsbusiness.com

3 Likes


Like Comment

Organic impressions: 23 Impressions Show stats

Posted by Pamela Heckel • 10/5/2018 • Sponsor now

Ventura County Grows Business
9 followers
1mo

Do you know you can find free & low-cost resources to help build your business at Ventura County Grows Business? How can we help YOU? <http://bit.ly/Grow-Your-Business-Ventura-County> ...see more



About Ventura County Grows Business
venturacountygrowsbusiness.com

2 Likes

Like Comment


Organic impressions: 16 Impressions Show stats

Nov/Dec - Sample Posts

Posted by Pamela Heckel • 12/14/2018 • Sponsor now

Ventura County Grows Business
20 followers
3w

Have you heard? A Ventura County Grows Business partner, the Economic Development Collaborative, has been awarded \$475,000 in new funding from the Governor's Office of Business and Economic Development (GO-Biz) and ...see more



Agency to expand support for county's small businesses
toacorn.com

1 Like

Like Comment

Organic impressions: 33 Impressions Show stats

Posted by Pamela Heckel • 11/1/2018 • Sponsor now

Ventura County Grows Business
20 followers
2mo



**October 2018
WORKFORCEUPDATE**

Bringing People & Opportunities Together

Have you seen the newly-released October 2018 Edition of the Workforce Update? Read about ACE Charter High School and their IBCP status, WDB Meeting of the Minds participation, the NEW EDC website, and a great lineup of interest! ...see more

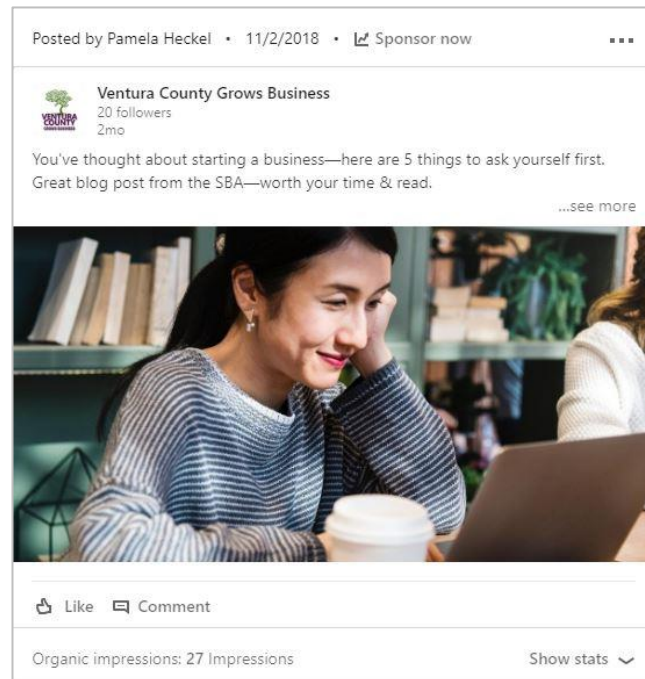
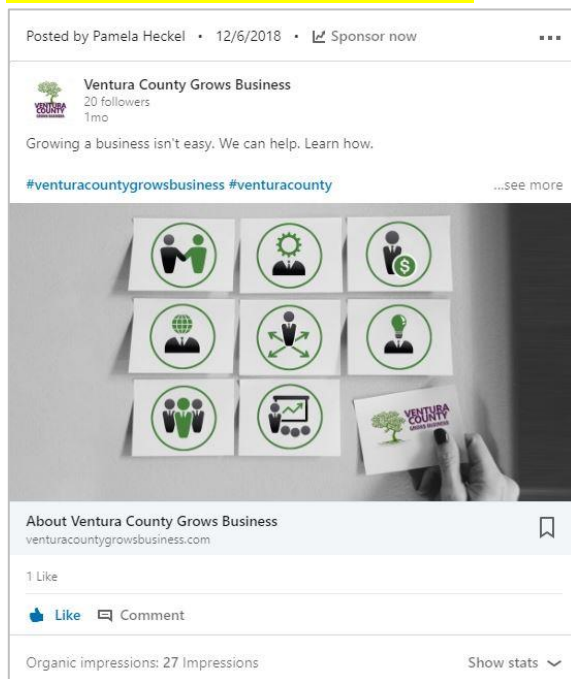
Like Comment

Organic impressions: 30 Impressions Show stats



Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

Nov/Dec - Sample posts continued:



YOUTH OUTREACH

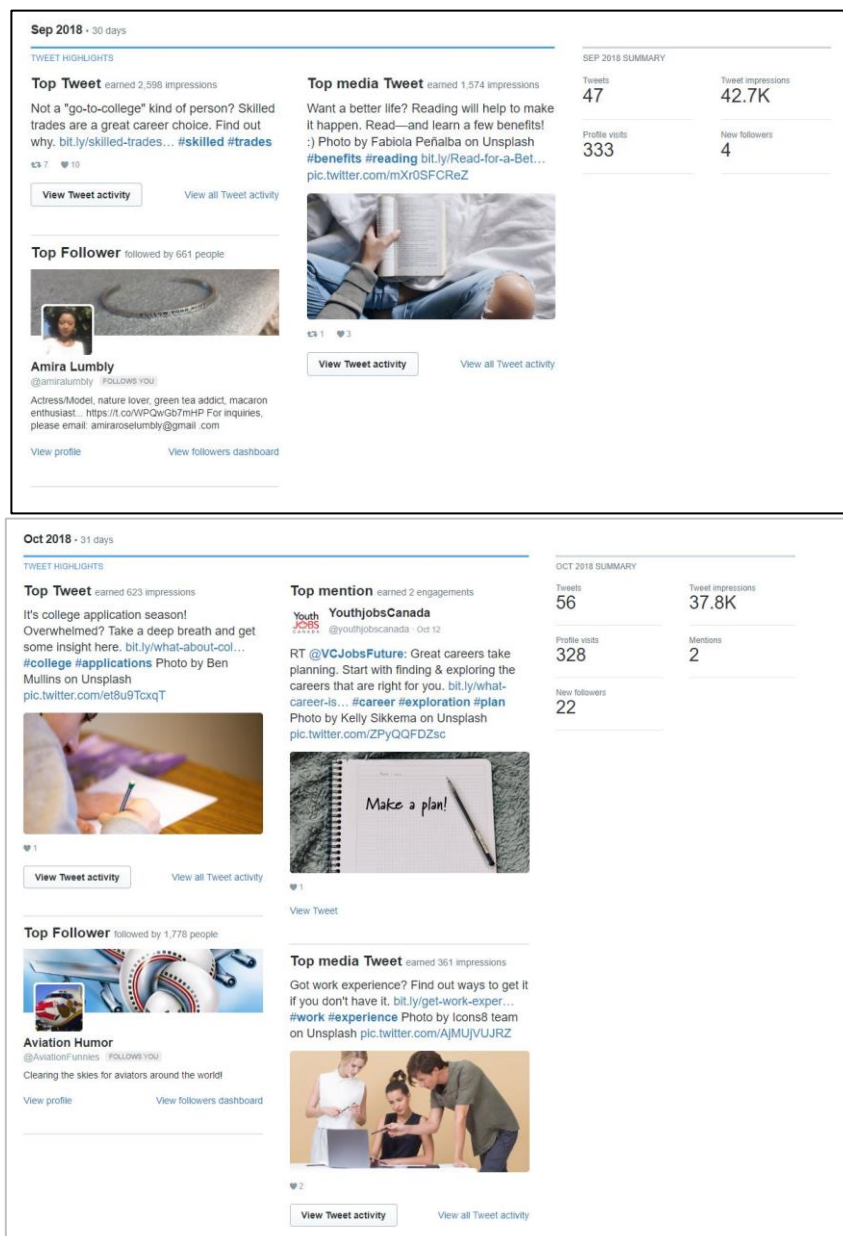
- **VC Jobs With a Future Website – July 1, to January 10, 2018**
 - 2,535 Users (Note: 1,174 from 10/1 to 12/5/18 campaign period, 46%)
 - **124% increase year-over-year**
 - 3,024 Sessions
 - **86% increase year-over-year**
 - 6,139 Pageviews
 - **12% increase year-over-year**
 - **Pandora – October 1 to November 6, 2018 Media Highlights**
 - **279,230 Total Impressions and 15.17 Frequency**
 - **950 Clicked for a CTR rate = .43%**
- **Yardi Systems**
 - Yardi Systems contacted theAgency via the VC Jobs With a Future website looking to donate computer equipment to organizations serving youth in Ventura County.
 - theAgency coordinated with BGC and PathPoint to connect and introduce on behalf of the WDB for ongoing donations.
- **Youth Pamphlet**
 - Updated resource reference and coordinated with service providers EDD, PathPoint and BGC to review and edit partner information. See attached.

Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

VC Jobs with a Future – Twitter: September 1 to December 31, 2018

- As of January 8, 2019 – 1,060 followers
- +1.14% (June 30, 2018 1,048)
- 203 Total Tweets September 1-December 31 (122 days)
- 1350 Profile Visits (Avg 675 p/2 month) (936 July/August)
- 182,900 Impressions (Avg 91,450 p/2 month) (96,800 July/August)
- 1,489 Impressions per day average (1,600-day July/August)

September & October “Top Tweet” Summaries (See graphics below)





Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

Sept/Oct - Engagements & Top Tweets (See graphics below)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Jobs with a Future @VCattheFuture · Sep 4 Not a "go to college" kind of person? Skilled trades are a great career choice. Find out why. bit.ly/skilled-trades ... #skilled #trades			2,608	4	0.2%
	View Tweet activity					Promote
	Promoted in campaign			969	31	5.4%
	Jobs with a Future @VCattheFuture · Oct 26 Job hunting? There are things you need to know! Check out this presentation at the Camarillo Library on Nov. 1... Register here. bit.ly/job-hunting-in... #job #research pic.twitter.com/OnWYf6mQJR			2,234	3	0.1%
	View Tweet activity					Promote
	Promoted in campaign			190	2	1.1%
	Jobs with a Future @VCattheFuture · Sep 18 Looking for a job? There are things you should do--and things you SHOULDN'T. Pay attention to both--it's your reputation on the line. bit.ly/Please-Don't-Do... #job #research			1,759	4	0.2%
	View Tweet activity					Promote
	Promoted in campaign			587	11	1.9%
	Jobs with a Future @VCattheFuture · Sep 20 Want a better life? Reading will help to make it happen. Read--and learn a few benefits! Photo by Fabiola Perlas on Unsplash #benefits #reading bit.ly/Read-for-a-Bet... pic.twitter.com/mXr0SFCReZ			1,681	6	0.4%
	View Tweet activity					Promote
	Promoted in campaign			261	1	0.4%
	Jobs with a Future @VCattheFuture · Sep 28 You have dreams for a fantastic future--so how are you going to make them happen? Start with a good career. bit.ly/VCjobsWinaFut... Photo by Sharon McCutcheon on Unsplash #career #future #vcjwaf pic.twitter.com/1Z5wEFb23m			1,094	3	0.3%
	View Tweet activity					Promote
	Promoted in campaign			264	5	1.9%
	Jobs with a Future @VCattheFuture · Sep 18 How great is this? Local Camarillo teacher is in the running in Harbor Freight's \$1M competition--ACHS educator among 52 national finalists. Awesome for Ventura County students! bit.ly/ACHS-Educator... #realworld #career #technical #education pic.twitter.com/1LFzXIGeW			731	13	1.8%
	View Tweet activity					Promote
	Promoted in campaign			455	12	2.6%
	Jobs with a Future @VCattheFuture · Sep 29 Future proof your career: invest in yourself, create the job you want, and put down your phone--there's a whole world outside of it! bit.ly/Future-Proof-Y... #career #advice #future			631	5	0.8%
	View Tweet activity					Promote
	Promoted in campaign			186	3	1.6%
	Jobs with a Future @VCattheFuture · Oct 10 It's college application season! Overwhelmed? Take a deep breath and get some insight here. bit.ly/what-about-col... #college #applications Photo by Ben Mullins on Unsplash pic.twitter.com/vt8u9TcqT			624	6	1.0%
	View Tweet activity					Promote
	Promoted in campaign			245	1	0.4%
	Jobs with a Future @VCattheFuture · Sep 4 Do you know about these free workshops for job seekers? Take a look at what's on the schedule! bit.ly/free-Workshops... #ajoc #careerahap #job #seekers			537	4	0.7%
	View Tweet activity					Promote
	Promoted in campaign			57	4	7.0%
	Jobs with a Future @VCattheFuture · Sep 2 What college majors result in the best career prospects? Accounting, Business Management, Chemistry, Computer Science. See the rest of the list. bit.ly/best-majors-fa... #college #majors #jobprospects			523	6	1.1%
	View Tweet activity					Promote
	Promoted in campaign			82	2	2.4%

Engagements

Showing 61 days with daily frequency

Engagement rate

0.6%

Oct 31
0.4% engagement rate



Link clicks

50

Oct 31
0 link clicks



On average, you earned 1 link clicks per day

Retweets

14

Oct 31
0 Retweets



On average, you earned 0 Retweets per day

Likes

144

Oct 31
0 likes



On average, you earned 2 likes per day

Replies

0

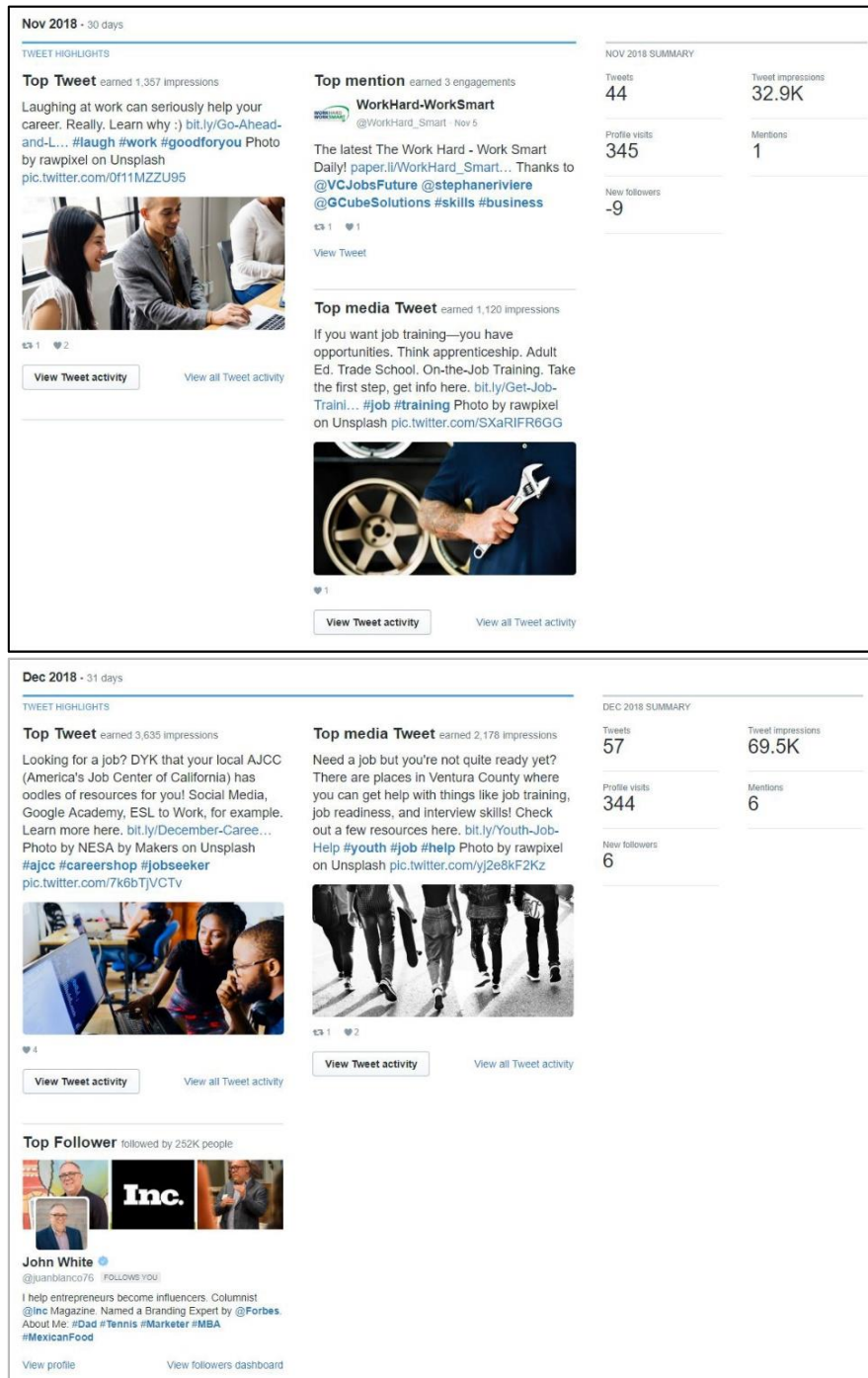
Oct 31
0 replies



On average, you earned 0 replies per day

Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

Nov/Dec - "Top Tweet" Summaries (See graphics below)



Dec 2018 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 3,635 impressions

Looking for a job? DYK that your local AJCC (America's Job Center of California) has oodles of resources for you! Social Media, Google Academy, ESL to Work, for example. Learn more here. bit.ly/December-Career... Photo by NESa by Makers on Unsplash pic.twitter.com/7k6bTjVCTv



4

[View Tweet activity](#) [View all Tweet activity](#)

Top media Tweet earned 2,178 impressions

Need a job but you're not quite ready yet? There are places in Ventura County where you can get help with things like job training, job readiness, and interview skills! Check out a few resources here. bit.ly/Youth-Job-Help [#youth](#) [#job](#) [#help](#) Photo by rawpixel on Unsplash pic.twitter.com/yj2e8kF2Kz



1 2

[View Tweet activity](#) [View all Tweet activity](#)

DEC 2018 SUMMARY

Tweets	57	Tweet impressions	69.5K
Profile visits	344	Mentions	6
New followers	6		

Top Follower followed by 252K people



John White [@Juanblanco76](#) [FOLLOWING YOU](#)

I help entrepreneurs become influencers. Columnist @Inc Magazine. Named a Branding Expert by @Forbes. About Me: [#Dad](#) [#Tennis](#) [#Marketer](#) [#MBA](#) [#MexicanFood](#)

[View profile](#) [View followers dashboard](#)



Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

Nov/Dec - Engagements & Top Tweets (See graphics below)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Jobs with a Future @VCJobsFuture · Dec 2 Looking for a job? DYK that your local AJCC (America's Job Center of California) has oodles of resources for you! Social Media, Google Academy, ESL to Work, for example. Learn more here. bit.ly/December-Career ... Photo by NESABY Makers on Unsplash #ajcc #careershop #jobseeker pic.twitter.com/7x8bTjVCTv View Tweet activity			3,844	6	0.2%
	Promoted in campaigns			14	0	0.0%
	Jobs with a Future @VCJobsFuture · Dec 3 Need a job but you're not quite ready yet? There are places in Ventura County where you can get help with things like job training, job readiness, and interview skills! Check out a few resources here. bit.ly/Youth-Job-Help #youth #job #help Photo by rawpixel on Unsplash pic.twitter.com/yj2e8KF2Kz View Tweet activity			2,284	14	0.6%
	Promoted in campaigns			772	11	1.4%
	Jobs with a Future @VCJobsFuture · Dec 4 How do you find a career you like? You explore. You research. You read. You ask questions. bit.ly/Find-a-Career #career #exploration Photo by Kings Cichewicz on Unsplash pic.twitter.com/TmiA3MsLF View Tweet activity			1,872	3	0.2%
	Promoted in campaigns			511	8	1.6%
	Jobs with a Future @VCJobsFuture · Dec 17 How do you build trust & reputation in your career? Check out the list of 10 statements—how do you stack up? bit.ly/Building-Trust ... Photo by rawpixel on Unsplash #trust #reputation pic.twitter.com/a7xeQqPM2 View Tweet activity			1,477	5	0.3%
	Promoted in campaigns			80	2	2.5%
	Jobs with a Future @VCJobsFuture · Dec 10 Do you know what job shadowing is? Learn now—it could be the perfect way for you to find out whether you like a job—or not. bit.ly/Learn-About-Job ... #job #shadow pic.twitter.com/YGwSIA5Ygq View Tweet activity			1,469	4	0.3%
	Promoted in campaigns			418	7	1.7%
	Jobs with a Future @VCJobsFuture · Dec 28 Is college worth it? Yes. Get insight. Find out why. bit.ly/College-Is-Worth-It ... #college #value pic.twitter.com/hwal1JZWkZ View Tweet activity			1,366	6	0.4%
	Promoted in campaigns			1,329	3	0.2%
	Jobs with a Future @VCJobsFuture · Dec 5 Everyone wants their "dream job" but would you know it if you saw it? Check out a few tips. bit.ly/Is-This-Your-Dream-Job ... #dream #job Photo by JoelValve on Unsplash pic.twitter.com/sQj1dwe7TE View Tweet activity			1,279	6	0.5%
	Promoted in campaigns			1,227	1	0.1%
	Jobs with a Future @VCJobsFuture · Dec 21 How important is a cover letter? As important as your resume! Learn tips to help your resume be seen. bit.ly/Cover-Letters ... #cover #letter Photo by Ilya Pavlov on Unsplash pic.twitter.com/Zugn87X0mO View Tweet activity			1,211	12	1.0%
	Promoted in campaigns			804	14	1.7%
	Jobs with a Future @VCJobsFuture · Dec 9 Think learning is just for kids? Uh, nope. Lifelong learning is the way of your future—and my future. Get used to it—and get busy. What are you going to learn today? Photo by Rachel on Unsplash #lifelong #learning pic.twitter.com/v4pW8w8ENS View Tweet activity					
	Promoted in campaigns					





Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

JOB SEEKER OUTREACH

- **Spanish Language Radio**

- KXLM and KLJR schedule added to integrated plan
 - 10/22 to 11/18/18 (4 weeks)
 - 167,600 gross impressions
 - See updated integrated plan.

- **Career Shops**

- Sent October workshops on September 14.
- Sent November workshops on October 12.
- Sent December workshops info on November 6.
- Sent January workshops info on December 7.

Clip Examples:

- VC Star – ran Sept. workshops release August 31
- KCLU – running September workshops; requested that we only send one workshop date from now on. Sent.
- Moorpark Patch – posted October workshops listing
- Citizens Journal – running September workshops listing
- KDAR – running October workshops listing
- 805 Calendar – posted October workshops listing
- VC Star – ran November workshops release – Oct. 24
- Moorpark Patch – posted November workshop listing
- KCLU – added Oct. 26 social media workshop
- KDAR – running Nov. 30 social media workshop info
- 805 Calendar – posted November workshops listing
- Amigos805.com – running November workshops listing
- VC Star – ran December workshops November 27
- Moorpark Patch – posted December workshop listing
- KCLU – added November 30 social media workshop
- KDAR running workshops listing
- 805 Calendar – posted workshop listing
- Citizens Journal – posted December workshops news release November 10
- Amigos805.com – running December workshops listing
- Moorpark Patch – posted January workshop listing
- KCLU – running January 25 social media workshop listing
- KDAR – running January 25 social media workshop listing
- 805 Calendar – running January workshops listing
- Amigos805.com – running January workshops listing
- Citizens Journal – January workshops listing was posted Dec. 12
- America's Town – posted January workshops



Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

GENERAL OUTREACH

- **Workforce Ventura County Website – July 1, to January 10, 2019**
 - 3,875 Users
 - **-4.5% decrease year-over-year**
 - 5,356 Sessions
 - **-5.8% decrease year-over-year**
 - 12,845 Page Views
 - **-3.9% decrease year-over-year**
- **Press Releases**
 - **Prepared and sent "Nominations Open for 2018 Annual WDB Awards"**
Clips:
 - VC Reporter – ran WDB awards info Sept. 2.
 - **Prepared new WDB Executive Director announcement.** Finalizing quote and approvals for distribution.
- **Editorial**
 - **ACE Charter High School and the IB Program** – Prepared op-ed piece. "Creating A Pathway To Success For Our Kids" by Tony Skinner & Joseph Clausi. Sent to the VC Star October 30.
 - VC Star – ran Tony and Joe's op-ed November 10
<https://www.vcstar.com/story/opinion/columnists/2018/11/10/giving-teens-early-start-success/1898760002/>
- **2018 WDB Awards**
 - **Redesigned 'fillable' Nomination Form** – 3 additional times with new dates.
 - **Designed and distributed call-for-nominations eblast:** 2 additional times
 - **September 20** – WDB Cohorts: 558/30.7% open rate/3.7% CTR
 - **September 20** – Biz List: 3,068/6% open rate/36% CTR (Barracuda)
 - **October 8** – WDB Cohorts: 551/27% open rate/2.1% CTR
 - **October 8** – Biz List: 3,087/6% open rate/42% CTR (Barracuda)
- **WDB Website Redesign** - Client advised that county will provide timeline for new site buildout. Agency to provide support on content, design and layout.
- **Website Development: Connecting Apprenticeships, Internships & Employers**
 - Client to advise/discuss.
 -
- **EVSP Outreach Committee Participation**
 - Participated in start-up meeting August 30th. Provided background and emailed links to current VCGB digital assets. Pending next steps.
 -



Workforce Development Board Outreach Update: September 15, to January 11, 2019 January 16, 2019 Meeting

- **Job Outlook Eblast:**
 - **September 21 (August Report)** – WDB Cohorts: 549/26.4% open rate/10.1% CTR
 - **September 21 (August Report)** - Biz List: 3,087/7% open rate/67% CTR (Barracuda)
 - **October 19 (Sept 2018 Report)** – WDB Cohorts: 558/24.5% open rate/9.3% CTR
 - **October 19 (Sept 2018 Report)** – Biz List: 3,071/6% open rate/42% CTR (Barracuda)
 - **November 16 (Oct 2018 Report)** – WDB Cohorts: 555/26.8% open rate/12.7 CTR
 - **November 16 (Oct 2018 Report)** – Biz List: 3,062/6% open rate/74% CTR (Barracuda)
 - **December 21 (Nov 2018 Report)** – WDB Cohorts: 560/24% open rate/12.7 CTR
 - **December 21 (Nov 2018 Report)** – Biz List: 3,043/5% open rate/3% CTR
- **Job Outlook Most Recent Stats:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **November 2018:**
 - **Ventura County was unchanged** from 3.7% in October 2018 to 3.7% in November 2018 (November 2017 = 4.1%)
 - **California decreased .1%** from 4.0% in October 2018 to 3.9% in November 2018 (November 2017 = 4.2%)
 - **U.S. was unchanged** from 3.5% in October 2018 to 3.5% in November 2018 (November 2017 = 3.9%)

Updated Projects in Process summary through 1/10/19 included in packet.



Workforce Development Board Integrated Media Flowchart July 2018 to June 2019

Employer
Event
Jobseeker
Updated
1/10/19

		Month of												Total	Total P18+ Imp	Total Investment	Total Value
		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June				
Career Workshops	Average Imp. Per Distribution													12			
Op-Eds	Impressions use VCStar Sunday Placement stats		Work-Based Learning			ACE Charter IB Global				TBD				3	149,205		
Press Releases	As needed. Average Imp. Per Distribution	New Chair/Vice- Chair & Re- appointments		2018 WDB Awards				New ED Announcemen t	2018 WDB Awards Winners	Board Appointments- TBD				5			
Workforce Update Newsletter														6	54,000	\$3,000	\$3,000
Job Outlook Newsletter														11	66,000		
Workforce Wednesday KVTA 1590-AM	Interview/show, 15 :30s, 3 :60s & 1 billboard ID + Facebook Post (75k+ Likes)		Recruitment: Struggles & Strategies	ACE Charter IB Global Program	Prison to Employment	Veterans Services		Tri-County Clean Energy	Apprenticeship s & the Port of Hueneme	Summer Interns: Are you ready? TBD				10	387,000	\$5,677	\$15,550
KOXR - David Cruz	Spanish-Language Interviews						Fire Recovery	Prison to Employ	Veterans Services					3	TBD		
KCLU-88.3 FM NPR	9x/wk in AM Edition, Mrktplace & All Things Considered	Starts 7/16/18 WBL	WBL	VCJWF	Start VCGB			Part of VCJWF Outreach			Part of Spring VCGB Outreach			50	6,560,000	Different PO	
KCLU Online (value add)	9,500 imps/month	WBL	WBL	VCJWF	Start VCGB			VCJWF			VCGB			52	150,000		
Social Media	VCGB FB															\$1,500	\$1,500
Ongoing Content Development & Posts	VCJWF Twitter															\$1,400	\$1,400
KXLM Radio Lazer (Includes 20 value add)	AJCC Job Seeker Services 19X :30/week Spanish				10/22, 10/29	11/5, 11/12								76	106,000	\$3,000	\$4,000
KLJR La Mejor (Includes 20 value add)	AJCC Job Seeker Services 22X :30/week Spanish														88		
KXLM Radio Lazer (Includes 20 value add)	Fire Recovery Resources 18.3X :30/week Spanish						12/10, 12/17, 12/24, 12/31							73	232,300	\$3,595	\$4,183
KLJR La Mejor (Includes 20 value add)	Fire Recovery Resources 24.3X :30/week Spanish													97	294,100		
TOTALS															8,160,205	\$18,172	\$29,633

163%

Please sign below to indicate approval of the media recommendation. The Workforce Development Board hereby authorizes theAgency to act as its agent to issue insertion orders up to \$19,000 of paid media placement in support of general outreach. Please note that the information above is subject to change based on the time of Insertion Order.

Melissa Livingston, Chief Deputy Director County of Ventura Human Services Agency, Workforce Development Board of Ventura County

Date



Workforce Development 2018 Digital Media Flowchart

Ventura County Grows Business Fall 2018 Digital Plan Overview

Flight: October 1, to December 5, 2018



1/11/19 - R3

advertising

Placements		Notes:	OCTOBER	NOVEMBER	Total Impressions	Total Investment	Total Value	Clicks
PANDORA.COM (VCGB)	Geo Targeted Ventura County / Corporate Executives, Business Owners, SMB, President		Mobile Video, Mobile Display Responsive Banner, Standard Banner Value-Add		546,505	\$6,471	\$7,613	2,921
PANDORA.COM (VCJWF)	Geo-Targeted Ventura County: Millenials, living with parent, job seekers, high school grads, household income <\$30K		Mobile Video, Mobile Display Responsive Banner, Standard Banner Value-Add		279,230	\$2,941	\$3,460	950
LATIMES.COM / TIMES+	Geo Targeted Ventura County / Demo: Business Owners, CEO, President, Manager, Director, COO, CFO, etc. Business Size – 10+ people		LinkedIn, Programmatic Video plus 2 Admail eblasts & LAT ROS Added Value			\$5,884	\$5,884	
	LinkedIn				82,888			169
	Programmatic Video				74,981			211
	Ad Mail Eblasts 11/13 VALUE-ADD		23-Oct	13-Nov	100,000	Included	\$1,500	2,190
	VALUE-ADD: LA Times.com Run-of-site (ROS) 320x50, 300x600, 300x250, 728x90				125,025	\$0	\$10,000	149
FACEBOOK	Geo Targeted Ventura County / Corporate Executives, Business Owners, SMB, President				N/A	\$704	\$704	
KCLU (Radio)	WDB P.O.		:30 Sec PSA 2x per wk / :10 Sec local Biz Report / :30 Sec Marketplace / :30 Sec All Things Considered 2x per wk		1,205,800	Included in annual contract.		
KCLU.COM	Value Add		Streaming Banners : 300x250 / 300x600 / :30 Sec streaming					
Total:					2,414,429	\$16,000	\$29,161	6,590

Impressions Investment Value
182%

Please sign below to indicate approval of the media recommendation. The Workforce Development Board hereby authorizes theAgency to act as its agent to issue insertion orders up to \$16,000 of paid media placement in support of a plan for Ventura County Grows Business. Please note that the information above is subject to change based on the time of insertion order.

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

Date

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Business Partners

America's Job Center of California

www.venturacountyajcc.org

County of Ventura

www.ventura.org/business-services

Economic Development Collaborative

www.edcollaborative.com

Employment Development Department

www.edd.ca.gov/employer_services.htm

SCORE Ventura County

www.ventura.score.org

Small Business Development Center Ventura County

www.edcsbdc.com

Ventura County Community College District

www.vcccd.edu/departments/economic-development

Women's Economic Ventures

www.wevonline.org



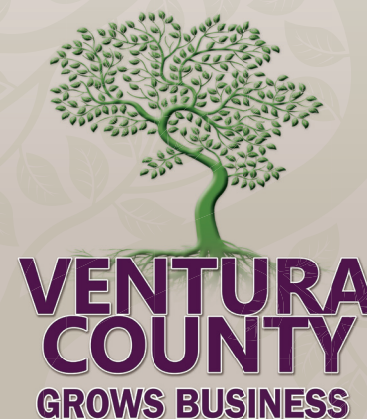
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Bringing People & Opportunities Together

Ventura County Grows Business is a collaborative effort with county and city economic development managers and the Workforce Development Board. These stakeholders work together to provide services and support that businesses need to thrive. Ventura County Grows Business (VCGB) is a robust group of partners that offer no and low-cost professional services to support business growth and retention in the following areas:



Startup

Whether starting a business in Ventura County has been a long-held dream or a recent venture, it helps to have the right advice and guidance. Professional assistance to entrepreneurs covering a full-range of startup topics is available. venturacountygrowsbusiness.com/startup



Manufacturing Consulting

Whether it's meeting the challenge of finding qualified employees, financing critical equipment or increasing operational efficiencies, VCGB's partners are committed to the growth and economic success of manufacturing businesses in Ventura County. venturacountygrowsbusiness.com/manufacturing-consulting



Business Transition

Companies continually expand and contract, or may face barriers that keep them from expanding. When there is a need for workforce reduction or layoff aversion, on-site support is available, in English and/or Spanish, at no cost to employers. venturacountygrowsbusiness.com/business-transition



Business Consulting

When your business needs the help of expert consultants to expand, VCGB's consulting partners can provide valuable guidance on legal issues, HR, marketing, sales, government contracting and procurement, as well as a variety of other topics. venturacountygrowsbusiness.com/business-consulting



Loans/Funding/Capital

Navigating the maze of business loan options can be overwhelming. Whether you are interested in small business loans or other loan options, our partners can provide you with the relevant information and resources to assist you in making the best choice for your business. venturacountygrowsbusiness.com/loans-funding-capital



International Trade

Pursuing global business is a valuable pathway for strengthening small businesses and our regional economy. VCGB helps to connect your business with organizations providing instruction on how to connect with global trade opportunities. venturacountygrowsbusiness.com/international-trade



Recruitment

VCGB is a proud partner with America's Job Center of California (AJCC), which provides recruitment services for employers at no cost. AJCC's also offer a dedicated interview space to assist employers with filling their open positions in a professional environment. venturacountygrowsbusiness.com/recruitment



Training

VCGB's partners offer training services that include customized on-site training and reimbursement for employee training (both current and new). Our partners assist businesses of all types to train individuals with the necessary skills to be successful. venturacountygrowsbusiness.com/training

