



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

### OUTREACH COMMITTEE MEETING

Tuesday, July 23, 2019

1:00 p.m. – 2:30 p.m.

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

### AGENDA

9:00 a.m.	<b>1.0 Call to Order and Agenda Review</b>	Brian Gabler
9:02 a.m.	<b>2.0 Public Comments</b> <i>Procedure: The public is welcome to comment. All comments not related to items on the agenda may be made at the beginning of the meeting only.</i>	Brian Gabler
9:05 a.m.	<b>3.0 Approval of Minutes:</b> March 20, 2019	Committee Members
9:10 a.m.	<b>4.0 Marketing and Outreach:</b> • PY 2018-2019 Q4 - Report	Heidi Hayes
9:30 a.m.	<b>5.0 America's Job Center of California (AJCC):</b> Update	TBD
9:40 a.m.	<b>6.0 Workforce Planning</b>  • <i>How the results of the Business Survey conducted by the Agency as part of RPI can inform our priorities moving forward?</i> • Proposed the Agency Work Plan for PY19-20 WDB Budget  • Overview: October WDB Planning Meeting and how the WDB Strategic Plan relates to Outreach Goals  • Overview: Outreach elements of the Local & Regional Plans 2-year Update  • Overview: Proposal to develop summary report (Local & Regional Plan, and Prison to Employment Regional Plan)  • Outreach Committee Priorities & Goals PY19-20	Heidi Hayes Heidi Hayes Rebecca Evans Patrick Newburn Patrick Newburn Committee Members
10:20 a.m.	<b>7.0 2019-2020 Meeting Calendar</b>	Rebecca Evans
	<b>8.0 New WDB Administration Manager</b>	Rebecca Evans
10:25 a.m.	<b>9.0 Committee Member Comments</b>	Committee Members

Next Meeting

Wednesday, September 18, 2019  
Economic Development Collaborative (EDC) Suite A-1  
4001 Mission Oaks Blvd., Camarillo

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

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



**WDB Outreach Committee Meeting**  
**Wednesday, March 20, 2019**  
**9:00 a.m. - 10:30 a.m.**

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

**MINUTES**

**Meeting Attendees**

Outreach Committee

Brian Gabler\*  
Bruce Stenslie\*  
Victoria Jump\*

\* WDB member

WDB Staff

Talia Barrera  
Rebecca Evans

Guests

Heidi Hayes (theAgency)  
Jaimé Duncan (Adult and Family  
Services/WIOA)  
Yvonne Jonason (Employment Training  
Panel)

**1.0 Call to Order**

Chair Brian Gabler called the meeting to order at 9:05 a.m.

**2.0 Public Comments**

No public comments

**3.0 Approval of Minutes:** January 16, 2019

Minutes Approved.

**4.0 Marketing and Outreach:** Update 2018-2019 Q3 Summary

Heidi Hayes with theAgency reported update on outreach activities:

**EMPLOYER OUTREACH**

- **Workforce Wednesday**
- **January 23** – Tri-County Regional Energy Network: Anthony Mireles and Alejandra Tellez. Final discussion guide attached.
- **February 20** – Port of Hueneme Project Labor Agreement, Tony Skinner and Christina Birdsey. Final discussion guide attached.
- **March 20** – NDWG Dislocated Worker Grant: Patrick Newburn and Alex Renteria (Goodwill). Discussion guide in development.
- **April to June Topic Ideas** – VCGB Programs & Services, WDB Award Winner or Summer Internships?

**February 2018 Workforce Update Eblast**

- Feb 15 – WDB Cohorts: 558 Sent/22.8% Open Rate/11.6% CTR
- Feb 15 – Biz List: 3,013 Sent/5% Open Rate/32% CTR – (*Barracuda*).

## **Ventura County Grows Business Outreach**

- **VCGB/VCJWF Spring 2019 Media – March 1 to April 30, 2019**  
**Creative:**
  - New creative approved at January 2019 meeting to “Grow” your business being utilized.
  - New :15 VCGB Video pre-roll in development.
  - Additional assets developed for Chamber placements.
- Continued to integrate the “*Work-Based Learning*” and “*OJT*” messaging into VCGB and VCJWF creative and content.
- 2.17 impressions projected
- Negotiated Value: 123% of Cost
- See updated media flow chart attached.

## **Ventura County Grows Business Website – July 1 to February 3, 2019**

- 6,205 Users (Note: 3,691 users from 10/1 – 12/5/18 Campaign Period, 60%)
  - **173% increase year-over-year**
- 7,294 Sessions
  - **124% increase year-over-year**
- 12,446 Pageviews
  - **41% increase year-over-year**

## **RPI Grant: Regional Business Outreach & Engagement Tactics**

Presented RPI Business Survey Results to: Complete Report Attached

- Outreach Committee - January 16
- Business Services Committee – February 12
- EVSP Steering Committee – February 22

### **Creative**

- **VCGB New Pamphlet –** Approved and to be printed. Final PDF attached

## **VCGB Facebook – January 1 to February 28, 2019**

- As of February 28, 2019 – Likes/Fans, 3,515
- +5% (June 30, 2018 = 3,348)
- Posts: 61 total posts (approx. 30 per month or 6 per week)
- Total Reach: 24,392 – Average 2,710/week
- Organic Post Reach: 312 most for a single day (1/7/19)

## **YOUTH OUTREACH**

- **VC Jobs With a Future Website – July 1 to March 3, 2019 –** Note: Last year at this time an outreach campaign had been running since late January. o 3,204 Users □ -9% decrease year-over-year
- 3,800 Sessions □ -14% decrease year-over-year
- 7,691 Pageviews □ -27% decrease year-over-year
- Pandora – March 1 to April 30, 2019 Media Highlights □ 291,932 Projected Total Impressions

## **VC Jobs with a Future – Twitter: January 1 to February 28, 2019**

- As of February 26, 2019 – 1,089 followers
- +3.91% (June 30, 2018 1,048)
- 115 Total Tweets January 1-February 28 (59 days)
- 976 Profile Visits (Avg 488 p/month) (936 July/August)
- 125,700 Impressions (Avg 62,850 p/month) (96,800 July/

## **JOB SEEKER OUTREACH**

- **Career Shops** o February workshops – sent workshop info January 31

### **Clip Examples:**

- VC Reporter – ran info on Rebecca in "Biz Buzz" section on February 6.
- Citizens Journal – posted February workshops on February 6.
- KDAR – posted February workshop listing
- Moorpark Patch - posted February workshop listings

## **GENERAL OUTREACH**

### **Workforce Ventura County Website – July 1, to March 3, 2019**

- 5,081 Users **+.12 increase year-over-year**
- 7,098 Sessions **-1.98% decrease year-over-year**
- 17,120 Page Views **-.85% decrease year-over-year**

### **Regional Plan Town Hall 1/31/19**

- Produced new KCLU :30 PSA directing listeners to participate in WDB Regional Plan Town Hall
- Developed and disseminated Town Hall Eblast sent (2) times:
  - Jan 29 – 726 Cohorts: 27.6% Open Rate/7.6% CTR
  - Jan 29 – 3,106 Businesses: 7% Open Rate/2% CTR
  - Jan 17 – 575 Cohorts: 34.3% Open Rate/6.6% CTR
  - Jan 22 – 3,029 Businesses: 6% Open Rate/2% CTR

### **Prison to Employment Partnership Town Hall 2/13/19**

Developed and Disseminated P2E Town Hall Eblast

- Feb 6 – 727 Cohorts: 29.6% Open Rate/3.3% CTR
- Feb 6 – 3,016 Businesses: 5% Open Rate/1% CTR

### **Press Releases**

- **WDB Regional Plan Town Hall Event** – prepared release and sent January 16.
- **Rebecca Evan's Executive Director appointment** – prepared and sent out approved news release with photo January 17.
- **Prepared WDB Awards release.** Approved. Will send it once we get photos from the February 28 meeting.
- **Prepared draft of new WDB member Rosa Serrato.** Release to completed and distributed in late March.
- **Congressman Carbajal AJCC Visit** - Develop and distribute press alert once March 18th details are finalized. See draft attached.

### **Clips:**

- Pacific Coast Business Times – ran Rebecca's info and photo January 25
- VC Star – ran Town Hall release January 27
- Camarillo Acorn – ran Town Hall release January 25
- Citizens Journal – ran Town Hall and Rebecca Evans news releases. Posted January 17.
- Moorpark Patch – posted Town Hall and Rebecca's news releases
- Amigos805.com – posted Town Hall and Rebecca's news release
- AmericanTowns.com – posted Town Hall and Rebecca's news release

## **WDB Address Change**

Updated change of address on all digital assets including website, web pages, social media platforms, digital media, PR forms, etc. Developed punch-list of potential collateral elements in need of updating.

### **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.

### **Job Outlook Eblast:**

- **January 18 (December Report)** – WDB Cohorts: 575/23.9% open rate/10.2% CTR
- **January 18 (December Report)** - Biz List: 3,040/6% open rate/1% CTR

### **Job Outlook Most Recent Stats:**

The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **December 2018**:

- **Ventura County increased .1%** from 3.7% in November 2018 to 3.8% in December 2018 (December 2017 = 4.0%)
- **California increased .2%** from 3.9% in November 2018 to 4.1% in December 2018 (December 2017 = 4.2%)
- **U.S. increased .2%** from 3.5% in November 2018 to 3.7% in December 2018 (December 2017 = 3.9%)

## **5.0 Action Item**

**Recommend that the Executive Committee Approve and Recommend to the Workforce Development Board of Ventura County (WDBVC) the Approval and Recommendation to the Board of Supervisors, Approval of a Contract with the Agency to provide Marketing and Public Relations services from July 1, 2019 through June 30, 2020 to the WDB in the amount of \$150,000 in WIOA Core funds as stated under RFP #1718.01, Released on August 28, 2017 and Closed on September 25, 2018.**

On March 20, the Outreach Committee reviewed and evaluated the year-to-date deliverables and performance of the Agency under the 2018-2019 contract. The following Indicators of success were under the contract, were met. Deliverables include:

- Timely delivery of projects achieved
- Project completion on budget
- Creative design and media negotiation aligned with budget
- Status reports on projects presented to the Outreach Committee on a timely basis
- Ability of the Agency to adapt and respond to changes in marketing and outreach needs for the WDB

Working in alignment with the WDB goals, and program support described in the WDB-approved plan, and with the WDB Outreach Committee, the Agency had provided creative design, production and copywriting (e.g., brochures, flyers, ads), media negotiation and placement (e.g., newspapers, newsletters, English radio, public access programming), and public relations (e.g., press releases, media placements, public service announcements and placement) for targeted outreach to youth, job seekers, employers, and the community.

The Committee determined that the Agency had completed all deliverables on time, on budget, and according to plan, while also demonstrating creativity and flexibility in responding to changing marketing and outreach needs as the year progressed. Committee members then approved a recommendation to the Executive Committee.

## **6.0 America's Job Center of California (AJCC) Update**

No Update available.

## **7.0 WIOA Local Plan 2-year Update**

Rebecca Evans, Executive Director provided the committee with an update about the 2017-2021 Regional/Local Plan. The plan is required to be updated every two years to keep them consistent with the policy direction of the State Plan modifications that were submitted to the Department of Labor in the spring of 2018. WDB has hired Ken Barnes, a consultant, to facilitate the process. The updated plan will be submitted to the State in March 2019.

The Directive (WSD-18-01) for the local and regional plan modification includes conditions and processes for stakeholder engagement during the regional and local plan modification process and the following:

- Required and elective regional plan modifications to align, coordinate, and integrate reentry and workforce services to the formerly incarcerated and other justice-involved individuals.
- Required and elective local plan modifications arising from regional or local partnerships with county human service Cal Fresh programs.
- Required and elective local plan modifications arising from regional or local partnerships with Local Child Support Agencies (LCSAs) to provide workforce services to unemployed, underemployed, and payment-delinquent non-custodial parents.
- Required and elective local plan modifications arising from regional or local partnerships with programs that serve individuals with disabilities, including detail on strategies to implement Competitive Integrated Employment.
- Required and elective local plan requirements pertaining to services for English Language Learners, the Foreign Born, and Refugees.
- Required regional plan content detailing compliance with State Plan guidance and state law relating to Multi-Craft Core Curriculum (MC3) pre-apprenticeship partnerships.
- Required regional self-assessment using Indicators of Regional Coordination and Alignment.

## **8.0 Committee Member Comments**

No additional comments

## **9.0 Adjournment**

Meeting adjourned.

### Next Meeting

May 15, 2019 (9:00 – 10:30 a.m.)

Economic Development Collaborative (EDC)

4001 Mission Oaks Blvd., (Suite A-1), Camarillo