



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE MEETING

Wednesday, September 18, 2019

9:00 a.m. – 10:30 a.m.

Economic Development Collaborative (EDC)
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: July 23, 2019	Committee Members
9:10 a.m.	4.0 Marketing and Outreach: <ul style="list-style-type: none">• PY 2018-2019 Q4 – Report• August Report• Website Re-Design	Heidi Hayes
9:50 a.m.	5.0 America's Job Center of California (AJCC): Update	TBD
10:00 a.m.	6.0 Workforce Planning <ul style="list-style-type: none">• <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• Outreach Committee Priorities & Goals PY19-20/ Year End Review	Heidi Hayes Heidi Hayes Rebecca Evans Committee Members
10:20 a.m.	7.0 2019-2020 Meeting Calendar	Patrick Newburn
10:25 a.m.	8.0 Committee Member Comments	Committee Members
10:30 a.m.	9.0 Adjournment <u>Next Meeting</u> Wednesday, November 20, 2019 Economic Development Collaborative (EDC) Suite A-1 4001 Mission Oaks Blvd., Camarillo	Brian Gabler

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



WDB Outreach Committee Meeting

Wednesday, July 23, 2019

1:00pm – 2:30pm

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

MINUTES

Meeting Attendees

Outreach Committee

Brian Gabler*

WDB Staff

Patrick Newburn

Rebecca Evans

Norman Albances

Guests

Heidi Hayes (theAgency)

Yvonne Jonason (Employment Training
Panel)

* WDB member

1.0 Call to Order

Chair Brian Gabler called the meeting to order at 1:10pm

2.0 Public Comments

No public comments

3.0 Receive and file Minutes: March 20, 2019

4.0 Marketing and Outreach:

Heidi Hayes with theAgency provided a detailed update on March – June 2019 outreach summary report. (details available online)

Hayes reported update on outreach activities. Included in her report were reports on: a Digital Plan and Integrated Media Flowchart. (details available online)

Social Media topics included a Pandora Campaign had a big increase in click and, Twitter showed a rate of 500,000 annual impressions.

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

No Update available.

6.0 Workforce Planning

Heidi Hayes presented a revised workplan budget to reflect a \$75,000 reduction to theAgency contract. Planned cuts in services provided to WDB were detailed in handout. The budget primarily is divided into two parts, \$50,000 for the agency's fee and, \$25,000 for media purchases.

7.0 Committee Member Comments

Chair Brian Gabler discussed the need for business engagement from the career services staff to the employer community. He requested data regarding services provided to business. Brian and Rebecca Evans discussed outreach to business as well as job seekers. Mr. Gabler also mentioned that Spectrum has a new Spectrum channel that has advertising potential and has received favorable impression.

Mrs. Evans reported the CalJOBS website and the new splash page that directs online visitors to the WDB website and this has led to a 17% increase in visitors. Rebecca also reported that WDB business cards are being redesigned.

Discussion included the WDB's website www.Workforceventuracounty.org will be included under the county's main web portal www.ventura.org. Additionally, the website www.venturacountygrowsbusiness.com will potentially have further developed and managed jointly by Ventura County and the Economic Development Collaborative.

8.0 Adjournment

Meeting adjourned at 2:35pm.

Next Meeting

September 18, 2019 (9:00 – 10:30 a.m.)

Economic Development Collaborative (EDC)

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



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.
 - 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)

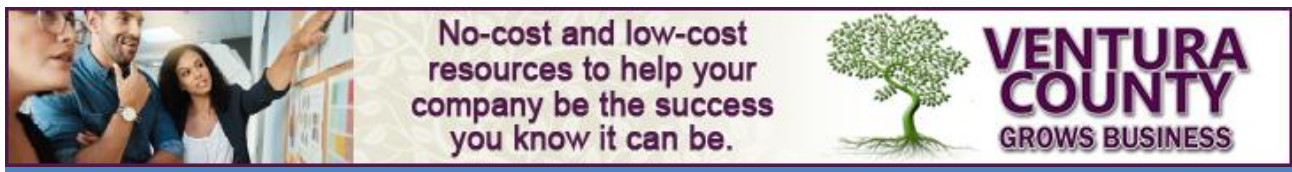
4001 Mission Oaks Blvd., (Suite A-1), Camarillo



Workforce Development Board Outreach Update: March 7 to June 30, 2019 July 23, 2019 Meeting

Employer Outreach

- **Workforce Wednesday**
 - **March 20** – NDWG Dislocated Worker Grant: Patrick Newburn and Alex Renteria (Goodwill). Discussion attached.
 - **April 24** – 2018 WDB Award Winner “Summer in the City” Internships, Mary Anne Rooney, Trace Perez. Discussion guide attached.
 - **May 29** – 2018 WDB Award Winner “Health Occupations Pipeline Education (HOPE), Dr. Cheryl Lambing, Juliet Herman. Discussion guide DRAFT attached.
 - **July 24** – 2020 Census Opportunities: Getting it Right, Vanessa Bechtel, Rebecca Evans
 - **See attached for summary of 18/19 topics and participants.**
 - **August 21** – “Fall into a new Career,” VACE Carolyn Vang-Walker and Steve Thompson,
 - **September 25** – Agriculture Topics, Rosa Serrato and Laura Martinez new members
 - **October 23** – P2E Update – Participants TBD
 - **November 20** – VEAP Grant Update & Veterans Day, Norman Albances WDB Staff, TBD
- **Workforce Update Eblast**
 - April 24 – WDB Cohorts: 584 Sent/23.6% Open Rate/8.2% CTR
 - April 24 – Biz List: 2,974 Sent/3% Open Rate/1% CTR
 - July 23 – Results Pending
- **Ventura County Grows Business Outreach**
 - **VCGB/VCJWF Spring 2019 Media** – March 1 to May 1, 2019
 - **Pandora**
 - 101.03% of booked impressions or a total of 688,076
 - 174,152 unique users on a frequency of 7.43x
 - Target audience of A25-64, A60-64 garnered a 1.47% CTR, highest of all other groups
 - **LATimes**
 - Programmatic Video = 67% completion rate
 - Connected TV = 96% completion rate, NEW :15 Video Edit
 - **“Grow Your Business” creative garnered the lowest bounce rate 52.95%**
 - AdMail delivered average Click Through Rate of 20.4%
 - **Chambers**
 - Elicited modest CTR when stats were available on GA. Conejo Valley performed best with 50 clicks.
 - **Facebook** - Posted 778 “conversion” for the 18/19 program year as of 5/6/19
 - **See updated Media Flow Chart with impressions and clicks.**



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

- Presented RPI Business Survey Results to:
 - EVSP Outreach Committee – March 29
 - VCEDA Board – April 23

- **Ventura County Grows Business Website – July 1 to June 30, 2019**

- 11,970 Users
 - **50% increase year-over-year**
- 13,637 Sessions
 - **37% increase year-over-year**
- 23,321 Pageviews
 - **18% increase year-over-year**
- Social Referral pages most often referred to:
 - Home Page
 - Work-based Learning
 - Film Here
 - Events
- Device
 - 50% Mobile
 - 50% Desktop
- New Page Elements
 - Clean/Green Video Additions
 - Himalaya Restaurant



Testimonials

HIMALAYA, CUISINE OF NEPAL, INDIA, AND TIBET

"We are here to talk about the sustainable part of our business, and we are so proud of it! When you hear about sustainability you often think about really big things like solar, that can take a long time to realize the savings, but it can also mean small things like changing all of your light bulbs where there is a one-time cost, but you can recoup that in 3 or 4 months. It's also about using recyclable materials. We originally used styrofoam containers but found that even a small business like ours used upwards of 800 a week, we took a step back and realized that if other small businesses like ours did the same, well that's a lot of landfill!"

-Anup Rimal, Owner/Founder

Founded in 2012

Located in Ventura & Thousand Oaks

Green Business Focus: Sustainable green practices...

www.himalayacuisine.com



Anup Rimal
Himalaya Restaurants

[View Video](#)

Workforce Development Board Outreach Update: March 7 to June 30, 2019 July 23, 2019 Meeting

VCGB Facebook – March 1 to June 30, 2019

- o As of June 30, 2019 – Likes/Fans, 3,731
- o **+11% (June 30, 2018 = 3,348)**
- o Posts: 121 total posts (approx. 30 per month or 7 per week)
- o Total Reach: 47,930 – Average 2,662/week
- o Organic Post Reach: 428 most for a single day (3/31/19)
- o Paid Post Reach: 1349 for a single day (3/15/2019)


March/April/May/June - Top Post Examples (by engagement): <= 5%

Post Details

Ventura County Grows Business
Published by Pam TheAgency (1) March 9

Did you happen to catch this? It's a great read on farming in Ventura County—and how farming is an integral part of life & business here. A few facts:

- Ventura County is the nation's eleventh largest county in crop value.
- Ventura County's agricultural sector earned an estimated gross value of more than \$2 billion dollars in 2017.
- For every acre of buildings and pavement in Ventura County, there's an acre of strawberries, lemons or other crops. See More



KCET.ORG
Ventura County Helps Keep Farming Alive in Southern California

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 9,100 people.

592 People Reached 47 Engagements **Boost Post**

Arrie Starkey Bridgeman Voth, Kathryn Pearce and 23 others 8 Shares

Like Comment Share

Performance for Your Post

592 People Reached

34 Reactions, Comments & Shares

24 Like	23 On Post	1 On Shares
2 Love	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

13 Post Clicks

0 Photo Views	5 Link Clicks	8 Other Clicks
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NEGATIVE FEEDBACK

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


Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency (1) June 9

What do you need or want to learn? Do you know the Small Business Administration (SBA) has a learning center with a variety of online courses to help you start and run your business. Visit the SBA Learning Center and get started.

#venturacountygrowsbusiness #venturacounty #learning #smallbusiness #sba #growyourbusiness venturacountygrowsbusiness.com | 805-522-6556... See More



SBA GOV
Learning Center
The SBA offers a variety of online courses to help you start and run your...

Get More Likes, Comments and Shares
Boost this post for \$25 to reach up to 5,000 people.

366 People Reached 37 Engagements **Boost Post**

Alex Rey Rivera, Denise Barlow and 8 others 9 Shares

Like Comment Share

Performance for Your Post

366 People Reached

26 Reactions, Comments & Shares

11 Like	9 On Post	2 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
14 Shares	9 On Post	5 On Shares

11 Post Clicks

0 Photo Views	5 Link Clicks	6 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 (1) May 2

We all know how important farming and agriculture is here in this county, but do you know you can experience it by visiting a local farm? Learn more—and when you purchase that locally grown produce at the next farmer's market you visit—thank the farmer!

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



KCET.ORG
Where to Experience Local Farming in SoCal
Whether you're a city mouse or a country mouse, here are five of the best...

Get More Likes, Comments and Shares
Boost this post for \$25 to reach up to 5,000 people.

284 People Reached 25 Engagements **Boost Post**

Bill Petrotta, Angela Betrens-Whitcomb and 5 others 3 Shares

Like Comment Share

Performance for Your Post

284 People Reached

15 Likes, Comments & Shares

12 Likes	7 On Post	5 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

10 Post Clicks

0 Photo Views	4 Link Clicks	6 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 (1) April 14 at 10:45 AM

Kudos to these local businesswomen who are breaking barriers and doing great things!

#venturacountygrowsbusiness #venturacounty #nawbovc #growyourbusiness #women #success venturacountygrowsbusiness.com | 805-522-6556... See More



VOREPORTER.COM
BREAKING BARRIERS | Local women in business share their stories of reaching heights of success

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 9,100 people.

212 People Reached 16 Engagements **Boost Post**

Luis Antonio Herrarte, Alice Futoran and 6 others

Like Comment Share

Performance for Your Post

212 People Reached

8 Likes, Comments & Shares

8 Likes	8 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	4 Link Clicks	4 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: March 7 to June 30, 2019 July 23, 2019 Meeting


March/April/May/June - Top Post Examples (by reach):

Post Details

Ventura County Grows Business
Published by Pam TheAgency 191 · March 6 ·

Did you happen to catch this? It's a great read on farming in Ventura County—and how farming is an integral part of life & business here. A few facts:

- Ventura County is the nation's eleventh largest county in crop value.
- Ventura County's agricultural sector earned an estimated gross value of more than \$2 billion dollars in 2017.
- For every acre of buildings and pavement in Ventura County, there's an acre of strawberries, lemons or other crops. See More



KCET.ORG
Ventura County Helps Keep Farming Alive in Southern California

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 9,100 people.

592 People Reached 47 Engagements [Boost Post](#)

Arrie Starkey Bridgeman Voth, Kathryn Pearce and 23 others · 8 Shares

Like Comment Share

Performance for Your Post

592 People Reached

34 Reactions, Comments & Shares

24 Like	23 On Post	1 On Shares
2 Love	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

13 Post Clicks

0 Photo Views	5 Link Clicks	8 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

1 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 · March 31 ·

Have a startup whose technologies can be applied to space? Do you know about this? NASA's JPL is seeking applicants for first space accelerator. NASA's first aerospace accelerator program, co-sponsored by the Jet Propulsion Laboratory in Pasadena, California, will select 10 startup companies to take part in a three-month pilot program to develop new technologies for space. Applications will be accepted through April 7. Learn more.

#startups #NASA #technology #space
<http://rbt.ly/Seeking-Startup-Applicants>



JPL NASA GOV
NASA's JPL Seeking Applicants for First Space Accelerator
The experimental program will develop technologies with startup companies.

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 9,100 people.

494 People Reached 21 Engagements [Boost Post](#)

Jennifer San Juan, Pam Hechel and 3 others · 3 Shares

Like Comment Share

Performance for Your Post

494 People Reached

12 Reactions, Comments & Shares

4 Like	4 On Post	0 On Shares
3 Love	1 On Post	2 On Shares
2 Comments	1 On Post	1 On Shares
3 Shares	3 On Post	0 On Shares

9 Post Clicks

0 Photo Views	2 Link Clicks	7 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 191 · March 11 ·

Thinking about starting a business? Do you know the advantages that older adults bring to first-time entrepreneurship? Do it. You're not too old. (And if you're considering it—this is worth your read.)

#venturacountygrowsbusiness #venturacounty #smallbusiness #growyourbusiness entrepreneur
venturacountygrowsbusiness.com | 805-522-6556... See More



FORBES.COM
The Advantages Older Adults Bring To First-Time Entrepreneurship

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 9,100 people.

435 People Reached 18 Engagements [Boost Post](#)

Denise Buttery, Alex Ray Rivera and 4 others · 2 Shares

Like Comment Share

Performance for Your Post

435 People Reached

9 Likes, Comments & Shares

6 Likes	6 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	2 On Post	1 On Shares

9 Post Clicks

0 Photo Views	4 Link Clicks	5 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 · April 28 at 10:45 AM ·

The Port of Hueneme plays a big part in the health & well-being of this county, check out their latest stats and projects in the works!

#venturacountygrowsbusiness #venturacounty #portofhueneme #local #economy
venturacountygrowsbusiness.com | 805-522-6556... See More



AJOT.COM
Port of Hueneme's Decas says imports and exports up 8.1%
Port of Hueneme CEO and Port Director Kristin Decas reports that import...

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 9,100 people.

349 People Reached 18 Engagements [Boost Post](#)

Nancy Card, John Golden and 5 others · 3 Shares

Like Comment Share

Performance for Your Post

349 People Reached

13 Likes, Comments & Shares

10 Likes	7 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

5 Post Clicks

0 Photo Views	5 Link Clicks	0 Other Clicks
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NEGATIVE FEEDBACK

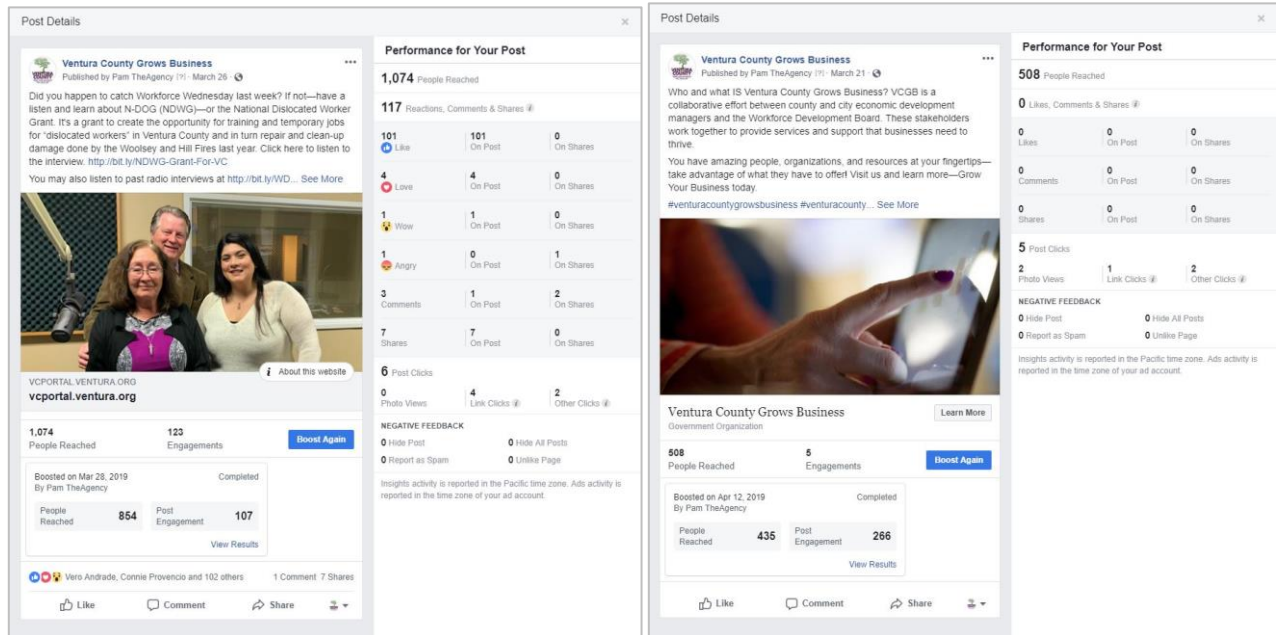
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



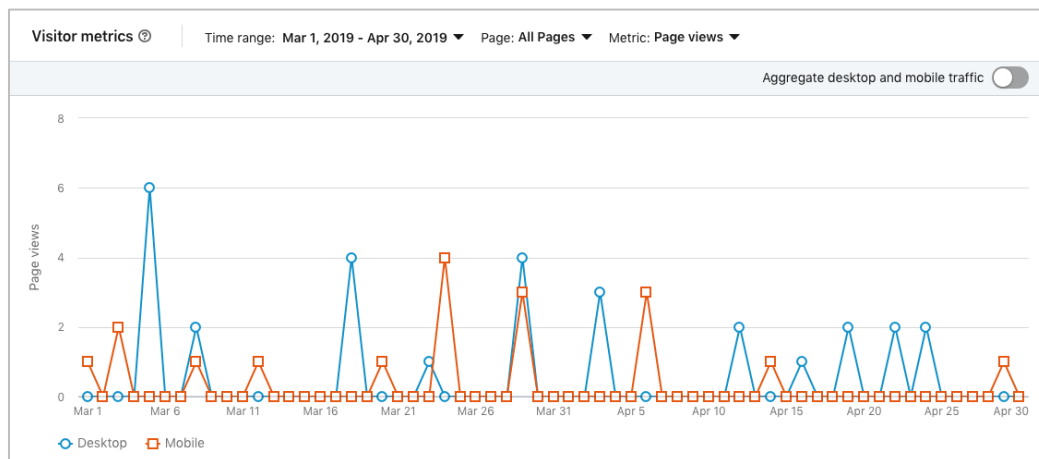
Workforce Development Board Outreach Update: March 7 to June 30, 2019 July 23, 2019 Meeting

March/April/May/June - Top Boosted Post Examples:



March/April VCGB LinkedIn Company Page - <https://www.linkedin.com/company/ventura-county-grows-business/>

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

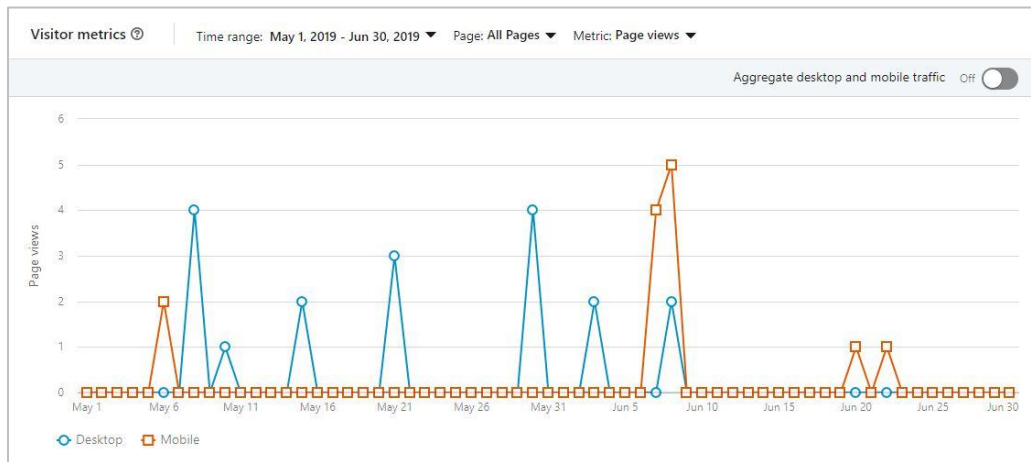




Workforce Development Board Outreach Update: March 7 to June 30, 2019 July 23, 2019 Meeting

May/June VCGB LinkedIn Company Page - <https://www.linkedin.com/company/ventura-county-grows-business/>

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



March/April/May June – LinkedIn Sample posts:

Posted by Pamela Heckel • 4/10/2019 • Sponsor now

Ventura County Grows Business
32 followers
3w

Ventura County employers, what do you know about America's Job & Career Center of California (AJCC)? Do you know they can help you find employees? Or assist with training? Learn more about the services available to you. [...see more](#)

5

Like Comment

Be the first to comment on this

Organic impressions: 66 Impressions Show stats

Posted by Pamela Heckel • 3/15/2019 • Sponsor now

Ventura County Grows Business
32 followers
1mo

Do you want more social engagement & traffic for your business? Take a look at seven tips to make it happen—one or more might be just what you need. [...see more](#)

7 Ways to Generate More Social Media Traffic in 2019
business2community.com

4

Like Comment

Be the first to comment on this


Organic impressions: 53 Impressions Show stats

Workforce Development Board Outreach Update: March 7 to June 30, 2019 July 23, 2019 Meeting

Posted by Heidi Hayes Hamilton • 6/26/2019 • Sponsor now

Ventura County Grows Business
39 followers
3w

Have you read the latest Job Outlook report? The unemployment rate dropped in both Ventura County and in California but went up in the U.S. overall. You can learn more about what's happening in the job market as well as where local jobs are...see more



JOB OUTLOOK
May 2019 Report

May 2019 Unemployment Rate

Location	Unemployment Rate
VENTURA COUNTY	3.0%
CALIFORNIA	3.5%
UNITED STATES	3.4%

Job Outlook - May 2019 Edition
myemail.constantcontact.com

5

Like Comment


Be the first to comment on this

Organic impressions: 93 Impressions Show stats

Posted by Heidi Hayes Hamilton • 5/8/2019 • Sponsor now

Ventura County Grows Business
39 followers
2mo

Filming has a long & glorious history here in Ventura County and for great reasons! Learn more, as well as find links to each city's film & permit locations, and the Ventura County Film Commission if you have questions or need assistance...see more



5

Like Comment

Be the first to comment on this

Organic impressions: 94 Impressions Show stats

YOUTH OUTREACH

- **VC Jobs With a Future Website – July 1 to June 30, 2019** – Note: Last year, at this time, an outreach campaign had been running since late January.
 - 5,645 User
 - -5% decrease year-over-year
 - 6,751 Sessions
 - -5-11% decrease year-over-year
 - 13,398 Page Views
 - -20% decrease year-over-year
 - Most Visited Pages:
 - Get Training 25.6%
 - Home Page 18.8%
 - Choose Your Career 12.9%
 - Get Work Experience 10.2%
 - Find My Direction 9.5%
 - Pandora – March 1 to April 30, 2019 Media Highlights
 - 294,904 Total Impressions
 - 1,297 Clicks
 - “Successful” Creative performed best.



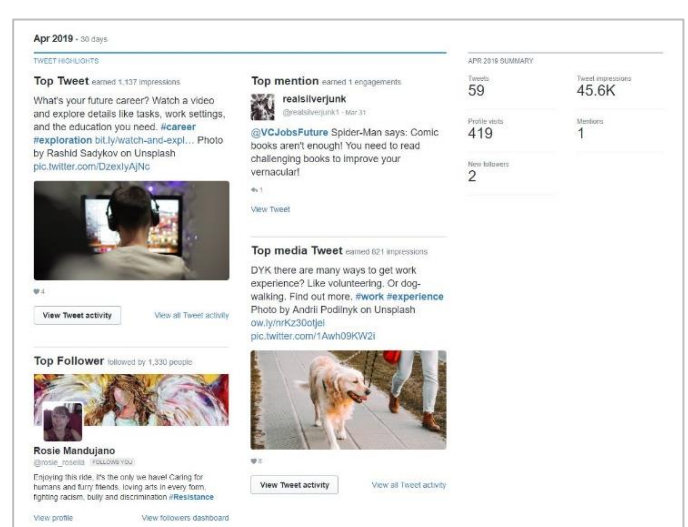
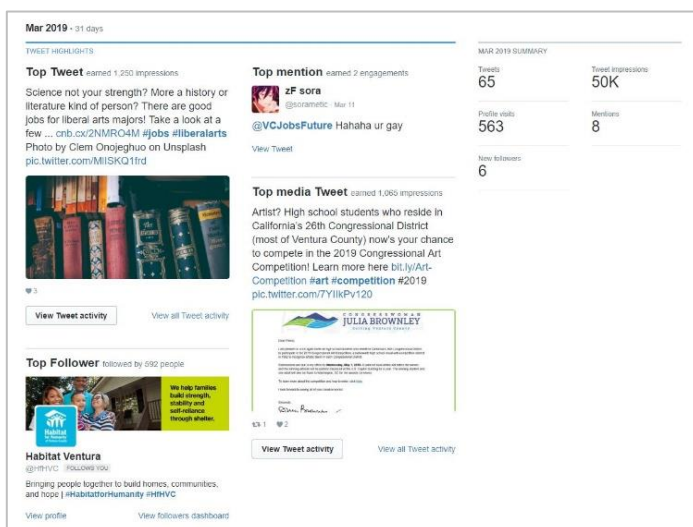
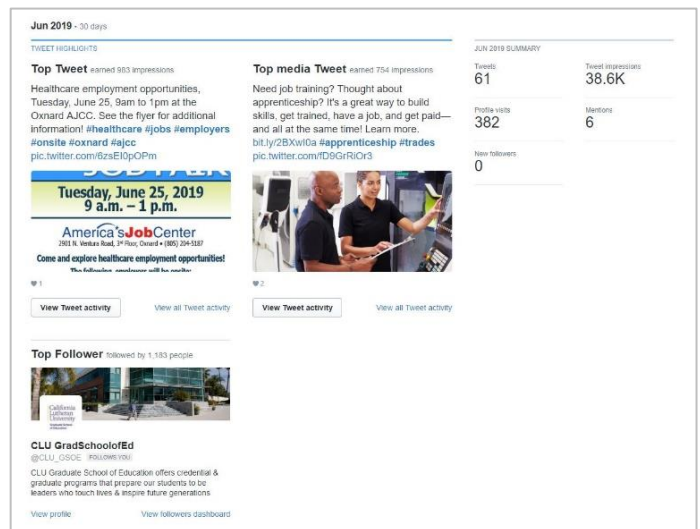
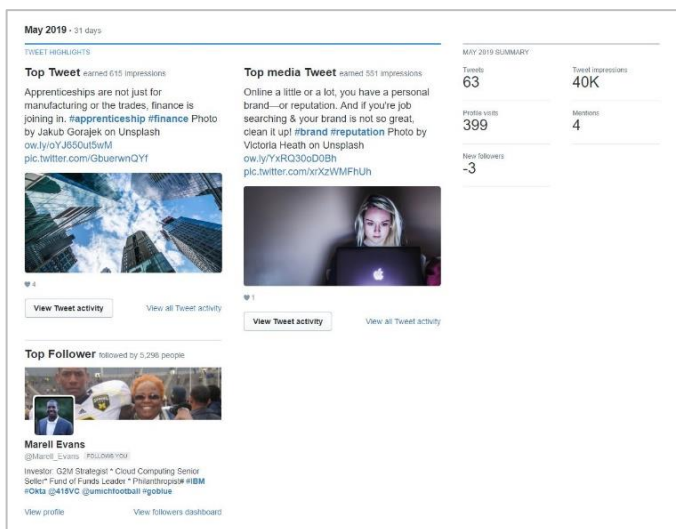


Workforce Development Board Outreach Update: March 7 to June 30, 2019 July 23, 2019 Meeting

• VC Jobs with a Future – Twitter: March 1 to June 30, 2019

- o As of June 30, 2019 – 1,093 followers
- o +4.29% (June 30, 2018 1,048)
- o 248 Total Tweets March 1 - June 30 28 (122 days)
- o 1763 Profile Visits (Avg 440 p/month) (936 May/June)
- o 174,300 Impressions (Avg 43,575 p/month) (96,800 May/June)
- o 1,428 Impressions per day average (1,600-day May/June)

March /April/May/June - Top Tweets (See graphics below)





Workforce Development Board Outreach Update: March 7 to June 30, 2019 July 23, 2019 Meeting

May /June - Engagements & Top Tweets: Most Recent (See graphics below)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Jobs with a Future @VJCStateFuture · Jun 21 Healthcare employment opportunities, Tuesday, June 25, 9am to 1pm at the Oxnard AJCC. See the flyer for additional information! #healthcare #jobs #employers #onette #oxnard #ajcc pic.twitter.com/6z5D0pOPm View Tweet activity			1,130	3	0.3%
	Promoted to campaigns			323	5	1.5%
	Jobs with a Future @VJCStateFuture · May 28 Caring about the environment is a big deal. See if an environmental career is right for you. #career #exploration #environment ow.ly/T2kx50upSDs View Tweet activity			1,019	6	0.6%
	Promoted to campaigns			344	4	1.2%
	Jobs with a Future @VJCStateFuture · May 30 Apprenticeships are not just for manufacturing or the trades, finance is joining in. #apprenticeship #finance Photo by Jakub Gorajek on Unsplash ow.ly/yJ650u5wM pic.twitter.com/GouenwQYT View Tweet activity			928	3	0.3%
	Promoted to campaigns			818	10	1.2%
	Jobs with a Future @VJCStateFuture · Jun 28 You're in a job interview—if you want the job—don't say these things! #interview #tips bU.ly/2lNcP7 Photo by Andre Guerra on Unsplash pic.twitter.com/djdMUB3K View Tweet activity			896	8	0.9%
	Promoted to campaigns			578	10	1.7%
	Jobs with a Future @VJCStateFuture · Jun 22 Need job training? Thought about apprenticeship? It's a great way to build skills, get trained, have a job, and get paid—and all at the same time! Learn more. bU.ly/25Xwlf8 #apprenticeship #trades pic.twitter.com/1D9GrR0r3 View Tweet activity			814	2	0.2%
	Promoted to campaigns			139	1	0.7%
	Jobs with a Future @VJCStateFuture · Jun 17 No college degree? There are great jobs to be had as a high school graduate. Take a look. #jobs #highschool #degree ow.ly/yTKDz50UEjC pic.twitter.com/YEAwc1LKE View Tweet activity			690	5	0.7%
	Promoted to campaigns					
	Jobs with a Future @VJCStateFuture · May 8 Have you encountered the ATS, or Applicant Tracking System? Make sure your resume gets seen—check out some useful tips. #ATS #resume #tips ow.ly/MTXN30oD0RZ pic.twitter.com/vEMuK9ISQ View Tweet activity			563	2	0.4%
	Promoted to campaigns			487	14	2.8%
	Jobs with a Future @VJCStateFuture · May 15 Want a great career? Want to stay local? Check out the hot jobs in Ventura County! Learn more. #healthcare #manufacturing #business #cleangreen ow.ly/5uQ90ubFNZ pic.twitter.com/CgFr2FCkT View Tweet activity			562	10	1.8%
	Promoted to campaigns			91	0	0.0%
	Jobs with a Future @VJCStateFuture · May 5 Online a little or a lot, you have a personal brand—or reputation. And if you're job searching & your brand is not so great, clean it up! #brand #reputation Photo by Victoria Heath on Unsplash ow.ly/YxRQ30oD0Sh pic.twitter.com/xZWMFHn View Tweet activity			552	1	0.2%
	Promoted to campaigns			700	10	1.4%
	Jobs with a Future @VJCStateFuture · Jun 30 Could vocational school be the right path to YOUR great career? Explore your options. bU.ly/2X81w4H #vocational #education pic.twitter.com/SG8q5yZF View Tweet activity			534	2	0.4%
	Promoted to campaigns			507	9	1.8%





Workforce Development Board Outreach Update: March 7 to June 30, 2019 July 23, 2019 Meeting

JOB SEEKER OUTREACH

- **Career Shops**

- March workshops – sent workshop info March 1
- April workshops – sent workshop info March 27
- May workshops – sent workshop info April 27
- June workshops – sent workshop info May 29

- **Clips:**

- KCLU – April workshop
- American Towns – running May workshops
- Amigos805.com – April workshops
- Citizens Journal – April workshops
- Moorpark Patch – posted May workshops
- 805Calendar – running May workshops info
- Moorpark Patch – posted workshops and releases
- 805Calendar – running March workshops info
- 805Calendar – added March 22 social media workshop
- American Towns – running March workshops
- KEYT-TV – running June workshops listing in its online events calendar
- KCLU – running June workshop listing
- KDAR – running June workshop listing
- American Towns – running June workshops
- Amigos805.com – June workshops
- Moorpark Patch – posted June workshops
- 805Calendar – running June workshops info

- **Job Seeker Spanish Language Radio**

- KXLM Radio Lazer & KLJR La Mejor
- April 8 to June 2, 2019 (6 weeks)
- 900,000 Impressions/Frequency 9.1 times
- \$6,660 cost - \$9,139 Value

- **Que Sucede (What's Going On) Spanish Language Interview, Alicia Llinas**

- Topic: NDWG Grant & Job Opportunities
- Participant: Goodwill Industries
- Air Date 5/5/19 on Sunday morning KXLM Radio Lazer 102.9 FM, KLJR La Mejor 96.7FM and KOXR La Mexicana 910AM/102.1 FM.



Workforce Development Board Outreach Update: March 7 to June 30, 2019 July 23, 2019 Meeting

GENERAL OUTREACH

- **Workforce Ventura County Website – July 1, to June 30, 2019**
 - 7,631 Users
 - **+17% increase year-over-year**
 - 10,899 Sessions
 - **+14% increase year-over-year**
 - 25,886 Page Views
 - **+4% increase year-over-year**
 - Most visited pages:
 - Home Page 29.4%
 - Employment Services 17.2%
 - Job Seekers Training 5.2%
 - Meeting Calendar/Packets 4.8%/3.7%
- **Press Releases**
 - **New Board Chair/Vice Chair** – Prepared release, with WDB staff for review 7/18.
 - **Carolyn Vang-Walker** – Prepared and distributed Carolyn's appointment and five reappointments release. Sent out approved release with photo June 27.
 - Amigos805.com - running Carolyn's release
 - AmericanTowns - running Carolyn's release
 - Moorpark Patch - posted Carolyn's release
 - **Career & Resource Fair in Simi Valley** – prepared release and sent March 21
 - American Towns – running Simi career fair release
 - **Developed new board member release for Rosa Serrato** – finished release and sent with photo March 19
 - American Towns – running Rosa's release
 - Citizens Journal – ran Rosa's release March 19
 - **Congressman Carbajal Media Advisory** – prepared and sent March 15
 - **WDB Awards release** – sent with photo March 1
 - American Towns – running WDB award winners release
 - VC Star – ran award winners info March 10
 - VC Reporter – ran WDB award winners info March 6
- **Editorial** – Develop Op-Ed featuring 2020 Decennial Census 7/24 Workforce Wednesday
- **YouTube & Podcast Landing Pages**
 - Developed YouTube landing page to promote WDB Videos. 100 followers required for a vanity name.
 - https://www.youtube.com/channel/UCzwmd7wYTik1HArYnASRQwQ/videos?view=0&sort=dd&flow=list&live_view=500
 - Research options for development of a PodCast landing page for WW recordings and potential future cohort podcasts.



Workforce Development Board Outreach Update: March 7 to June 30, 2019 July 23, 2019 Meeting

- **New WDB Business Card Design and Development** – See attached design examples.
- **WDB Social Media** – Research best practices of other high performing WDB's focusing on LinkedIn and Facebook.
- **Website Development: Connecting Apprenticeships, Internships & Employers**
 - Client to advise/discuss. TBD
- **Job Outlook Eblast:**
 - **March 22 (February Report)** – WDB Cohorts: 584/27.3% open rate/9.1% CTR
 - **March 22 (February Report)** - Biz List: 3,002/4% open rate/26% CTR
 - **April 19 (March Report)** – WDB Cohorts: 591/27.9% open rate/8.9% CTR
 - **April 19 (March Report)** – Biz List: 2,986/4% open rate/27% CTR
 - **May 17 (April Report)** – WDB Cohorts: 591/23% open rate/11% CTR
 - **May 17 – (April Report)** – Biz List: 2,968/6% open rate/22% CTR
 - **June 21 (May Report)** – WDB Cohorts: 592/26% open rate/13% CTR
 - **June 21 (May Report)** – Biz List: 2,956/5% open rate/19% CTR
- **Job Outlook Most Recent Stats:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **May 2019:**
 - **Ventura County decreased** .2% from 3.2% in April 2019 to 3% in May 2019 (May 2018 = 3.1%)
 - **California decreased** .4% from 3.9% in April 2019 to 3.5% in May 2019 (May 2018 = 4.2%)
 - **U.S. increased** .1% from 3.3% in April 2019 to 3.4% for May 2019 (May 2018 = 3.6%)

theAgency Hours Billed/Unbilled 2018/19

<u>Total</u>			
<u>Hours</u>	<u>Billed</u>	<u>Unbilled</u>	
185.75	120.75	65.00	July
294.75	190.75	104.00	Aug-Sept 15
534.50	261.75	272.75	Sept 16-Dec 31
372.25	101.75	270.50	Jan 1-Mar 15
193.50	0.00	193.50	Mar 16 - Apr 30
236.25	0.00	236.25	May 1 - June 30
1817.00	675.00	1142.00	



Workforce Development Board Outreach Update: July 1 to August 31, 2019 September 18, 2019 Meeting



Employer Outreach

- **Workforce Wednesday**
- **August 21** – “Fall into a new Career,” VACE Carolyn Vang-Walker and Steve Thompson, Final discussion guide attached.
- **September 25** – Agriculture Topics, Rosa Serrato and Laura Martinez new members, discussion guide draft attached.
- **October 23** – P2E Update – Participants TBD
- **November 20** – VEAP Grant Update & Veterans Day, Norman Albances WDB Staff, TBD

Workforce Update Eblast

- July 23 – WDB Cohorts: 603 – 25% Open/16% Click
- July 23 – Businesses: 2,939 – 6% Open/31% Click

• Ventura County Grows Business Website – July 1 to September 11, 2019

- 872 Users
 - **9% increase year-over-year**
- 855 New Users
 - **12% increase year-over-year**
- 982 Sessions
 - **-4% decrease year-over-year**
- 1,671 Pageviews
 - **-19% decrease year-over-year**
- New Page Elements
 - Clean/Green Video Additions
 - Oxnard Filming Update
 - Facebook Feed Eliminated – LinkedIn addition to discuss.

Testimonials

HIMALAYA, CUISINE OF NEPAL, INDIA, AND TIBET

"We are here to talk about the sustainable part of our business, and we are so proud of it! When you hear about sustainability you often think about really big things like solar, that can take a long time to realize the savings, but it can also mean small things like changing all of your light bulbs where there is a one-time cost, but you can recoup that in 3 or 4 months. It's also about using recyclable materials. We originally used styrofoam containers but found that even a small business like ours used upwards of 800 a week, we took a step back and realized that if other small businesses like ours did the same, well that's a lot of landfill!"

-Anup Rimal, Owner/Founder

Founded in 2012

Located in Ventura & Thousand Oaks

Green Business Focus: Sustainable green practices..

www.himalayacuisine.com

Anup Rimal
Himalaya Restaurants

[View Video](#)

Workforce Development Board Outreach Update: July 1 to August 31, 2019 September 18, 2019 Meeting

- **VCGB Facebook – July 1 to August 31, 2019**
 - o As of August 31, 2019 – Followers 3,728
 - o (June 30, 2019 = 3,731)
 - o Posts: 36 total posts (approx. 18 per month or 4 per week)
 - o Total Reach: 5,490 – Average 610/week
 - o Organic Post Reach: 313 most for a single day (8/13/19)


July/August - Top Post Examples (by engagement): <=4%

Post Details

Ventura County Grows Business
Published by Pam TheAgency (7) · August 23 at 8:00 PM ·

A big congratulations to local company, AeroVironment, Inc. AeroVironment, a global leader in unmanned aircraft systems for both defense and commercial applications, announced a \$45 Million contract for the RQ-118 Raven® small unmanned aircraft systems (UAS) from the United States Army for its Security Force Assistance Brigades (SFAB).

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



FINANCE.YAHOO.COM
AeroVironment Receives \$45 Million Raven B Unmanned Aircraft Systems Contract Award for U.S. Army Security...

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,500 people.

407 People Reached 23 Engagements **Boost Post**

9 Likes 1 Comment 1 Share

Performance for Your Post

407 People Reached

12 Likes, Comments & Shares

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

11 Post Clicks

0 Photo Views	6 Link Clicks	5 Other Clicks
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NEGATIVE FEEDBACK


0 Hide Post	1 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 (7) · July 11 ·

Did you know this? For every acre of shopping mall, city street and housing tract, there's approximately an acre of celery, strawberries, lemons, peppers, flowers, and other crops in our county! Agriculture is a huge part of our local economy, let's always keep it this way. Ventura County (literally) Grows Business.



Totally Local VC
July 2 ·

Did you know ... For every acre of shopping mall, city street and housing tract, there's approximately an acre of celery, strawberries, lemons, peppers, flowers and other crops in our county.

357 People Reached 23 Engagements **Boost Unavailable**

4 Likes 2 Shares 3 Post Clicks

1 Photo Views 0 Link Clicks 2 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 (7) · August 31 at 8:00 AM ·

Hello (loooooong) weekend! Here's to the last day of August 2019 and bring on those Labor Day festivities. Rest, relax, and rejuvenate—the beach is calling.

#venturacountygrowsbusiness #venturacounty #qualityoflife #laborday2019 venturacountygrowsbusiness.com | 805-522-6556



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,500 people.

143 People Reached 7 Engagements **Boost Post**

4 Likes 2 Comments 0 Shares 1 Post Clicks

0 Photo Views 0 Link Clicks 1 Other Clicks

NEGATIVE FEEDBACK

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

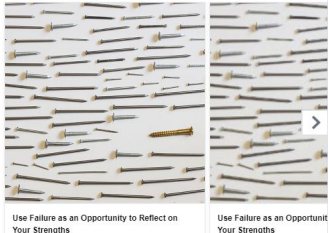
Reported stats may be delayed from what appears on posts

Post Details

Ventura County Grows Business
Published by Pam TheAgency (7) · July 22 ·

Everyone fails—sometimes. The key is, what did you learn from it and how did you move on? Failures, setbacks, rejections, can indeed propel us forward, if handled wisely. Five minute read—and so very worthy of your time.

#venturacountygrowsbusiness #venturacounty venturacountygrowsbusiness.com | 805-522-6556 http://bit.ly/2Y4MUT



Use Failure as an Opportunity to Reflect on Your Strengths

268 People Reached 13 Engagements **Boost Unavailable**

4 Likes 0 Comments 0 Shares 9 Post Clicks

0 Photo Views 6 Link Clicks 3 Other Clicks

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Workforce Development Board Outreach Update: July 1 to August 31, 2019 September 18, 2019 Meeting


July/August - Top Post Examples (by reach):

Post Details

Ventura County Grows Business
Published by Pam TheAgency [?] · August 23 at 8:00 PM

A big congratulations to local company, AeroVironment, Inc. AeroVironment, a global leader in unmanned aircraft systems for both defense and commercial applications, announced a \$45 million contract for the RQ-11B RavenB small unmanned aircraft systems (UAS) from the United States Army for its Security Force Assistance Brigades (SFAB).

#aventuracountygrowsbusiness #aventuracounty
#growyourbusiness #AeroVironment
aventuracountygrowsbusiness.com | 805-522-6556... See More



FINANCE.YAHOO.COM
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9 Likes 1 Comment 1 Share

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407 People Reached

12 Likes, Comments & Shares

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1 Comments

1 On Post	0 On Shares
-----------	-------------

1 Shares

1 On Post	0 On Shares
-----------	-------------

11 Post Clicks

0 Photo Views	6 Link Clicks	5 Other Clicks
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Totally Local VC
July 2

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357 People Reached 23 Engagements

Diane Zakian Rumbaugh, Laurie Jo and 14 others

2 Shares

Like Comment Share

Performance for Your Post

357 People Reached

20 Likes, Comments & Shares

16 Likes	16 On Post	0 On Shares
----------	------------	-------------

0 Comments

0 On Post	0 On Shares
-----------	-------------

4 Shares

2 On Post	2 On Shares
-----------	-------------

3 Post Clicks

1 Photo Views	0 Link Clicks	2 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 [?] · August 12 at 8:00 PM

Ventura County Military & Veterans—is the Job Fair & EXPO on your calendar? It's August 24—and you can find all the information you need on the flyer! If you have additional questions that aren't answered, phone numbers are listed.

For additional local veteran resources, visit <http://bit.ly/Ventura-County-Veteran-Resources>

#aventuracountygrowsbusiness #aventuracounty ... See More



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,500 people.

342 People Reached 11 Engagements

5 Likes 0 Comments 2 Shares

Like Comment Share

Performance for Your Post

342 People Reached

7 Likes, Comments & Shares

5 Likes	5 On Post	0 On Shares
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0 Comments

0 On Post	0 On Shares
-----------	-------------

2 Shares

2 On Post	0 On Shares
-----------	-------------

4 Post Clicks

1 Photo Views	0 Link Clicks	3 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 [?] · July 19

The Ventura County Civic Alliance's 2019 State of the Region Report, released Wednesday, contained both good and bad news for Ventura County.

The good news included very low unemployment, being one of the safest counties in the state and declining alcohol and marijuana use by 11th-grade students. The bad news included "anemic" economic growth, a housing shortage and rising homelessness. Check out the VCStar article: <http://bit.ly/2GI477T>

#aventuracountygrowsbusiness #aventuracounty ... See More



VCSTAR.COM
Ventura County Civic Alliance delivers good news and bad in State of the Region Report

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,500 people.

317 People Reached 12 Engagements

James Schleimer, John Golden and 3 others

Like Comment Share

Performance for Your Post

317 People Reached

5 Likes, Comments & Shares

5 Likes	5 On Post	0 On Shares
---------	-----------	-------------

0 Comments

0 On Post	0 On Shares
-----------	-------------

0 Shares

0 On Post	0 On Shares
-----------	-------------

7 Post Clicks

0 Photo Views	3 Link Clicks	4 Other Clicks
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NEGATIVE FEEDBACK

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

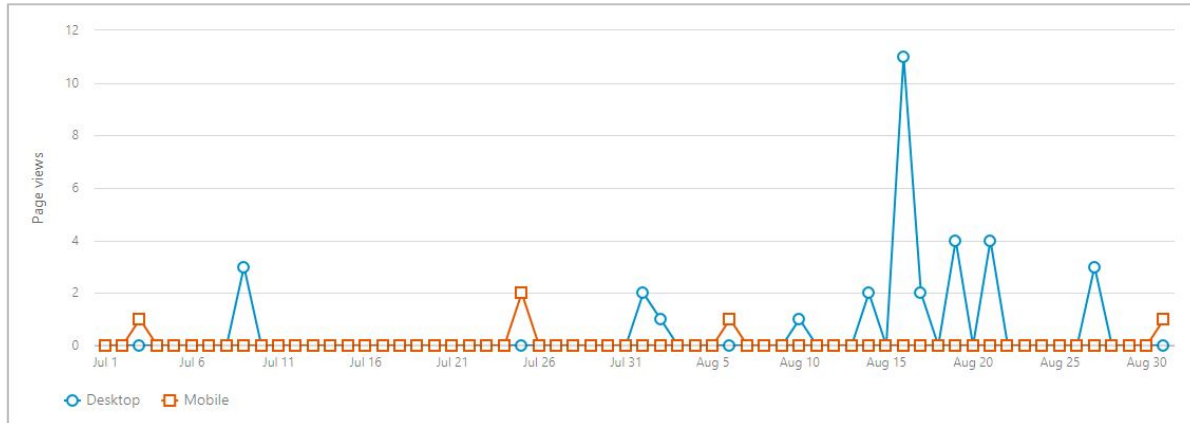
Reported stats may be delayed from what appears on posts



Workforce Development Board Outreach Update: July 1 to August 31, 2019 September 18, 2019 Meeting

July/August VCGB LinkedIn Company Page - <https://www.linkedin.com/company/ventura-county-grows-business/>

- 21 posts, 2 to 3 posts per week average.
- July 1 to August 31, 8 new followers, 44 total, 10% engagement rate.
- **Baseline Stats**



July/August – LinkedIn Sample posts:

Posted by Heidi Hayes Hamilton • 8/22/2019 • Sponsor now

Ventura County Grows Business
44 followers
2w

The new school year is just around the corner and it's not just for kids! If you're an older worker, there are great programs to expand your skill sets—and your career opportunities! Want to know more? Listen to Workforce Wednesday and ...see more

7 • 1 Comment

Like Comment Top Comments

Add a comment...

Organic impressions: 107 Impressions Show stats

Posted by Heidi Hayes Hamilton • 8/13/2019 • Sponsor now

Ventura County Grows Business
44 followers
1mo

Negotiation is a bargaining session to settle any differences and to reach an agreement between two parties—how well do you negotiate? Learn six strategies to excel in it. <https://lnkd.in/g9kf352> ...see more

Six Strategies To Excel In Negotiation
entrepreneur.com

5

Like Comment

Be the first to comment on this

Organic impressions: 132 Impressions Show stats



Workforce Development Board Outreach Update: July 1 to August 31, 2019 September 18, 2019 Meeting

Posted by Heidi Hayes Hamilton • 7/31/2019 • Sponsor now

Ventura County Grows Business
44 followers
1mo

How can we help you? REALLY. We want you to know about all of the low-cost and no-cost services available to Ventura County business owners, those starting a business, and even those considering a business move to Ventura Count ...see more



805-522-6556 | venturacountygrowsbusiness.com

About Ventura County Grows Business
venturacountygrowsbusiness.com

4

Like Comment

Be the first to comment on this

Organic impressions: 43 Impressions Show stats

Posted by Heidi Hayes Hamilton • 7/25/2019 • Sponsor now

Ventura County Grows Business
44 followers
1mo

Did you listen to Workforce Wednesday yesterday? Hear Vanessa Bechtel, President, and CEO, the Ventura County Community Foundation and Rebecca Evans, Executive Director, Workforce Development Board of Ventura County talk about th ...see more



4

Like Comment

Be the first to comment on this

Organic impressions: 72 Impressions Show stats

YOUTH OUTREACH

- **VC Jobs With a Future Website – July 1 to September 11, 2019**
 - 874 Users
 - 10% Increase year-over-year
 - 1,022 Sessions
 - 6% Increase year-over-year
 - 2,118 Page Views
 - 3% Increase year-over-year
- **VC Jobs with a Future – Twitter: July 1 to August 31, 2019**
 - As of August 31, 2019 – 1,095 followers
 - (June 30, 2019 1,093)
 - 63 Total Tweets July 1 - August 31 28 (62 days)
 - 409 Profile Visits (Avg 205 p/month)
 - 50,600 Impressions (Avg 25,300 p/month)
 - 816 Impressions per day average



Workforce Development Board Outreach Update: July 1 to August 31, 2019 September 18, 2019 Meeting

July/August - Top Tweets (See graphics below)

Jul 2019 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 673 impressions

More education tends to mean more money when it comes to careers. But know that you can earn a good living with just an associate's degree.
[#associate](#) [#degree](#) [#earnings](#) [#career](#) [ow.ly/QUD850uPrIA](#)

♥ 2

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

Top media Tweet earned 660 impressions

Find your [career] path—find your great future!
[#career](#) [#path](#) [#future](#) [#direction](#) [#vcjobs](#) [withafuture](#) [vcjobswithafuture.org](#) [pic.twitter.com/aiAc5ZeDiW](#)

🔗 1 ♥ 4

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

JUL 2019 SUMMARY

Tweets 29	Tweet impressions 26.3K
Profile visits 289	Mentions 4
New followers -5	

Aug 2019 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 964 impressions

A 4-yr degree is not always necessary for a great, high-paying job. Explore your options—one of these jobs might be perfect for you.
[#job](#) [#no](#) [#degree](#) [ow.ly/9VSS50vyEd8](#) [pic.twitter.com/habC5LHsBn](#)

♥ 3

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

Top media Tweet earned 354 impressions

Yes, you need an education, but it can be from a community college or on-the-job training, it doesn't have to be from a 4-yr university. EXPLORE your options!
[bloom.bg/2M6KEKF](#) [#career](#) [#options](#) [#training](#) [pic.twitter.com/xZIRbKCWh9](#)

🔗 2 ♥ 4

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

AUG 2019 SUMMARY

Tweets 35	Tweet impressions 24.2K
Profile visits 120	Mentions 3
New followers 0	

Top Follower followed by 1,105 people





















NewCollar Network
[@NewCollarNetwork](#) [FOLLOWS YOU](#)

Cool new [#tech](#) like [#3DPrinting](#) [#CAD](#) design & [#robotics](#) bring [#NewCollarJobs](#) Book:
<https://t.co/QKHGO7sjN5> Non-profit creating [#STEM](#) [#education](#) pathways

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

Workforce Development Board Outreach Update: July 1 to August 31, 2019 September 18, 2019 Meeting

July/August - Engagements & Top Tweets: Most Recent (See graphics below)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Jobs with a Future @VCLocalFuture · Aug 16 A 4-yr degree is not always necessary for a great, high-paying job. Explore your options—one of these jobs might be perfect for you. #job #no #degree aw/y/9VSS50yEd8 pic.twitter.com/habC5U1b5n View Tweet activity			1,420	2	0.1%
		Promoted in campaigns		251	11	3.3%
	Jobs with a Future @VCLocalFuture · Aug 27 A college degree leading to one career for life is a thing of the past. Embrace continual learning—and many careers over your lifetime. #careers #lifetime #learning #adapt #change aw/y/yjd550vLp00 pic.twitter.com/NTLP69o0Rd View Tweet activity			758	6	0.8%
		Promoted in campaigns		113	1	0.9%
	Jobs with a Future @VCLocalFuture · Jul 22 Find your [career] path—find your great future! #career #path #future #direction #vjob #obswthafuture vq/obswthafuture.org pic.twitter.com/vaAc5ZeDfW View Tweet activity			756	7	0.9%
		Promoted in campaigns		841	5	1.1%
	Jobs with a Future @VCLocalFuture · Jul 1 More education tends to mean more money when it comes to careers. But know that you can earn a good living with just an associate's degree. #associate #degree #earnings #career aw/y/QU0850uPrIA View Tweet activity			682	25	3.7%
		Promoted in campaigns		1,641	21	1.3%
	Jobs with a Future @VCLocalFuture · Jul 11 Every thought about an apprenticeship? Get on-the-job training leading to high-skilled & high-paying careers. Have questions? #apprenticeship #learn Photo by NESABY Makers on Unsplash aw/y/1MqY50uYMF pic.twitter.com/Q7X2q1Vnv View Tweet activity			451	5	1.1%
		Promoted in campaigns		635	9	0.9%
	Jobs with a Future @VCLocalFuture · Jul 10 Looking for a job? Need to update your resume? Learn a new skill? Have you visited the AJCC (America's Job Center of California) lately? Workshops, training, and much more! bi/y/CareerShops #job #search #resources #ajcc #careershops Photo by Andrew Neal on Unsplash pic.twitter.com/VavFcl6Bc View Tweet activity			447	5	1.1%
		Promoted in campaigns		1,118	7	0.6%
	Jobs with a Future @VCLocalFuture · Jul 20 Have an associate's degree? There are good jobs to be had that don't require a 4-yr degree. #associate #degree #jobs bi/y/2pG5kb pic.twitter.com/UP91TmgqFD View Tweet activity			434	5	1.2%
		Promoted in campaigns		888	18	2.6%
	Jobs with a Future @VCLocalFuture · Jul 18 Into #plants ? Ever thought about a career in #horticulture ? Checkout this great site bi/y/2Mx0D0 with hundreds of #career #pathways —bloom where you are planted! Photo by Envan Henry on Unsplash pic.twitter.com/E0Ubo2M2S7 View Tweet activity			415	5	1.2%
		Promoted in campaigns		543	5	0.9%
	Jobs with a Future @VCLocalFuture · Aug 16 Job seekers—take a look at August CareerShops—simply a GREAT way to pick up skills like Google Apps & using social media in your search! bi/y/AugustCareerShops #careershops #AJCC #calljobs pic.twitter.com/ZUoVau0P6 View Tweet activity			402	10	2.5%
		Promoted in campaigns		251	7	2.8%
	Jobs with a Future @VCLocalFuture · Aug 9 Yes, you need an education, but it can be from a community college or on-the-job training. It doesn't have to be from a 4-yr university. EXPLORE your optional bloom! bi/y/2M6KDXF #career #options #training pic.twitter.com/x2RbKcWf9 View Tweet activity			365	6	1.6%
		Promoted in campaigns		350	9	2.3%





Workforce Development Board Outreach Update: July 1 to August 31, 2019 September 18, 2019 Meeting

JOB SEEKER OUTREACH

- **Career Shops**

- August workshops – sent workshop info August 8
- September workshops – sent workshop info August 30

- **Clips:**

- KCLU – running August workshop listing
- 805 Calendar – running August workshop listing
- CitizensJournal.com – running August workshop listing
- KDAR – running September workshop listing
- AmericanTowns.com – running August workshop listing
- KEYT-TV – running August workshop listing

GENERAL OUTREACH

- **Workforce Ventura County Website – July 1, to September 11, 2019**

- 1,535 Users
 - -4% decrease year-over-year
- 2,039 Sessions
 - -4% decrease year-over-year
- 4,891 Page Views
 - -4% decrease year-over-year

- **Press Releases**

- **New Board Chair/Vice Chair** – Prepared release and distributed 7/29

- **Clips:**

- Moorpark Patch
- Amigos805.com
- AmericanTowns.com
- Greater Conejo Valley Chamber – running Tracy's announcement (chamber release also appeared here:
<http://www.publicnow.com/view/76FBC2E749CC0DCAA8D009D3BF4F64E1654A102>)
- VCReporter Biz Buzz – 9/12/19

- **Carolyn Vang-Walker** – New member release.

- **Clips:**

- VC Reporter – ran Carolyn's announcement blurb, July 2

- **Editorial** – Develop Op-Ed featuring 2020 Decennial Census 7/24 Workforce Wednesday. Worked on development/edits from 7/25 to 9/10. Editorial submitted to VCStar and accepted. Appeared on 9/15/19.

Clip - <https://www.vcstar.com/story/opinion/editorials/2019/09/14/lot-riding-2020-census/2293744001/>



EFFECTIVENESS SERVING EMPLOYERS

WIOA Funded OJT Services Provided Employers & Individuals

PY2018-2019 (JULY 1, 2018 – JUNE 30, 2019)

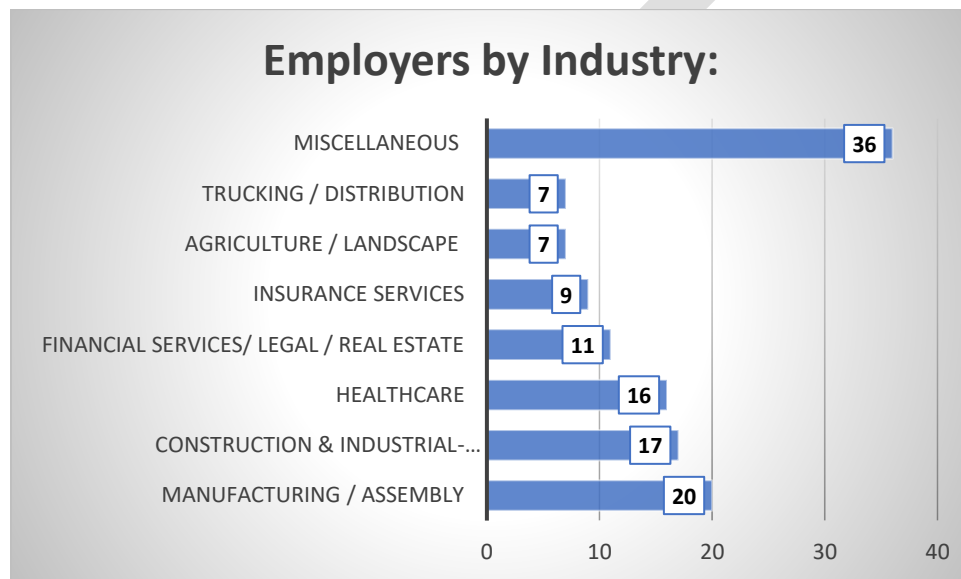
Source: CalJOBS (service code E30, 301)

Not Finalized

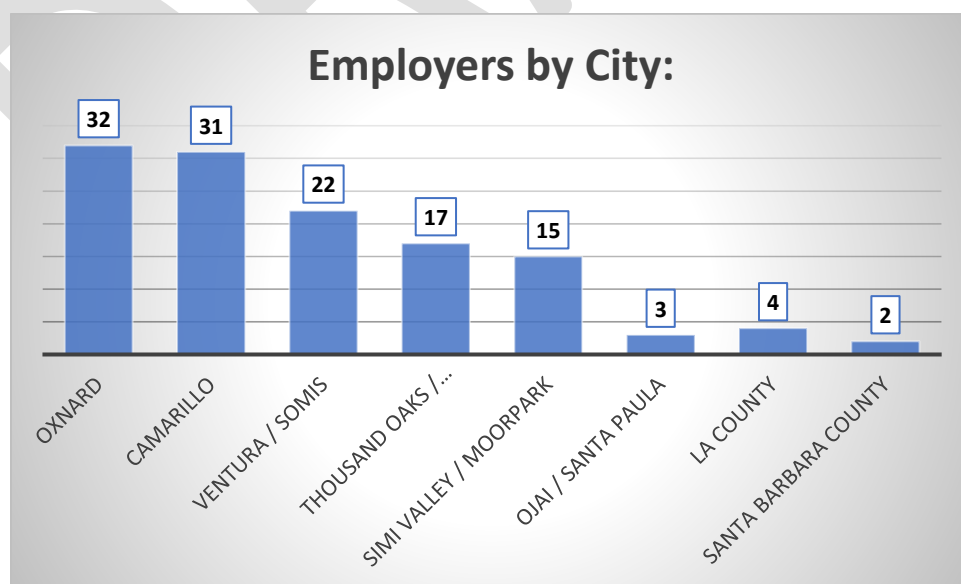
Employer Services -OJT (CalJOBS Service Code E30)

126 Employers offered OJT opportunities, or started OJT.

Employers by Industry:



Employers by City:



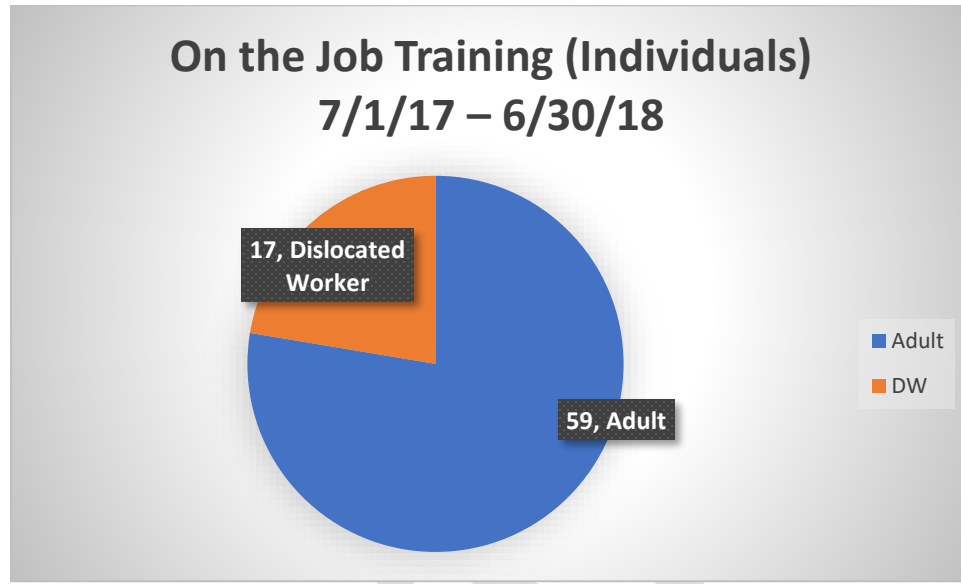


EFFECTIVENESS SERVING EMPLOYERS

Individual OJTs by WIOA Enrollment

WIOA Funds: 73-76? individuals (Adults & Dislocated Workers) started OJTs in PY18-19)

Non-WIOA funds: STEPS (12 Formerly Incarcerated individuals started OJTs in PY18-19)





EFFECTIVENESS SERVING EMPLOYERS

ETA 9169 Effectiveness in Serving Employers Indicators - Summary Report*

- State Region: LA Coastal WS Division 3
- Region/LWDB : Workforce Investment Board, Ventura County Human S
- Program Year: 2018-19
- Date Range: 07/01/2018 - 06/30/2019
- *Not Accountable – Not Finalized

Employer Services Type	Establishment Count
Employer Information and Support Services (total number of establishments who, during the reporting period, received staff-assisted services designed to educate them about and engage them in the local job market/economy and the range of services available through the local One-Stop delivery system. Establishment information services may be provided in a variety of service interventions including orientation sessions, workshops, or other business consultations (e.g., initial site visits). Information and support services that are delivered to establishments through mass mailings or communications, “cold” calling or other follow-up contacts, and regular establishment newsletters, brochures, or publications are not reportable services under this category.)	<u>304</u>
Workforce Recruitment Assistance (total number of establishments who, during the reporting period, received workforce recruitment assistance from staff or remotely through electronic technologies. Activities include, but are not limited to, assisting employers to meet their human capital and skilled workforce needs by: • Supporting employers’ search for qualified candidates; • Securing information on job requirements and providing employers with One-Stop staff support for candidate screening and preemployment interviews at the One-Stop Career Center (or affiliate site) or on site at the place of business; • Taking job order information and promoting the employment opportunities (e.g., advertising the opening to the workforce); • Conducting special recruitment efforts including out-of-area or out-of-state recruitment for candidates with special skills; • Organizing, conducting, and/or participating in job fairs; • Providing employers with meeting/work space at the One-Stop Career Center (or an affiliate site) for screening or interviewing; • Conducting pre-employment testing, background checks and assistance in completion of the I-9 paperwork; and • Providing employers with job and task analysis services, and absenteeism analysis	<u>1,259</u>
Strategic Planning/Economic Development Activities	<u>3</u>
Training Services (total number of establishments who, during the reporting period, received publicly funded training assistance, including customized training, on-the-job training, and incumbent worker training.)	<u>200</u>
Incumbent Worker Training Services	<u>3</u>
Rapid Response/Business Downsizing Assistance (total number of establishments who, during the reporting period, received an initial on-site visit or contact to either (a) discuss the range of rapid response services and other assistance available to workers and employers affected by layoff, plant closures, or natural disasters, or (b), as required by WIOA section 3(51) (A), plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.)	<u>10</u>



2018-2019 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB OUTREACH COMMITTEE

2017-2018 Members

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

Committee Accomplishments

In support of the WDB's *Ventura County Regional Strategic Workforce Development Plan 2016-2020*, 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 and partners.
- 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. The business-focused website www.venturacountygrowsbusiness.com has been a successful regional platform for business engagement.
- Supported Woolsey & Hill Fires Recovery information and resources available to businesses, through PSA's, online banners, print ads, and established a new working collaboration with Spanish Speaking Radio station KOXR.
- Developed new outreach material for businesses, job seekers and out-of-school youth.
- Regional Plan Implementation grant outreach and engagement.

Out-of-School Youth Outreach

- Developed out-of-school youth-focused media outreach strategies to raise awareness of career resources. Updated VC Jobs With a Future (VCJWF) outreach material, including brochures and website.
- Monitored effectiveness of VCJWF website (www.vcjobswithafuture.org).
- Worked with WIOA out-of-school youth program providers to gather case stories for WDB outreach messaging and posting on local and national workforce development sites.

2018-2019 YEAR-END REVIEW

Workforce Development Board of Ventura County

Job Seeker Outreach

- Developed job seeker outreach creating new brochures, online banners, radio PSAs, and updating the WDB website.
- Supported the Adult Family Services/WIOA with distribution of monthly calendars for Career Shops available free-of-charge at the America's Job Centers of California. Calendar listings were published in different media sources throughout the Ventura County region.

General Outreach

- 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.
 - August 22– Recruitment: Struggles & Strategies– Alex Rivera and Rebecca Evan
 - September 26 – ACE Charter High School IB Global – Tony Skinner and Joe Clausi
 - October 24 – Prison to Employment – Anthony Mireles and Patrick Newburn
 - November 28 – Veteran's Day, What can we do for you? – Capt. Doug King and Mary Navarro-Aldana
 - December 4 – Spanish Interview - Fire Recovery Resources – KOXR, David Cruz – Rigoberto Gonzalez (US Small Business Administration) and Alondra Gaytan
 - December 11 – Spanish Interview - Prison to Employment – KOXR, David Cruz - Anthony Mireles and Patrick Newburn
 - January 23 – Tri-County Regional Energy Network: Anthony Mireles and Alejandra Tellez
 - February 20 – Port of Hueneme Project Labor Agreement, Tony Skinner and Christina Birdsey
 - March 20 – NDWG Dislocated Worker Grant: Patrick Newburn and Alex Renteria (Goodwill)
 - May 29 - Health Occupations Pipeline Education (HOPE) Dr. Cheryl Lambing (VC Healthcare Agency)
 - June – 2020 Complete Census Count - Vanessa Bechtel (Ventura County Community Foundation).and Rebecca Evans
- Focused general messaging on key WDB-supported employer, job seeker, and out-of-school youth services and partnerships on KCLU AM Edition and All Things Considered, through public service announcements. Also achieved additional 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, 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 Pacific Coast Business Times, authored by WDB members focusing on different workforce development issues in the Ventura County region.

Other Accomplishments

2018-2019 YEAR-END REVIEW

Workforce Development Board of Ventura County

- Committee reviewed and discussed Business Services/ & Workforce Development Research that was conducted by the Agency. Outcomes included: 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 Competencies); Utilized data from 2017 Q3 data from EDD.
- Committee discussed a complaint that was brought to the attention of Melissa Livingston by the County CEO's office regarding an outreach ad that was released in the San Fernando Business Journal. The information shared with the committee was that the complaint came from a high influential leader in the county. The main concern was the sexual connotation of the "Take Advantage of Us Please" Ad campaign. The perception was that it was sexually provocative and demeaning. It was recognized that the ad ran in the San Fernando Business Journal. Information was received by WDB staff on June 14, 2018 and upon receiving the information, the ad was immediately pulled upon request. Committee discussed the presence outside the county with Ventura County Grows Business outreach. The intent of VCGB is to target business owners and corporate executives, to share relevant information that businesses need to thrive.
- 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

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

- Committee members discussed the 2-year Regional and Local Plan Modification. Members discussed how to incorporate the following into outreach strategy:
 - 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.

2018-2019 YEAR-END REVIEW
Workforce Development Board of Ventura County

Insights

- WIOA requirements are complex and challenging.
- 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.
- Measuring the impact of outreach is always a challenge. Repetition over time is essential for building general awareness.
- .
- .
- .
- .



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

OUTREACH COMMITTEE

Proposed Meeting Calendar

Program Year 2019-2020		
Tuesday	July 17, 2019	1:00 – 2:30 p.m.
Wednesday	September 18, 2019	9:00 – 10:30 a.m.
Wednesday	November 20, 2019	9:00 – 10:30 a.m.
Wednesday	January 15, 2020	9:00 – 10:30 a.m.
Wednesday	March 18, 2020	9:00 – 10:30 a.m.
Wednesday	May 20, 2020	9:00 – 10:30 a.m.

Location: Economic Development Collaborative, 4001 Mission Oaks Blvd., Camarillo, CA.