



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

Thursday, February 28, 2019

8:00 a.m. – 10:00 a.m.

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

MEETING AGENDA

8:00 a.m. **1.0 CALL TO ORDER AND AGENDA REVIEW** Gregory Liu

8:05 a.m. **2.0 PUBLIC COMMENTS** Gregory Liu

Procedure: The public is welcome to comment. Public comment cards are available at the meeting sign-in table. All comments not related to items on the agenda may be made at the beginning of the meeting only.

8:10 a.m. **3.0 WDB CHAIR COMMENTS** Gregory Liu

- Welcome to New WDB Member
Rosa Serrato, Reiter Affiliated Companies
- Introduction of the New WDB Executive Director, Rebecca Evans and WDB Executive Director Comments
- WDB Members Recognition and Appreciation
James D. Faul, Byron Lindros, and Roger Rice

8:30 a.m. **4.0 2018 WDB AWARDS** Tracy Perez

Leadership Award
Emily Barany, VISIONALITY

Youth Opportunity Award
Summer at City Hall Program
Ventura County Civic Alliance
and Oxnard Union High School District

Collaborative Action Award
Health Occupations Pipeline Education (HOPE) Program
Dr. Cheryl L. Lambing,
Health Care Foundation for Ventura County,
Ventura County Health Care Agency,
Ventura County Medical Center
and VC Innovates

9:00 a.m. **5.0 PRESENTATION**

Joey Zumaya

*Insights for Ventura County's
Workforce Development*



9:20 a.m. **6.0 CONSENT ITEMS**

Gregory Liu

6.1 Approve Workforce Development Board Minutes: August 23, 2018 and October 25, 2018

6.2 Approve Addition or Deletion of Providers and/or Programs Courses for Eligible Training Providers List (ETPL)

6.3 Receive and File: WDB Committee Reports

9:25 a.m. **7.0 WDB ADMINISTRATION UPDATES**

Rebecca Evans

- WDB/WIOA Grants Update
- CWA Youth @Work 2019 Conference Update
- Update: WDB Regional and Local Plans PY 2017-21– Two Year Modifications Meeting
- Update: WDB State Requirements
 - Local Board Certification
 - AJCC Operator Selection
 - Career Services Provider
 - MOU Phase I (Comprehensive, Affiliate, and Specialized)
 - MOU Phase II (Comprehensive, Affiliate, and Specialized)
 - AJCC Certification for Affiliate & Specialized

- On the Calendar

March 6, 2019

Day at the Capitol (Sacramento)
California Workforce Association (CWA)

March 7-8, 2019

CWA Board of Directors Meeting (Sacramento)

March 23-27, 2019

The Forum 2019
National Association of Workforce Boards
The Washington Hilton, Washington, D.C.

9:55 a.m. **8.0 WDB MEMBER COMMENTS**

WDB Members

10:00 a.m. **9.0 ADJOURNMENT**

Gregory Liu

Next WDB Meeting

April 25, 2019 (8:00 a.m.-10:00 a.m.)

Ventura County Office of Education
5100 Adolfo Road, Salon C, 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.

WDB MEETING AGENDA

FEBRUARY 28, 2019

4.0 2018 WDB AWARDS

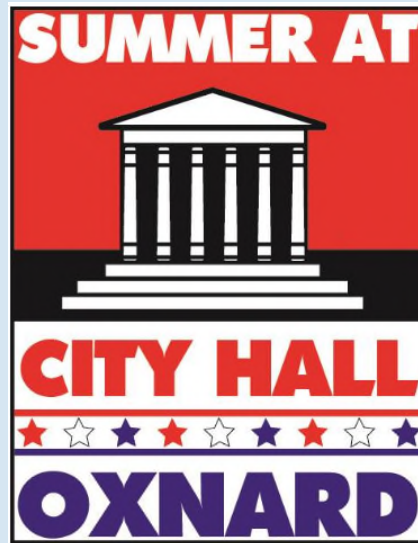


WDB LEADERSHIP AWARD



WDB YOUTH OPPORTUNITY AWARD

Summer at City Hall



<https://youtu.be/-YrCNTajkUk>

WDB YOUTH OPPORTUNITY AWARD

Summer at City Hall



WDB YOUTH OPPORTUNITY AWARD

Summer at City Hall



OXNARD UNION HIGH SCHOOL DISTRICT

WDB COLLABORATIVE ACTION AWARD

*Health Occupations Pipeline Education
(HOPE) Program*



<https://video214.com/pla/mH9ncegQ6KCymldz0dgieQ/s/dark>



Cheryl L. Lambing, MD, FAAFP

Ventura County Health Care Agency
Medical Director
Professional and Community
Education and Outreach

Medical Director, Health Occupations Pipeline
Education (HOPE)

Director and Chair, Continuing
Medical Education, Accreditation with
Commendation

Chair, Health Information Management (HIM)

Faculty, Ventura County Medical Center
Family Medicine Residency Program

Clinical Professor
Department of Family Medicine
David Geffen School of Medicine,
University of California, Los Angeles



Medical

The Ventura County Medical Center is accredited by the Institute for Medical Quality/California Association (IMQ/CMA) to provide continuing medical education for physicians.



WDB COLLABORATIVE ACTION AWARD

*Health Occupations Pipeline Education
(HOPE) Program*



WDB COLLABORATIVE ACTION AWARD

*Health Occupations Pipeline Education
(HOPE) Program*



VENTURA COUNTY
HEALTH CARE AGENCY

Setting the Standard in Health Care Excellence

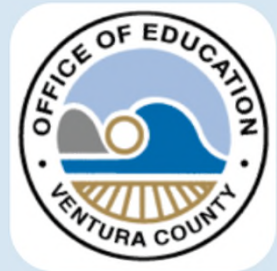
WDB COLLABORATIVE ACTION AWARD

*Health Occupations Pipeline Education
(HOPE) Program*



WDB COLLABORATIVE ACTION AWARD

*Health Occupations Pipeline Education
(HOPE) Program*

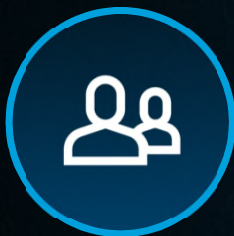


Using LinkedIn insights for Ventura County's Workforce Development Strategy





THE ECONOMIC GRAPH



MEMBERS

590M



COMPANIES

30M



JOBS

20M



SKILLS

50K

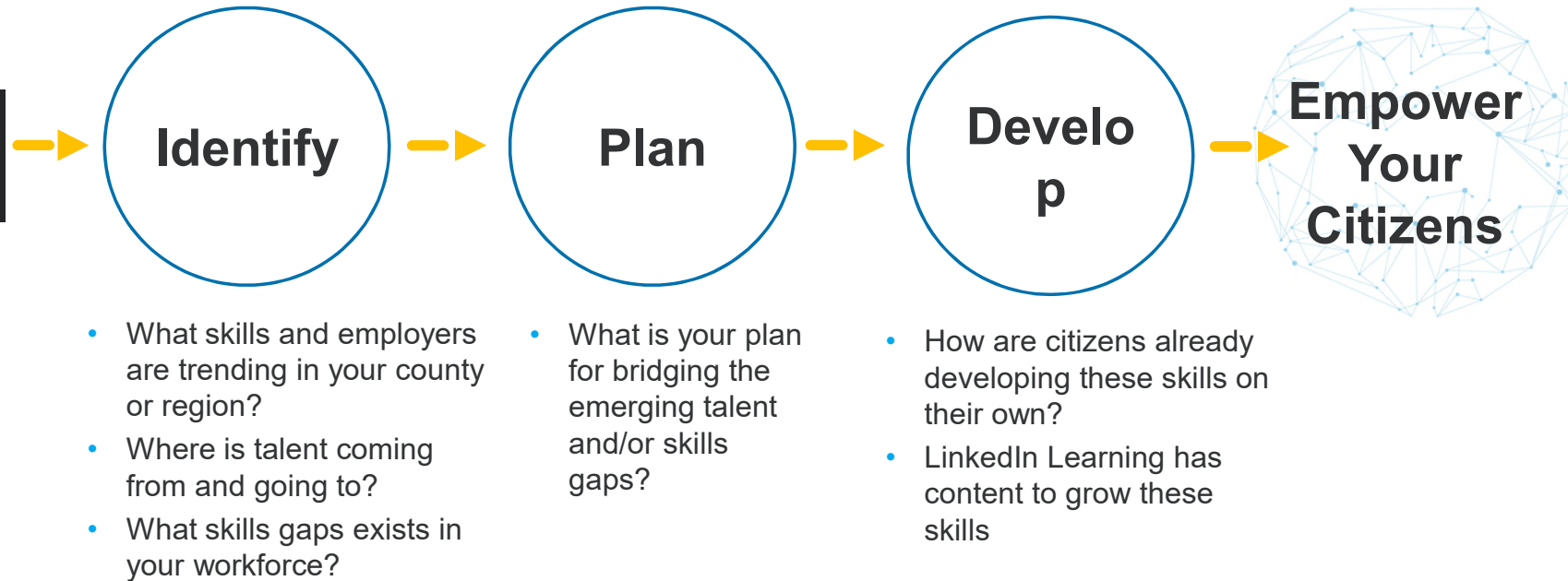


SCHOOLS

84K



Empower your workforce by leveraging our unique insights



The Big Picture: Understand the employment & talent landscape in **California**

Zoom Out to the Broader **California** Market

Software & IT, Health Care, and Education Dominate the CA Employment Landscape

Largest employers

Top employers by headcount



Kaiser Permanente



Apple



Google



US Navy



Los Angeles Unified School District

Others: Wells Fargo, Bank of America, AT&T, State of California, Oracle

Growing employers

Companies with largest increase in net hires last year



Google



Apple



Kaiser Permanente



Facebook



Amazon

Others: Salesforce, Tesla, Workday, Netflix, Northrop Grumman

Align your workforce relative to in-demand skills

In California, tech skills are in high demand

Top In-Demand Skills - Skills with highest hiring rates in the last year

Mass Market

- 1 Zendesk
- 2 Marketo
- 3 HootSuite
- 4 Google Drive
- 5 Scheme

Medium Market

- 1 CisionPoint
- 2 Racket
- 3 Asana
- 4 HubSpot
- 5 Trello

Niche Skills

- 1 Google Suite
- 2 KiCAD
- 3 Opera Reservation System
- 4 Diptrace
- 5 Pardot

Definitions

The skills above are segmented into groups based on how prevalent they are among LinkedIn members. Mass Market are the top 3rd tier of skills by popularity; Medium Market are the middle 3rd; Niche Skills are the bottom 3rd.

Zoom In: Understand the
employment & talent landscape in
Ventura County

VENTURA COUNTY

Not Just Global But Deep Regional Understanding



50_k
Members



2_k
Employers



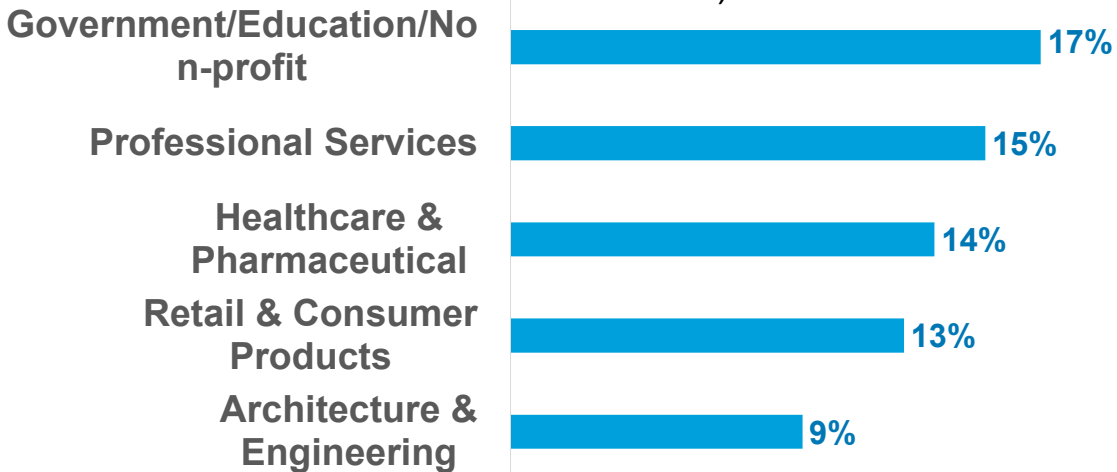
1_k
Open Jobs



23_k
Skills

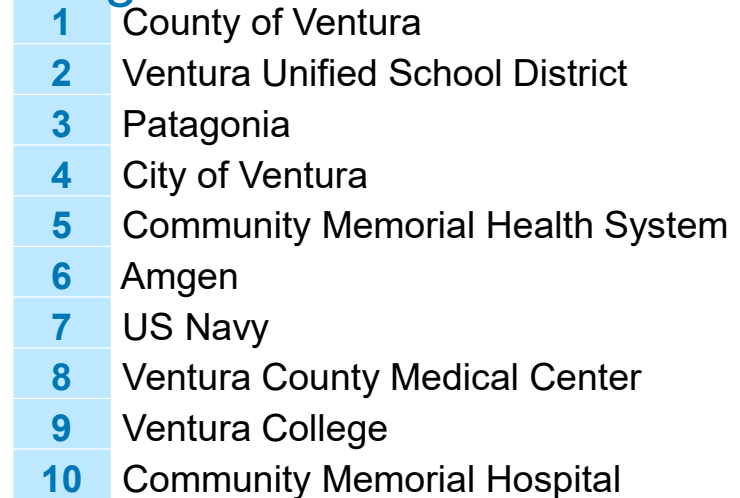
Compare Ventura County's Workforce Portfolio to the Broader California Market

Ventura County over-indexes in the **Government/Education/Non-profit** sector, compared to the broader California market (where Software & IT, Health Care, and Education are the dominant industries)



(Top 5 Industries in Ventura County by headcount)

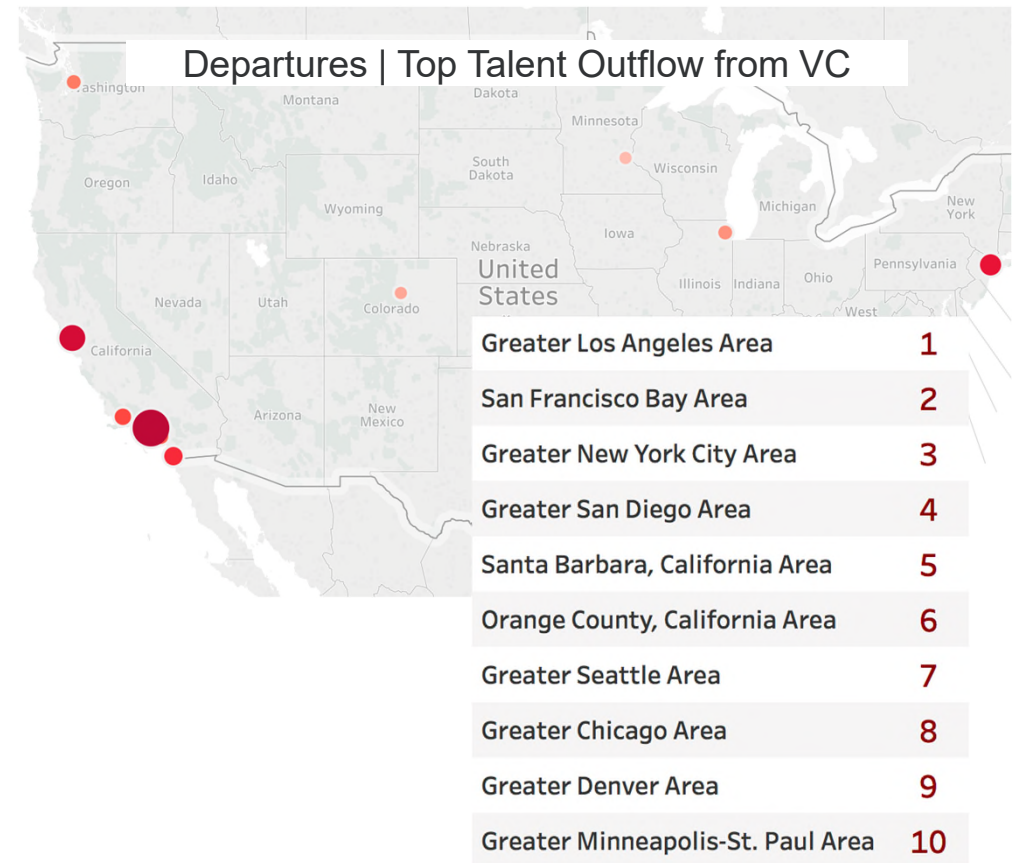
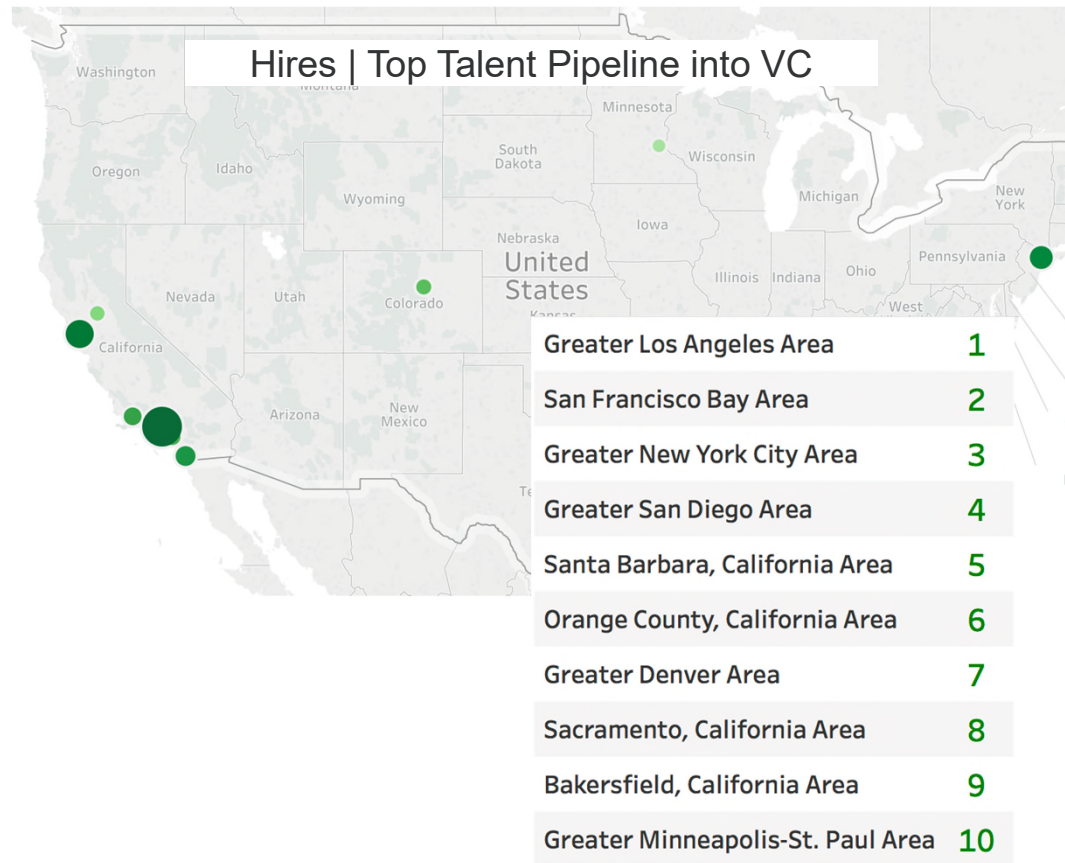
Top Employers in Ventura County include **County of Ventura, VUSD, and Patagonia**



(Top 10 employers in Ventura County by headcount)

Need to fill roles in Ventura County means you are competing nationwide for top talent

Ventura County is experiencing a net **INFLOW** of talent from LA, SF, NYC, and Orange County



* Talent flow analysis period 10/2017 – 10/2018

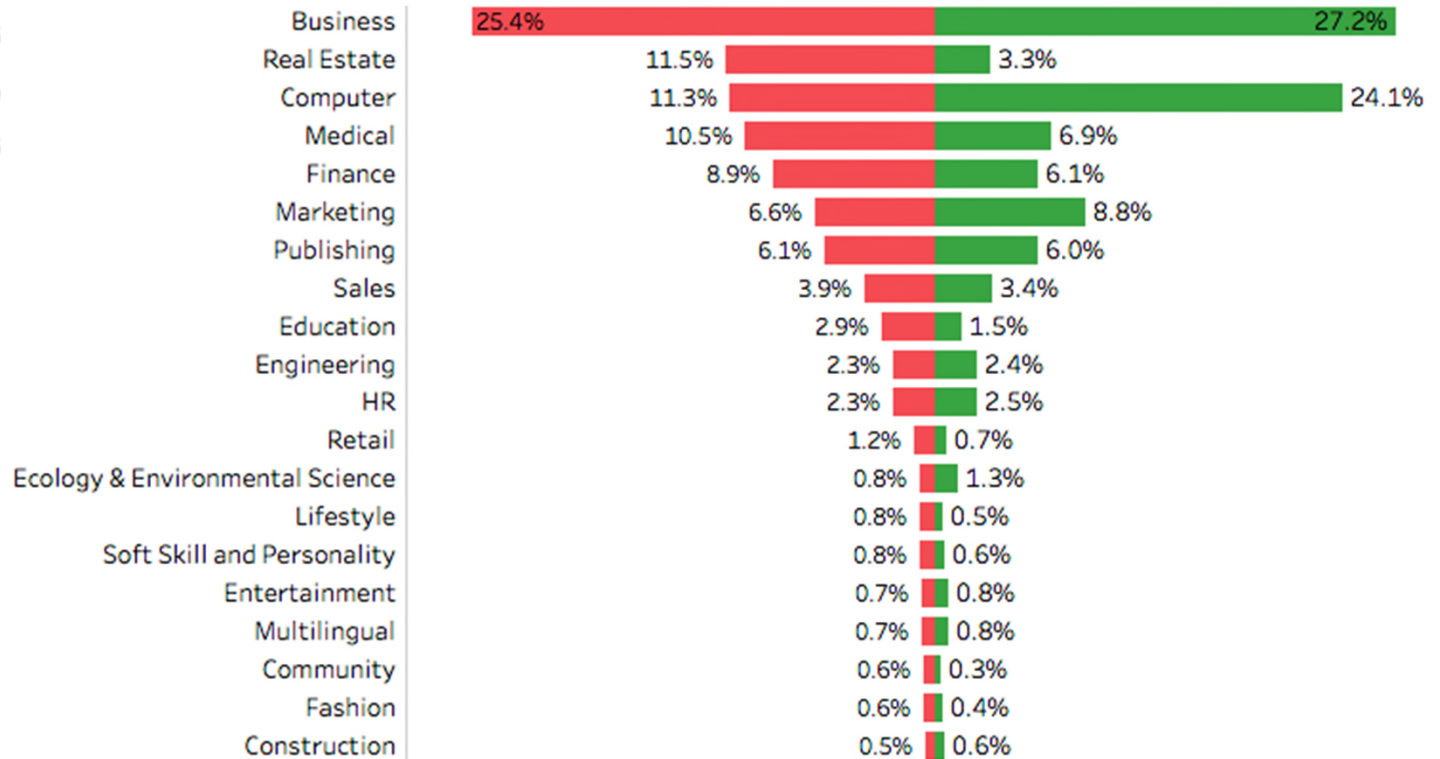
Dynamically Understand *where* to develop your workforce based on talent moving in and out of Ventura County

Skills Flows to/from Ventura County

Skillset

Outflow | Inflow

% of total outflow/inflow



Over the last year, there was a net **outflow** of **Real Estate**, **Medical**, and **Finance** skills in Ventura County

How will you compensate for these lost skills?

*Analysis period: 10/2017 – 10/2018

Build your Citizen Workforce

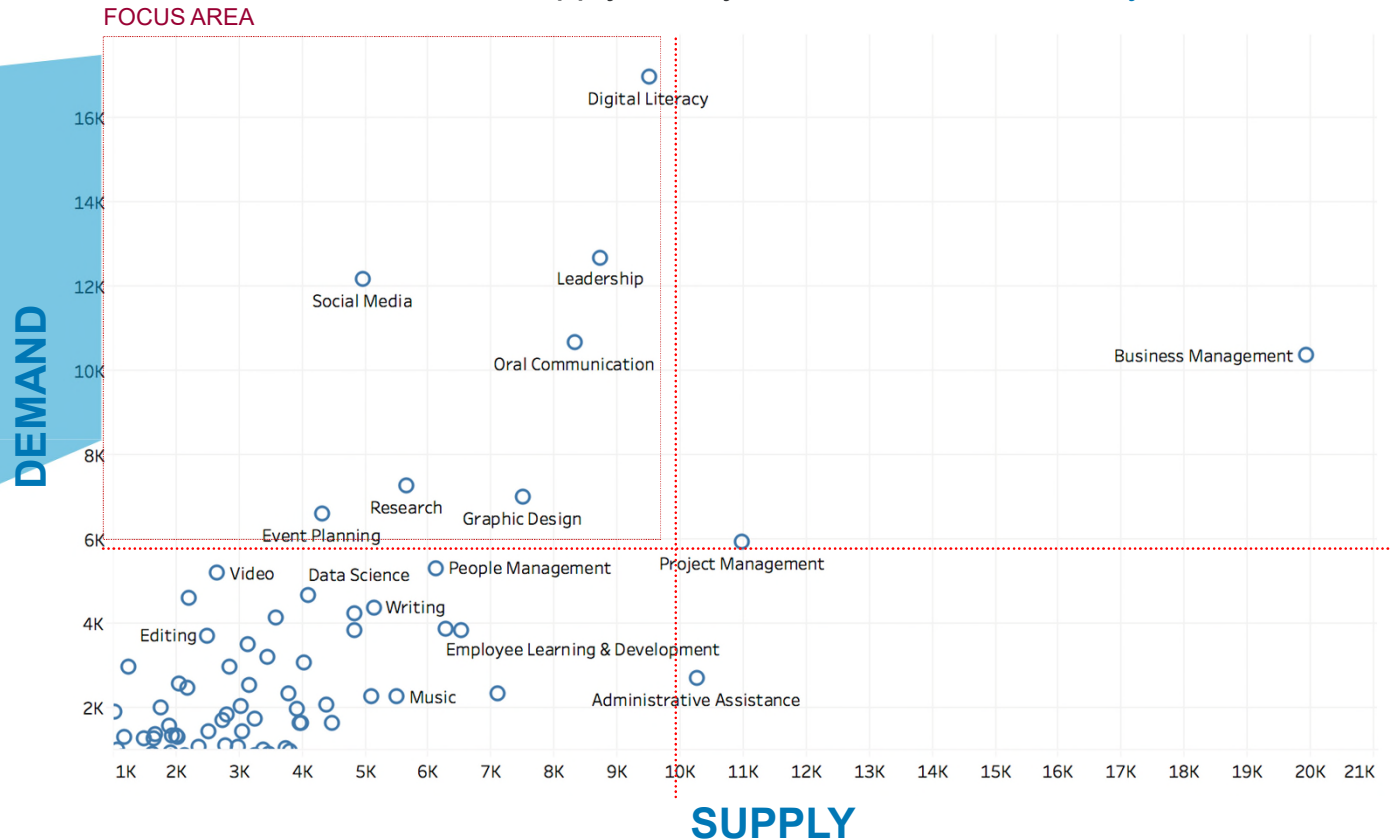
Prioritize skill development in areas with high excess demand

Demand & Supply of Key Skills in [Ventura County](#)

Focus on the “Soft” skills



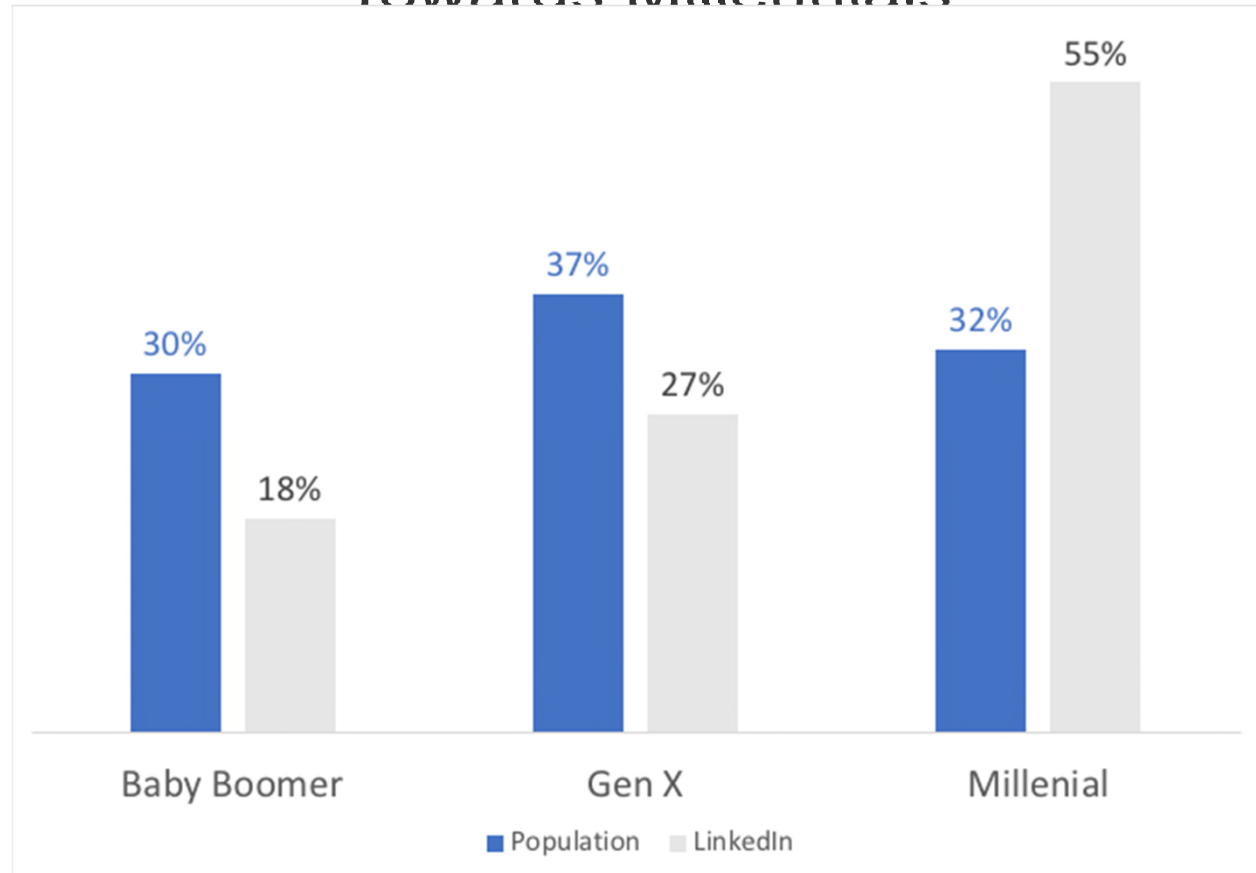
- Digital Literacy
- Leadership
- Social Media
- Oral Communication
- Research
- Graphic Design
- Event Planning



*To yield a more robust indication of 'Demand', this analysis gauges demand in the Greater Los Angeles area, and is derived from LinkedIn Job postings and Confirmed Hires. To determine 'Supply', this analysis assesses skills explicitly and implicitly determined from LinkedIn member profiles in Ventura County. Analysis period: Demand – last 12 months, Supply: 11/2018 snapshot

Millennials in Ventura County were the most likely to be on LinkedIn compared to any other demographic age group.

On LinkedIn, Ventura County is Demographically Diverse But Skewed Towards Millennials



* Population Data is based off the 2016 American Community Survey (ACS), conducted by the US Census: <https://datausa.io/profile/geo/ventura-county-ca>

* On LinkedIn, Member age is inferred using LinkedIn's proprietary algorithm. This analysis was able to deduce age for 35% of Ventura County's LinkedIn members.

What's Unique Across Each Generation?

- **Finance** is a top function among **Baby Boomers**
- **Media & Communication** is a top function among **Gen Xers**
- **Administration** is a top function among **Millennials**

Plan Ahead. Consider the “Silver Tsunami” and its implications on Ventura County’s Talent Pool

Top 10 Job Functions per Generation

RANK	Baby Boomer	Gen X	Millennial
1	Business Development	Business Development	Operations
2	Operations	Operations	Business Development
3	Education	Education	Healthcare Services
4	Sales	Sales	Education
5	Healthcare Services	Healthcare Services	Sales
6	Engineering	Arts and Design	Arts and Design
7	Arts and Design	Engineering	Community and Social Services
8	Finance	Information Technology	Engineering
9	Information Technology	Community and Social Services	Administrative
10	Community and Social Services	Media and Communication	Information Technology

*Rank is determined by headcount per function per generation. Functions that are unique to a generation are colored in blue. Job Functions were determined using LinkedIn’s proprietary algorithm which classifies job titles into standardized functions

Baby Boomers are likely to retire with unique **Insurance** and **Entrepreneurship** skills.

Millennials are uniquely bringing in **Data** and **Inventory Management** skills.

Compensate or Develop these skills among your citizens

Understand Your Skillsets

Top 10 Skillsets Across Demographic Age Group

RANK	Baby Boomer	Gen X	Millennial
1	Sales Management	Budgeting	Adobe Photoshop
2	Budgeting	Sales Management	Social Media Marketing
3	Program Management	Program Management	Data Entry
4	Nonprofit Organizations	Nonprofit Organizations	Nonprofit Organizations
5	Product Development	Social Media Marketing	Fundraising
6	Business Process Improvement	Business Process Improvement	Inventory Management
7	Fundraising	Fundraising	Data Analysis
8	Insurance	Product Development	Sales Management
9	Entrepreneurship	Recruiting	Recruiting
10	Social Media Marketing	Adobe Photoshop	Budgeting

*Rank is determined by headcount per skill per generation. Skills that are unique to a generation are colored in blue. Skills are based off those explicitly listed on (and inferred from) Ventura County member profiles

Bridge the Gap by Tying the Opportunity Areas Directly to Content

Over 10,000 courses (400,000 videos) with 130+ new courses added each month

Leadership & management

- Business strategy
- Coaching & mentoring
- Leadership/Management skills
- Innovation
- Decision-making
- Teams & collaboration
- Operations management

Functional roles

- Sales
- Project management & six sigma
- Marketing
- Finance & accounting
- Customer service
- Creative pro & graphic design
- L&D & education
- HR, Recruiting
- CAD
- Business intelligence / Analyst

Technology & software engineering

- * Data science
- * Software development
- * Web design & development
- * IT infrastructure
- * Cloud computing
- * Security
- * Testing & methodologies
- * Information management

Professional development & business software

- Communication & public speaking
- Decision-making
- Collaboration
- Writing
- Productivity
- Business software
- Excel / Word / PowerPoint / Outlook
- G-Suite / Mac OS
- Office 365 / Windows 10
- Access / Tableau

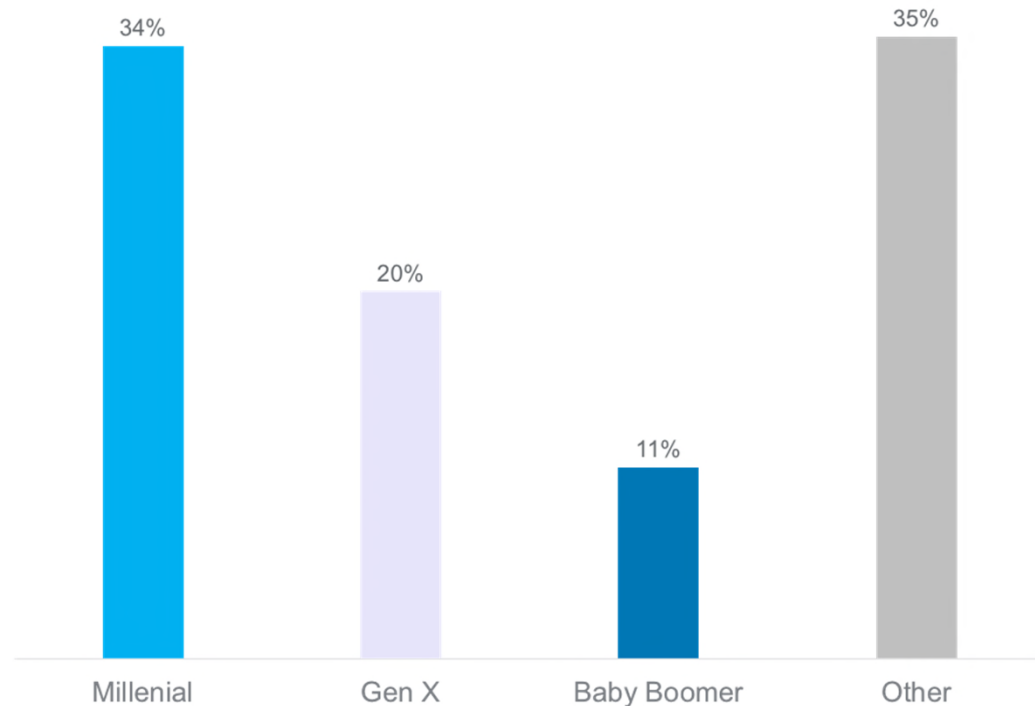
Note: Languages include English, German, French, Spanish, Japanese; Topics are a sampling of Lynda.com's most popular topics

Millennials in Ventura County were the most likely to be watching LiL content. **Baby Boomers** were the least likely.

Your Citizens are Already Engaging with LinkedIn Learning

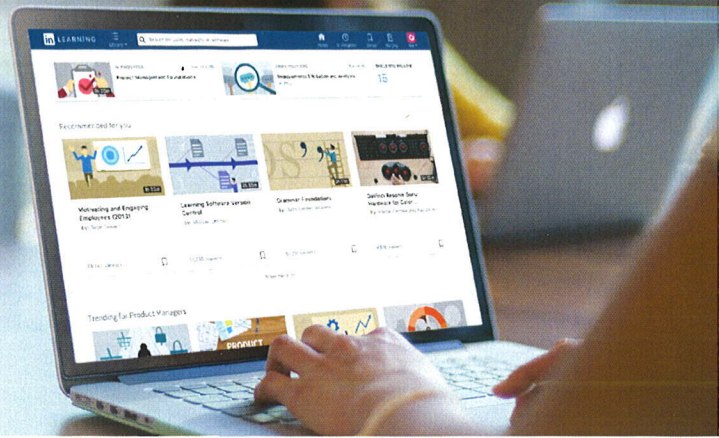
1,772

Number of Unique Learners in Ventura County in 2018



*'Other' includes VC members whose age could not be determined in addition to VC members who do not fit into any of the other generation classifications

Online learning your
organization will use,
love, and apply



Drive engagement with the learning platform
that delivers the right content at the right time

Introducing LinkedIn Learning

We help organizations implement learning that delivers results. You can:

- Upskill your employees and close job-related skill gaps
- Develop new and experienced managers and leaders
- Engage and retain employees by investing in their development
- Keep employees current on the latest productivity tools
- Deliver cost-effective, standardized training on a global scale

Solution Highlights

- **High-quality interactive and social content:** A continuously refreshed library of 13,000+ courses taught by industry experts. Available in English, Spanish, German, French, Japanese, Mandarin, and Portuguese.
- **Data-driven curation:** Insight-based course recommendations relevant to each of your employees, based on unique data from LinkedIn's network of more than 575M+ members.
- **Meets learners where they are:** In-depth and bite-sized courses accessed through LinkedIn or your learning management system (LMS.) View anytime, on any device, online or off.
- **Intuitive admin tools and customer support:** Easy-to-use admin interface lets you manage and track progress all in one place.

“The power of LinkedIn Learning is in the LinkedIn network. It does a great job of curating all of this content that's going to be meaningful to the learner. It's really engaging and different than any other offering I'm aware of.”



Patti Barker
Senior Director of Learning & Development, Ellie Mae

AVAILABLE CONTENT

BUSINESS

Leadership and management
Professional development
Communication
Online marketing
Microsoft Office and other productivity software
Project management
...and more

TECHNOLOGY

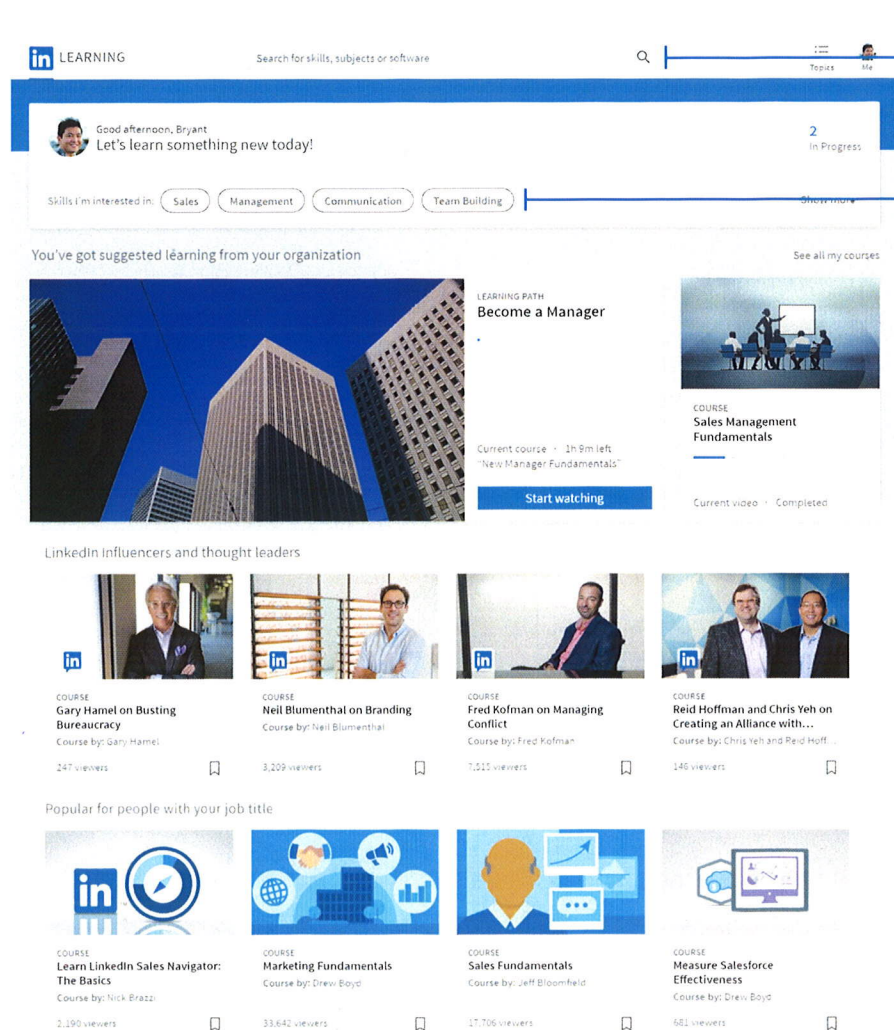
Data science
Information management
IT infrastructure
Software development
Web design and development
...and more

CREATIVE

3D and animation
CAD
Creative software
Design
Video
Photography
...and more

Tap Into the Power of LinkedIn Learning

- Easily integrate with your LMS
- Log-in seamlessly with single sign-on (SSO) authentication
- Enjoy 50 new courses added weekly, on average, across all language libraries
- Leverage bite-size tutorials that support just-in-time learning
- Downloadable exercise files that reinforce retention
- Upload and host custom content videos from your organization
- Use assessments to measure learning impact
- Download certificates of completion, which can be added to your LinkedIn profile
- Customize and recommend Learning Paths that map courses to roles or competencies
- Partner with your dedicated customer success manager who helps with goal setting, user adoption and more



Learners can quickly search for courses of interest.

Learners can indicate skills they are interested in developing to tailor the course recommendations to their needs.

Admins can easily curate and recommend relevant courses to their employees.

Learners get personalized course recommendations based on unique insights from the world's largest professional network.

LinkedIn Learning is an online learning platform that combines Lynda.com's unmatched library of more than 13,000 courses taught by real-world experts, with LinkedIn data and insights drawn from 575M+ member profiles and billions of interactions. These insights give you a unique and real-time view of how jobs, industries, organizations, and skills are evolving, while helping you identify the skills that your organization needs to succeed. These insights also fuel course recommendations that connect learners to the most relevant, applicable learning that is easy to engage with on any device.

Find out more at www.learning.linkedin.com



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

MEETING MINUTES

August 23, 2018

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

WDB Members Present

Gregory Liu, WDB Chair	Victoria Jump	Alex Rivera
Tracy Perez, WDB Vice Chair	CAPT Douglas King	Patty Schulz
Vic Anselmo, Immediate Past Chair	Dona Toteva Lacayo	Tony Skinner
Victor Dollar	Byron Lindros	Bruce Stenslie
Brian Gabler	Jaime Mata	Jesus Torres
Kathy Harner	Anthony Mireles	Greg Van Ness
Charles Harrington	Bill Pratt	Peter Zierhut
Marilyn Jansen	Roger Rice	

WDB Members Absent

Greg Barnes	Greg Gillespie	Richard Trogman
Jesse Cuevas	Jeremy Goldberg	Stephen Yeoh
Jim D. Faul	Cindy Guenette	Celina Zacarias

WDB Administration Staff

Melissa Livingston, HSA Chief Deputy Director / WDB Interim Executive Director		
Talia Barrera	Tracy Johnson	Vivian Pettit
Patricia Duffy	Patrick Newburn	Ma Odezza Robite

Guests

Nancy Ambriz	Human Services Agency, County of Ventura
Elsa Banuelos	County of Ventura, Adult and Family Services/WIOA - STEPS
Jerry Beckerman	Passion Spark Retreats
Joe Clausi	ACE Charter High School
Matthew Donohue	Health Workforce Initiatives (HWI) Santa Clarita
Felicia Duenas	Ventura College
Diana Fernandez	Boys and Girls Club of Greater Oxnard and Port Hueneme
David Fleisch	County of Ventura, Public Works Agency
Jessica Gallardo	PathPoint, Inc.
Sally Harrison	Representative, County of Ventura, CEO Budget and Finance
Heidi Hayes	theAgency
Jennifer Lobenhofer	JSL Community Strategies
Richard McNeal	Retired WDB Administration Manager
Tiffany Morse	Ventura County Office of Education
Christy Norton	County of Ventura, Adult and Family Services/WIOA
Eileen Rohlifing	Employment Development Department, Regional Advisor
David Schermer	Ventura County Office of Education
Karen Swanson	Department of Rehabilitation
Carolyn Vang-Walker	Ventura Adult and Continuing Education
Rojelio Vasquez	Oxnard College
Omar Zapata	Boys and Girls Club of Greater Oxnard and Port Hueneme

1.0 CALL TO ORDER AND AGENDA REVIEW

WDB Chair, Gregory Liu called the meeting to order at 8:06 a.m. No changes were made to the agenda.

2.0 PUBLIC COMMENTS

Director and Founder of Passion Spark Retreat Workshop Jerry Beckerman made a public comment about his new social enterprise that he began a few years called Passion Spark Retreat Workshops. Mr. Beckerman shared an experience of a weekend retreat conducted at California Lutheran University where students self-discovered their passion, and then matched it to a career path. A brief video of experts and participants of this event is available for viewing at www.passionspark.org. Mr. Beckerman will follow-up with the WDB members to explore how they might participate together, providing members handouts. Handouts may be viewed in the meeting packet on the WDB website at workforceventuracounty.org/resources/meeting-packets.

WDB CHAIR COMMENTS

WDB Chair Gregory Liu welcomed special guest Eileen Rohlifing EDD Regional Advisor.

Chairman Liu thanked Immediate Past Chair, Vic Anselmo for his excellent leadership to the WDB and his last official duty on July 31 presenting the Annual WDB Study Session with the Board of Supervisors. He also thanked Sumantra Sengupta for his past service on the WDB. Mr. Sengupta will now take on new responsibilities with California Lutheran University in the Los Angeles County area. Sumantra has been a member of the WDB since May 2017 and served on the Business Services Committee.

WDB Gregory Liu extended thanks to recent Workforce Wednesday radio show KVTB AM 1590 participants. In June 2018, WDB member Bruce Stenslie and Dr. Alexandria Wright (Director of Economic and Workforce Development, Ventura County Community College District) discussed Work-Based Learning programs available to employers for shared and no-cost training in Ventura County. In August 2018, WDB member Alex Rivera and Rebecca Evans (Senior Manager, Adult & Family Services Department/Human Services Agency) discussed the Struggles and Strategies for Successful Recruitment. Recordings of this and other Workforce Wednesday broadcasts are available on the WDB website, About Us/News tab: <http://www.workforceventuracounty.org/>

3.0 CONSENT ITEMS

3.1 Approve Workforce Development Board Minutes: June 7, 2018

3.2 Receive and File: WDB Committee Reports

Motion to approve the Consent Items: Byron Lindros

Second: Brian Gabler

Abstained: Alex Rivera

Motion carried

4.0 ACTION ITEMS

The WDB considered background information, asked questions, and discussed the following items before taking action. The meeting packet with background information on the action items is available on the WDB website: www.workforceventuracounty.org.

Recommendation that the Workforce Development Board of Ventura County (WDB) Approve the New and Revised WDB Policies for WIOA Adult, Dislocated Worker, and Youth Programs

Motion to approve: Tony Skinner
Second: Alex Rivera
Motion carried unanimously

5.0 WDB ADMINISTRATION UPDATES

WDB Executive Director Vacancy Update:

Chief Deputy Director Melissa Livingston provided an update to the WDB. She announced the recruitment package has been reviewed and approved by WDB Chair Gregory Liu with minor changes. The County will release the recruitment the week of August 27, 2018, and WDB members will receive the recruitment communication and link to forward within their perspective networks. The recruitment will be a nationwide recruitment leveraging the National Association of Workforce Boards (NAWB), California Workforce Association (CWA), California Workforce Development Board (CWDB) and other workforce related networks- including the California Welfare Directors Association (CWDA). The WDB will be included in the preliminary and final selection panels in conjunction with the HSA and County Chief Executive Office. The selection would likely occur during the month of October 2018.

WDB Administrative Manager Vacancy Update:

Ms. Livingston updated the WDB on the status of the WDB administrative manager vacant position previously held by Vivian Pettit. Ms. Livingston reported Vivian would be taking on another opportunity within the Human Service Agency with the Adult and Family Services department.

Ms. Livingston thanked Vivian Pettit as she has been with the WDB admin team for a year and has done phenomenal things within that time. Ms. Pettit was a very effective team member given the depth and breadth of her institutional knowledge acquired over many years of service beginning with the Job Training Partnership Act, WIA, and the current WIOA program. Vivian has contributed to strengthening policy and procedures, contract monitoring oversight and training, as well as a focus on performance metrics- which will continue in her new role. A recruitment will be processed for the vacancy and if WDB members are interested in being part of the selection panel process the WDB Chair can work with Ms. Livingston to coordinate participation.

6.0 WDB MEMBER COMMENTS

No comments.

7.0 ADJOURNMENT

Motion to adjourn at 8:30 a.m.: Anthony Mireles
Second: Tony Skinner
Motion carried unanimously.

Next WDB Meeting

Thursday, October 25, 2018 (8:00 a.m.–10:00 a.m.)
Ventura County Office of Education
5100 Adolfo Road, Salon C, Camarillo



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

MEETING MINUTES

October 25, 2018
Ventura County Office of Education
5100 Adolfo Road (Salon C), Camarillo CA

WDB Members Present

Gregory Liu, WDB Chair	CAPT Douglas King	Alex Rivera
Tracy Perez, WDB Vice Chair	Jaime Mata	Jesus Torres
Jim D. Faul, WDB Immediate Past Chair	Anthony Mireles	Stephen Yeoh
Greg Barnes	Bill Pratt	Celina Zacarias
Kathy Harner	Roger Rice	

WDB Members Absent

Vic Anselmo	Cindy Guenette	Patty Schulz
Jesse Cuevas	Charles Harrington	Tony Skinner
Victor Dollar	Marilyn Jansen	Bruce Stenslie
Brian Gabler	Victoria Jump	Richard Trogman
Greg Gillespie	Dona Toteva Lacayo	Greg Van Ness
Jeremy Goldberg	Byron Lindros	Peter Zierhut

WDB Administration Staff

Melissa Livingston, HSA Chief Deputy Director / WDB Interim Executive Director	
Patricia Duffy	Patrick Newburn
Tracy Johnson	Ma Odezza Robite

Guests

Sean Bhardwaj	Aspire3
Eric Flores	California Workforce Association
Tracy Gallaher	County of Ventura Board of Supervisor, Representative
Sally Harrison	Representative, County of Ventura, CEO Budget and Finance
Heidi Hayes	theAgency
Pam Heckl	theAgency
Marybeth Jacobsen	Workforce Education Coalition
Richard McNeal	Retired WDB Administration Manager
Mary Navarro-Aldana	Employment Development Department
Malcom Oliver	California Lutheran University, Master Business Administration
Celine Park	Moorpark College
Eileen Rohlfing	Employment Development Department, Regional Advisor
Alexandria Wright	Ventura County Community College District, Economic & Workforce Development Department
Jesse Zumaya	LinkedIn

1.0 CALL TO ORDER AND AGENDA REVIEW

WDB Chair Gregory Liu called the meeting to order at 8:17 a.m. No changes were made to the agenda.

2.0 PUBLIC COMMENTS

No public comments were made.

3.0 WDB CHAIR COMMENTS

WDB Chair Gregory Liu welcomed special guests Eileen Rohlifing EDD Regional Advisor and Joey Zumaya LinkedIn Public Sector Sales.

Chairman Liu asked Mr. Zumaya to comment on his work in the county. LinkedIn Public Sector Sales Manager Joey Zumaya shared LinkedIn's mission is to create economic opportunity for every member of the global workforce, to help companies find employees, and job seeker find jobs. He added that the learning and development was missing and LinkedIn made an investment decision to purchased Lynda.com. Once LinkedIn bought into its ecosystem, over the last few years the company has been working on a new platform called Linked Learning. Linked Learning takes all the weaknesses of an online network with 600MM professionals and 20MM companies and partnered it with the learning content of Lynda.com. They are now helping people upskill to advance in their career and working with people at the local and national level to learn how they can partner with Linked Learning.

WDB Gregory Liu extended thanks to recent Workforce Wednesday radio show KVTM AM 1590 participants. In September 2018, WDB member Tony Skinner and Principal at ACE Charter High Joseph Clausi, discussed their new designation as an International Baccalaureate World School. In October 2018, Anthony Mireles and Patrick Newburn, WDB Administration Manager, discussed how the Workforce Development Board has been successful in securing a planning grant for Ventura County to serve justice-involved individuals and help them to re-enter the labor force. Recordings of this and other Workforce Wednesday broadcasts are available on the WDB website, About Us/News tab: <http://www.workforceventuracounty.org/>

4.0 CONSENT ITEMS

4.1 Approve Workforce Development Board Minutes: August 23, 2018

4.2 Receive and File: WDB Committee Reports

Due to absence of a quorum, the board could not approve these consent items. Consent Items will be forwarded for approval at the next board meeting, if a quorum is present.

5.0 PRESENTATION

Ventura County Economic & Labor Profile 2018

Alexandria M. Wright Ph.D., Director

Ventura County Community College District, Economic & Workforce Development

Chair Gregory Liu introduced Alexandria Wright, Director Ventura County Community College District (VCCCD), Economic and Workforce Development Department. Ms Alexandria Wright presented and provided the Ventura County Economic & Labor Profile for 2018 Report to the Board. (A copy of the report is located in the meeting packet on the WDB website.) Ms Wright expressed the importance of

the use of data in order to understand challenges the county is dealing with. Data identifies key issues in local workforce development and allows end user solutions and helps identify which resources to leverage. For example, in addition to the WIOA common performance metrics, WIOA aligned its performance metrics between the Department of Labor and the Department of Education. What the community colleges system is doing is aligning labor market data on an education level, the K-12 and Community Colleges systems, as well as the Workforce Development Board is to ensure they are looking at the same statistics. (Nuances are known with data and with that can be presented in many different ways.) Ms Wright went through the entire report with the WDB and called out the following:

- Largest exports are Manufacturing and Agriculture (high return/high impact industry sectors for the economy).
- Highest paying industry is Management of Companies and Enterprises. Ms Wright shared the Ventura County Community College District currently has a robust managerial program with transferrable degrees.
- WDB member shared The Port of Hueneme Oxnard Harbor District will be expanding and Ms Wright requested WDB members that are discussing expansion to have education representatives at the table. This will allow them to prepare the students for the future jobs and ensuing they have equipment needed to produce highly skilled professionals
- Largest occupation needing less than an associate's degree is the Office and Administrative Support Occupations. The WDB has an emphasis in making the economic engine churn, getting short-term training to employment. The VCCCD and AJCC staff are working together to address this sector occupation and will be sending out a short survey to identify what the needs are of the constituency. Ms Wright shared at a Joint Advisory Board Session for the Community Colleges for the Business Administration proposal an 18 credit hour program includes MS Office etc. are looking at a 40-60 hour program for admin staff as a pre-apprenticeship instead.
- According to the VCCCD Ventura County Student Distribution by City, 26.34% (25%) of students in career technical education across the county are coming from Oxnard College due to population growth. Ms Wright is encouraging WDB to have more discussion about how to adjust resources to address the issue in Oxnard.
- The biggest occupational gaps where the highest return/impact in local economy and in need education and training program, and apprenticeship programs, per industry sector is in technical training. Ms Wright recommended to enhance and expand the following occupations:
 - Machining Technicians. (VCCCD is currently working on and have applied for a national science grant to address this issue)
 - Electrical and Electronic Technician Training. (High demand/high return/top priority for Naval Base Ventura County and Aerospace sectors.

These industrial machine mechanics occupations are in manufacturing and agriculture sectors and all with the same foundational learning.

- Biggest gaps that affect the development of entrepreneurship is Computer Programming and Computer Coding as they are considered 21st century skills. Ms Wright shared a Commander at the Naval Base Ventura County expressed the importance both skills sets should be just as important and equivalent to Math and English at every school. Lastly, basic entrepreneur training, the idea of recognizing the opportunity and being responsive to it.

Alexandria Wright encourages the WDB moving forward to meet bimonthly, have external presentations, and during the off months have follow-up discussions about how they are going to address the needs for

technician training, multi-craft core curriculum (MC3) programs, computer programming, and entrepreneurship programs.

6.0 WDB BOARD MEMBERS TRAINING: WIOA TRAINING 101

WIOA Training 101

Eric Flores, Policy Director, California Workforce Association

WDB Chair Gregory Liu introduced and welcomed Eric Flores Policy Director of the California Workforce Association (CWA). The CWA is a membership organization for the 45 local boards in California providing technical assistance, advocacy, and capacity building for the local workforce boards (LWDBs). He informed the WDB that CWA is here to assist and be available to serve business and community leaders in Ventura County.

Eric Flores presented an overview of WIOA identifying key components of what the workforce system is and who is making it successful. A few components below are:

- Must have business or employer driven workforce solutions in order for WIOA to work.
- Business must be in partnership with education and training, work-based learning, career pathways, and industry sector partnerships shaping regional investment and building a pipeline of skilled workers.
- WIOA must innovate at a speed that keeps up with business that's aligning with education and training, labor market and economic development activities, and supports regional strategic planning

WDBs focus on strategy must be in partnership with governors, chief elected officials, facilitate public-private partnerships, support sector strategies, and profitable career pathways, foster innovation, ensure streamlined operation and service delivery. Eric Flores reviewed the 13 functions for WDBs in WIOA. For a detailed description, you may review the presentation in the meeting packet on the WDB website at www.workforceventuracounty.org.

1. Local Plan must be consistent and supports State Plan	2. Research & Labor Market Analysis	3. Convening, Brokering, Leveraging System Stakeholders
4. Employer Engagement	5. Career Pathway Development	6. <u>Industry Sector Work</u> Proven & Promising Practices
7. Technology: Access to services; Increasing digital literacy skills	8. Program Oversight	9. Negotiations of Local Performance Measures
10. Selection of Operators & Providers	11. Coordination with Education Providers	12. Budget & Administration
13. Accessibility for Individuals with Disabilities		

How employers and job seekers are coming together with those with barriers to employment?

Eric Flores shared a story of a Northern California businessperson who owns a manufacturing company that makes aftermarket and retrofit fuel tanks offering entry level positions of a high school diploma with a starting salary of anywhere between \$21-24 an hour. The main requirement to work in his shop is the applicant must have the ability to pass a basic math test, of 125 people who took the test only seven were able to pass the math test required to work on his floor.

The employer went to the community colleges and high schools in the region to ask why students were not able to pass the basic math test required to work in his shop. He worked with his local WDB and education partners in the region to get his own curriculum (he wrote himself) into the community colleges

and high schools, which resulted in now having a feeder program into additional manufacturing initiatives in Butte County. He recently expanded into Shasta County to get kids out of high school who are ready for training in a one-year program, which also includes remediation in community colleges to get people to be a part of this growing industry sector in northern California region. Mr. Flores added that it's an initial investment because he had to write the curriculum himself, but it is specific to his industry needs, it's his business requirements and it's been three years now and has a 3:1 return on investment for the time and money spent.

Eric Flores asked members "What is the real role of WDBs?" WDB member's responses are below.

Bill Pratt commented the best work WDB does in the county is work with educational partners specifying to them what we need and then they modify the students. He added the board has done a lot of groundwork in working with education and is known as one of the leaders in the state and country in regards to the VC Innovates (California Career Pathway Trust). The WDB endorses and supports VC Innovates by bringing educators, businesses, and community partners together working to prepare students for 21st century workplace ensuring the county has a strong workforce. Mr. Pratt stated the only thing that may have been missed, was getting feedback and outcomes from education.

Jesus Torres recommends sharing more WDBs success stories. He sees the WDB as being an entity to serve those that are in need of help, finding them jobs, or upskilling. One that focuses on building and maintaining partnerships and having employer and business representation at the table. The board that implements WIOA and tells the success stories and let the external audience know what we do and how we can help them. He added the biggest role is acting as a convener ensuring education and business are at the table.

Melissa Livingston HSA Chief Deputy Director shared the value of WDB members as ambassadors to ensure our local workforce pipeline is adequate to meet the needs of the future; and *"how do we as ambassadors of the workforce programs engage our business community with our education community to meet those needs."*

Anthony Mireles shared high growth opportunities for Ventura County will be the Newhall Ranch development project. California's greenest development of 21,000 energy efficient new homes with and building to meet net-zero standards and will need 76,000 people to maintain the community. Mr. Mireles added he reached out to the career center in Santa Paula informing them that the next big employment opportunity growth will be for Fillmore and Santa Paula. There will be a high demand for technicians in fiber optics, electric charging stations for vehicles, solar panels for housing and schools, as well as information/computer technology needs. Mr. Mireles continues to outreach to community colleges advising of the potential need for technicians to maintain that community.

Eric Flores ends with being entrepreneurial when roadblocks occur such as legislation.

7.0 WDB ADMINISTRATION UPDATES

WDB Executive Director Selection Process Update:

Chief Deputy Director Melissa Livingston provided an update to the WDB. She announced they received about 100 applications and a preliminary oral panel and final selection panel would be conducted- with representation of WDB members chosen by the WDB Chair. The final interviews will occur before the end of the calendar year with a goal of having a new Executive Director in early 2019. Ms Livingston shared there are a very diverse pool of candidates with strong skillsets in workforce development, economic development, executive director leadership, as well as experience with WIOA.

Prison to Employment Grant Update:

Patrick Newburn updated the WDB on the Prison to Employment Grant (P2E). The initiative started with a \$37 million proposal from Governor Brown that was subsequently appropriated by the state legislature

in July 2018 with general state funds. This state grant issued through the California Workforce Development Board will serve formerly incarcerated and justice involved juveniles and adults, with training and employment opportunities and supportive services. The primary aim is to reduce recidivism and provide opportunities for self-sustaining jobs that lead into a career pathway. The first of three grants for planning purposes will be followed by implementation grants over three years. WDB was awarded \$47,500 which will be used to hire a consultant to facilitate the planning process and collaborate with the following partners: State and local correction and law enforcement agencies, state labor organizations, employers with hiring needs willing to hire the formerly incarcerated, state and local public service agencies (Behavioral Health, Department of Rehabilitation, Housing Authority, Human Services Agency), community based organizations serving this population, and other private and public entities serving justice involved individuals. The Implementation and Direct Services grant and separate Supportive Services / Earn and Learn grant will be awarded in Spring 2019 based upon merits our P2E plan and size of local supervised population.

8.0 WDB MEMBER COMMENTS

WDB member Bill Pratt commented Aerotek listed an inspector jobs for \$23-26 an hour. The rise in wages is coming however a shortage of qualified workers.

WDB member Roger Rice, Ph.D. commented a new accountability system coming that is being implemented in public school is California. The term “dashboard” is being use to hold schools accountable for multiple measures vs what used to be in place called academic score. One of the metrics schools are being for is a college and career readiness index/indicators (7 indicators). Metrics that have been available to this point have not been directly related to career readiness. Dr. Roger Rice, Deputy Superintendent for Student Services at the Ventura County Office of Education, is serving on a committee statewide to try to advocate for those metrics to be in place especially as it relates to serving students at alternative schools. In the system, there will be indicators 1) workforce readiness certificate, the national rate (work keys) several models, those programs are for students to help them become more proficient that WDBs asked for in soft skills. Alix Wright and Tiffany Morse as well as other representatives with adult consortium are working on selecting a model now to prevent from becoming fragmented. Dr. Rice asked the group to get a model selected by the end of the year.

The second metrics in the new accountability system will honor state, regional, locally recognized industry certifications. He is going to be asking for an agenda action item at a future WDB meeting for a new system and process, every bit of credibility that we have behind those two metrics will help the kids immensely.

WDB member Jaime Mata announced on November 1, 2019 the Center for Employment Training will be holding a Job and Career Fair for Veterans at the America’s Job Center of California Oxnard location. All are invited to attend.

9.0 ADJOURNMENT

Motion to adjourn at 8:30 a.m.: Bill Pratt
Second: Alex Rivera
Motion carried by WDB Chair Gregory Liu

Next WDB Meeting (2018 WDB Awards)
Thursday, December 6, 2018 (8:00 a.m.–10:00 a.m.)
Ventura County Office of Education
5100 Adolfo Road, Salon C, Camarillo



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

**FROM: REBECCA EVANS
EXECUTIVE DIRECTOR**

DATE: FEBRUARY 28, 2019

**SUBJECT: RECOMMENDATION TO APPROVE THE ADDITION OR DELETION OF
PROVIDERS AND/OR PROGRAMS (COURSES) FOR THE ELIGIBLE TRAINING
PROVIDER LIST (ETPL)**

RECOMMENDATION

Approve the addition/deletion of providers and/or vocational training programs/courses to the Eligible Training Provider List (ETPL), as listed on Attachment 1.

DISCUSSION

Local Development Areas are responsible for the approval of (1) local providers of vocational classroom training who wish to be, or to remain, on the Eligible Training Provider List (ETPL) and, (2) of their several programs/courses.

From time to time, it is necessary to delete courses that are no longer being offered, or are duplicates, and to approve new providers and the courses that they wish to add to the list. Workforce Development Board approval is needed before these courses may be removed from or added to, the list.

If you have questions, please call me at (805) 477-5306, or contact Patricia Duffy at (805) 477-5350, email patricia.duffy@ventura.org.

WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

February 28, 2019

RECOMMENDED MODIFICATIONS TO THE ELIGIBLE TRAINING PROVIDER LIST (ETPL)

Provider Name	Program Name	Recommendation
Southern California Welding Training and Testing Center	New Provider for ETPL	ADD
Southern California Welding Training and Testing Center (ADD Course)	Certified General Welder	ADD
Southern California Welding Training and Testing Center (ADD Course)	Combination Welder/ Fabricator	ADD
Southern California Welding Training and Testing Center (Add Course)	Structural Welder	ADD
Southern California Welding Training and Testing Center (Add Course)	Pipe Welder	ADD
Simi Valley Institute for Careers and Education (ADD Course)	Professional Bookkeeping w/QuickBooks	ADD
Simi Valley Institute for Careers and Education (ADD Course)	OMCP Digital Analytics and Conversion Professional	ADD
Simi Valley Institute for Careers and Education (ADD Course)	Certified Administrative Professional with Microsoft Office Master 2016	ADD



Workforce Development Board of Ventura County

February 28, 2019

COMMITTEE MEETING REPORTS AND UPDATES

<u>Committee</u>	<u>Next Meeting Date</u>	<u>Committee Report Update</u>
• Executive Committee	November 8, 2018	Committee report from the <u>November 8</u> meeting will be provided at the next WDB meeting
• Business Services Committee	November 13, 2018	Committee report from the <u>November 13</u> meeting will be provided at the next WDB meeting
• Clean/Green Committee	November 16, 2018	Committee report from the <u>November 16</u> meeting will be provided at the next WDB meeting
• Healthcare Committee	November 2, 2018	Committee report from the <u>September 21</u> meeting will be provided at the next WDB meeting
• Manufacturing Committee	February 21, 2019	Committee report from the <u>June 28</u> meeting is attached. The report from the <u>October 18</u> meeting will be provided at the next WDB meeting
• Membership Committee	December 4, 2018	Committee reports from the <u>August 7</u> and <u>October 2</u> meetings are attached
• Outreach Committee	November 14, 2018	Committee report from the <u>September 19</u> meeting is attached
• Programs Committee	December 5, 2018	Committee report from the <u>October 3</u> meeting is attached



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: FEBRUARY 28, 2019

SUBJECT: MANUFACTURING COMMITTEE REPORT

The Manufacturing Committee met on June 28, 2018. In attendance were Committee members: Alex Rivera* (Chair), Michael Bastine, Cindy Guenette*, Marybeth Jacobsen, Marilyn Jansen*, and Rebecca Hunt; Subhash Karkare, Bill Pratt*, Mary Anne Rooney, Alexandria Wright, and Peter Zierhut*. Workforce Development Board (WDB) staff Patrick Newburn. Guests in attendance were Israel Rodriguez (Small Manufacturers Association). * Indicates WDB Member. The following is a summary of topics discussed at the meeting:

PRESENTATION

Israel Rodriguez from the Small Manufacturers Association of California presented "*Creating a Workforce Certified Community*" and a PowerPoint to compare and contrast what he called an open apprenticeship model versus a closed model like the one at Newport News Shipbuilding. He specifically provided a detailed example of a closed apprenticeship model and apprenticeship school within Newport News Shipbuilding a division of Huntington Ingalls Industries. They offer a 4 & 8-year apprenticeship degreed programs. Israel suggested that Ventura County currently has an open system that tends to be the model of most communities. The model is composed of community colleges, workforce boards, economic development, and adult training.

Mr. Rodriguez proposed that Ventura County might develop a hybrid model of apprenticeships, a "jobs incubator". The incubator would enter into supply-side workforce contracts as providers of labor for top ten employers in each regional sector. He explained the benefit of a unified regional workforce plan that will eliminate a fragmented governance and help to establish clear-cut leadership and plan. The hybrid workforce development model would bring all stakeholders together to forecast regional jobs needs and creates a unified regional workforce plan for both the demand side (employers) and supply side (educators). Rodriguez proposed that it would create employer-tied career pathways within the region and increase efficiencies & economic gain through a controlled workforce model.

Committee Members posed several questions for Mr. Rodriguez and he provided thoughtful answers. Members discussed the model and how the scale and size of Ventura County's 900 small manufacturing businesses might pose a significant hurdle to implementing the contract for labor and hybrid model suggested by Mr. Rodriguez. Members agreed that parents and education providers need a shift in thinking about the benefits of skilled workers with career recognized certificates and apprenticeships. Members agreed that Ventura County has several good examples of workforce development, that continued funding is important for work based learning, and that performance based education is becoming accepted at colleges and career technical education programs.

Alex Rivera thanked Israel Rodriguez for his thought provoking presentation in advancing apprenticeships as a model to close the skills gap with employer needs.

WORKFORCE DEVELOPMENT REPORTS

- Ventura County Community College District (VCCCD)

Alexandria Wright announced that VCCCD has received a second three-year grant to develop apprenticeship programs. Pre-apprenticeships, apprenticeships, and 40-hour training programs are in development within agriculture, automation occupations, incumbent workers category, electrical technicians, and APICS. VCCCD is planning an open house that will include WDB and WEC members, veterans, and vocational rehabilitation.

- California Community Colleges: *Workforce Training – Manufacturing*

Michael Bastine, Manufacturing Navigator, from the South-Central Coast Regional Consortium of the California Community Colleges provided an update about receiving additional Strong Workforce funds for the manufacturing sector. Bastine reminded members about availability of manufacturing classes at the College of the Canyons. He also mentioned upcoming potential programs in healthcare, information technology/cybersecurity, and advanced manufacturing.

- Workforce Education Coalition (WEC): - *Community Based Organization Update*

Marybeth Jacobsen, president of WEC, announced the formation of a career education committee within the Ventura County Community College District that will be staffed personally by Chancellor Greg Gillespie, who is a member of the Workforce Development Board.

COMMITTEE MEMBER COMMENTS

Members discussed the need for a supply of skilled workforce given the full employment demands of the current economy. One member reminded the committee about the Los Angeles County minimum wage of \$13.25 hourly and how that impacts employers in neighboring Ventura County cities. Additionally, members suggested that the manufacturing committee might include the addition of more employers, college/ high school placement counselors, and staffing agencies in order to broaden outreach and thoughtful discussion.

The next Manufacturing Committee meeting is scheduled for October 18, 2018, from 8:00 a.m. to 9:30 a.m., at the United Food and Commercial Workers, Local 770 building, 816 Camarillo Springs Road, Camarillo, CA.

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



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: FEBRUARY 28, 2019

SUBJECT: MEMBERSHIP COMMITTEE REPORT

Two Membership Committee Reports listed herein: (1) August 7, 2018, and (2) October 2, 2018

I. AUGUST 07, 2018 REPORT

The Membership Committee met on August 7, 2018. In attendance were Committee members: Patty Schulz (Committee Chair), Captain Douglas King, and Jeremy Goldberg. (All are Board members). WDB Staff present was Patrick Newburn. The following is a summary of topics discussed at the meeting:

Membership Status

- Reappointments: WDB member terms indicate five total reappointments for consideration will be coming due in November 2018: Jim D. Faul, Victoria Jump, Douglas King, Byron Lindros, and Alex Rivera. The committee unanimously agreed to extend reappointment invitations to all five and committee assignments for outreach to those members was scheduled. Members agreed to provide response from reappointment outreach at their October 2, 2018 meeting.
- Appointments: the County of Ventura Board of Supervisors appointed Jesse Cuevas on June 19, 2018 for a three-year term. He represents a WIOA mandatory category, Workforce Services. Committee members also discussed board composition, WIOA categories of representation, required business member and workforce member ratios, and the engagement/recruitment process. The committee agreed that the WDB remains WIOA compliant with 28 voting members in all mandated categories. Additionally, WDB has four non-voting members.
- Recruitments: No new candidates were considered for engagement to the WDB.

WIOA Workforce Development Planning

Committee members reviewed the 2017-2018 Year-End Review and made several insights to be included in the draft document that will be reviewed again at the next meeting October 2, 2018.

Committee Member Comments

Members discussed the WDB Executive Director vacancy as well as the WDB Administration Manager vacancy due to transfer by Vivian Pettit to another department. Newburn reported that

the Director position will be posted within the next few weeks, and the Administration Manager will be hired after the Director is onboard, according to Melissa Livingston, Chief Deputy Director, Human Services Agency. Newburn also announced the recent Prison to Employment Initiative Grant application, which will enable WDB to provide services to justice involved and supervised populations for re-entry to employment. The grant is approved by Governor Brown and allocates \$37 million statewide in taxpayer general funds for re-entry employment services to support existing community based organizations and other partner networks serving ex-offenders.

The next Membership Committee meeting is scheduled for October 2, 2018, from 8:30 a.m. to 10:00 a.m., at the United Food and Commercial Workers, Local 770 building, 816 Camarillo Springs Road, Camarillo, CA.

II. **OCTOBER 02, 2018 REPORT**

The Membership Committee met on October 2, 2018. In attendance were Committee members: Patty Schulz (Committee Chair), Captain Douglas King, Jesus Torres, and Jeremy Goldberg. (All are Board members). WDB Staff present was Patrick Newburn. The following is a summary of topics discussed at the meeting:

Membership Status

- **Reappointments:** As discussed at the August 7, 2018 meeting, WDB member terms indicate five total reappointments for consideration will be coming due in November 2018: Jim D. Faul, Victoria Jump, Captain Douglas King, Byron Lindros, and Alex Rivera. Committee members reported that Byron Lindros and Jim D. Faul will not seek reappointment at the end of their terms on November 3, 2018. Captain Douglas King, Victoria Jump, and Alex Rivera have expressed willingness to accept reappointment and have provided new resumes as required. WDB staff will prepare a recommendation letter for the Board of Supervisors consideration at their November board meeting.
- **Appointments:** Committee members discussed board composition, WIOA categories of representation, required business member and workforce member ratios, and the engagement/recruitment process. The committee agreed that the WDB will require one new business category following November 3, 2018. Currently the WDB remains WIOA compliant with 28 voting members in all mandated categories. Additionally, WDB has four non-voting members.
- **Recruitments:** One new candidate from the business category is actively being engaged and invited to attend committee and WDB meetings. Additionally, another business category candidate will be approached for engagement that was recommended by a current WDB member. Lastly, one education category candidate has expressed interest to participate in upcoming committee meetings that was suggested by a current WDB member. Committee members expressed a strong desire to have representation from the agriculture sector on the WDB. Members agreed to reach out to their contacts within the industry for potential candidates.

WIOA Workforce Development Planning

Committee Members discussed the continued need for membership education and suggested the use of ongoing mini-orientations to educate WDB members beyond their initial new member orientation. Patrick Newburn informed the committee that the October 25, 2018 WDB meeting will feature a consultant to lead the board with WIOA education and better understanding of the role of being a board member. One suggestion was to produce an infographic that members could use that at-a-glance explains the WDB mission and purpose. Newburn responded that the Business Services Committee is working on this type of outreach material

Committee members Committee members reviewed the 2017-2018 Year-End Review and agreed to make the report final and will be presented to the WDB.

Committee Member Comments

Patrick Newburn announced the WDB Executive Director vacancy is open for recruitment and will likely close off in coming weeks when a large pool of resumes is sufficient to begin the interview process. Newburn also announced that WDB received a \$47,500 grant to begin planning a regional plan and partner collaboration toward implementation of the Prison to Employment Initiative.

The next Membership Committee meeting is scheduled for December 4, 2018, from 8:30 a.m. to 10:00 a.m., at the United Food and Commercial Workers, Local 770 building, 816 Camarillo Springs Road, Camarillo, CA.

If you have questions or need more information, please call me at (805) 650-8611, or contact Patrick Newburn at (805) 477-5306, email patrick.newburn@ventura.org.



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: FEBRUARY 28, 2019

SUBJECT: OUTREACH COMMITTEE REPORT

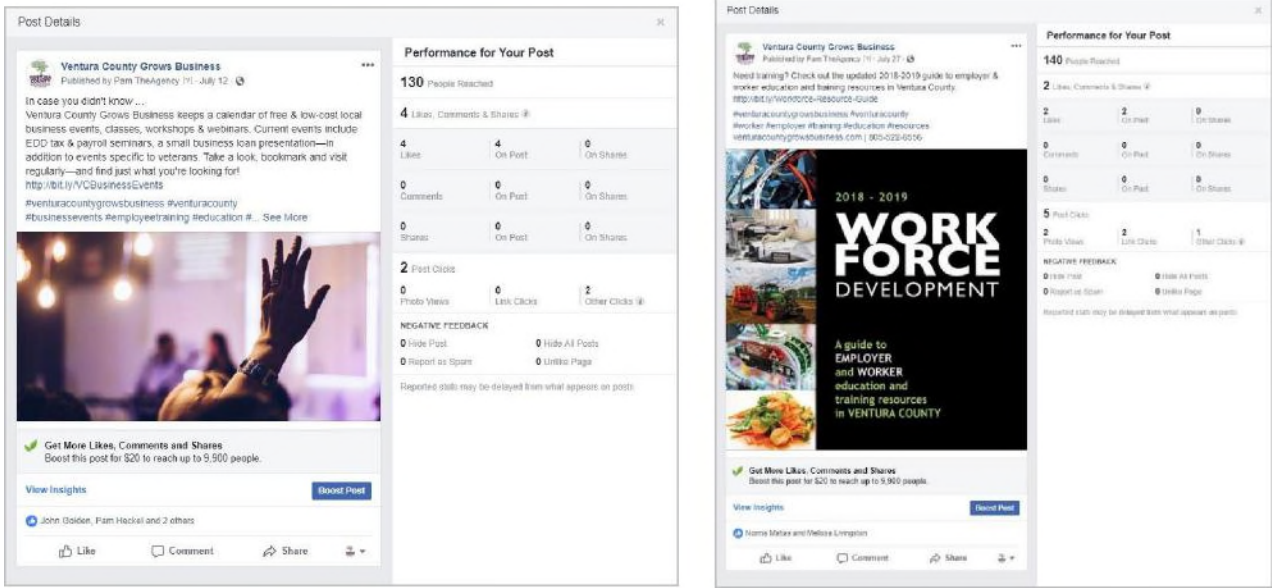
The WDB Outreach Committee met on September 19, 2018. Attending the meeting were Committee members Brian Gabler (Chair), Victoria Jump (Vice Chair), and Tracy Perez; WDB staff Talia Barrera; and guests Heidi Hayes (theAgency), Claire Briglio (EDC-VC), Ray Bowman (SBDC), and Rebecca Evans (Human Services Agency Adult and Family Services). The following is a brief summary of Workforce Development Board of Ventura County (WDB) outreach activities through September 2018.

Employer Outreach

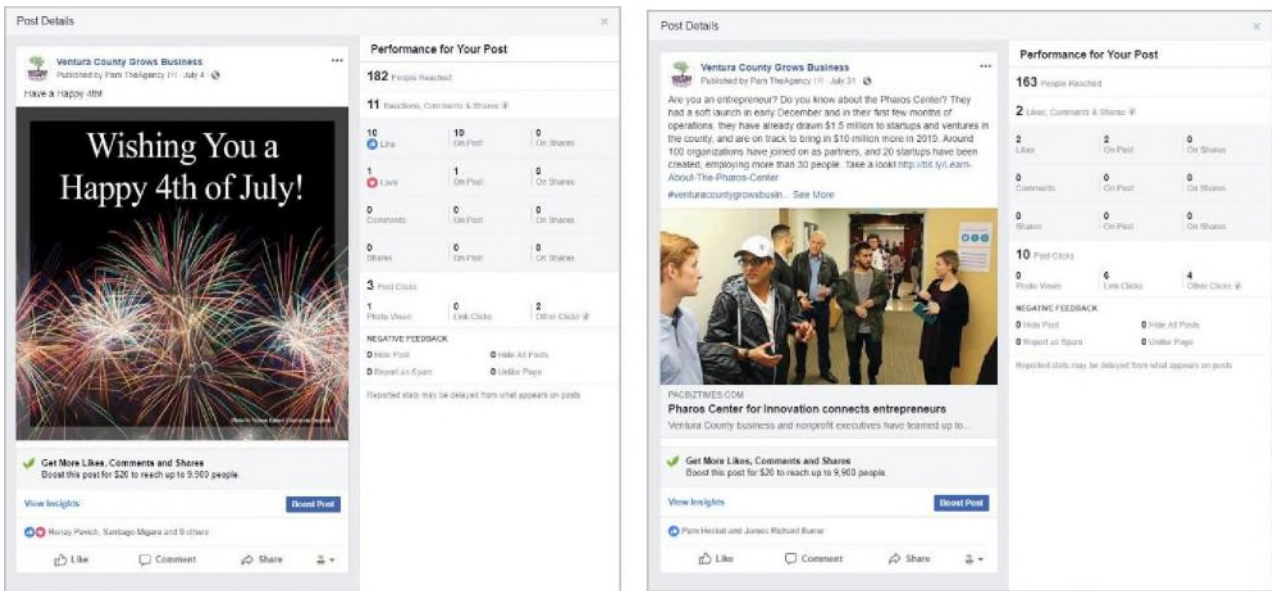
- **Workforce Wednesday**
 - **August** – Recruitment: Struggles & Strategies – Alex Rivera and Rebecca Evans
 - **September 26** – ACE Charter High School IB Global – Tony Skinner and Joe Clausi
- **August 2018 Workforce Update Eblast**
 - New Design
 - Aug 28 – WDB Cohorts: 548 Sent/24.2% Open Rate/20.5% CTR
 - Aug 28 – Biz List: 5,312 Sent/8% Open Rate/169% CTR
- **Ventura County Grows Business Website – July 1 to September 12, 2018**
 - 829 Users
 - **6% increase year-over-year**
 - 1,050 Sessions
 - **-7% decrease year-over-year**
 - 2,131 Pageviews
 - **27% decrease year-over-year**
- **RPI Grant: Regional Business Outreach & Engagement**
- **18/19 RPI Grant Outreach Goals –**
 - 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 we face as a region, amount other WDB priorities.

- **RPI Grant Outreach Tactics -**
 - **VCGB Fall 2018 media recommendation** – Negotiated plan in outreach committee meeting packet on the WDB website
 - 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 of 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.
 - Job Seeker Pamphlet
 - Business Services Pamphlet
 - Rapid Response Pamphlet
 - OJT Pamphlet
 - OJT Tent Card
 - Press Kit Folder
 - AJCC Collateral – Spanish Versions in development for: Rapid Response, OJT, Job Seeker, and Business Services Pamphlets
 - AJCC OJT Success Story –
 - AJCC Pull-Up Signs – (5) Employer, Job Seeker, Youth, Rapid Response, OJT
 - VCGB Pull-Up Sign – In development.
- **VCGB Facebook - July 1 to August 31, 2018**
 - As of September 13, 2018 – Likes/Fans, 3,329
 - -.5% (June 30, 2018 = 3,348)
 - Posts: 51 total posts in July & August combined (approx. 26 per month or 6 per week)
 - Total Reach: 5,745– Average 527/week
 - Organic Post Reach: 248 most for a single day (7/27/18)

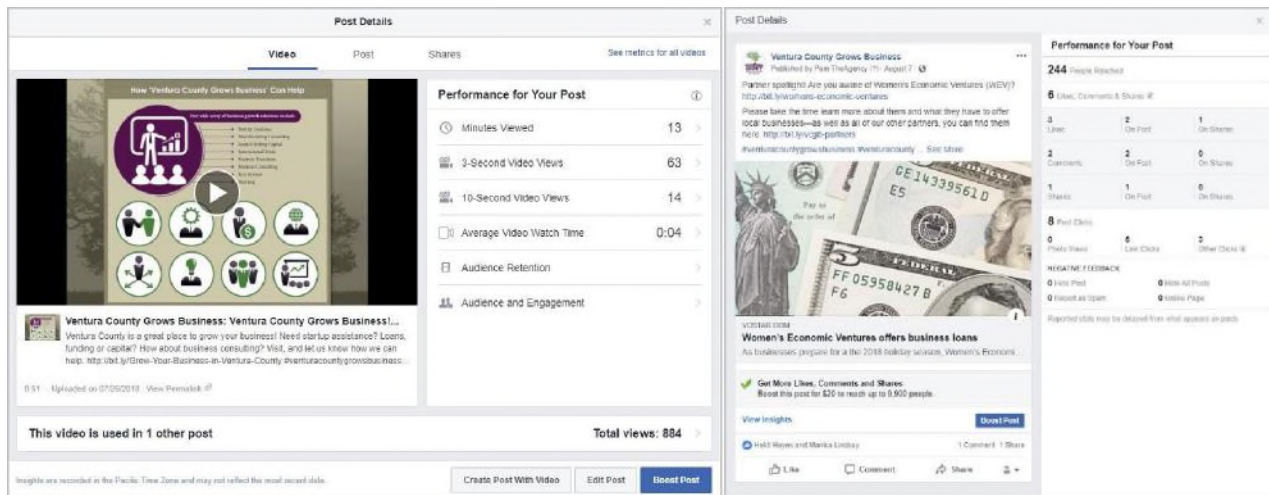
Top Post Examples (by engagement): <= 4%



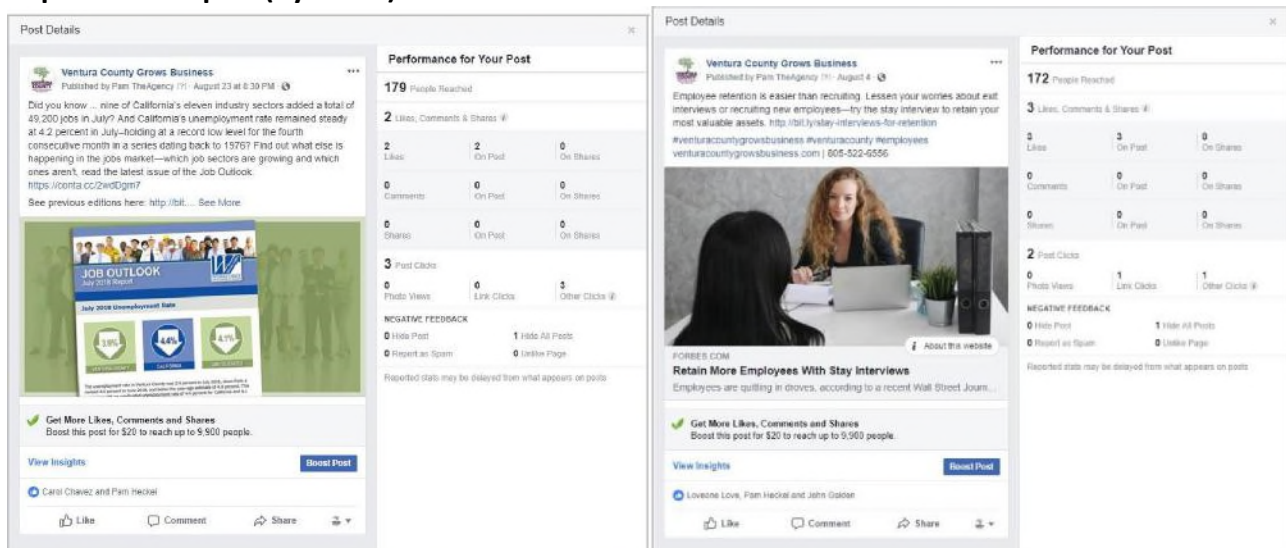
Top Post Examples (by engagement):



Top Post Examples (by reach):

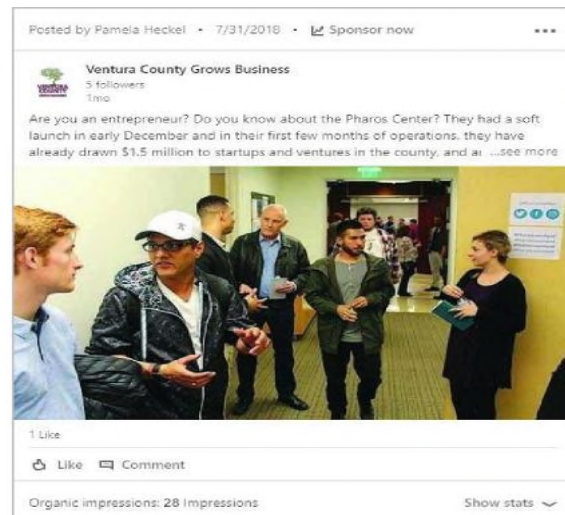
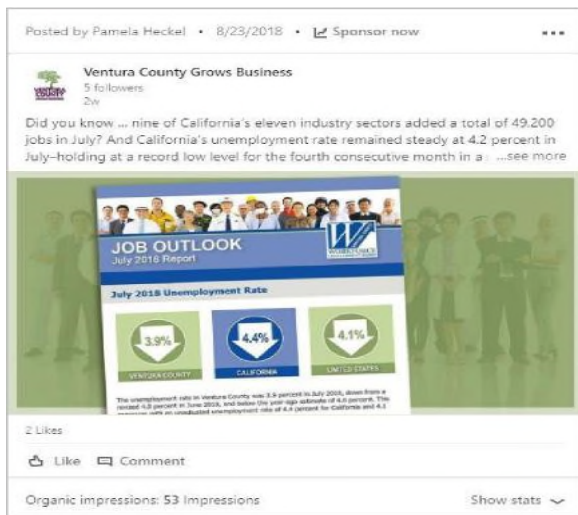
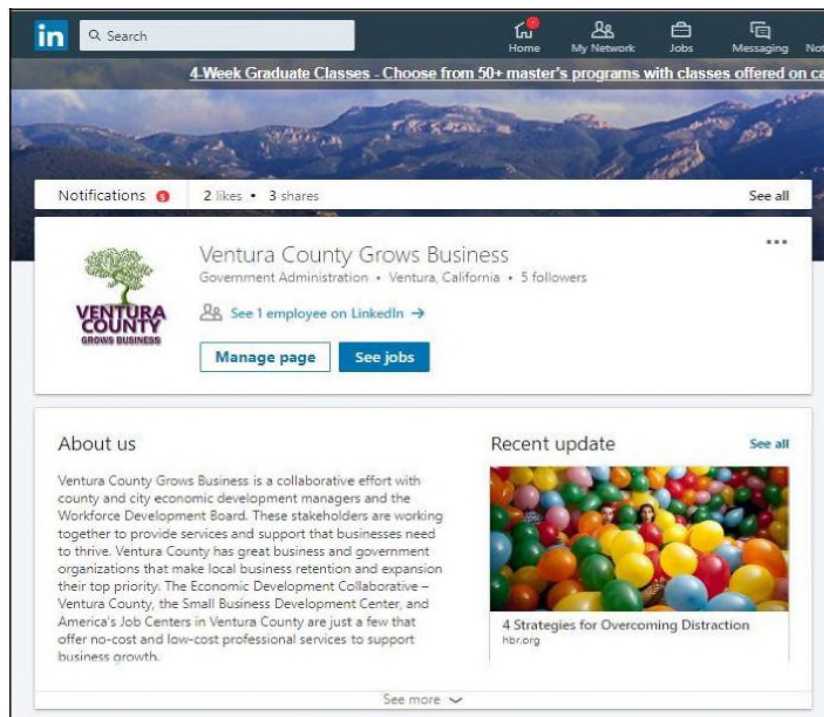


Top Post Examples (by reach): continued



- VCGB LinkedIn Company Page
 - NEW Company Page created 7/27/2018

■ <https://www.linkedin.com/company/ventura-county-grows-business/>



VCGB LinkedIn Company Page - Continued

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

JOB SEEKER OUTREACH

- **Career Shops**

- Sent July workshops on July 3
- Sent August workshops on August 2.
- Sent September workshops August 27.

- **Clip Examples:**

- VC Star – ran July workshops info July 14
- KCLU – running July workshops listing
- Moorpark Patch - posted July workshop release
- VC Star – ran August workshops release August 6
- KCLU – running August workshops listing
- Citizens Journal – running august workshops listing
- Moorpark Patch – posted August & July workshop listings
- 805 Calendar – posted September workshops listing

YOUTH OUTREACH

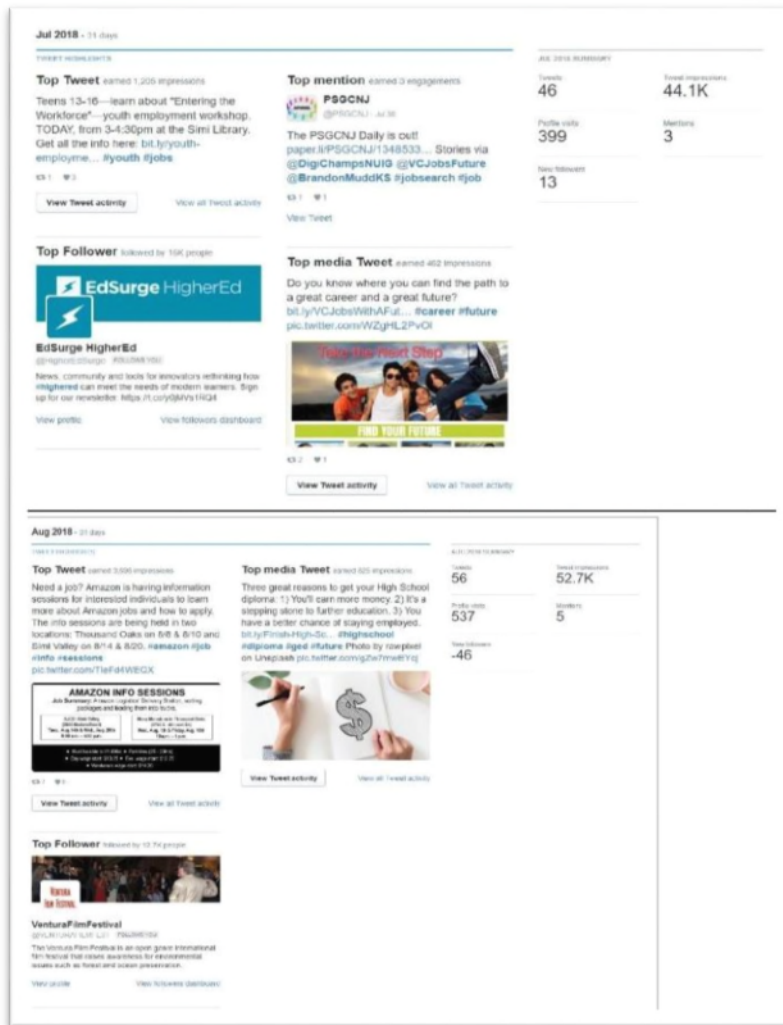
- **VC Jobs With a Future Website – July 1, to September 12, 2018**

- 801 Users
 - **168% increase year-over-year**
- 971 Sessions
 - **174% increase year-over-year**
- 2,077 Pageviews
 - **183% increase year-over-year**
- Geography – Top 10 Markets
 - LA – 22%, Oxnard – 20%, Ventura – 18%, Camarillo – 11%, Thousand Oaks – 7%, Simi Valley – 4%, Santa Paula – 3%, Moorpark – 3%, Agoura Hills – 1%, Ojai – 1%

- **VC Jobs with a Future – Twitter: July 1 to August 31, 2018**

- As of September 13, 2018 – 1,023 followers **note Twitter's clean-ups of bad accounts*
 - **-.2% (1,048 as of June 30, 2018)**
- 102 Total Tweets July 1-August 31 (62days)
 - 936 Profile Visits (1,065 May/June)
 - 96,800 Impressions (89,600 May/June)
 - 1,600 Impressions per day average (1,468-day May/June)

July & August “Top Tweet” Summaries (See graphics below)



GENERAL OUTREACH

- **KCLU Annual Plan**
 - Finalized 2018-19 plan to include:
 - 50 Weeks
 - 6.56 Million Impressions
 - 150,000 Value-Add Online Impressions
- **Workforce Ventura County Website – July 1, to September 12, 2018**
 - 1,615 Users
 - **6% Increase year-over-year**
 - 2,165 Sessions
 - **5% increase year-over-year**
 - 5,169 Page Views
 - **2% increase year-over-year**
 - Geography – Top 11 areas
 - Ventura – 23%, Oxnard – 16%, Simi Valley – 8%, Los Angeles – 16%, Thousand Oaks – 7%, Camarillo – 6%, Sacramento – 2%, Agoura Hills – 2%, Santa Paula – 2%, Moorpark – 2%, Ojai – 1%

- **EVSP Outreach Committee Participation**
 - Participated in meeting August 30th. Provided background and emailed links to current VCGB digital assets.
- **Press Releases**
 - **Prepared Carbajal Media Advisory** – Submitted to the Congressman's office for approval. Event to be rescheduled at a future date.
 - **New board appointments/new chair release** – prepared release. Sent July 12. **Clips:**
 - VC Star – ran board appointments release July 18
 - Amigos805.com – posted board appointments release
 - Simi Acorn – ran board appointments release July 20
 - Simi Acorn – ran board appointments release July 20
 - Moorpark Patch - posted new chair release
 - **Prepared and sent "Nominations Open for 2018 Annual WDB Awards"** on August 14. **Clips:**
 - VC Star – ran WDB awards release August 21
- **Editorial**
 - **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/>
 - **Attended August 8th HASC Regional Meeting and Prepared Write-Up**
 - See attached.
 - **ACE Charter High School and the IB Program**
- **2018 WDB Awards**
 - Press Release
 - Updated logo in various formats
 - Redesigned 'fillable' Nomination Form
 - 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**
 - August 3 – 97 Invitees/50% open rate
 - 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%)

America's Job Center of California

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

The next meeting of the WDB Outreach Committee is scheduled for November 14, 2018, from 9:00 a.m. to 10:30 a.m., UFCW, 816 Camarillo Springs Rd., Camarillo.

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



TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: FEBRUARY 28, 2019

SUBJECT: PROGRAMS COMMITTEE REPORT

The Programs Committee met on October 3, 2018. In attendance were Committee members: Tony Skinner (Chair)*, Leslie Webster, Tressie Nickelberry, Roger Rice*. Guests: Nancy Ambriz (Human Services Agency, Adult & Family Services/WIOA (HSA)), Rebecca Evans and Vivian Pettit (HSA, Adult & Family Services), Diana Fernandez and Omar Zapata (Boys & Girls Clubs Greater Oxnard and Port Hueneme), Mark Robinson (Lifesigns - Interpreter), Emily Alexander (Department of Rehabilitation(DOR)), and Tami Hixon (DOR Interpreter). WDB Staff: Patrick Newburn and Ma. Odezza Robite. * Indicates WDB Member. The following is a summary of topics discussed at the meeting:

WIOA Workforce Development Planning

Patrick Newburn provided several updates and reports on the following topics:

- a. Prison to Employment Initiative: \$37 Mil State General Funds approved for "*Prison to Employment Initiative*" to help Justice Involved Individuals gain meaningful employment upon release from prison. WDB was awarded \$47,500! Consultant to be hired to conduct the research and partner collaboration.
- b. WIOA Youth Programs monitoring for Program Year 2017-2018 Conducted February 2018: Four observations received May 31, 2018 from EDD required corrective action (gas cards, supportive services expenditures, incentives, and developing Individual Service Strategy). Newburn explained that WDB responded to EDD August 31, 2018 with a corrective action plan on each of the four observations. Subsequently, WDB has implemented several trainings/ Technical Assistance to the youth contractors, updated specific client files, reviewed and revised WDB policies, and has agreed to conduct quarterly review of sample youth client files provided by contractors to insure compliance with recommendation.
- c. 85% Program Monitoring Adult & Dislocated Worker & Youth Conducted September 2018: EDD reviewed three main areas (program administration, program operations, and AJCC structure). Newburn listed the specific sections: Workforce Development Board (Policies, Contracts, and Grievance Procedures), Oversight and Monitoring, Eligibility, Training Services, Supportive Services, Youth Services (CAP Verification), Adult, Dislocated Worker & Rapid Response. EDD will provide their report within a few weeks.
- d. WDB Policy Bulletins in Development: Newburn provided a preview of three main program policies that are in development that when drafted will be presented for oversight by the committee. Revision to Policy On Apprenticeship Training (Registered Apprenticeships), New Work Based Learning Policy (Overarching Framework), Revision to Policy on On-the-Job Training and Customized Training, and a New I-9 Work Authorization Verification policy (Pathway to Services)

- e. AJCC Hallmarks of Excellence Continuous Improvement Plan: In September 2018, WDB and AJCC Staff conducted preliminary review of AJCC Continuous Improvement Plan. Hallmarks 1 through 3 were reviewed. Implementation of Hallmark recommendations now in progress include: AJCC partner meetings conducted monthly, new VOS Computer greeter system being implemented October 2018 with improved layout, AJCC partner cross-training started, career services staff training started August/September 2018, regional training coordinator is hired by HSA/AFS/WIOA, and Consultant to be hired to augment training in future as needed. AJCC Branding under state/federal review so the building signage remains unchanged. Hallmarks 4-8 remain to be discussed in December 2018.
- f. WIOA Performance Goals and Local Area Negotiations for PY18 & PY19:

Ventura Final PY 2018 Performance Goals				
Adults		Dislocated Workers	Youth	
Employment Rate 2nd Quarter After Exit	64.0%	68.0%	65.4%	Employment or Education Rate 2nd Quarter After Exit
Employment Rate 4th Quarter After Exit	60.5%	63.5%	62.0%	Employment or Education Rate 4th Quarter After Exit
Median Earnings 2nd Quarter After Exit	\$5,200	\$7,450	\$3,491*	Median Earnings
Credential Attainment within 4 Quarters After Exit	53.0%	57.0%	53.0%	Credential Attainment within 4 Quarters After Exit
Measurable Skills Gain* *(Proposed / Not Accountable Yet)	51%*	45.70%*	42.70%*	Measurable Skills Gain July 1 through June 30

Ventura Final PY 2019 Performance Goals				
Adults		Dislocated Workers	Youth	
Employment Rate 2nd Quarter After Exit	66.0%	69.5%	66.9%	Employment or Education Rate 2nd Quarter After Exit
Employment Rate 4th Quarter After Exit	62.5%	65.0%	64.0%	Employment or Education Rate 4th Quarter After Exit
Median Earnings 2nd Quarter After Exit	\$5,600	\$7,600	\$3,591*	Median Earnings
Credential Attainment within 4 Quarters After Exit	54.0%	58.0%	54.0%	Credential Attainment within 4 Quarters After Exit
Measurable Skills Gain* *(Proposed / Not Accountable Yet)	53.0%*	46.70%*	42.70%*	Measurable Skills Gain July 1 through June 30

- g. 2017-2018 Year End Review: Committee members reviewed the 2017-2018 Year-End Review and agreed to make the document final and ready for presentation to the WDB.

Member Comments

Tony Skinner and Joseph Clausi, ACE (Architecture, Construction & Engineering) Charter High School principal participated on the WDB's outreach campaign Workforce Wednesday on AM radio station KVTa. The topic was highlighting the *International Baccalaureate World School for Career Related Programme* (IBCP) that was recently achieved and awarded to the Camarillo based high school. The ACE career pathways offered are similar to advanced placement and offer college credits upon completion. IB Diploma Programme is a program with a hands-on, individualized curriculum and is currently offered in 27 countries. It took two years to establish the International Baccalaureate program at ACE and California's only stand-alone IBCP school!

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



WDB/WIOA GRANTS UPDATE

Workforce Development Board of Ventura County

GRANT NAME	PURPOSE/OBJECTIVE	FUNDING AVAILABLE	SUBMITTAL/AWARD DATES
NDWG (Woolsey Fire) National Dislocated Worker Grant	DOL funded emergency grant to provide paid temporary jobs to repair/clean-up fire damage to public property from 11/8/18 Woolsey and Hill Fires. Workforce development services also to be provided including training and supportive services for up to 50 participants	\$2.4 mil awarded based on need. Amount Received: \$810,404 (1 st increment 1/3 of total <u>received</u> for 17 participants) 1/3 increments available based on continued need.	Submitted: 12/24/18 Award Received: 12/3/18
P2E Prison to Employment Initiative 1. Planning Grant 2. Direct Services & Supportive Services Grant	Ventura Regional Plan to provide employment and supportive services to formerly incarcerated and justice involved individuals. Emphasis on regional coalition with employers, labor, CBO's, CDCR, Sheriff, and local agencies. Gov. Brown & State legislature funded \$37 mil over three years.	1) Planning Grant: \$47,500 <u>received</u> (planning grant) 2) Direct Services Grant: (Implementation of Plan) amount TBD	1) Round I Submitted: 12/24/18; Award Received: 12/3/18. (Allocated to WDB for CWA Consultant) 2) Round II To be Submitted: 2/15/19
Slingshot 2.0 Regional Plan Implementation	CWDB grant to provide for Implementation of WDB regional plan. Two Projects to include: Expanding Business Engagement; Expand Apprenticeships	\$185,000 requested. Award Received \$180,000	Submitted: 11/20/18 Award Date: 1/11/19
VEAP Veterans Employment Assistance Program	Ventura regional collaboration to provide Veterans employment services and supportive services for 55 participants.	\$500,000 requested	Submitted: 12/24/18 Award: TBD
Workforce Accelerator 6.0	STEPS Connection does not enroll participants, however; it seeks to: strengthen partnerships to create an integrated and responsive "One-Stop" support services system; develop tools/resources to strengthen participation and employment outcomes; conduct a support service gap analysis; and develop a "best practice" guide	\$250,000	Award Received: 2/1/2018 (Allocated to AFS/WIOA)



WDB/WIOA GRANTS UPDATE

Workforce Development Board of Ventura County

GRANT NAME	PURPOSE/OBJECTIVE	FUNDING AVAILABLE	SUBMITTAL/AWARD DATES
High Performing Boards	The California Workforce Development Board (State Board) has established standards for certification of high-performing Local Workforce Development Boards (Local Board). CUI Section 14200(d) requires a portion of the Governor's discretionary fund to be made available for providing incentives to high-performing Local Boards. WDBVC was granted this award in 2017. Special Projects to be determined.	\$54,838	Award Received: 12/1/2016 (Allocated to WDB Admin)
Regional Capacity Building/ Regional Training Coordinator	Focus on the professional development of staff and partners in the One-Stop System. Plan and implement regional and statewide trainings identified in the Statewide Training Plan. Implement a skill gap analysis for workforce professionals, identifying training priorities and developing ongoing training and capacity-building initiatives	\$205,000 – First Award \$157,000 – Second Award for both Regional Organizer and Regional Training Coordinator	First Award Received: 3/1/2017 (Allocated to AFS/WIOA for RTC \$200,000; \$5,000 for VOS Touch Screen). Second Award Received: 1/11/19
Regional Organizer	Funds to augment our continuing support for regional organizing and regional plan implementation. The WDBVC will support efforts for program alignment across core programs and with all mandatory partners. Regional Organizing activities in Ventura County will help facilitate the importance of fostering demand-driven skills attainment; enabling upward mobility for all; and aligning, coordinating and integrating workforce development programs	\$85,714	Award Received: 3/1/2017 (Allocated to WDB Admin)
Regional Plan Implementation	Grant will help the WDBVC support leadership structures, improve staff capacity and training, strengthen sector initiatives, more fully integrate career services offered by AJCC partners, and help to build sustainable investments. Subcontracts awarded to theAgency and to EDC-VC.	\$350,000	Award Received: 1/1/2018 (Allocated to WDB Admin; Contracts awarded to: EDCVC and theAgency)