



WORKFORCE DEVELOPMENT BOARD OF VENTURA

SPECIAL MEETING

Thursday, May 9, 2019

8:00 a.m. – 8:30 a.m.

Note: Time & Location

United Food and Commercial Workers, Local 770 (UFCW)
816 Camarillo Springs Road (Meeting Room/Suite A), Camarillo

REVISED 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 |
| | <i>Procedure: The public is welcome to comment. Public comment cards are available at the meeting sign-in table. All comments not related to items on the agenda may be made at the beginning of the meeting only.</i> | |
| 8:10 a.m. | 3.0 CONSENT ITEMS | Gregory Liu |
| | 3.1 Approve Workforce Development Board Minutes: February 28, 2019 | |
| | 3.2 Receive and File: WDB Committee Reports | |
| | 3.3 Receive and File: 2017-2018 Year-End Reviews | |
| 8:15 a.m. | 4.0 ACTION ITEMS | Gregory Liu |
| | 4.1 Recommendation that the Workforce Development Board of Ventura County (WDB) Approve and Recommend to the Board of Supervisors Approval of the Ventura County Workforce Innovation and Opportunity Act (WIOA) Regional and Local Workforce Development Plans Update for Program Years 2017-2021 – Two Year Modifications | |
| | 4.2 Recommendation that Workforce Development Board of Ventura County (WDB) Approve a Contract with the Economic Development Collaborative (EDC), to Provide Business Retention – Layoff Aversion Services from July 1, 2019 through June 30, 2020, in an Amount not to exceed \$95,000 in WIOA Funds | |

- 4.3 Recommendation that the Workforce Development Board of Ventura County (WDB) Approve the Obligation of \$90,000 in PY 2019-2020, California Workforce Development Board (CWDB) Regional Plan Implementation Funds to the Economic Development Collaborative, to Augment and Support Existing Local Economic Development Efforts Related to Business Retention and Layoff Aversion Services As Defined by the CWDB Implementation Design
- 4.4 Recommendation that the Workforce Development Board of Ventura County (WDB) Approve the Option Term Two (July 1, 2019 through June 30, 2020) of Two Contracts dated June 20, 2017 to Provide Comprehensive Workforce Innovation and Opportunity Act (WIOA) Youth Services in the Amounts not to Exceed \$604,000 for the Boys and Girls Club of Greater Oxnard and Port Hueneme, and Amounts not to Exceed \$604,000 for PathPoint
- 4.5 Recommendation that the Workforce Development Board of Ventura County (WDB) Approve the Renewal of a Contract with the Agency to Provide Marketing and Public Relations Services to the WDB from July 1, 2019, through June 30, 2020 in an Amount Not to Exceed \$150,000, in WIOA Core Funds
- 4.6 Recommendation that the Workforce Development Board of Ventura County (WDB) Recommend that the Ventura County Board of Supervisors Approve the Submission of the Application for Subsequent Local Area Designation and Local Board Recertification Request for Program Years 2019-2021 for the Local Workforce Development Area, Ventura County, to the California Workforce Development Board
- 4.7 Recommendation that Workforce Development Board of Ventura County (WDB) Approve Certification of the Affiliate America's Job Center of California (AJCC) 2900 N. Madera Road, Simi Valley, California According to the Attached Hallmarks of Excellence Certification Exhibits and Submit Signed Copy to the California Workforce Development Board (CWDB)

8:30 a.m. **5.0 ADJOURNMENT**

Gregory Liu

Next WDB Meeting

Annual & Election of Officers

June 6, 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.

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



WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

MEETING MINUTES

February 28, 2019

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

WDB Members Present

Gregory Liu, WDB Chair	Kathy Harner	Rosa Serrato
Tracy Perez, WDB Vice Chair	Captain Douglas King	Bruce Stenslie
Vic Anselmo	Dona Toteva Lacayo	Jesus Torres
Greg Barnes	Anthony Mireles	Richard D. Trogman
Jesse Cuevas	Bill Pratt	Greg Van Ness
Victor Dollar	Roger Rice	Stephen Yeoh
Greg Gillespie	Alex Rivera	Celina Zacarias
Cindy Guenette	Patty Schulz	

WDB Members Absent

Brian Gabler	Marilyn Jansen	Tony Skinner
Jeremy Goldberg	Victoria Jump	Peter Zierhut
Charles Harrington	Jaime Mata	

WDB Administration Staff

Rebecca Evans, Executive Director	Patricia Duffy	Patrick Newburn
Talia Barrera	Tracy Johnson	Ma.Odezza Robite

Guests

Sabrina Anderson	County of Ventura
Emily Barany	VISIONALITY
M. Barber	MJB
Ken Barrow	Human Services Agency, Contracts Unit
Mike Bastine	College of the Canyons
Rebecca Chandler	Ventura County Community College District
Amanda Conroy	VISIONALITY
Marcee Davis	Representative, Congresswoman Julia Brownley Office
Dr. Penelope De Leon	Oxnard Union High School
Jenna Dittmar	VISIONALITY
Jim D. Faul	The Altum Group
William Foley	Health Care Agency
Dave Fleisch	Ventura County Civic Alliance
Gill Johnson	Ambulatory Care
Adriana Gonzalez	Health Care Agency
Sally Harrison	County of Ventura
Heidi Hayes	theAgency
Juliet Herman	VC Innovates
Yvonne Jonason	Employment Training Panel
Dr. Cheryl Lambing	Health Care Agency

Byron Lindros	Former Workforce Development Board Member
Melissa Livingston	County of Ventura, Human Services Agency
Kathy Long	Health Care Foundation for Ventura County
Monica Maine	County of Ventura
Oliver Malcolm	California Lutheran University
David Maron	Ventura County Civic Alliance
Tiffany Morse	VC Innovates
Laura Martinez	Ventura Pacific
Ray Najera	United Staffing Associates
Dave Norman	City of Camarillo
Irene Ornelas	College of the Canyons
Sim Tang Paradis	Health Care Foundation for Ventura County
Brandon Parish	Aguilar Thomas Consulting, LLC
Mike Powers	County of Ventura
Patty Quiroz	Office of Senator Hannah-Beth Jackson
Eileen Rohlfing	Employment Development Department, Regional Advisor
Mary Anne Rooney	Linked Learning/ Ventura County Civic Alliance
Jessica Ruiz	County of Ventura
Laura Sharpe	Health Care Foundation
Eric Sonstegard	Oxnard Police Department
Erica Spicer	Ventura County Office of Education, Career Education Center
Paul Stamper	County of Ventura
Karen Swanson	Department of Rehabilitation
Teresa Telles	Oxnard Union High School District
Amy Towner	Health Care Foundation for Ventura County
Carolina Ugarte	VC Innovates
Carolyn Vang-Walker	Ventura Adult & Continuing Education
Scott Whitney	Oxnard Police Department
Alexandria Wright	Ventura County Community College District

1.0 CALL TO ORDER AND AGENDA REVIEW

WDB Chair Gregory Liu called the meeting to order at 8:11 a.m. No changes were made to the agenda.

2.0 PUBLIC COMMENTS

No public comments.

3.0 WDB CHAIR'S COMMENTS

Chairman Gregory Liu welcomed special guests and new WDB member Rosa Serrato Human Resources Manager, Corporate Human Resources Business Partner, Reiter Affiliated Companies. In Oxnard, CA. Ms. Serrato was appointed to the WDB February 2019 representing the Business category. Reiter Affiliated Companies has been in the agriculture and farming business since 1868.

Chairman Liu welcomed and introduced new WDB Executive Director, Rebecca Evans to the board. Rebecca was hired mid-December 2018 and has been transitioning into the role as executive director in January. Ms. Evans has attended the last two executive committee meetings since her arrival.

Ms. Evans informed the board the WDB Administration has now moved into the RiverPark AJCC at 2901 N. Ventura Road, Oxnard and welcomes members to visit. Her mission in coming into this new

role is to be a part of an important transformation as she looks to fulfill the strategic plan of the WDB and strengthen the goal of increasing apprenticeship opportunities within the community. Ms. Evans sees the WDB as a key part of supporting the local economy and for residence and future generation of Ventura County, to get the education and training they need to secure jobs if they want to continue to live in the county. Ms. Evans expressed having a ready and trained workforce that can achieve their education goals locally, will meet the needs of businesses and employers throughout the county will help the local economy and quality of life of residents in the region.

WDB Chair Gregory Liu expressed appreciation on behalf of the board to Melissa Livingston, Chief Deputy Director of the Human Services Agency for filling the role of WDB Interim Executive Director for the Board over the past two years.

Chairman Liu acknowledged and expressed appreciated on behalf of the WDB to outgoing members James (Jim) D. Faul, Byron Lindros, and Roger Rice.

James D. Faul was appointed in 2009 representing the Business Category and served as WDB Chair from 2016-2017, WDB Vice Chair 2015-2016, Executive Committee member 2015-2018, and as Vice Chair of the Marketing and Business Outreach Committee (now called the Outreach Committee). Jim was member of Marketing and Business Outreach Committee from 2009-2017 and served as member of the Business Services Committee from 2017-2018. WDB Chair Gregory Liu and Vice Chair Tracy Perez presented Jim with a certificate of appreciation from the County Board of Supervisors.

Byron Lindros appointed to the WDB in 2015 representing the Business Category. Byron served as member of the Manufacturing Committee Member from 2015-2018. Prior to WDB appointment, in 2013, Byron was member of the Manufacturing Roundtable Ventura County (MRVC) Steering Committee. The MRVC was responsible for bringing National Manufacturing Day to Ventura County, which became Manufacturing Week. WDB Chair Gregory Liu and Vice Chair Tracy Perez presented Byron Lindros with a certificate of appreciation from the County Board of Supervisors.

Roger Rice was appointed to WDB in 2013 representing the Education Category/Adult Education. Dr. Rice served on the Youth Council Committee Member from 2013-2016 and Vice Chair of Programs Committee from 2016-2019. WDB Chair Gregory Liu and Vice Chair Tracy Perez presented Roger Rice with a certificate of appreciation from the County Board of Supervisors.

WDB Chair Liu thanked recent Workforce Wednesday radio show participants. In November 2018, WDB member Captain Douglas King and Mary Navarro-Aldana (EDD Workforce Services) spoke about Veteran's Services. In January 2019, WDB member Anthony Mireles and Alejandra Tellez (County of Ventura) talked about the Tri-County Regional Energy Network. In February 2019, board member Tony Skinner and Christina Birdsey (Port of Hueneme) discussed the Port of Hueneme taking a historic step in signing a Project Labor Agreement. Recordings of this and other Workforce Wednesday broadcasts are available on the WDB website, About Us/News tab: www.workforceventuracounty.org.

4.0 2018 WDB AWARDS

WDB Vice Chair Tracy Perez and member of the WDB Outreach Committee hosted the presentation of the 2018 WDB Awards. WDB members congratulated the recipients and expressed appreciation for the exceptional contributions made by members of the community to help build a strong, competitive workforce in Ventura County. Representatives from the office of Senator Hannah-Beth Jackson and the office of Congresswoman Julia Brownley also presented recipients with certificates of recognition.

WDB Leadership Award

- Emily Barany, VISIONALITY

WDB Youth Opportunity Award

Summer at City Hall Program

- Ventura County Civic Alliance
- Oxnard Union High School District

WDB 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
- VC Innovates

5.0 PRESENTATION

Insights for Ventura County's Workforce Development LinkedIn Learning, Joey Zumaya

Joey Zumaya leader of the LinkedIn Learning public sector team in North America provided a presentation to the board that identifies strategies on how to build and empower the county's workforce using LinkedIn's economic graph. The economic graph is a make-up of LinkedIn's users/members (e.g., members, companies, jobs, skills, schools) and provides unique insights reports that address how to identify skills and employers that are trending in the county, where the talent is coming from and going to, and identify skills gaps that exist in our workforce. The report enables users to develop a plan for bridging the emerging talent and/or skills gaps and by using LinkedIn Learning content members can develop and grow their desired skills independently. Mr. Zumaya shared he and his LinkedIn Learning staff has been talking with WDB Admin for months and the detailed report provided is an in-kind contribution to the WDB. They are not charging the board and not seeking any other type of compensation, one of the reason they wanted to partner with us is because they are our neighboring county and if the board would like to go in more detail and need more information, they can discuss a partnership in the future. (A copy of the presentation is in the WDB meeting packet posted on the WDB website: www.workforceventuracounty.org.)

6.0 CONSENT ITEMS

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

Motion to approve the Consent Items: Bill Pratt

Second: Greg Van Ness

Motion carried unanimously

7.0 WIOA IMPLEMENTATION

- WDB/WIOA Grants Update: Rebecca Evans informed the WDB of the below grants:

- National Dislocated Worker Grant (NDWG) is Department of Labor funding to help dislocated workers whom may have been impacted with the recent Woolsey & Hill wildfires in the region.

WDB Administration Manager Patrick Newburn led and submitted the grant application on behalf of WDBVC in December 2018 and was awarded funding for \$810,404. The WDB will be working in partnership with the Foundation for California Community Colleges to serve as an employer of record and Goodwill Industries will recruit, train, and place the dislocated workers. WIOA Career Services will provide technical assistance to Goodwill Industries to ensure that they can provide career services needed. Rebecca Evans reported the implementation kick-off occurred with career services providers as well as Goodwill Industries and she will keep the WDB updated moving forward.

- Prison to Employment (P2E) Grant: WDB applied for a grant from California Workforce Development Board (CWDB) in partnership with the California Department of Corrections and Rehabilitation in the amount of \$3,998,000 and anticipates hearing back from state with an award amount and will update the WDB moving forward. In addition to applying for the P2E grant, part of the WDBVC regional and local plan modification update is to incorporate and serve the justice-involved population.
- Regional Organizer & Regional Training Coordinator: WDBVC received additional funding to support the work with the regional organizer and having a regional training coordinator to coordinate training with the partners at the AJCC.
- Regional Plan Implementation: WDBVC received additional money for regional plan implementation to continue to implement priorities of the WDBVC regional plan. WDBVC has worked with the Economic Development Collaborative in providing business services and other initiatives under our regional plan. This initiative includes a process to bring together and better understand the difference agencies role in providing services that businesses need and to better coalesce our efforts in the region.
- CWA Youth@Work 2019 Conference Update: WDB member Jaime Mata attended the youth conference and is unavailable to attend today to provide an update.
- WDB Regional and Local Plans PY 2017-21 –Two-Year Modifications Meeting: Rebecca Evans reported WDB Admin hired a consultant to work with the team to help update the regional and local plan update. They are still welcoming stakeholder input through March 1, 2019 and will update the board at its next meeting.
- WDB State Requirements Update
Rebecca Evans reported she and the WDB Admin team will be working on updating the AJCC MOU. The One-Stop Operator has a bidder's conference today and reported email notices went out to numerous organization that may be interested in bidding. Rebecca will report the outcomes at the next board meeting. We will also renew our career services operation for the AJCC with the Human Services Agency.
- On-the-Calendar:
 - March 6, 2019 California Workforce Association (CWA) Day at the Capitol
 - March 7-8, 2019 CWA Board of Director's Meeting
 - March 23-27, 2019 National Association of Workforce Board Form 2019 Washington, D.C.

8.0 WDB MEMBER COMMENTS

There were no comments.

9.0 ADJOURNMENT

Motion to adjourn at 10:00 a.m.: Alex Rivera

Second: Bill Pratt

Motion carried unanimously

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



Workforce Development Board of Ventura County

May 9, 2019

COMMITTEE MEETING REPORTS AND UPDATES

<u>Committee</u>	<u>Next Meeting Date</u>	<u>Committee Report Update</u>
• Executive Committee	May 9, 2019	Committee reports from the <u>November 8</u> , <u>January 10</u> , <u>February 14</u> , <u>March 14</u> , & <u>April 11 meetings</u> are to be determined.
• Business Services Committee	May 14, 2019	Committee reports from the <u>December 11</u> , <u>February 12</u> , & <u>March 12</u> are attached
• Clean/Green Committee	May 17, 2019	Committee reports from the <u>November 16</u> , <u>January 18</u> , & <u>March 15</u> meetings are attached
• Healthcare Committee	May 3, 2019	Committee reports from the <u>September 21</u> , <u>November 2</u> , & <u>March 1</u> meetings are attached
• Manufacturing Committee	TBD	Committee reports from the <u>October 18</u> & <u>February 21</u> meetings are attached
• Membership Committee	June 4, 2019	Committee reports from the <u>December 4</u> , <u>January 7</u> , & <u>February 5</u> meetings are attached
• Outreach Committee	May 15, 2019	Committee reports from the <u>January 16</u> & <u>March 20</u> meetings are attached
• Programs Committee	June 5, 2019	Committee reports from the <u>December 5</u> , <u>February 6</u> , & <u>April 3</u> meetings are attached



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: BUSINESS SERVICES COMMITTEE

The Business Services Committee met on Tuesday, December 11, 2018. In attendance were Committee members Jesus Torres (Chair), Heidi Hayes, Jaime Mata, Dona Lacayo, Paula Hodge, and Stephen Yeoh; WDB staff Talia Barrera; guests Ray Bowman (Ventura County Small Business Development Center), Christy Norton (America's Job Center of California/WIOA), Rebecca Evans (Adult and Family Services – WIOA), and Yvonne Jonason (Employment Training Panel).

Jesus Torres shared with the committee that there are a few projects that the committee is working on, and will be partnering with EDC-VC and with the Community College District to enhance the business resource guide to share services and resources in the county.

Heidi Hayes shared with the committee the Regional Plan Implementation project (funded by the Workforce Development Board) that the Agency is currently working on. The Agency created a new landing page for the Hill & Woolsey Fire Recover, the new page included recovery resources from all different organizations. Live Interview with David Cruz, KOXR Spanish radio station with guests Rigo Gonzales with U.S.SBA and Alondra Gaytan with EDC-SBDC. There was a four week :30 second Spanish language radio spot and a :30 second Public Service Announcement produced for Fire Recovery resources.

Ray Bowman gave a presentation on the wildfires impact, outreach recovery and lessons learned. He shared with the committee that EDC-SBDC and other local and state organizations worked together to open a Business Recovery Center in partnership with SBA, local chambers and over seven thousand individuals and businesses through the SBDC network. EDC convened a stakeholder meeting with business organizations, city leaders and government officials to create a strategy for business outreach and support and created a Disaster Recovery Resource page on their website. EDC has provided six hundred hours of direct engagement with businesses including technical advisement in Ventura County and Malibu, as a result of the Hill & Woolsey fire and currently working with 60 businesses discussing short and long-term recovery strategies. EDC will continue to report on their efforts to support the region.

Rebecca Evans and Christy Norton reported on the AJCC Business Services activities, and shared that WIOA has provided Rapid Response services by engaging in two events, two WARN notices, with a number of affected employees expected to be up to 141. The Committee will determine what information is needed and relevant for the AJCC to report at future meetings.

If you have questions or need more information, please call me at (805) 910-7028, or contact Talia Barrera at 805-477-5341, email: talia.barrera@ventura.org.



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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: BUSINESS SERVICES COMMITTEE

The Business Services Committee met on Tuesday February 12, 2019. In attendance were Committee members Jesus Torres (Chair), Stephen Yeoh, Heidi Hayes, Marybeth Jacobsen, WDB staff Talia Barrera; and guests Yvonne Jonason (Employment Training Panel), Christy Norton (America's Job Center of California/WIOA), and Jaimé Duncan (Adult and Family Services-WIOA).

Jesus Torres shared with the committee new initiative and focus for the committee, which will include strategies to support business and identify areas of opportunity for business support.

Heidi Hayes presented to the committee the results of the Business Services Survey. The online survey was conducted with 125 Ventura County businesses and the sample was a representative mix of the Ventura County Region by location, industry, and number of employees. The intent of the survey was to learn what services and resources to businesses are perceived to be of value, and what programs and services might be worth further discussion. The survey is in alignment with the CWDB Regional Plan Implementation workplan, which will help identify the programs that the WDB is promoting to address the skilled workforce deficits we face as a region. Copies of the study are available on the Workforce Development Board website at: www.workforceventuracounty.org. As a result of this survey, the committee will be working to identify the areas of need, including regional economic indicators related to business services.

Jaimé Duncan and Christy Norton provided an update on the activities and events at the America's Job Center of California. The AJCC team is currently working on providing support to approximately 15 WARN notices received from October 2018 resulting in support to over 300 employees. The use of OJT's has increased within the past few months, with a more noticeable focus on Insurance Services. The AJCC continues to focus on supporting and align staffing on the sectors identified by the WDB.

The next Business Services Committee meeting is scheduled for Tuesday, April 9, 2019, from 10:00 a.m. to 11:30 a.m.

If you have questions or need more information, please call me at (805) 910-7028, or contact Talia Barrera at 805-477-5341, email: talía.barrera@ventura.org.



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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: BUSINESS SERVICES COMMITTEE

The Business Services Committee met on Tuesday March 12, 2019. In attendance were Committee members Jesus Torres (Chair), Stephen Yeoh, WDB staff Talia Barrera and Rebecca Evans; and guests Yvonne Jonason (Employment Training Panel), Christy Norton (America's Job Center of California/WIOA), Jaime Mata, Vic Anselmo, Tracy Perez, Bruce Stenslie, and Paula Hodge (Deputy Sector Navigator California Community Colleges).

Jesus Torres thanked the committee and all partners from different organizations on the efforts to provide opportunity for business support, and continue moving forward towards regional alignment.

Bruce Stenslie provided an update on the Regional Plan Implementation 1.0 grant supported by the Workforce Development Board of Ventura County. The objectives of the implementation were to support regional leadership and capacity to align existing workforce programs and reduce duplication of business outreach. Bruce shared with the committee that to-date EDC has been working to create a business engagement ecosystem, this will include the development of a Kaizen/Lean project with EDC Small Business Development Center, the America's Job Center of California, and the Workforce Development Board staff, and develop an understanding of partner resources and services available to businesses, as well as alignment of outreach processes, priorities and establishing communication and information sharing systems. Bruce will continue to provide updates on the implementation and outcomes at future meetings.

Yvonne Jonason from the Employment Training Panel provided an overview of the program. The state agency pay-for-performance contract that reimburses the cost for employers for customized job skills training. Yvonne shared with the committee that the businesses that are primarily engaged in manufacturing and related industries, automatically meet the special employment-training framework. The training delivery methods can be in classroom, lab, e-learning or computer based-training. ETP promotes training initiatives prioritized to veterans, at-risk youth, justice involved, and people with disabilities. For any additional information, businesses can visit www.etp.ca.gov

Christy Norton provided an update on the activities and events at the America's Job Center of California. The AJCC Rapid Response team is working on serving the following dislocated workers: approximately 99 affected employees, as a result of Bank of America closure in Simi Valley, approximately 50 from Harbor Freight, approximately 90 from Decker's Outdoors in Camarillo, and approximately 56 employees from Brasseler Holdings LLC. WARN notices received from October 2018 resulting in support to over 300 employees. The launching of the new CalJOBS landing page is coming in the near future and will be presented at the next committee meeting. The AJCC continues to focus on supporting and align staffing on the sectors identified by the WDB.

If you have questions or need more information, please call me at (805) 910-7028, or contact Talia Barrera at 805-477-5341, email: talia.barrera@ventura.org.



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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: CLEAN/GREEN COMMITTEE REPORT

The Clean/Green Committee met on November 16, 2018. In attendance were Committee members Anthony Mireles (Chair), John Brooks, Victor Dollar, Dave Fleisch, Grant Leichtfuss and WDB staff Patricia Duffy.

Ventura County Regional Strategic Workforce Development Plan

- Clean Power Alliance and EV Infrastructure and EV Mechanics

John Brooks informed the Committee about the Clean Power Alliance. This is a new locally operated electricity provider for communities in Ventura and Los Angeles Counties. The Clean Power Alliance will purchase clean power and Southern California Edison will still provide transmittal lines. Cities and individuals can opt out and cities can choose the percentage of clean energy they want. Ventura chose 100%. Currently 1/3 of the energy in California is green. Clean energy will be purchased from other states to meet the demand. The Alliance offers several options and reinvests funds in projects in the community.

John Brooks also informed committee members about an EV group that will be meeting to address electric vehicle infrastructure. With the increase of electric vehicles, 440,000 have been sold in California, there is a need for more public charging stations to support these vehicles. The prediction is one out of every eight vehicles will be electric by 2030. New construction is required to be solar ready and EV plug ready. Apps are also becoming available to tell you where charging stations are located. There is also a need for EV mechanics, the committee members discussed finding out from the colleges if enough training is being provided to support the need for the expanding demand.

- Deputy Sector Navigator – AWET Update

Patricia Duffy gave the report for Holly Chavez who sent a written report for the meeting. Patricia read the report to the Committee. Holly Chavez reported that she will continue in her position and the contracts had been renewed. Holly will be performing an in-depth agriculture industry employer gap analysis survey and data collection, funding has already been secured for the project. The results will be used to deploy strategies which will better serve the needs of the agriculture industry. Holly will report progress at our next meeting. They are still deciding if they will be reporting the data by separate counties in the region. Holly is hoping to hold a mini grant competition within the next few months. The Chancellors office will be dispersing \$10,900,000 regionally for K-12 CTE programs through the Regional Consortium.

- Review and Follow up: Previous Meeting's Planning Discussion

Patricia Duffy distributed the Dun & Bradstreet data indicating the businesses in Ventura County, that have been identified as green businesses. The green list includes businesses in Ventura County certified as Green by prominent industry standards using national, state and local certification and industry standards.

At the previous meeting the Committee discussed what the committee would like to focus on going forward. The Committee members prioritized some of the recommendations discussed previously. The previous Dean at Oxnard College and committee member, had suggested exploring a way to require a short course that addresses sustainability across all the CTE programs at the college. The committee members suggested this should be one of our high priorities. Working with the new Dean is a committee priority as well as working with other colleges to see if there would be a way to work sustainability into all the CTE programs.

Other priorities were to focus on industry using sustainability to attract talent and encourage businesses to use sustainability as a recruiting tool, use sector committees to engage businesses, bring more businesses to the committee, create value, promote green components in every job and identify new training that is needed to keep up with emerging markets such as EV mechanics.

- Workgroup Report: Employer Awareness, Video Review

Patricia Duffy shared the two completed videos with the committee for comments. The committee members were informed that the two remaining videos should be completed shortly after the New Year.

The next meeting of the Clean/Green Committee will be on January 18, 2019 at UFCW, 816 Camarillo Springs Road, Camarillo.

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



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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: CLEAN/GREEN COMMITTEE REPORT

The Clean/Green Committee met on January 18, 2019. In attendance were Committee members Anthony Mireles (Chair), John Brooks, Holly Chavez, Victor Dollar, Darrell Gooden and Mary Anne Rooney; WDB staff Patricia Duffy and Guests, David Goldstein (RMDZ Ventura County Recycling and Market Development Zone, Celine Park (Moorpark College), Yvonne Jonason (ETP), Julie Kalbacher (Metropolitan Water District Southern CA.), and Leigh Walker (County of Ventura Regional Energy Alliance). Topics of discussion included:

Ventura County Regional Strategic Workforce Development Plan

- Guest Speaker :Administrator of the Ventura County Recycling Market Development Zone (RMDZ)

David Goldstein informed the Committee members on the RMDZ and the benefits available to industry. The RMDZ uses recycling as an incentive to drive economic development by supporting new businesses and business expansion which will divert waste from landfills. The RMDZ can help employers with low interest loans and assistance with other financing for projects that will increase the market demand for recyclables. Up to 75% can be financed for project and loans can be up to 2 million per loan for 15 years. The RMDZ also provides support and assistance for manufacturers and new businesses making products from recyclable materials and assistance through the permitting process.

There is a need to have control of our own recycling efforts rather than shipping our recyclables to other countries. Some companies are adding the cost of recycling into the cost of the products, an example given was mattresses. Providing incentives for business and entrepreneurs to utilize recyclable products will create more green jobs.

- Deputy Sector Navigator – AWET Update

Holly Chavez, DSN for Agriculture Water and Environmental Technologies, gave an update to the Committee members. Her position has been funded in the South Central Coast Region for another five years. There is 150 million dollars coming to the Chancellor's Office to enhance K-12 CTE programs statewide. Ms. Chavez reported that Perkins was reauthorized on the Federal level. She will be hosting the third annual Ag conference at Cal Poly this month, which is a two-day event held on Saturday and Sunday. Ms. Chavez has allocated money from her budget for a gap analysis for the Ag industry and will be including the Ventura region. She noted that Ventura is number 8 in the State for agriculture production and is unique since the Ventura climate allows for 4 crops a year. Ms. Chavez reported that with the signing of the farm bill industrial hemp is

now legal nationwide. She informed the committee that mini grant applications will be coming out soon.

- Career Pathways Update:

Darrell Gooden reported that he will be hosting another event similar to the event held at the Water Treatment Plant called "Sustainable VC" That event had a large turnout which included 45 professionals participating and 120 students. This event will be held on February 6th at the Ventura College Wright Center from 11:30-1:30 and will include an Entrée to Employment luncheon with students and industry professions.

Mary Anne Rooney gave an update on the Civic Alliance and the Career Pathways Program. The Civic Alliance grant for Career Pathways expires at the end of the academic year. Mary Anne reported the Green Technologies program is looking for summer internships in green industries.

Ms. Rooney announced that the Civic Alliance won the WDB Youth Opportunity Award.

Ms. Rooney also reported on the Port of Hueneme zero admissions project. The Port received a three million dollar grant. An example is using an electric crane to reduce emissions. The Port has hired an environmental specialist and has collaborated with the Port in LA. There are internship opportunities at the Port, for high school students, in global logistics and international trade. These are paid internships.

- EV Infrastructure and EV Mechanics

John Brooks gave an update on the electric vehicle meeting that was held in Ventura. This is a collaborative effort between Santa Barbara and Ventura. He reported that public utilities are putting 20 million dollars into increasing EV charging stations. Incentives used for EV have been raised. The \$450 credit has been raised to \$1,000. There are added incentives for lower income individuals.

- Occupational Employment and Data Growth Projections

Patricia Duffy handed out the updated Occupational Employment and Data Growth Projections for green industry jobs.

The next meeting of the Clean/Green Committee will be on March 15, 2019 at the United Food and Commercial Workers (UFCW), Local 770, 816 Camarillo Springs Road, Camarillo.

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



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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: CLEAN/GREEN COMMITTEE REPORT

The Clean/Green Committee met on March 15, 2019. In attendance were Committee members Anthony Mireles (Chair), John Brooks, Holly Chavez, David Fleisch and Darrell Gooden; WDB staff Patricia Duffy and Rebecca Evans, Guests, Celine Park (Moorpark College), Giles Pettifor (The Port of Hueneme) and Leigh Walker (County of Ventura Regional Energy Alliance). Topics of discussion included:

Ventura County Regional Strategic Workforce Development Plan

- Guest Speaker: Ventura County Regional Energy Alliance/Sustainability Program

Leigh Walker, Program Administrator Ventura County Regional Energy Alliance, presented the services and resources provided by the programs; VCREA Regional Engagement, VCREA Fire Recovery, VC Green Business and 3C-REN Regional Engagement and Programs. VCREA with SoCal Gas provides free energy and safety assessments to Ventura County residents. 3C-REN, the Tri-County Regional Energy Network, is launching new energy efficiency programs and services in 2019 to address the needs of local government agencies, building professionals and residents in the Ventura region. **Residential Direct Install Program**, for hard to reach customers, assists residents to make free and low-cost improvements to their homes that save energy and money. **Codes and Standards Program**, offer resources for local government agencies and building professionals to increase knowledge on the changing energy code. **Learning and Development Program** provides access for our workforce to locally hosted learning and business development opportunities.

Ms. Walker mentioned they are working with the Community College District to create career pathways in preparation for the new regulations which are generating the need for more training and skills.

Ms. Walker also spoke about VC- Green Business which focuses on, pollution prevention, solid waste reduction, energy conservation, transportation and employee awareness.

- Guest Speaker :The Port of Hueneme

Giles Pettifor, Environmental Manager at The Port of Hueneme presented a view of The Port from the early history to present. The port is small but incredibly efficient. Although dockside, the port is small the off-dockside operations are large making it very significant to our local economy, bringing economic vitality to the community. Studies indicate that even during economic downturns

communities near a port rebound more quickly. The Port of Hueneme helps to bring social equity and fight poverty in the surrounding community. There are 14,000 jobs associated with the port operations, 2,700 are jobs directly at the port. The majority of the workers on site live in Oxnard. The longshoreman jobs at the port are based on a lottery system and do not require a college degree and can be six figure salaries. The recent project labor agreement (PLA) will increase the need for more local labor. On April 10th The Port of Hueneme will be hosting a Maritime Technology Symposium, STEM outreach for jobs connected to technology at the port. The Port of Hueneme engages the community through events. The banana festival brought 13,000 people and 1,200 children came through the port on tours. Student internships in global logistics and international trade are available.

The Port of Hueneme is dedicated to sustainability. The largest concern is air quality and the port is developing a clean air plan. This will be the first time in the State that a port and a regulatory agency, (VCAPCD) have collaborated to write a clean air plan. In 2014 the port installed shoreside power which uses electricity to power cargo vessels at the dock. The port is the first California port to receive certification from Green Marine, the certifier of sustainable maritime facility operations.

- Deputy Sector Navigator – AWET Update

Holly Chavez, DSN for Agriculture Water and Environmental Technologies, gave an update to the Committee members. There is 150 million dollars coming to the Chancellor's Office to enhance K-12 CTE programs statewide, eleven million will be for this region. Ms. Chavez spoke about the new report recently released called the "California Agriculture Industry Cluster" which was prepared for the Ag Water Environmental Technology Sector for the California Community Colleges. This 120 page report presents a comprehensive picture of the agricultural trends in each region in California. The report addresses the increased use of tech in agriculture and the need for workforce training curriculum focused on Agriculture Science, Engineering and Technology (ASET). The report recommends "development of programs in remote sensing, robotics and food safety and that workforce training programs need to be flexible to address the unforeseen needs of innovation and invention throughout the 21st Century and beyond." Ms. Chavez mentioned that an Agriculture company in California had equipment made in Italy and they couldn't find anyone to repair it and had to fly someone in.

Ms. Chavez also spoke about the upcoming Agriculture Business Apprenticeship Forum, which will be held on April 22nd at the Crowne Plaza.

- Career Pathways Update:

Darrell Gooden reported on the success of the event, "Sustainable VC", he held at Ventura College on February 6th. That event had a large turnout which included 40 industry professionals participating and 120 students. The event convened Ventura County industry partners and students to explore and learn about sustainable technologies and the future career opportunities in the pathways of Energy, Environment & Utilities / Construction & Architecture / Transportation (automotive) with an emphasis on innovation. An Entrée to Employment lunch was also served, which allowed students to interact and ask questions to the industry partners at their table.

The next meeting of the Clean/Green Committee will be on May 17, 2019 at the United Food and Commercial Workers (UFCW), Local 770, 816 Camarillo Springs Road, Camarillo.

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



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TO: WORKFORCE DEVELOPMENT BOARD

**FROM: GREG BARNES
HEALTHCARE COMMITTEE**

DATE: MAY 9, 2019

SUBJECT: HEALTHCARE COMMITTEE REPORT

The WDB Healthcare Committee met on September 21, 2018. Attending the meeting were Committee members; Greg Barnes (Chair), Marilyn Jansen, Christina Lee; WDB staff Patricia Duffy; and guest Charlyn Gutierrez (Westminster Free Clinic). The following is a summary of topics discussed:

Ventura County Regional Strategic Workforce Development Plan

- Healthcare Deputy Sector Navigator Update:

DSN Health: Patricia Duffy reported to the Committee for John Cordova, DSN Health as follows.

The DSN Health applications for the region are submitted and there are interviews occurring for the candidates that applied. John will provide an introduction of the newly appointed DSN Health when that person is determined. Currently, John is wearing two hats and has two project managers working with him to assist in the current activities and programs.

Specialty Nursing

Need to do county scan on the needs for specialties (Emergency Room (OR), Operating Room (OR), Mental Health, Case Managers, etc.). We can run any program through contract education through the district level if the Community College is unable to host, at this time. Moorpark College does not offer a course via contract education but does have the course curriculum for OR nursing. The course outlines have updates that are currently working their way through the college's Curriculum Committee.

ISSUE: The problem comes down hospitals, need to identify the needs for the nurses in the specialty area with projections now, and future. Additionally, we need to assure that the hospitals at the time of implementation will have the clinical spots for the onsite training (this has been the missing piece in the past). There are ways to find funding to provide for such training. We missed the window of opportunity from the past funds, there are some other opportunities that we can provide. HASC is working with their members to find out some of the information on needs and employment opportunities in the future for specialty areas.

Westminster Free Clinic

John Cordova is providing funding support for this program for the Medical Assistant. John visited the program and has shared the Westminster Free Clinic program as a model.

VCMC

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

Provided funding for the HOPE program for high school students this year. Next year funding will support the addition of high school and community college students. This program is a model program to give students the opportunity to explore various health care professions. Funding also supported equipment for the lab that is used by CC students attending VCMC for their clinical rotations.

Level III Care Coordinator curriculum – LA/Ventura Care Coordinator Project (CWDB SlingShot)

The curriculum is near completion. John will find out from our counterparts in Los Angeles when we can access the curriculum. If Ventura or Moorpark want to run this course that would be great. If not, John can work with the district to offer the course. Patient Care Navigator will run this fall; the course dates are currently being confirmed. This will run through the VCCCD.

PROJECTS:

John wants to work with CNA programs and any apprenticeship in health care. If there are hospital partners that are interested in an apprenticeship in CNA, MA, Community Health Worker or any like profession, please let him know.

- Healthcare Committee Discussion on Specialty Nursing Needs in the Region

The Healthcare Committee members had a discussion on Specialty Nursing needs. Christina Lee explained that Moorpark previously had an OR Specialty Program that was an 8-week course held in the summer, which was discontinued. The problem in the past has been finding clinical placements. The Committee discussed determining need and contacting surgical centers in the area as well as gathering information from the hospitals. Committee members discussed the possibility of starting the Moorpark program again if need is determined. It is unclear if the curriculum would need to be revised and the discussion of more use of robotics in surgery was a consideration. Timelines were discussed and committee members volunteered to find out more information and report back at the next Healthcare Committee meeting.

- Regional Healthcare Care Coordinator Pathway Project

Patricia Duffy gave an update on the Care Coordinator courses offered in the Ventura region. Patricia reported that level II online training is available and she will provide more details on how to access the online training for the level II Care Coordinator.

- HASC- August 8th Event Review and Discussion

The Hospital Association of Southern California, in collaboration with our region's Community Colleges' Deputy Sector Navigator for Health Care, the WDB Healthcare Committee, the Santa Barbara WDB and the San Luis Obispo WDB, presented the HASC white paper on "Challenges, Approaches and Solutions." The event was held at the Crowne Plaza in Ventura. Three members of the WDB Healthcare Committee were asked, by HASC, to participate on panels to discuss regional Healthcare Workforce needs. The event allowed healthcare representatives to identify and discuss local healthcare workforce needs.

- Joint Regional Sector Committees' Meeting: Engaging Partnerships for Regional Alignment

On August 23, Healthcare Committee members participated in the Joint Regional Sector Committee Meeting with 70 members representing education and industry. After hearing reports from over 10 agencies on their engagement in work-based learning, Vinz Koller presented the Swiss model of apprenticeships based on his recent educational trip to Switzerland to study the successful Swiss Apprenticeship model. The 70 participants at the meeting engaged in discussion groups lead by

Vinz Koller and the CWA staff, which lead to developing examples of prototypes for apprenticeships in Ventura County. The goal is to develop a unified approach to work-based learning in the Ventura region

- CLS Field Placement Update:

Patricia Duffy presented, for Dawn Neuman, an update on the CLS Field Placement Program. The first Cohort of eight finished last year and all eight passed the exam and are licensed with jobs. The second cohort of eight students is just finishing and the new cohort is just beginning with ten students. Dignity Heath was added as a participant, so we now have five hospitals participating.

The next meeting of the Healthcare Committee will be on November 2, 2018 at the United Food and Commercial Workers (UFCW), Local 770, 816 Camarillo Springs Road, Camarillo.

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



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TO: WORKFORCE DEVELOPMENT BOARD

**FROM: GREG BARNES, CHAIR
HEALTHCARE COMMITTEE**

DATE: MAY 9, 2019

SUBJECT: HEALTHCARE COMMITTEE REPORT

The WDB Healthcare Committee met on November 2, 2018. Attending the meeting were Committee members; Greg Barnes (Chair), John Cordova, Adam Hunt, Marilyn Jansen, Sandy Melton, Lisa Safaeinili, Carolina Ugarte, Bill Werner, WDB staff Patricia Duffy; and guests, Michelle Culpepper (Vista Del Mar) and Teri Hollingsworth (Hospital Association of Southern, CA). The following is a summary of topics discussed:

Ventura County Regional Strategic Workforce Development Plan

- Healthcare Deputy Sector Navigator Update:

John Cordova updated the committee on the search for his replacement as the Deputy Sector Navigator for Healthcare for the South Central Coast Region. The interviews have been completed and a candidate selected. A public announcement of the new Deputy Sector Navigator will be soon. John has a new position as Statewide Navigator for Healthcare and will remain at the College of the Canyons and will keep our region informed of Statewide initiatives.

John announced that the DSNs have submitted their projects to the College Consortium Chairs for funding.

John also announced that the Patient Navigator course, being run through the VCCCD, start time was delayed.

- Specialty Nursing Planning Discussion

Committee members discussed specialty nursing needs in the region. Teri Hollingsworth, Vice President of HR and Education Services, Hospital Association of Southern California joined the Committee for the discussion on the shortage of specialty nurses. Christina Lee sent a report on information she gathered. Christina asked the clinical partners for the top 3 specialty nursing training courses that are needed or projected to be needed. Their response was 1) Critical care, 2) OR and number three had a tie 3) Peds. or wound, ostomy, continence nursing. In addition, committee members from hospitals added a need for surgical nurses, case managers, ER and a critical need for a pipeline of workers for behavioral health positions.

There was a discussion regarding the need for clinical spaces for specialty nursing. Running the courses in the summer was suggested. It was stated that a shortage of clinical training spaces is a statewide problem. There was a mention of using the prison healthcare system as

clinical sites. There was also a discussion of developing more apprenticeship models in healthcare and being able to tap into additional funding sources.

Having the right people at the table was discussed. The decision makers at the hospitals involved with clinical site rotations need to be included as well as the HR directors and CNOs. Hospitals need to look ahead to project needs.

Next steps: Patricia Duffy and John Cordova will coordinate with the Hospital Association of Southern CA., to bring together key people in the region to address the specialty nursing shortage.

- Regional Healthcare Care Coordinator Pathway Project

Patricia Duffy gave an update on the Care Coordinator courses offered in the Ventura region. Patricia reported that level II online training is available and distributed information on how to access these training courses.

- CLS Field Placement Update:

Patricia Duffy presented, for Dawn Neuman, an update on the CLS Field Placement Program. The first Cohort of eight finished last year and all eight passed the exam and are licensed with jobs. The second cohort of eight students is just finishing and the new cohort is just beginning with ten students. Dignity Health was added as a participant, so we now have five hospitals participating.

The next meeting of the Healthcare Committee will be on January 4, 2019 at the United Food and Commercial Workers (UFCW), Local 770, 816 Camarillo Springs Road, Camarillo.

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TO: WORKFORCE DEVELOPMENT BOARD

**FROM: GREG BARNES, CHAIR
HEALTHCARE COMMITTEE**

DATE: MAY 9, 2019

SUBJECT: HEALTHCARE COMMITTEE REPORT

The WDB Healthcare Committee met on March 1, 2019. Attending the meeting were Committee members; Greg Barnes (Chair), Michelle Culpepper, Marilyn Jansen, Christina Lee, Sandra Melton, Irene Ornelas, Michelle Reynolds, Richard Trogman, Carolina Ugarte, Bill Werner, WDB staff Patricia Duffy and Rebecca Evans; and guests, Thea Bruzdinski (St. John's Hospital), Charlyn Gutierrez (Westminster Free Clinic) Yvonne Jonason (ETP) and Lisa Mitchell (Hospital Association of Southern, CA). The following is a summary of topics discussed:

Ventura County Regional Strategic Workforce Development Plan

- Healthcare Deputy Sector Navigator Update:

Irene Ornelas, the new Deputy Sector Navigator for Healthcare for the South Coast Central Coast Community College Region, updated the committee on the State plan to align with community colleges vision for success. Some of the focus areas the plan includes are, healthcare career development for rural areas, healthcare pathways, apprenticeships.

Ms. Ornelas mentioned the work on a pilot project to have an EMT to Paramedic apprenticeship. Yvonne Jonason, from ETP, who was present at the meeting, mentioned that ETP money may be able to assist in this training process.

- Behavioral Health Vista Del Mar Update:

Michelle Culpepper, Director of Human Services Vista Del Mar Hospital, updated the Committee members on the status of the hospital since the destruction of the hospital during the Thomas fire. They have 55 beds and can now reopen. There are 14 beds that are not able to be filled due to staffing needs. Currently the challenge is staff and the need to use travel RNs which is very expensive. They are projected to begin rebuilding in the next 6 months and will have 120 beds upon completion. There have been delays in getting the necessary building permits from the County. This is the first hospital that has burned down, so Statewide there is no precedent set for moving through the process. Ms. Culpepper also spoke about housekeeping staffing needs. Committee members expressed the extreme need to have this hospital since there is a crisis in where to place mental health patients due to the lack of available beds for treatment. Committee members also discussed the need for more locked unit beds. There is a critical need in the hospitals to have a place to send patients with mental health problems. Currently the ERs are the place the patients are brought in and it is creating a critical problem in the ERs to have no place to send them. Ms

Culpepper was asked about having a locked unit in the hospital and she stated there is no plan for that at this time but encouraged Committee members to communicate the need.

A Committee member noted the critical need for psychiatrists in Ventura who can evaluate emergency psychiatric needs. Patricia Duffy mentioned that, in other cities, having a psychiatric residency program helps to fill that need.

Committee members discussed new graduate nurses as a possible pipeline for the hospital. In the past student nurses have done their behavioral health training at Vista Del Mar.

The need for the Committee to prioritize the focus on behavior health was discussed. Lisa Mitchell from HASC mentioned that HASC is committed to addressing the behavioral health needs.

- Specialty Nursing Planning Discussion:

Committee members continued their discussion on specialty nursing needs in the region. The results from the group discussions that took place at the January 30th RN Workforce Forum were in the packet for committee members to review and discuss. It was clear that each hospital represented at the meeting had different needs. Some do in house training. A Committee member mentioned the critical need at her hospital was Cath Lab nurses. The problem is compounded by the inability to find teachers, they would need to bring someone from out of the area. Lisa Mitchell, from HASC, mentioned HASC wanted to create advisory groups to address the specialty nurse shortage issue. It was suggested, by Committee members, that we use the current Healthcare Committee and invite others to attend to continue the specialty nursing shortage discussion and to plan solutions. The plan is to reach out to the other attendees from the January meeting and invite them to attend a follow up discussion at the May 3rd Healthcare Committee meeting.

- Healthcare Occupational Growth Projections:

Patricia Duffy mentioned the updated chart in the packet and recognized the work of WDB staff member Tracy Johnson, for updating it for the Committee. A committee member mentioned how helpful the chart is and that they use it all the time.

The next meeting of the WDB Healthcare Committee will be on May 3, 2019 at the United Food and Commercial Workers (UFCW), Local 770, 816 Camarillo Springs Road, Camarillo.

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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: MANUFACTURING COMMITTEE REPORT

The Manufacturing Committee met on October 18, 2018. In attendance were Committee members: Alex Rivera* (Chair), Michael Bastine, Cindy Guenette*, Marilyn Jansen*, Rebecca Hunt, Tiffany Morse, and Bill Pratt*. Workforce Development Board (WDB) staff Patrick Newburn. * Indicates WDB Member. The following is a summary of topics discussed at the meeting:

PRESENTATION

"Uniquely Abled Project": Vocational Training for Manufacturing

Tiffany Morse, Director of Career Education, Ventura County Office of Education
Michael Bastine, Manufacturing Sector Navigator, South-Central Coast Regional Consortium of
the California Community Colleges

Tiffany Morse, Director of Career Education, Ventura County Office of Education and Michael Bastine, Manufacturing Sector Navigator, South-Central Coast Regional Consortium of the California Community Colleges provided a presentation about the "Uniquely Abled Project". The Uniquely Abled Project (UAP) is a groundbreaking, first-of-its-kind collaboration with the business community. UAP focus is the creation of vocational opportunities for the uniquely abled by matching their unique abilities to jobs in demand. UAP develops partnerships with educators, autism specialists, and representatives from state and local social service agencies to create programs that properly train, place and provide ongoing support for high functioning autistic students.

Tiffany Morse reported that Ventura County Office of Education's Career Education Center in Camarillo (Triton Academy) has conducted exploratory meetings with the UAP founder, Dr. Ivan Rosenberg, the Workforce Education Coalition as potential program coordinator, California Department of Rehabilitation, Workforce Development Board of Ventura County, and local businesses to create a local academy. The pilot program for the Ventura County academy envisioned will train two 10-person cohorts each year within CNC manufacturing occupations that offers certificates from Tooling U and National Institute for Metalworking Skills (NIMS). The goal is to provide job placement and follow-up counseling with partner machine shops in the region. The academy potentially would offer 18 weeks classroom training in employability soft skills, blueprint reading, and hands on skills development and practice in MasterCAM, CNC lathes and mills. The target to create the academy within the next year will require collaboration to resolve many details including sustainable agency and community based organization partnerships, administrative structure, tuition funding, and business champions. Tuition cost per student is estimated to be about \$6,000. The first cohort might be able to start fall semester 2019 depending of successful collaboration, funding, and planning.

Michael Bastine presented a video that explained the local model of the UAP now in progress at College of the Canyons in Santa Clarita, CA. The 12-week pilot program there is getting ready to start their second cohort and has an initial employment placement rate of 80%. The COC partnerships include DOR, WIOA career services, Jay Nolan Company, and Goodwill of Southern California. Michael also mentioned a similar UAP is functioning at Glendale Community College. He explained that a key to success also involves a structured recruiting process with full program explanation to the students as well as family members. His point is that the students need to desire this program and career opportunity as much and more than just having family members excited. The cost to run the program is about \$11,000 per student at COC.

Alex Rivera thanked Tiffany and Michael for their combined efforts to shepherd this worthwhile training curriculum into Ventura County.

WIOA & WORKFORCE DEVELOPMENT REPORTS

- Year-End Committee Review Report

Committee Chair Alex Rivera discussed the committee's year-end review report. The committee had no revisions and voted to make the draft document final with instructions to present to the WDB as complete and final.

Patrick Newburn reported the following:

- Prison to Employment Initiative

WDB has received just under \$50,000 (as one of three grants created from \$37mil state legislature approved general funds) to research and write a regional plan to provide employment services for formerly incarcerated and justice involved individuals. We plan to hire a consultant to expand and solidify partnerships, conduct outreach, facilitate partner meetings, and build collaboration with stakeholders experienced in serving justice-involved individuals.

- WDB Executive Director Vacancy

WDB Executive Director position for recruitment was posted in August 2018 and remains open with 50 -100 applicants being considered from the nationwide search. County of Ventura Human Resources Department will be administering the recruitment and include the WDB Chair and other members to participate on the preliminary oral panel interviews. The positions expected to be filled by the end of the year.

- WDB Regional and Local Plan Modification

WDB is required to update both the regional and local plans "2017-2020 Skills Attainment for Upward Mobility Aligned Services for Shared Prosperity". The Plans are to be revised to refresh and update services and strategy such as serving re-entry of formerly incarcerated individuals, co-enrollment with the CalWORKs and TANF recipients, and serving individuals with barriers to employment. The plans must be approved and submitted by March 2019.

COMMITTEE MEMBER COMMENTS

- Members discussed the 2018 Manufacturing Day activities under the Ventura County Office of Education "Made in VC". Previously the Manufacturing Roundtable of Ventura County (MRVC) hosted tours of local manufacturing companies in collaboration with VC Innovates. Currently there are no MRVC tours requested from VC Innovates. Members will be sent the

Made in VC flyer including details about the event to be held November 1, 2018 at the Pharos Center for Innovation in Camarillo, CA

- Bill Pratt discussed the San Luis Obispo Diablo Canyon nuclear power plant shutdown and lay-offs and the potential for services needed to attract and re-train affected individuals. LinkedIn was suggested as an excellent mechanism matching IT and software testing workers with training and new jobs.
- Michael Bastine reported the available resource for defense manufacturers in applying for renewal of DOD Defense Federal Acquisition Regulation Supplement (DFARS) cybersecurity certification. Dr. Ron McFarland from the College of the Canyons is the local expert on recertification.
- Alex Rivera announced the December 2018 WDB Manufacturing Committee meeting is cancelled due to potential conflict with holiday schedules and vacations.

The next Manufacturing Committee meeting is scheduled for February 21, 2019, 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.



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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: MANUFACTURING COMMITTEE REPORT

The Manufacturing Committee met on February 21, 2019. In attendance were Committee members: Alex Rivera (Committee Chair), Greg Gillespie*, Cindy Guenette*, Marilyn Jansen*, Bill Pratt *, Peter Zierhut*, Michael Bastine, Rebecca Hunt, and Marybeth Jacobsen and (* indicates WDB Board members). WDB Staff present were Rebecca Evans and Patrick Newburn. The following is a summary of topics discussed at the meeting:

Committee Discussion:

Committee members engaged in robust discussion on issues identified in their year-end review as being important insights. Chair Alex Rivera led discussion on the following questions:

- How do we value and support the Manufacturing Roundtable of Ventura County?
 - **Findings:**
 - Keep the meetings relevant to manufacturing
 - Invite Guest Speaker to attend that are relevant to manufacturing concerns
 - Consider host meeting at new start-up business
 - Consider inviting city economic development directors to take lead in organizing
- How do we identify new business members to join the Manufacturing Committee?
 - **Findings:**
 - Keep the meetings relevant to manufacturing and define purpose of meetings and consolidate related topics
 - Invite Guest Speaker to attend that are relevant to manufacturing concerns
 - Invite new start-up business owners to join committee
 - Establish goals for committee that have likelihood of accomplishment within program year
 - Remain dedicated to discussing workforce development issues
 - Agenda to have standing reports from Ventura County Community College District and Workforce Education Coalition

- How do we identify Work Based Learning opportunities (apprenticeships, guild, and related On-the-job training) for AJCC and WIOA individuals?
 - **Findings:**
 - Inform and educate employers about OFTs and apprenticeships and disseminate information to wide audience
 - Work closely with Ventura County Community College District to develop apprenticeship and pre-apprenticeships
 - Explore fast track program at College of the Canyons
- How do we identify “First Opportunity” manufacturing jobs and willing employers for justice involved/reentry individuals?
 - **Findings:**
 - Collaborate with Ventura County Probation Agency to discover existing business friendly to hiring formerly incarcerated
 - Explore increased training opportunities in construction occupations
 - Inform and educate employers regarding human resource related laws as well as federal bonding programs and work opportunity tax credit
 - Identify cadre of human resource directors that have success stories in hiring former felons
 - Convene a regional meeting for business owners to learn about hiring justice involved individuals
 - Emphasize hiring the “individual” based upon their circumstance versus general blanket policy
 - Promote 40-hour pre employment manufacturing skills readiness training offered at Ventura Community College
 - Emphasize apprenticeships in the trades

Workforce Development Reports

Patrick Newburn provided committee with updates on recent grants such as Prison to Employment Initiative and the National Dislocated Worker Grant (Woolsey Fire). Additionally he explained the current update to the WDB Strategic Plan with a Two-Year Regional & Local Plan Modification.

The next meeting of the Manufacturing Committee meeting will be on April 18, 2019, at the United Food and Commercial Workers (UFCW), Local 770, 816 Camarillo Springs Road, Camarillo.

If you have questions or need more information, please call me at (805) 579-5188, or contact Patrick Newburn at (805) 477-5470, email patrick.newburn@ventura.org.



TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: MEMBERSHIP COMMITTEE REPORT

Two Membership Committee Reports listed herein: 1) December 4, 2018 and 2) January 7, 2019.

I. December 04, 2018 REPORT

The Membership Committee met on December 4, 2018. In attendance were Committee members: Patty Schulz (Committee Chair), Captain Douglas King, and Jesus Torres. (All are Board members). WDB Staff present was Patrick Newburn. The following is a summary of topics discussed at the meeting:

Membership Status

- **Reappointments:** Victoria Jump, Captain Douglas King, and Alex Rivera were reappointed to three-year terms by the county Board of Supervisors with terms expiring November 3, 2021. Committee members reviewed appointed membership terms and noted that three current WDB member terms due to expire on March 8, 2019 are: Richard D. Trogman, Greg Van Ness, and Stephen Yeoh. No action needed at this time.
- **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 member following the WDB retirement of Byron Lindros in November. Although the board is not in compliance in the business category, according to WDB bylaws. the appointment must be made as soon as reasonably possible.
- **Recruitments:** One new candidate from the business category has been engaged and invited to attend committee and WDB meetings. This person represents a large agriculture company in Ventura County. The committee directed staff to provide an application and request resume and reference. Committee members expressed a strong desire to have representation from the agriculture sector on the WDB and agreed that this prospect could fulfill the business category vacancy.

WIOA Workforce Development Planning

Committee Members discussed the October 25, 2018 WDB meeting that featured a consultant educating the board about WIOA education and the role of being a board member. Members

agreed that continued focus and education on roles and responsibilities is needed with the membership.

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 at its February 28th Meeting.

Committee Member Comments

Committee members discussed attendance at WDB meeting and committee meetings. A few WDB members were identified having missed three consecutive meetings. Committee members divided contact list and agreed to extend personal outreach to those identified members to invite renewed meeting participation.

Patrick Newburn announced the application for a National Dislocated Worker Grant issued by the U.S. Department of Labor, to provide temporary jobs for individuals affected by the Woolsey and Hill Fires has been submitted and expected to be approved.

The next Membership Committee meeting is scheduled for February 5, 2019, 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. January 07, 2019 (Special Meeting) REPORT

The Membership Committee was convened in special session due to the vacancy of one business category member, leaving WDB out of compliance in the business category. As required by WDB bylaws, board member vacancies are to be filled as soon as possible, and in recognition of the lead time required for Board of Supervisor consideration, the committee chair called a special session in advance of their normal bi-monthly schedule. The special meeting was arranged as a teleconference and posted as a public meeting with attendee's business addresses published as required in the Brown Act for telephone public meetings.

The Membership Committee met on January 7, 2019, 3:00pm-3:30pm, in Special Session via teleconference. In attendance via telephone were Committee members: Patty Schulz (Committee Chair), 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

- 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 appointment for a total of 14 business members. The business category is required to have 50% plus one. The vacancy was created following the retirement of Byron Lindros on November 3, 2018. Members reviewed the application, resume and, letter of reference from one prospective business candidate. The individual, working in a management role in large employer within the agriculture industry, and experienced in human resources and workforce development, was determined to be well qualified according to WIOA and WDB standards. Staff additionally provided support to the application, having previously conducted engagement meetings with the applicant. Committee members present voted unanimously to

recommend consideration for appointment to the county board of supervisors. Additionally, the remaining committee member, Capt. Doug King who was not present, was subsequently briefed with the application package, and he also concurred with the committees' recommendation. Staff was directed to prepare documents and submit the WDB Membership Committee recommendation to the Board of Supervisors for their appointment consideration at their soonest available meeting.

If appointed in February the WDB will remain WIOA compliant with 27 voting members in all mandated categories. Additionally, WDB has four non-voting members.

- Recruitments: Patrick Newburn reported that three new candidates from the business category are actively being engaged and invited to attend committee and WDB meetings. One education category candidate has expressed interest to participate in WDB and committee meetings. No other action by the committee was recommended at this time.

The most recent Membership Committee meeting was held on February 5, 2019, 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. A report from that meeting will be provided to the WDB at its February 28, 2019 meeting.

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



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: MEMBERSHIP COMMITTEE REPORT

The Membership Committee met on February 5, 2019. In attendance were Committee members: Patty Schulz (Committee Chair), and Captain Douglas King. (All are Board members). WDB Staff present were Rebecca Evans and Patrick Newburn. The following is a summary of topics discussed at the meeting:

Membership Status

- **Reappointments:** Jeremy Goldberg, Richard Trogman, Greg Van Ness, and Stephen Yeoh have terms expiring March 8, 2019. Committee members reviewed membership terms and discussed each member and agreed to invite all four for reappointment to new three-year terms. Committee members divided assignments to conduct personal contact with each member listed. Additionally, Charles Harrington, Tracy Perez, and Peter Zierhut have terms expiring May 17, 2019. Committee members reviewed membership terms and discussed each member and agreed to invite all three for reappointment to new three-year terms. Committee members accepted assignments to conduct personal contact with each member listed.
- **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 Education category representing Adult Education, following the WDB retirement of Roger Rice in January. The WDB is required to fill the Adult Education vacancy as soon as possible according to by laws. Additionally members noted the board is not in compliance in the business category, however the appointment scheduled on February 19, 2019 by the Board of Supervisors to consider recommendation for appointment Rosa Serrato in the business category will bring WDB into compliance.
- **Recruitments:** One new candidate from the education/ Adult Education category has been engaged and has attended committee meetings and WDB meetings. The committee directed staff to provide an application and request resume and reference.

WIOA Workforce Development Planning

Committee Members discussed and agreed that continued focus and education on roles and responsibilities is needed with the WDB membership. Members requested staff to prepare a schedule for ongoing refresher-orientations to be conducted with WDB members.

Members discussed WDB member attendance at WDB meetings and agreed to review records at next committee meeting in April. Members agreed in the importance of WDB membership regularly attending the bi-monthly meetings is important to provide consistent and informed oversight of WIOA funds and programs.

Committee Member Comments

Rebecca Evans discussed the importance of transparent membership outreach and engagement as well as announcing vacancies at public meetings. Ms. Evans suggested that the WDB executive and WDB meetings will offer opportunity to announce and enlist support from current membership to provide names of interested individuals in serving on sector committees and the WDB.

The next meeting of the Membership Committee will be on April 2, 2019, at the United Food and Commercial Workers (UFCW), Local 770, 816 Camarillo Springs Road, Camarillo.

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



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: OUTREACH COMMITTEE REPORT

The WDB Outreach Committee met on January 16, 2019. Attending the meeting were Committee members Brian Gabler (Chair), and Bruce Stenslie; WDB staff Talia Barrera and Rebecca Evans; and guests Heidi Hayes (theAgency), Jaime Duncan (Adult and Family Services/ WIOA), and Yvonne Jonason (Employment Training Panel). The following is a brief summary of Workforce Development Board of Ventura County (WDB) outreach activities through December 2018.

Employer Outreach

- **Workforce Wednesday**
 - **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 (Economic Development Collaborative)
 - **December 11** – Spanish Interview - Prison to Employment – KOXR, David Cruz - Anthony Mireles and Patrick Newburn
- **Workforce Update Eblast**
 - October 30 – WDB Cohorts: 560 Sent/23.7% Open Rate/12.7% CTR
 - October 30 – Biz List: 3,067 Sent/6% Open Rate/74% CTR
 - December 19 – WDB Cohorts: 538 Sent/25% Open Rate/11.9% CTR
 - December 19 – Biz List: 3,051 Sent/4% Open Rate/3% CTR
- **Hill/Wolsey Fire Outreach Support**
 - Developed Woolsey Fire Resource Landing Page on VCGB
 - <https://www.venturacountygrowsbusiness.com/firerecovery/>
 - Designed VCGB & WDB Website Sliders linking to resource page
 - Updated/added resources and information needed (daily, weekly)

- KCLU
 - Produced new :30 PSA directing listeners to business recovery resources
 - Designed three new digital elements of online and mobile
- KJR & KXLM Spanish Language Outreach
 - Produced new :30 Spanish-language radio spot
 - Added four-week schedule to WDB integrated outreach media calendar
 - Coordinated and scheduled December 4th, KOXR David Cruz live radio interview
- Facebook and LinkedIn
 - Supported updates, deadlines, and business recovery resources with postings from mid-November to present
- **Ventura County Grows Business Website – July 1 to January 9, 2019**
 - 5,292 Users
 - **202% increase year-over-year**
 - 6,209 Sessions
 - **145% increase year-over-year**
 - 10,614 Pageviews
 - **50% increase year-over-year**
- **RPI Grant: Regional Business Outreach & Engagement**
- **VCGB/VCJWF Fall 2018 Media – October 1 – December 31, 2018**
 - Designed new creative assets focusing on general business growth and retention resources for VCGB
 - Continue to integrate the “Work Based Learning” messaging into VCGB and VCJWF creative and content
 - 2.14 impressions projected: 2.41 impressions delivered – 123% of projection
 - Negotiated Value 182% of cost
- **VCGB Media Highlights: -**
 - **Pandora – VCGB**
 - 546,505 Total Impressions and 8.38 Frequency
 - 2,921 Clicked for a CTR rate = .67%
 - **LA Times**
 - Admail 10/23 & 11/13 Bonus Eblast
 - 100,000 sent @ 19.82% open rate = 19.819
 - 2,189 Clicked for a CTR rate = .67%
 - LinkedIn
 - 82,888 Total Impressions
 - 169 clicked for a CTR
 - Programmatic Video
 - 74,981 Total Impressions
 - 211 clicked for a CTR = .28%
 - Value-Add ROS
 - 125,025 Total Impressions
 - 149 clicked for a CTR=.12%
 - Survey Length: Approx. 13-15 minutes for participants to complete.

- **Business Services/Workforce Development Research**

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

Size of Business/employees	Our Sample	% Breakdown	Number of Businesses
			25,236
0-4		64%	16,117
5-9	79	15%	3,696
10-19	10	10%	2,587
20-49	7	7%	1,821
50-99	4	2%	617
100-249		1%	310
250-499		0%	54
500-999		0%	23
1000+		0%	11

- Sampling by industry
 - To ensure we have responses from a variety of industries, we will not have more than 6 or so businesses from a single category
- Sampling by region
 - East County/West County blend with the regions defined
 - ✓ East: Thousand Oaks, Simi Valley, Moorpark
 - ✓ West: Camarillo, Ventura, Oxnard, Port Hueneme, Santa Paula, Fillmore and Ojai
- Reported survey results at the Outreach Committee Meeting on January 16, 2019.
- Creative
 - Spanish Language Job Seeker Broadcast – ran a four-week schedule in KXLM and KLJR to air during the holiday hiring season, produced :30 radio spot.
 - AJCC Spanish Language Collateral
 - VCGB – Veterans Resources
 - VCGB Website Veterans Resources (Slider and Landing Page)
 - VCGB New Pamphlet

- **VCGB Facebook – September to December 31, 2018**
 - As of December 31, 2018
 - Likes/Fans 3,514
 - +4.96% (June 30, 2018 = 3,348)
 - Posts: 104 total posts (approx. 26 per month or 5 per week)
 - Total reach: 72,216 – Average 4,289/week
 - Organic Post Reach: 347 most for a single day

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

Post Details

Ventura County Grows Business
Published by Pam Thurgood on September 11 · October 1 · 145

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

ventura-county-grows-business.com #venturacounty #marketing #business #smallbusiness #localbusiness #localmarketing #localbusiness #localmarketing #localbusiness #localmarketing

ventura-county-grows-business.com | 805-522-4556



8 Ways to Promote Your Local Business Online
If you're looking to start up your own business, these handy methods...

Get More Likes, Comments and Shares
Boost this post for \$25 to reach up to 1,750 people.

145 People Reached 12 Engagements

Like Comment Share


Post Details

Ventura County Grows Business
Published by Pam Thurgood on September 11 · September 1 · 120

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

ventura-county-grows-business.com #venturacounty #innovation #business #smallbusiness #localbusiness #localmarketing #localbusiness #localmarketing #localbusiness #localmarketing

ventura-county-grows-business.com | 805-522-4556



Canarillo incubator spawns a winner | Canarillo Acorn
A local startup, Canarillo Acorn, is now a winner. It's all thanks to the Canarillo incubator.

Get More Likes, Comments and Shares
Boost this post for \$25 to reach up to 1,750 people.

120 People Reached 7 Engagements


Like Comment Share

Post Details

Ventura County Grows Business
Published by Pam Thurgood on October 17 at 4:00 PM · October 17 · 127

Who needs a productivity boost? This is a great one—but 1 of these sound and more than others.

41. Start your day with something that brings you joy. 42. Your task list. 43. Get enough sleep. 44. Turn off your phone OFF... See More



5 Productivity experts on how you can finally beat distractions and get everything done

Get More Likes, Comments and Shares
Boost this post for \$25 to reach up to 1,750 people.

127 People Reached 8 Engagements

Like Comment Share


Post Details

Ventura County Grows Business
Published by Pam Thurgood on October 7 at 11:45 AM · October 7 · 157

Between is just around the corner. Take advantage of the season with a few festive ways to market your small business. Here are a few tips. <http://bit.ly/5-Halloween-Marketing-Ideas>

ventura-county-grows-business.com #venturacounty #halloween #marketing #smallbusiness #localbusiness #localmarketing #localbusiness #localmarketing #localbusiness #localmarketing

ventura-county-grows-business.com | 805-522-4556



5 Fun Halloween Marketing Ideas for Your Small Business
Ready for some scary good inspiration? Here about Halloween and you.

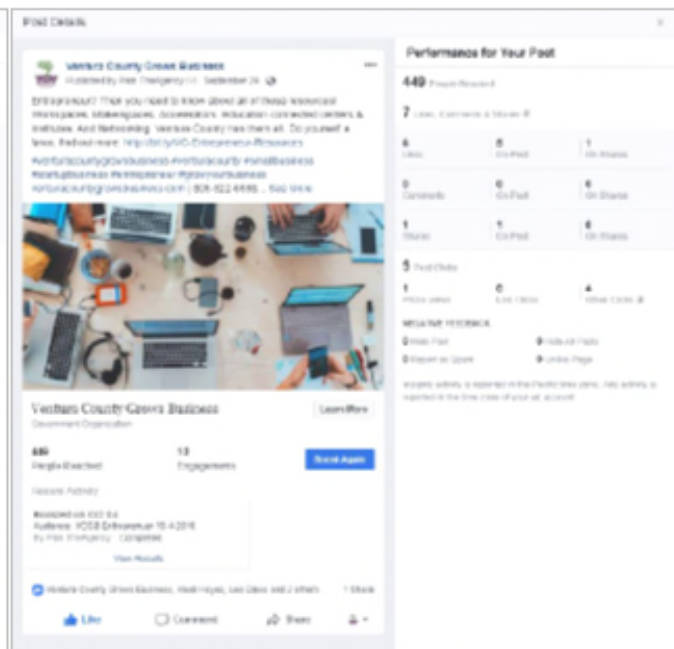
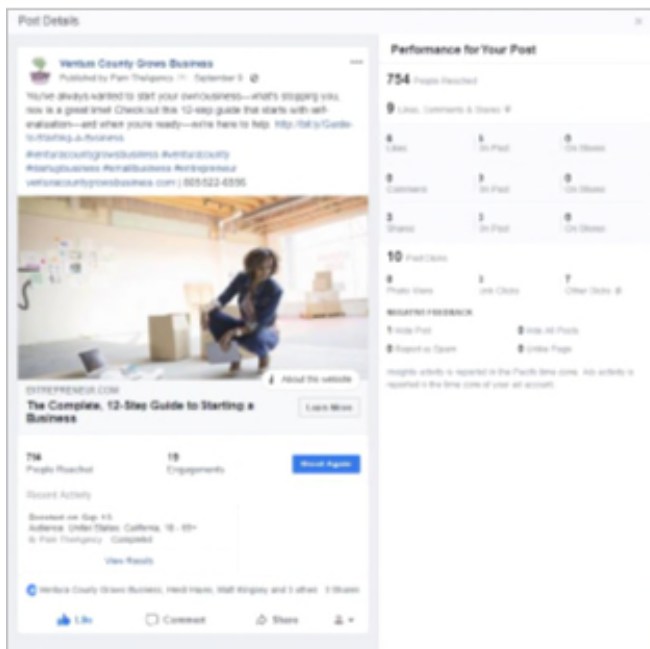
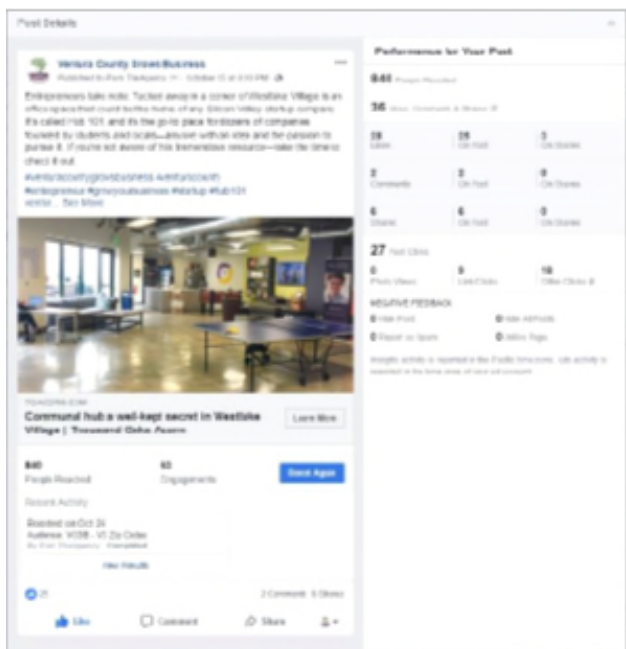
Get More Likes, Comments and Shares
Boost this post for \$25 to reach up to 1,750 people.

157 People Reached 8 Engagements

Like Comment Share

[illegible]

Sept/Oct – Top Boosted Post Examples:



Nov/Dec – Top Post Examples (by engagement): <=4%

Post Details

Ventura County Grow Business
Published in Post: Thursday, 11 November 15, 2019

Make your business impactful by the month of Nov. please think about attending an informational meeting to learn about resources that are available for businesses that suffered a physical or economic loss, meeting in Thursday, December 6 from 8:00am to 10:00am at the Thousand Oaks Civic Arts Plaza. Click here to RSVP: <http://bit.ly/20P6U62>

Please visit <http://bit.ly/20P6U62> Saturday for business resources.

ventura.org/growbusiness #VenturaCounty... See More



Performance for Your Post

113 People Reached

3 Likes, Comments & Shares 0

2 Likes	1 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Share	1 On Post	0 On Shares
3 Photo Views	1 Link Clicks 0	0 Other Clicks 0

NEGATIVE FEEDBACK

0 Hide Post
0 Report as Spam
0 Link Page

Reported posts may be deleted from what appears on posts

Open in Messenger

Send Message

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 2,500 people

113 People Reached 15 Engagements


Like Comment Share

Post Details

Ventura County Grow Business
Published in Post: Thursday, 11 November 15, 2019

Starting a business? Keep this list handy. The more you know about starting a business, the more power you have to turn an organization that develops into a lasting source of income and satisfaction. For help with the beginning stages of opening a business, this checklist is a great place to start. <http://bit.ly/20P6U62>

ventura.org/growbusiness #VenturaCounty... See More



Performance for Your Post

223 People Reached

3 Likes, Comments & Shares 0

2 Likes	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Share	1 On Post	0 On Shares
11 Photo Views	5 Link Clicks 0	0 Other Clicks 0

NEGATIVE FEEDBACK

1 Hide Post
0 Report as Spam
0 Link Page

Reported posts may be deleted from what appears on posts

Open in Messenger

Send Message

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 2,500 people

223 People Reached 14 Engagements


Like Comment Share

Post Details

Ventura County Grow Business
Published in Post: Thursday, 11 November 15, 2019 at 5:00 PM

Manufacturing is important—both nationally and locally. Ventura County manufacturers—do you know that VCCB has a dedicated page with resources just for you? Take a look. <http://bit.ly/20P6U62>

Top 20 Facts About Manufacturing
<http://bit.ly/20P6U62>



Performance for Your Post

157 People Reached

6 Reactions, Comments & Shares 0

4 Like	0 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
3 Photo Views	0 Link Clicks 0	1 Other Clicks 0

NEGATIVE FEEDBACK

0 Hide Post
0 Report as Spam
0 Link Page

Reported posts may be deleted from what appears on posts

Open in Messenger

Send Message

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 2,500 people

157 People Reached 6 Engagements


Like Comment Share

Post Details

Ventura County Grow Business
Published in Post: Thursday, 11 November 15, 2019

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

ventura.org/growbusiness #VenturaCounty... See More



Performance for Your Post

100 People Reached

4 Reactions, Comments & Shares 0

3 Like	0 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
7 Photo Views	1 Link Clicks 0	0 Other Clicks 0

NEGATIVE FEEDBACK

0 Hide Post
0 Report as Spam
0 Link Page

Reported posts may be deleted from what appears on posts

Open in Messenger

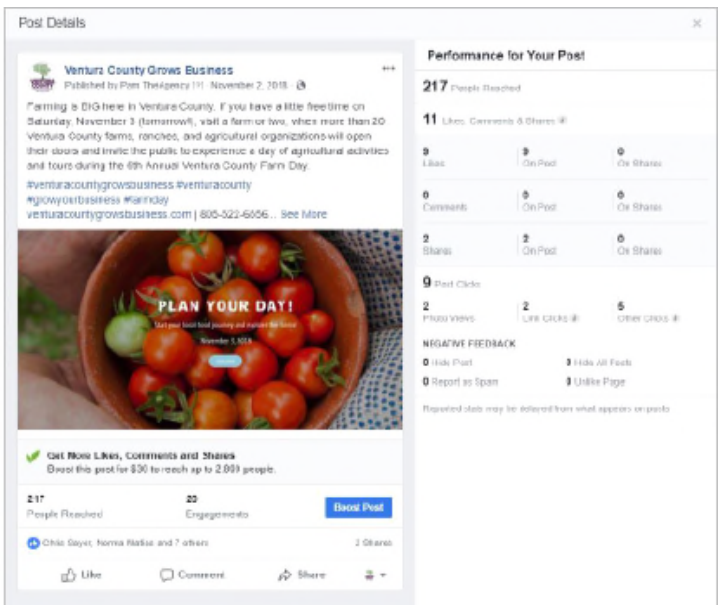
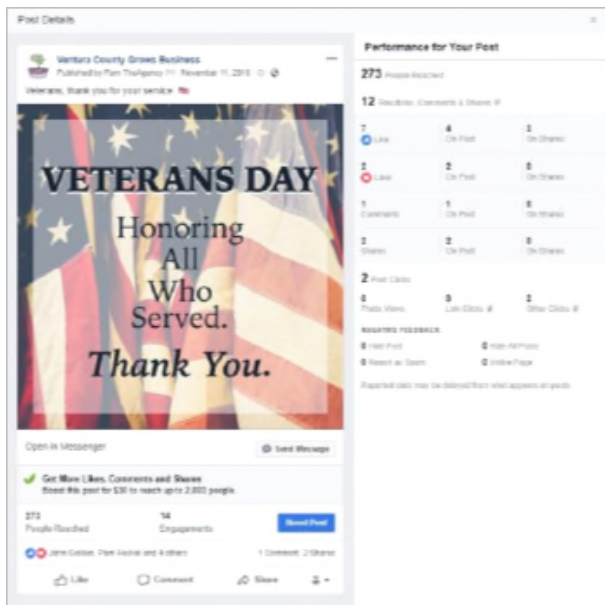
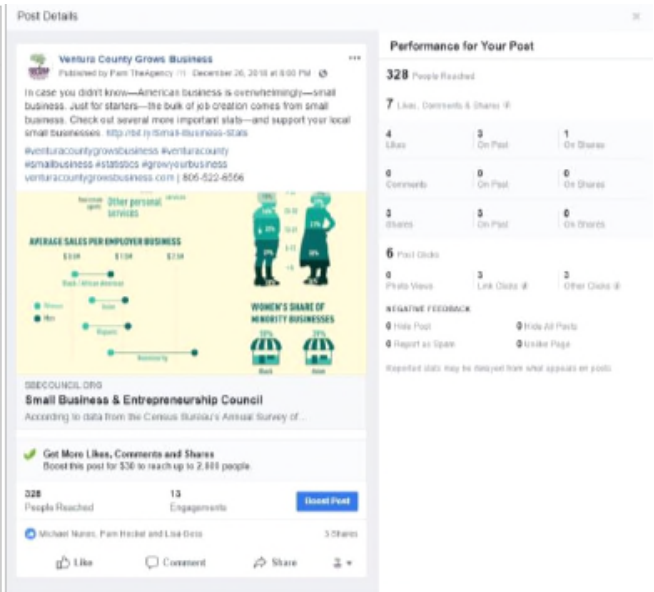
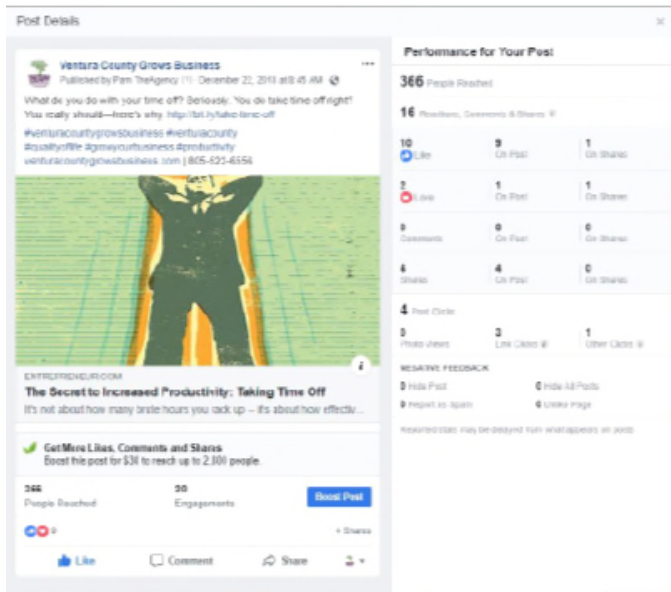
Send Message

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 2,500 people

100 People Reached 11 Engagements

Like Comment Share

Nov/Dec – Top Post Examples (by reach):



Ventura County Grow's Business
Published by Pam Thauquency · December 3, 2018 ·

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

[#venturacountygrowsbusiness](#)
[#venturacounty](#)
[#smallbusiness](#)
[#startingbusiness](#)
[#entrepreneur](#)
[#growyourbusiness](#)
[#makerspace](#)
[#makerspace](#)

Open in Messenger

Send Message

1,541
People Reached

38
Engagements

[View Page](#)

Recent Activity

Boosted in Dec 31
Audience: General Business 12,208
by Pam Thauquency · Completed

[View Results](#)

Like

Comment

Share

Performance for Your Post
1,541 People Reached

26 Reactions, Comments & Shares

28 Like

28 On Post

2 On Shares

1 Love

1 On Post

0 On Shares

5 Haha

1 On Post

0 On Shares

6 Comments

6 On Post

0 On Shares

1 Shares

1 On Post

0 On Shares

12 Post Clicks

3 Photo Views

4 Link Clicks

5 Other Clicks

NEGATIVE FEEDBACK
6 Hate Post
6 Report as Spam

0 Hate All Posts
0 Unlike Page

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

Post Details

Ventura County Grow Business

Posted by Pure Thology · Fri, November 12, 2016 · [View Profile](#)

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

#venturacountygrowbusiness #veterancommunity #entrepreneur #growyourbusiness #local #venturecountygrowbusiness | 805-822-6666 - See More

VENTURACOUNTYGROWBUSINESS.COM

Veterans

Ventura County Veterans Services OfficeRuns the Veteran ...

1,818 People Reached

40 Engagements

[Boost Ad Post](#)

Recent Activity

Boosted on Nov 13
Audience: United States; Comments (+25 no.); Film...
By Pure Thology

[View Details](#)

Joseph Cribben, Oscar Hernandez and 7 others

Like

Comment

Share

Performance for Your Post

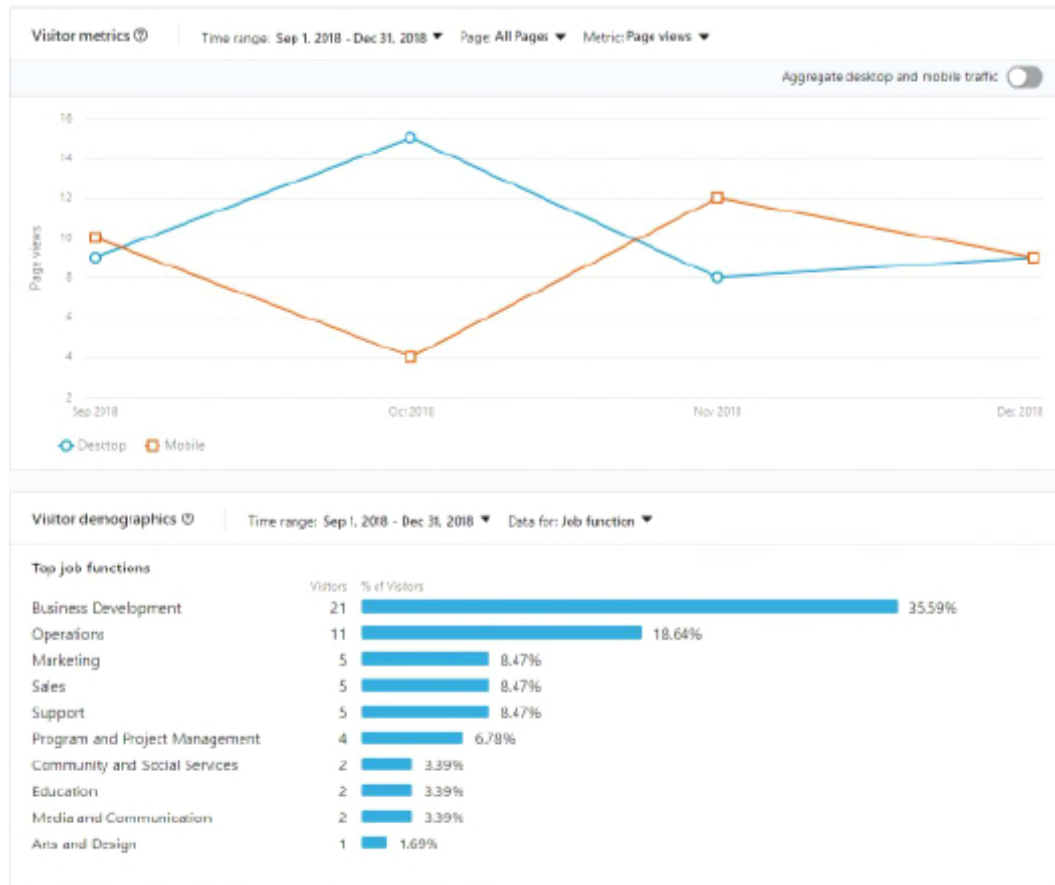
1,818 People Reached		
20 Reactions, Comments & Shares		
14 Like	0 On Post	6 On Shares
1 Wow	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
6 Shares	6 On Post	0 On Shares
20 Post Clicks		
0 Photo View	16 Link Click	4 Other Click
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Update Page	

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

Sept/Oct/Nov/Dec VCGB LinkedIn Company Page:

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

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




Sept/Oct Sponsored post vs Organic post

Posted by Pamela Heckel · 9/13/2018 · Sponsor now

Ventura County Grows Business
9 followers
1mo

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



Job Outlook 2018 Edition
September 2018 Edition
Ventura County Grows Business

1 Like


Like Comment

Organic impressions: 81 Impressions Show stats

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

Ventura County Grows Business
9 followers
1mo

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



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

1 Like


Like Comment

Organic impressions: 81 Impressions Show stats

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

Ventura County Grows Business
9 followers
1mo

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



Workspace
ventura.countygrowsbusiness.com

3 Likes


Like Comment

Organic impressions: 23 Impressions Show stats

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

Ventura County Grows Business
9 followers
1mo

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

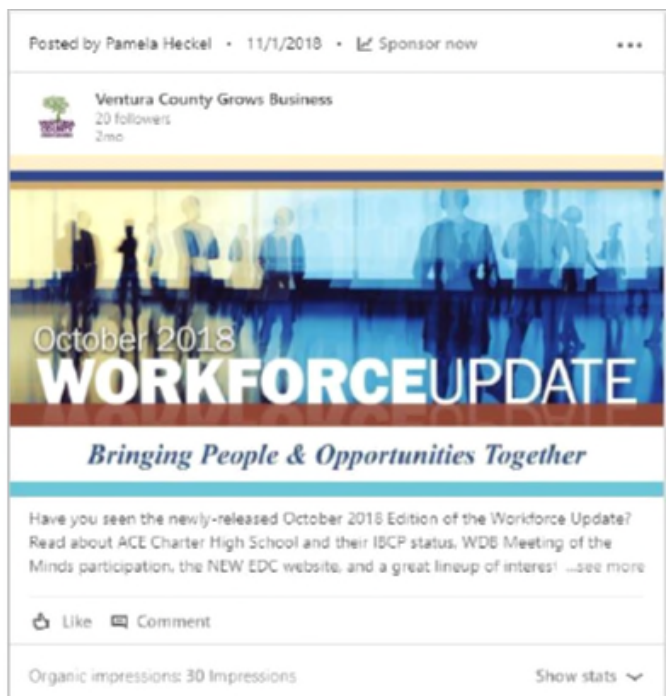
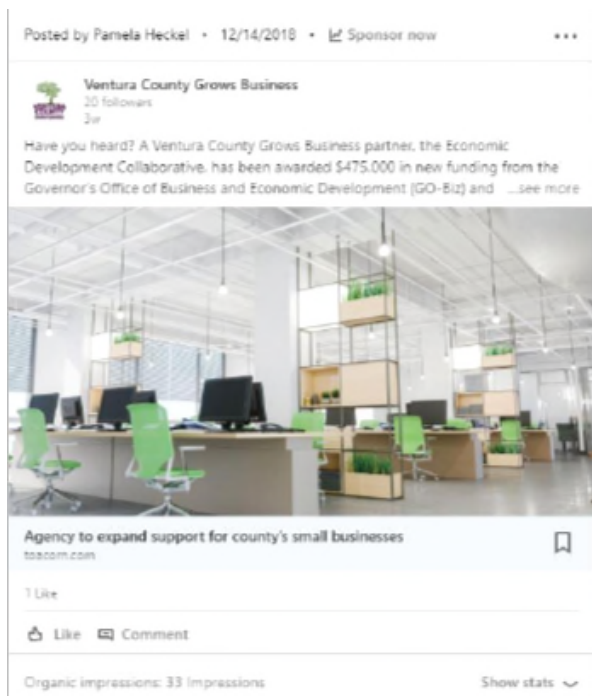


About Ventura County Grows Business
ventura.countygrowsbusiness.com

2 Likes

Like Comment

Organic impressions: 16 Impressions Show stats



YOUTH OUTREACH

- **VC Jobs With a Future Website – July 1, to January 10, 2019**
 - 2,535 Users – 124% increase year-over-year
 - 3,024 Sessions – 12% increase year-over-year
 - 6,139 Pageviews – 12% increase year-over-year
 - Pandora – October 1 to November 6, 2018 Media Highlights
 - 279,230 Total impressions and 15.17 Frequency
 - 950 Clicked for a CTR rate = .43%
- **VC Jobs with a Future – Twitter: September 1 to January 2019**
 - As of January 2019 – 1,060 followers
 - 203 Total Tweets
 - 1350 Profile Visits
 - 182,900 Impressions
 - 1,489 Impressions per day average

GENERAL OUTREACH

- **Workforce Ventura County Website – July 1, to January 10, 2019**
 - 3,875 Users - -4.5% decrease year-over-year
 - 5,356 Sessions - -5.8% decrease year-over-year
 - 12,845 Page Views - -3.9% decrease year-over-year
- **Press releases**
 - Prepared and sent 2018 WDB Annual Awards and distributed calls for nominations on September 20 and October 8
 - Prepared new WDB Executive Director Announcement
 - EVSP Outreach Committee participation
- **JOB SEEKER OUTREACH**
 - Spanish Language Radio – KXLM & KLJR
 - Ran for 4 weeks
 - 167,600 gross impressions
- **Career Shops**
 - Sent October workshops on September 14
 - Sent November workshops on October 14
 - Sent December workshops on November 6
 - Sent January workshops on December 7
- **Job Outlook Eblast:**
 - **September 21 (August Report)** – WDB Cohorts: 549/26.4% open rate/10.1% CTR
 - **September 21 (August Report)** – Biz List: 3,087/7% open rate/67% CTR (Barracuda)
 - **October 19 (Sept 2018 Report)**– WDB Cohorts: 558/24.5% open rate/9.3% CTR
 - **October 19 (Sept 2018 Report)** - Biz List: 3,071/6% open rate/74% CTR (Barracuda)
 - **November 16 (Oct 2018 Report)** – WDB Cohorts: 555/26.8% open rate/12.7 CTR
 - **November 16 (Oct 2018 Report)** – Biz List: 3,062/6% open rate/74% CTR (Barracuda)
 - **December 21 (Nov 2018 Report)** – WDB Cohorts: 560/24% open rate/12.7 CTR
 - **December 21 (Nov 2018 Report)** – Biz List: 3,043/5% open rate/3% CTR
- **Job Outlook Most Recent Stats:** The following highlights local, state and national data in terms of NOT seasonally adjusted rates for **November 2018:**
 - **Ventura County was unchanged** from 3.7% in October 2018 to 3.7% in November 2018 (November 2017 = 4.1%)
 - **California decreased .1%** from 4.0% in October 2018 to 3.9% in November 2018 (November 2017 = 4.2%)
 - **U.S. was unchanged** from 3.5% in October 2018 to 3.5% in November 2018 (November 2017 = 3.9%)

The next meeting of the WDB Outreach Committee is scheduled for March 20, 2019, from 9:00 a.m. to 10:30 a.m., Economic Development Collaborative, 4001 Mission Oaks Blvd, 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.



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: OUTREACH COMMITTEE REPORT

The WDB Outreach Committee met on March 20, 2019. Attending the meeting were Committee members Brian Gabler (Chair), Victoria Jump, and Bruce Stenslie; WDB staff Talia Barrera and Rebecca Evans; and guests Heidi Hayes (theAgency), Jaimé Duncan (Adult and Family Services/WIOA), and Yvonne Jonason (Employment Training Panel).

The following is a summary of theAgency activities for marketing and outreach from July 2018 to March 2019:

Employer Outreach

The following activities were implemented to promote WDB Business Goals:

- Ventura County Grows Business Paid Media Outreach November to October 2018:
 - Total Cost: \$16,000
 - Total Value: \$29,181 (182%)
 - Total Impressions: 2,414,429
- **Ventura County Grows Business Website – July 1 to March 15, 2019**
 - 6,403 Users - **170% increase year-over-year**
 - 7,549 Sessions - **123% increase year-over-year**
 - 12,960 Pageviews - **43% increase year-over-year**
 - Managed content updates, corrections, event calendar and additions.
 - Woolsey/Hill Fire Recovery [Resources-
www.venturacountygrowsbusiness.com/firecovery](http://www.venturacountygrowsbusiness.com/firecovery)
 - Veterans Services/Resources - www.venturacountygrowsbusiness.com/veterans
 - Work-Based Learning - www.venturacountygrowsbusiness.com/workbasedlearning
- **Ventura County Grows Business Facebook – 3,545 Fans (Through 3/14/19)**
 - Managed ongoing content, research, development and posting
 - Average 25-30 custom content postings/month
 - **Fans: 5.9% Increase** (June 30, 2018 = 3,348)
 - Total Reach through February 28, 2019: 102,353 – **195% increase in reach year-over-year**

- **Ventura County Grows Business Group Page: LinkedIn – 31 Followers**
 - Developed, designed and managed content
 - Average 25-30 custom content posts/month

- **Workforce Wednesday: August 2018 to June 2019**
 - Researched/recommended topics, recruited/coordinated participants and developed discussion guides for (7) Workforce Wednesdays with (2) in development for April-May 2019.

- **Workforce Update E-Newsletter August 2018 to June 2019**
 - Researched and developed content, created new design and disseminated (4) eblasts to approximately 14,284 (List clean-up done in 2018). Open rates average 25% for WDB Cohorts and 5% for business lists.

- **Hill/Woolsey Fire Outreach Support**
 - **Developed Wooley Fire Resource Landing Page on VCGB** (updated regularly)
 - <https://www.venturacountygrowsbusiness.com/firerecovery/>
 - Designed VCGB & WDB Website Sliders Linking to Resource Page

- **KLCU**
 - Produced new :30 PSA directing listeners to business recovery resources
 - Designed three (3) new digital elements for online and mobile

- **KLJR & KXLM Spanish Language Outreach**
 - Produced new :30 Spanish-language radio spot
 - Added four-week schedule to WDB integrated outreach media calendar
 - Coordinated December 4th, KOXR David Cruz live radio interview with Rigoberto Gonzalez-Nossa, U.S.-SBA Disaster Representative and Alondra Gaytan, EDC-SBDC

- **18/19 RPI Grant Outreach** – supporting/promoting are addressing the skilled workforce deficits we face as a region, amount other WDB priorities.
 - Methodology: Panel survey, targeting business executives, owners and c-level decision makers of various sizes and industries reflecting the county.
 - Sample Size: 125
 - Presented RPI Business Survey Results to: Complete Report Attached
 - Outreach Committee - January 16
 - Business Services Committee – February 12
 - EVSP Steering Committee – February 22
 - Upcoming:
 - EVSP Outreach Committee – March 29
 - WDB Executive Committee – April 11
 - WDB Board TBD – April 25

- **Employer Outreach New Elements**

- “Grow Your Business” digital elements: banners and eblast.
- “Grow Your Business” pamphlet
- America’s Job Center of California Collateral
 - Job Seeker Pamphlet (English and Spanish)
 - Business Services Pamphlet (English and Spanish)
 - Rapid Response Pamphlet (English and Spanish)
 - OJT Pamphlet (English and Spanish)
 - OJT Tent Card
 - Press Kit Folder
- AJCC OJT Success Story.
- AJCC Pull-Up Signs – (6) VCGB, Employer, Job Seeker, Youth, Rapid Response, OJT

Youth Outreach

The following activities were implemented to promote WDB Youth Goals:

- **Paid Media Outreach** – Negotiated, planned and placed paid media for VC Jobs With a Future in conjunction with the Fall 2018 and Spring 2019 Ventura County Grows Business campaigns. Please refer to those plans.
- **VC Jobs With a Future Website – July 1, 2018 to March 15, 2019**
 - 3,384 Users = -19% year-over-year
 - 4,014 Sessions = -22% year-over-year
 - 8,153 Pageviews = -31% year-over-year
 - Managed content updates, corrections, and additions
 - Note: This time last year youth-targeted campaign had begun early February.
- **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/August)
 - 1,065 Impressions per day average (1,600-day July/August)
- **VC Jobs with a Future – Twitter: 1094 followers as of 3/15/19**
 - Managed content, research, development and posting.
 - Average 45-55 postings/month
 - **405,400 Impressions = +107% year over year** (July 1, 2018 to February 25, 2019)
 - **Followers: 4.4% increase over previous year**
- **Youth Outreach – New Elements Developed**
 - Updated Youth Pathways Pamphlet - Updated resource reference and coordinated with service providers EDD, PathPoint and BGC to review and edit partner information.

Job Seeker Outreach

The following activities were implemented to promote WDB Job Seeker Goals:

- **Spanish Language Radio**
 - KXLM and KLJR schedule added to integrated plan
 - 10/22 to 11/18/18 (4 weeks)
 - 167,600 gross impressions
- **KCLU AJCC Outreach**
 - KCLU Sponsorship – AJCC Job Seeker began late-September and ended December 31, 2017.
- **Career Shops** – Developed and distributed (8) monthly calendar releases for Career Shops available free-of-charge at American Job Center of California Ventura County Locations with (3) calendar releases to come for April-June 2018. (One provided too late to promote.)
 - **Calendar listings published** in 38 media to date (2/28/19) including: VCStar, Acorn (various), The Patch (various), KDAR, KCLU, Citizens Journal, 805 Calendar, Santa Paula Times
- **Job Seeker Outreach – New AJCC Collateral Developed – Included in Employer Outreach.**

General Outreach

The following activities were implemented to promote General WDB Goals:

- **KCLU Annual Plan**
 - Finalized 2018-19 plan to include:
 - 50 Weeks
 - 6.56 Million Impressions
 - 150,000 Value-Add Online Impressions
- **Paid Media Outreach** – Negotiated, planned and placed paid media for general outreach:
 - Total Cost: \$18,172 (KCLU Contract billed direct to WDB)
 - Total Value: \$29,533 (**163% of cost**)
 - Total Impressions: 5,871,540 (Includes months of KCLU not allocated to VCGB/VCJWF)
- **New Releases, Interviews, Op-Eds: Published in various media** including VCStar, Pacific Coast Business Times, Acorn (Various), PRLog, ePR.Com, Patches (various)
 - **Releases Developed and Distributed:**
 - New Board Member/Retiring Members, In process
 - Congressman Carbajal Media Advisory, 3/15/19 (prepared twice, first event cancelled)
 - 2018 WDB Award Winners, 3/1/19
 - WDB Regional Town Hall Event, 1/16/19
 - New Executive Director Announcement, 1/15/19
 - 2018 WDB Award Call for nominations, 8/14/18
 - New Board Appointments & Chair/Vice-Chair, 7/12/18

- **Op-Eds Developed/Coordinated Placed:**
 - *Ace Charter High School and the IB Program*, 9/10/18 VCStar
 - *More Doors Opening for Subsidized Workforce Training*, 8/19/18 VCStar
- **Various**
 - **Prison to Employment Partnership Town Hall 2/13/19**
 - Developed and Disseminated P2E Town Hall Eblast – 2/6/19
 - **Regional Plan Town Hall 1/31/19**
 - Produced new KCLU :30 PSA announcing WDB Regional Plan Town Hall
 - Developed and disseminated Town Hall Eblast sent (2) times: 1/29/19, 1/22/19
 - **2018 WDB Awards**
 - Press Release – See above.
 - Updated logo in various formats, Redesigned 'fillable' Nomination Form
 - Designed/distributed call-for-nominations eblast sent (3) times: 8/16/18, 9/20/18, 10/8/18
 - **Regional Sector Meeting Invitation Eblasts**
 - Designed/distributed invitation to participate sent (2) times: 8/3/18, 8/15/18
 - **WDB Address Change** - Updated change of address on all digital assets including website, web pages, social media platforms, digital media, PR forms, etc.
 - **EVSP Steering & Outreach Committees** – Participated in start-up and ongoing as needed and requested.
- **Workforce Ventura County Website** - Google Analytics Stats July 1 to March 15, 2019
 - Ongoing site support and content development as needed
 - New slider development for Veterans and Woolsey/Hill Fire outreach (2)
 - Audience Overview – 5,424 Users/7,619 Sessions
 - 2.15% Increase in users year over year
 - .41% increase in sessions year over year
- **Job Outlook Full Report & Eblasts**
 - Created new design template with integrated “Tableau” data table integration on VCGB
 - <https://www.venturacountygrowsbusiness.com/job-trends/>
 - Researched compiled and distributed monthly Job Outlook report. (7) Completed to date,
 - Developed Monthly Topline Eblast summary of the Job Outlook and disseminated eblast to approximately 25,347 WDB Cohorts and Ventura County Businesses.

KCLU General Outreach PSA's – Develop PSA's and online banners as needed to support promote WDB goals in employer, job seeker and youth outreach over 11 months.

The next meeting of the WDB Outreach Committee is scheduled for May 15, 2019, from 9:00 a.m. to 10:30 a.m., Economic Development Collaborative, 4001 Mission Oaks Blvd, 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.



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

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workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: PROGRAMS COMMITTEE REPORT

Two Programs Committee Reports listed herein: 1) December 5, 2018 and 2) February 6, 2019.

I. December 05, 2018 REPORT

The Programs Committee met on December 5, 2018. In attendance were Committee members: Tony Skinner (Chair), Kathy Harner, Roger Rice, Linda Fisher-Helton, Leslie Webster, and Many Navarro-Aldana. WDB Staff present was Patrick Newburn. Guests in attendance were: Pierrette Authier (PathPoint), Mariana Cazares (Boys & Girls Clubs Greater Oxnard and Port Hueneme (BGCOP), Jessica Gallardo (PathPoint), Marixza Juarez (PathPoint), and Kim Whittaker (PathPoint) 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:

- **WDB Grants Update:** Prison to Employment Initiative (P2E) \$37 Mil State General Funds approved for "*Prison to Employment Initiative*" to help Justice Involved Individuals gain meaningful employment upon release from prison, Ventura County award amount to be determined in Spring to provide earn and learn opportunities with supportive services; National Dislocated Worker Grant (NDWG) \$2.4 Million to provide 50 Ventura county Dislocated Workers temporary employment in clean-up of public property damaged by the fires, as well a career services and supportive services to gain sustained employment following the temporary jobs; Veterans Employment Assistance Program (VEAP). Requested \$500,000 Grant funding for employment services for 55 veterans.
- **HSA/WIOA Monitoring:** Committee reviewed the county HSA/WIOA Monitoring of Youth Contract Providers conducted in November 2018. Committee members discussed the county observations and findings. Providers are working with county to provide corrective action. Boys and Girls Clubs of Greater Oxnard and Port Hueneme requested continued and regular technical assistance and policy updates. Both providers requested additional technical assistance on Credential Attainment and training on generating reports within CalJOBS. Committee Members requested a written summary of both EDD and County monitoring in the future to aide with tracking

and follow-up, which would include dates, findings, action plans, and related details that will aid the committee in providing oversight.

WIOA Performance Indicator Reports: Committee reviewed annual (PY1817-18) and quarterly (Q1 PY18-19) WIOA performance indicator reports. The annual reports provided have partial data reported in CalJOBS, and the resulting outcomes are not a complete representation of performance. This limitation is due to the exit cohort periods reporting back in 2016-17 not being captured by CalJOBS system programming. The most reliable reports and reporting will be captured in the PY 2018-19 reports. Committee members focused discussion on the youth outcomes. Both providers expressed concern about their performance and pointed out past performance success even though current reports show some measure with less than 100% of goal. Newburn pointed out that the current predictive reports available in CalJOBS will make it easier for both providers and committee to gain a snapshot of performance.

II. February 06, 2019 REPORT

The Programs Committee met on February 6, 2018. In attendance were Committee members: Tony Skinner (Chair), Kathy Harner, Linda Fisher-Helton, and Leslie Webster. WDB Staff present was Patrick Newburn and Dez Robite. Guests in attendance were: Pierrette Authier (PathPoint), Mariana Cazares (Boys & Girls Clubs Greater Oxnard and Port Hueneme (BGCOP), Jessica Gallardo (PathPoint), Kim Whittaker (PathPoint), Omar Zapata (BGCOP) Ken Barrow (Human Services Agency), and Vivian Pettit (Human Services Agency). The following is a summary of topics discussed at the meeting:

WIOA Youth Service Providers Presentations:

Boys and Girls Clubs of Greater Oxnard and Port Hueneme (BGCOP):

Mariana Cazares, Youth Empowerment Programs Manager presented a PowerPoint presentation to committee members. Mariana introduced Omar Zapata, Director of Program Services. Mariana explained an overview of their WIOA out of school youth services. To-date, BGCOP has enrolled 76 youth this program year within Oxnard and Port Hueneme. She provided success stories from recent individuals where the WIOA services provided through BGCOP had dramatic impact in their lives, and resulted in life changing outcomes. Members asked follow-up questions about EDD and HSA monitoring in 2018. Marianna responded with a few lessons learned and improvements implemented in service delivery. Committee members thanked her and BGCOP for their successful track record in delivering WIOA services to this population facing multiple barriers to employment.

PathPoint

Kim Whitaker, Vice President of PathPoint for Ventura County and Youth Network Services presented a PowerPoint presentation to committee members. Ms. Whitaker explained an overview of their WDB contract providing WIOA out of school youth services. Kim introduced the youth specialists attending the committee meeting, Pierrette Authier and Jessica Gallardo. Additionally, she gave a brief overview of PathPoint's breadth of other youth programs and reach serving communities from Bakersfield, San Luis Obispo down to Long Beach since 1986. PathPoint's WIOA services have enrolled 79 youth this program year. Their array of WIOA services, focused on serving all other cities in Ventura County not serviced by BGCOP. Ms.

Whittaker invited Pierrette and Jessica to present a few success stories of PathPoint's accomplishments in helping hard-pressed youth find meaningful employment and training. Kim answered committee member questions about the EDD and HSA quality assurance monitoring's in 2018. Some of the issues discussed by committee members included performance reports, case notes, and supportive services. Whittaker said their team has met and begun implementing lessons learned from both monitoring's, including improving procedures for case notes, exit dates, and supportive services. Kim expressed appreciation for past technical assistance training received following the monitoring and asked that additional CalJOBS training be provided. Kim expressed improved understanding of self-monitoring as they implement WIOA programs to be a prudent steward of WIOA program funds. Committee members expressed thanks for her presentation and the work on PathPoint YNS.

Member Comments

Linda Fisher Helton reinforced the standing HSA practice that youth providers should be provided CalJOBS and other technical assistance as requested. Guest Ken Barrow, from HSA Contracts and Monitoring Department explained to committee members that both youth providers have individually complied with all requests from his department. Ken also commented that HSA has provided several technical assistance meetings as well as formal classroom training throughout 2018. Tony Skinner and Kathy Harner individually thanked the providers for their beneficial presentations.

The next meeting of the Programs Committee will be on March 5, 2019 at the America's Job Center of California, 2900 N. Madera Road, Simi Valley, CA.

If you have questions or need more information, please call me at (805) 642-2149, or contact Patrick Newburn at (805) 477-5470, email patrick.newburn@ventura.org.



TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: PROGRAMS COMMITTEE REPORT

The Programs Committee met on April 3, 2019. In attendance were Committee members: Tony Skinner (Chair), Linda Fisher-Helton, and Jesse Cuevas. WDB Staff present were Patrick Newburn, Rebecca Evans, Patricia Duffy, and Ma Odezza Robite. Guests in attendance were: Mariana Cazares (Boys & Girls Clubs Greater Oxnard and Port Hueneme (BGCOP), Pierrette Authier (PathPoint), Alejandro Angel (PathPoint), Jessica Gallardo (PathPoint), Marixza Juarez (PathPoint), Kim Whittaker (PathPoint) and Ken Barrow (Human Services Agency). The following is a summary of topics discussed at the meeting:

WIOA Youth Services Contract Evaluation:

Programs Committee members were asked to conduct the annual contracts performance evaluation for the purpose of oversight on behalf of the Workforce Development Board. The two contracts for potential renewal are for Option Year Two (PY2019-20 – July 1, 2019 - June 30, 2020) and the committee's role is to evaluate any available criteria and make their observation available to the WDB Executive Committee. Patrick Newburn instructed members to review the criteria provided for each youth services provider, Boys and Girls Clubs of Greater Oxnard and Port Hueneme, and PathPoint, then complete a one-page evaluation form.

Members were provided prior to meeting, via email, three reports to study in preparation for meeting: PY18-19 Contract Exhibit A (statement of work for each provider), WIOA Performance Indicators Q2 Reports (PY)18-19, and Employment Development Department (EDD)/ Human Services Agency (HSA) Monitoring Reports. Patrick explained all three reports in detail and answered member questions.

Members reviewed each report separately and discussed each provider separately before completing evaluation form and determining suitability for recommendation to the WDB Executive Committee. Considerable attention was focused on reviewing the seven-page Monitoring Report as well as the WIOA Performance Indicator's Report. Committee members also noted as helpful to their evaluation, that both providers have made presentations to the committee at the February meeting, and both have attended other committee meetings, making themselves available for member questions.

The committee's observation concluded that Boys and Girls Clubs of Greater Oxnard and Port Hueneme is performing the requirements of their contract without issue; that monitoring report

results were acceptable; and lastly the WIOA Performance Indicators meet or are on target to meet the Annual Negotiated Performance Goals.

The committee's observation concluded that PathPoint performing the requirements of their contract without issue; that monitoring report results were acceptable; and lastly the WIOA Performance Indicators met or are on target to meet the Annual Negotiated Performance Goals. It was noted that the Credential Attainment indicator remains "Not Yet Accountable" according to the state, and the provider is not to be evaluated using that outcome.

WIOA Workforce Development Planning

WDB Executive Director, Rebecca Evans complemented the committee for their attention to detail and for their commitment to providing WIOA programs oversight on behalf of the WDB. Rebecca also provided the committee an update on the WDB's requirement to conduct a Hallmark of Excellence evaluation for the affiliate center, America's Job Center of California (AJCC) in Simi Valley. She explained the on-site evaluation would include a ranking of eight sections of criteria. The affiliate center is smaller with limited MOU partners on-site, so the evaluation is expected to last only 2 to 3 hours. Chair Tony Skinner ask the committee for volunteers and directed staff to conduct a Doodle Poll to determine best day/time within next couple weeks. Members requested that this evaluation be more streamlined in comparison to last year's comprehensive center evaluation which was conducted over four months.

Ms. Evans also provided an update about the recent grant awards and related programs: Prison to Employment Initiative (P2E); National Dislocated Worker Grant (NDWG); and The English Language Learner Grant (ELL) Co-Enrollment Pilot Program. Jesse Cuevas commented that the EDD might be able conduct a sweep of the Unemployment Insurance records looking for accounts marked as "disaster related", to help identify suitable applicants for the NDWG project.

Member Comments

Linda Fisher Helton announced that the U.S. Census Bureau is hiring for the 2020 Decennial Census Program. She commented that although the positions are short term, the wages offered are above minimum wage.

The next meeting of the Programs Committee will be on May 1, 2019 at the America's Job Center of California, 2900 N. Madera Road, Simi Valley, CA. (unless a Hallmarks Evaluation Meeting is scheduled prior to May 1)

If you have questions or need more information, please call me at (805) 642-2149, or contact Patrick Newburn at (805) 477-5470, email patrick.newburn@ventura.org.



Workforce Development Board of Ventura County

MAY 9, 2019

2017-2018 YEAR-END REVIEWS

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



2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB CLEAN/GREEN COMMITTEE

2017-2018 Members

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

Other Members: John Brooks (City of Thousand Oaks), Holly Chavez (Deputy Sector Navigator South Central Coast Region of California Community Colleges), David Fleisch (County of Ventura Public Works Agency), Darrell Gooden (Ventura County Office of Education), Eric Humel (Oxnard City Corps), Grant Leichtfuss (Villa Park Orchards Association), Valeria Makarova (California Lutheran University), Douglas O'Brien (Consultant, Energy Advisor), Wayne Pendrey (Ventura County Contractors Association), Mary Ann Rooney (Ventura County Civic Alliance)

Committee Accomplishments

- Broaden the Clean/Green Committee membership to reflect the region's industries.
The Committee added two new members. An agriculture industry representative and a Career Pathways representative for Energy Environment and Utilities, enabling the Committee to have a broader view of industry workforce needs and training gaps in the region.

- Joint Regional Sector Committees' Meeting "Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity"

Clean/Green Committee members participated in the Joint Regional Sector Committee meeting held on November 16th 2018. The meeting included WDB Committee members from five Committees, WDB Board members and community partners. The focus was to launch a regional approach to work-based learning. Bob Lanter, Director of the California Workforce Association and Vinz Koller, Social Policy Research Associates, led attendees through an interactive process. Mr. Koller described the Swiss Apprenticeship model "College Without Debt" and attendees went through group activities to identify what's going on regionally in work-based learning, obstacles, and actions that we need to address to move forward as a region.

As a follow up to the Joint Regional Sector Committee meeting, Clean/Green Committee Members worked to develop an action plan for a regional approach to work-based learning in Clean/Green industries. The results were reported at the WDB Board meeting and the Committee will continue to define the next steps in implementing the action plan.

- Employer Awareness Workgroup
The Employer Awareness Workgroup of the Clean/Green Committee created short videos of local industry success stories on how sustainable practices in business saves money, grows business, and creates jobs. VACE Multi Media Program provided their program expertise to create these videos for the Committee. The filming was completed at four different sites, Conejo Awards, Kaiser Permanente Medical Building construction site, Marriott Ventura Beach and the Himalaya Restaurant. Four members of the Clean/Green Committee Workgroup reviewed the unedited versions of the videos. The final edits are being completed by the VACE Multi Media Program and the videos will be distributed through our websites and our social media sites.



2017-2018 YEAR-END REVIEW **Workforce Development Board of Ventura County**

WDB CLEAN/GREEN COMMITTEE

Committee Accomplishments – continued

- **SUSTAINABLE VC – Careers in Clean Tech**

The successful March 14th event, Sustainable VC Careers in Clean Tech, was a program idea Clean/Green Committee member Darrell Gooden presented at the Clean/Green Committee meetings for input and kept the Clean/Green Committee members informed as the event planning evolved. It was held at the Oxnard Advanced Water Treatment Facility with over 200 high school, community college, and industry participants. The event included, tours of the facility, guest speakers, hands on workshops and interactive career exploration sessions as well as a facilitated Entrée to Employment lunch. Forum themes included the magic of water, sustainable building, smart cars, and sustain-novation. Smart cars were available for students to explore.

- **Guest Speaker: Ventura County Community College District**

Dr. Alexandria Wright shared her research and Green Jobs Report with the Committee. The report explored defining green jobs based on the definition by the federal Bureau of Labor Statistics. "Output approach: Jobs in businesses that produce goods or provide services and conserve natural resources". "Process Approach: Jobs in which workers' duties involve making the establishment's production processes more environmentally friendly. "The data for Ventura County green job growth is identified in the report.

- **Environmental Education**

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

- **Career Pathways**

Received updates from the California Career Pathways Trust grant project representatives and discussed opportunities to connect business and education for career awareness and workforce preparation.

- **Agriculture Water and Environmental Technologies**

Received updates from the Community College South Central Coast Deputy Sector Navigator on the projects they are supporting and sponsoring. These projects broaden student awareness of jobs in these fields and identify industry needs to align Community College Career Technical Education programs to meet these needs.



2017-2018 YEAR-END REVIEW
Workforce Development Board of Ventura County

WDB CLEAN/GREEN COMMITTEE

Insights:

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

2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB HEALTHCARE COMMITTEE

2017-2018 Members

WDB Members: Greg Barnes, Chair (Los Robles Hospital and Medical Center), Richard Trogman, Vice Chair (Kaiser Permanente), Victoria Jump (Area Agency on Aging), Celina Zacarias, (California State University, Channel Islands)

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

Committee Accomplishments

- **Clinical Laboratory Scientist (CLS) Field Experience Program:**

The Committee discussed the success of the first year of the CLS Field Experience Program. There were eight students in four hospitals. The first year provided the opportunity to understand the range of different needs for the students entering the program. Some students had longer gaps between finishing their programs and finding field placements and needed more review time, which is why it is critical to have available field placements so students don't encounter long gaps due to an inability to find a field placement. CSUCI set up a review class and a CLS library, with on-line resources to practice for the licensing exam. The program is expanding, an application was submitted for Dignity Health, St. John's Regional Medical Center with plans for them to participate as a field placement site for the next cohort.

There was also a discussion regarding developing a career pathway from MLT to CLS and exploring if there are successful models for this career pathway. Committee members discussed identifying ways to incorporate MLTs into more laboratories and exploring barriers that may be preventing incorporating the use of more MLTs.

- **Regional Workforce Trends in Healthcare IT and Cybersecurity:**

The Healthcare Committee invited guest speakers, Healthcare Committee member and DSN for Healthcare, and DSN in ICT to present on Regional Workforce Trends in Healthcare IT and Cybersecurity. A two-year grant allowed them to align with American Health Information Managers Association (AHIMA) and Healthcare Information and Management Systems Society (HIMSS) and come up with six courses leading to an IT Technician Certification. They are looking at "New Collar Positions" identifying the point where you can enter the cybersecurity workforce without a degree in cybersecurity. They are working to build a pipeline to cybersecurity positions. Ventura College is planning to have a course offering in cybersecurity possibly in the spring.

- **Critical Shortage of C.N.As**

The Committee discussed the critical need for CNAs. The new State legislation which changed the staffing ratios in Long Term Care facilities has double the need, creating a critical workforce shortage to meet these requirements. A Committee member is working with the colleges and training programs in the South Central Coast Region to address this challenge and looking at innovative solutions such as apprenticeship programs.

2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB HEALTHCARE COMMITTEE

Committee Accomplishments – continued

- **Regional Healthcare Case Manager/Care Coordinator Career Pathway Project:**
Continued participation in the Los Angeles/Ventura regional project, funded through a SlingShot grant from the California Workforce Development Board. Six Los Angeles Workforce Development Boards and the Ventura County WDB, along with industry partners in healthcare and education, worked together for over 2 years on this successful project. Two Committee members were actively involved in participating in meetings from the onset of the project, providing updates and discussions at the Healthcare Committee meetings.

The Healthcare Committee members participated in developing a survey to identify the local need for Care Coordinator training. A committee member and DSN for Healthcare, was actively involved as the Community College representative for this region, serving on the Education Committee for the project and leading the DACUM process to develop the curriculum. Another Healthcare Committee member served on the Leadership Committee and Industry Committee. A WDB Healthcare Committee member was able to assist in identifying two healthcare professionals who volunteered to go to Los Angeles to represent Ventura in a two-day process called a DACUM, a method used to develop a curriculum. A previous committee member, representing a Skilled Nursing Facility in Ventura, attended the first Industry Committee meeting in Los Angeles and advocated for the need for Care Coordinator incumbent worker training in Skilled Nursing Facilities.

As of the March 31, 2018 curriculum had been developed for incumbent worker training and Patient Navigators and training began in LA with over 200 participants. Training through VCCCD, will begin in May. Level II and Level III curriculum is still being developed with plans to collaborate with the colleges in Ventura to offer this additional training. On-line incumbent worker training courses have been developed for industry to offer their employees the flexibility of taking courses on line. The Committee members discussed possibly developing a training cohort of hospitals in Ventura needing this training and offering it rotating through the hospital sites.

The support and involvement of all the Healthcare Committee members assisted in making this collaborative effort successful.

- **Guest Speakers: Lisa Mitchell and Teri Hollingsworth, Hospital Association of Southern California**
Lisa Mitchell, Program Manager, Workforce Development and Teri Hollingsworth, Vice President of Human Resources, explained the role of the Hospital Association of Southern California (HASC). Ms. Mitchell and Ms. Teri Hollingsworth are reaching out to the Ventura Healthcare Committee offering HASC assistance in sharing local data they acquire through their research and surveys. Their data is collected on a quarterly basis. The Healthcare Committee members were pleased to hear about this opportunity and shared how it has been difficult to get accurate local data. Having a reputable source for local data will enable more opportunities for funding for healthcare workforce development and training. The Committee members were updated on HASC's current projects and their work in identifying the need for specialty nurses.

2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB HEALTHCARE COMMITTEE

Committee Accomplishments – continued

- **Joint Regional Sector Committees' Meeting "Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity"**
Healthcare Committee members participated in the Joint Regional Sector Committee meeting held on November 16th, 2018. The meeting included WDB Committee members from five Committees, WDB Board members and community partners. The focus was to launch a regional approach to work-based learning. Bob Lanter, Director of the California Workforce Association and Vinz Koller, Social Policy Research Associates, led attendees through an interactive process. Mr. Koller described the Swiss Apprenticeship model "College Without Debt" and attendees went through group activities to identify what's going on regionally in work-based learning, obstacles, and actions that we need to address to move forward as a region.
- **Action Plan for a Regional Approach to Work-Based Learning in Healthcare:**
The Committee Members worked to develop an action plan for a regional approach to work-based learning in Healthcare, as a follow up to the Joint Sectors Committee meeting. The question presented to the Committee was "What steps do we need to take to implement a regional approach to work-based learning in Healthcare?" The Committee Members had been given a survey to complete as a follow up to the Joint Sectors' Committee meeting. They selected the top 3 obstacles to work-based learning from five categories developed from the group sessions in the Joint Sectors meeting. The Healthcare Committee members ranked the order of five action items, prioritizing how the actions needed to be approached. The Healthcare Committee will continue to work on defining an approach to work-based learning for Healthcare.

2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB HEALTHCARE COMMITTEE

Insights: (2017-2018)

- Having industry partners at the table enables us to identify and address regional industry needs. Continue to widen our networks to engage more healthcare providers in workforce development. Recruit additional committee members representing mental health, EMS and Health IT.
- Collaborate to implement, in Ventura, the training programs developed for Patient Navigators and Care Coordinators, based on the successful work of the Los Angeles/Ventura Healthcare Coordinator Pathways Project. (C3 Skills Alliance)
- Continue to monitor how changes in the healthcare system are impacting our regional healthcare workforce. For example, monitoring local hospital requirements to hire B.S.N. vs. A.D.N. nurses. Work with colleges and industry to identify an employment pipeline for A.D.N. graduates.
- Continue to facilitate collaboration between industry and education to identify and address the skills gaps in healthcare occupations.
- The need to increase “Earn and Learn” opportunities in the healthcare field through internships, on the job training, pre-apprenticeships and apprenticeships.
- Work with industry and colleges to encourage fast track, convenient, affordable A.D.N. to B.S.N. programs. Identify employer supported educational benefits.
- Some of our healthcare workforce needs overlap with other sectors (e.g., IT, finance, and equipment maintenance). We need to work with the WDB Business Services Committee, Clean/Green Committee, and Manufacturing Committee to facilitate cross-sector collaboration.
- Need to identify career pathways to CLS. Explore successful models utilizing MLTs and identify barriers that may be preventing the use of more MLTs.
- Learned from the first cohort of students in the CLS Field Experience Program. Students who had long gaps between finishing their program and finding a field experience placement were more likely to need review courses. This exemplifies why there is the critical need to have field placements immediately available for CLS graduates.
- Continue the collaborative work of the WDB Healthcare Committee members to align the numerous healthcare education advisory committees in the region.



2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB MANUFACTURING COMMITTEE

2017-2018 Members

WDB Members: Alex Rivera, Chair (Milgard Windows & Doors), Gregory Liu, (Jaxx Manufacturing, Inc.), Greg Gillespie (Ventura County Community College District), Byron Lindros (Amgen Inc.), Cindy Guenette (Hi-Tech Engineering), Marilyn Jansen (United Food and Commercial Workers), Bill Pratt (Kinamed), Bruce Stenslie (Economic Development Collaborative-Ventura County), Dona Toteva-Lacayo (Port of Hueneme), and Peter Zierhut (HAAS Automation, Inc.)

Other Members: Michael Bastine (SCCRC Deputy Sector Navigator for Manufacturing), Rebecca Hunt (ECA Medical Instruments), Marybeth Jacobsen (Workforce Education Coalition), Subhash Karkare (Moorpark College), Ryan Mayfield (MWS Wire), Jason Miller (California State University Channel Islands), Tiffany Morse (Ventura County Office of Education), Tre Robinson (Grupo Bimbo/Wholesome Harvest Baking), Israel Rodriguez (Small Manufacturers Assoc. of California), Mary Anne Rooney (Alliance for Linked Learning), Alexandria Wright (Ventura County Community College District)

Committee Accomplishments

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

- **Joint Regional Sector Committee Forum:**
 - Participated, provided feedback, reviewed, and ranked the report from the November 16, 2017 Joint Meeting of the WDB Regional Sector Committees, *"Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity."* The four sector committees participating included: Business Services, Clean/Green, Healthcare, and Manufacturing.
- **Community Colleges**
 - Discussed bimonthly updates from the Deputy Sector Navigator for manufacturing, representing the South Central Coast Regional Consortium of Community Colleges. Updates are provided to the committee regularly.
 - Reviewed and discussed Ventura County Community College District's *Manufacturing Sector Labor Analysis* (manufacturing production data) from the college district's Economic Development Department. Additionally Provided discussion and feedback about registered apprenticeships and customized training offered through VCCCD.
 - Provided discussion and feedback to Ventura College recognizing the value of the entry-level certificates in manufacturing courses within assembler and CNC occupations. Ventura County Community College District presented an overview their participation of Entry-Level Manufacturing Certificate Curriculum.
 - Provided discussion and feedback to Moorpark College about their \$250,000 California Community Colleges Chancellor's Office award, to build Makerspace Labs and workshops. Makerspaces allow students and teachers to work in teams to design and build projects that tie in to science, technology, engineering and math, known by the acronym STEM.



2017-2018 YEAR-END REVIEW **Workforce Development Board of Ventura County**

WDB MANUFACTURING COMMITTEE

Committee Accomplishments - continued

- Career Pathways
 - Served in an advisory role and provided a neutral platform for facilitating employer interaction with educators in support of the California Career Pathways Trust Grants (*Alliance for Linked Learning* and *VC Innovates*) to develop curriculum aligned with manufacturing industry needs.
 - Members participated in the VC Innovates Entre to Employment dinners that offer students face-to-face conversations with business owners and executive management.
 - Provided feedback and discussion to Workforce Education Coalition, a community based non-profit, about their overview of their Guild-X advisory boards to education. The two Guilds are in the manufacturing and information technology industry sectors. WEC is also actively involved in the collaboration between Ventura College and local manufacturers to develop curriculum for CNC and introductory manufacturing related courses.
- Manufacturing Roundtable of Ventura County (MRVC):
 - Partnered with the Manufacturing Roundtable of Ventura County (MRVC) to organize networking events for manufacturing professionals in Ventura County to help engage businesses in regional professional networking and workforce development. Manufacturers in the county meet informally on-site at different locations. This year, Jaxx Manufacturing, Inc. in Simi Valley, hosted the sole networking event. The event had 11 people attending, discussed hiring issues, and toured the electronics manufacturing facility.
- Advanced Manufacturing Partnership for Southern California (AMP SoCal)
 - Committee continued support and communication with AMP SoCal hosted by University of Southern California. WDB previously was an initial partner in supporting the AMP-SoCal forum to help connect educators with aerospace and defense manufacturers to support for federal grant proposals.
- National Manufacturing Day
 - Committee discussed and reviewed insights from 2016 MFG DAY with 6 host companies (Amgen, Applied Powdercoat, Dynamic Automation, Haas Automation, Milgard Windows & Doors, and Shire) providing tours to almost 400 students and teachers from 8 schools.
 - The responsibility for organization and outreach for the 2017 MFG Day events was offered to and accepted by the Ventura County Office of Education and VC Innovates.
- Work Based Learning
 - In keeping with the previous year's insight, the Committee discovered the need for research and support of apprenticeships, guild, and related On-the-job training models for manufacturing occupations. Members discussed On the Job Training (OJT), apprenticeship, and internship Work Based Training models at several meetings.



2017-2018 YEAR-END REVIEW
Workforce Development Board of Ventura County

WDB MANUFACTURING COMMITTEE

Committee Accomplishments - continued

- Provided discussion and feedback to Ventura County Community College District regarding their program for registered apprenticeships in manufacturing.
 - Provided discussion and feedback to Goodwill Southern California on their presentation of the California Advanced Manufacturing Collaborative (CAMAC) Apprenticeship Program in Southern California.
- WIOA Sector Planning
 - Committee members reviewed the WDB Committee 2-Year Draft Plan Guidelines and discussed how to incorporate elements of the WDBVC WIOA 2017-2020 Regional and Local Plans which highlight three policy objectives outlined in the plans are 1) Fostering Demand Driven Skills Attainment, 2) Enabling upward mobility for Ventura county workforce, and 3) Aligning, coordinating, and integrating programs to economize limited resources.



2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB MANUFACTURING COMMITTEE

Insights

- Align with the State approved WDBVC 2017-2020 Regional and Local Plans.
- The Committee continues to attract thoughtful, dedicated manufacturing leaders willing to contribute their expertise and time in strengthening and advancing the cause of manufacturing—and workforce development in general—here in Ventura County.
- Continue consistent manufacturing advocacy, collaborate on ongoing regional workforce issues, and leverage resources in order to increase regional economic value and visibility.
- Continue to research and support Work Based Learning, Committee initially discovered in PY 2016-2017 and continued to research in PY 2017-2018, the need for research and support of apprenticeships, guild, and related On-the-job training models for manufacturing occupations.
- The committee agreed about the growing demand for job candidates for all occupations to possess strong soft skills in interpersonal and written communication, teamwork, adaptability, problem solving, and conflict resolution.
- The committee agrees that wages and opportunities are strong in the Bio-Technology occupations. This biotech program at Ventura and Moorpark College's needs greater outreach and promotion.
- Members expressed a need to publish a list of available certificated training, apprenticeships, and work based training opportunities throughout Ventura County. Members agreed that "growing your own staff" is needed given the tight labor market and the models of OJT, incumbent worker training, and internships are used and valued within their companies.
- The committee agrees to continue its support for the Manufacturing Roundtable of Ventura County subgroup to continue to provide a valuable forum for sharing wisdom and experiences of the local manufacturing community. The value of networking events is an excellent method to engage potential members into the Manufacturing Committee.



2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB MEMBERSHIP COMMITTEE

2017-2018 Members

WDB Members: Patty Schulz, Chair (The Arc of Ventura County), Jeremy Goldberg, Vice Chair (Tri-Counties Central Labor Council), Captain Douglas King (Naval Base Ventura County), Jesus Torres, (LEAD Public Strategies)

Committee Accomplishments

In support of the WDB's Ventura County Regional Workforce Development Plan 2017-2020 "*SKILLS ATTAINMENT FOR UPWARD MOBILITY ALIGNED SERVICES FOR SHARED PROSPERITY*", the Membership Committee:

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



2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB MEMBERSHIP COMMITTEE

Insights

- There is an agriculture industry sector gap in the board membership and we need to prioritize and actively engage and recruit representation from within the agriculture industry.
- Our WDB members are great ambassadors for the WDB and continue to leverage their networks to help with recruitment efforts and support for committee activities.
- Participation on WDB sector committees continues to be a good first step for business and community leaders to be introduced to the work of the WDB.
- As identified in the WDB Regional Plan 2017-2020, Ventura County has a strong small business community and we need to continue to engage business and industry leaders with a goal of increasing diversity and the voice of small business.
- We need to identify and encourage board members with leadership qualities that will volunteer for officer and committee chair positions. We need to continue to provide board members with opportunities to participate in local, state, and national outreach activities to grow and sustain engagement in workforce development.
- We need to identify improved WDB member training methods and orientations to provide ongoing WIOA education for board members; WDB members benefit from better understanding of WIOA programs and would benefit from a better understanding of their roles and responsibilities, thereby providing an educated and motivated pool of members that are prepared board leadership positions
- We need to improve WDB meetings by increasing opportunities for open discussion and simplified reports that are easy to understand
- WDB member understanding of responsibilities would improve with ongoing/ stepped WDB orientation training beyond the introductory training provided at new member onset
- WDB members would better comprehend the complexities of WIOA funding and participant outcomes with improved finance expenditure explanations at WDB meetings including use of graphs, pie charts, and dashboards
- WDB member appreciate and benefit from participation in regularly bi-monthly meetings with advance notification and consistent calendar schedules
- WDB members value periodic meetings located at AJCC and Youth Contractor locations to stay connected with WIOA participant programs and allow continued oversight of WIOA program providers
- WDB members appreciate and value WIOA participant success stories at WDB meetings as well as business testimonials about benefits from hiring WIOA participants
- WDB members attention and engagement will benefit from increased opportunities for open discussion at WDB meeting with less emphasis on prescribed report-outs



2017-2018 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 Thomas Fire 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.



2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB OUTREACH COMMITTEE

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.
- 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.



2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB OUTREACH COMMITTEE

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.



2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB PROGRAMS COMMITTEE

2017-2018 Members

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

Other Members: Mary Navarro-Aldana (Employment Development Department), Jerry Beckerman (Segue Career Mentors), Linda Fisher-Helton (Area Housing Authority), Tom Van Meeuwen (California Conservation Corps), Tressie Nickelberry (Ventura County Probation Agency), and Leslie Webster (Department of Rehabilitation).

Committee Accomplishments

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

- Members continued to learn new committee roles, responsibilities, and guidelines that were first established PY 2106-17. The principal role of oversight included WIOA Adult, Dislocated Workers, Rapid Response, and Youth programs.
- Discussed youth-related programs and services in Ventura County as described in presentations on the 100% Out-of-School Youth Requirement; Presentations from PathPoint, and Boys & Girls Clubs of Greater Oxnard and Port Hueneme.
- Discussed Adult programs and services offered at the America's Job Center of California in Oxnard and Simi Valley California, as described in a presentation from the Human Services Agency/ Adult and Family Services Department/WIOA programs. Topics included Labor Market Information, emphasis on Customer Choice is selecting services, online job matching tools available for job seekers (including CalJOBS software), Veteran Preference, services available to individuals with barriers to employment, and WIOA eligibility orientations.
- Reviewed the PY 2017-2018 WIOA Adult, Dislocated Worker, and Youth program enrollment Quarterly Reports; CalJOBS software (pending software updates) remained unable to produce reliable WIOA Performance Indicator reports since PY 2016-17. (UPDATE May 2018: CalJOBS Performance Indicator "Predictive Reports" became available, allowing committee to evaluate provider's contract performance for contract (Option Year One) renewal recommendation.)
- Discussed and studied the Adult, Dislocated Worker, and Youth, four Performance Indicators (formerly Common Measures): Placement and Retention in Employment or Education-Training (2nd quarter and 4th Quarter After exit); Median Earnings (2nd Quarter after Exit); Credential Attainment; and Measurable Skills Gain
- Reviewed WDB Program Policies. The operational policies are required according to WIOA. The draft policies are currently being developed and reviewed for accuracy, and the committee was invited to review them as part of their career service programs oversight duties. The 5 new and 3 revised WDB (Local Area) Policies for WIOA Program implementation included: Veterans Priority of Service, Fraud Program Abuse and Criminal Conduct, Supportive Services for Adult and Dislocated Worker, Follow-Up Services, Dislocated Worker Eligibility, Supportive Services-Youth, Monitoring and Oversight, and Career Services policies.



2017-2018 YEAR-END REVIEW
Workforce Development Board of Ventura County

WDB PROGRAMS COMMITTEE

Committee Accomplishments - continued

- The WDB appointed the committee to serve as an independent and objective Ad. Hoc. AJCC Evaluations Committee. Members conducted on-site AJCC Evaluation for two certification levels: Baseline Matrix (December 2017), and Hallmarks of Excellence Matrix (June 2018). The Baseline AJCC Certification is intended to ensure that the comprehensive AJCC is in compliance with key WIOA statutory and regulatory requirements. The Hallmarks of Excellence AJCC Certification is intended to encourage continuous improvement. Members conducted monthly meetings and two on-site tours, dedicated to reviewing evidence to determine three key requirements for AJCC certification: 1) Effectiveness of the AJCC, 2) Physical and Programmatic Accessibility for individuals with disabilities, and 3) Continuous Improvement. The committee provided two final Matrix reports to WDB that included: Numerical Ranking Scores, justification narrative, and recommendations for Continuous Improvement.
- Committee member Linda Fisher-Helton attended the California Workforce Association (CWA) Youth Conference in Sacramento (statewide gathering of youth career service providers), as a guest of the WDB. Reported to committee that Ventura Region is ahead of others in state due to strong partnerships between providers, business, and education.



2017-2018 YEAR-END REVIEW

Workforce Development Board of Ventura County

WDB PROGRAMS COMMITTEE

Insights

- Committee members gained insight in the inner-workings of the AJCC system through the Hallmarks of Excellence evaluation process and will use this knowledge for improved oversight of the WIOA programs
- Committee members continue to understand their roles and responsibilities for oversight of WIOA Adult, Dislocated Worker, Rapid Response, Youth, and AJCC career services.
- Committee members are committed to support the pipeline to the workplace with viable candidates both in the workforce now and emerging (youth); huge gains have been made in bringing key resources that will change lives into play.
- Presentations by PathPoint and the Boys and Girls Clubs of Greater Oxnard & Port Hueneme, as well as Title I career service providers were helpful to provide members an understanding about their mission, objectives, and achievements with WIOA out of school youth; Contracted youth agencies and Title I career service providers are always available to answer questions, provide regular performance updates, and share inspiring client success stories.
- WIOA program requirements has required staff and committee members to work closely together to understand the programs' obligations, constraints, and prerequisites.
- Despite the retirement of several key individuals this past year, WDB staff have stepped up and carried on with impressive professionalism, personal caring and commitment.



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

FROM: REBECCA EVANS, EXECUTIVE DIRECTOR

DATE: MAY 9, 2019

SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY RECOMMEND COUNTY BOARD OF SUPERVISORS APPROVAL OF THE VENTURA COUNTY WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) REGIONAL AND LOCAL WORKFORCE DEVELOPMENT PLANS UPDATE FOR PROGRAM YEARS 2017-2021 – TWO-YEAR MODIFICATIONS

BACKGROUND

Under WIOA, a biennial update of regional and local plans is required in order to ensure plans remain current and account for “changes in labor market and economic conditions or in other factors affecting the implementation of the local plan” (29 U.S. Code § 3123). The California Workforce Development Board (State Board) has also made changes to the State Plan, which require that Local Boards update their plans to keep them consistent with the policy direction of the State Plan. Pursuant to the State Plan modifications submitted to the U.S. Department of Labor in the spring of 2018 and approved on June 11, 2018, the State Board provided guidance to Local Boards on the requirements associated with local and regional planning modifications. (Regional and Local Plans PY 17-21- Two Year Modifications, WSD-18-01)

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 CalFresh 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.

DISCUSSION

The Workforce Development Board followed the plan modification public process and stakeholder engagement as defined in WSD18-01. The Regional and Local Plan Modification includes information gathered from numerous stakeholder/public meetings.

If you have questions or need more information, please call Rebecca Evans WDB Executive Director, at (805) 477-5306.

SECTION 2 REGIONAL PLAN UPDATE

Introduction

The Ventura County Board of Supervisors is the governing body that oversees the County's Human Services Agency, in which the activities of the Workforce Development Board of Ventura County (WDBVC) are embedded. The WDBVC is a separate, independent board appointed by the Board of Supervisors, and is the Regional Planning Unit for Ventura County. In February 2017, the Workforce Development Board of Ventura County (WDBVC) submitted a four-year **WIOA Regional Plan** to the California Workforce Development Board. That plan, in tandem with a **WIOA Local Plan** submitted at the same time, outlined the County's vision, objectives and strategies for supporting an appropriately-skilled workforce ready and able to meet the changing business needs of area employers. In the Regional and Local Plans, and consistent with the goals and objectives outlined in the California Workforce Development Board's State Plan, "*Skills Attainment for Upward Mobility; Aligned Services for Shared Prosperity*," the Board described three primary policy objectives: fostering demand-driven skills attainment by aligning regional education programs with industry sector needs; enabling upward mobility for all Ventura County residents; and aligning, coordinating and integrating programs and services to economize limited resources.

That four-year Regional Plan was developed over a period of six months, with the active participation of several dozen agencies and organizations, as well as many private individuals, in a total of 75 public meetings. All of those organizations and individuals, as well as many others, were invited to participate in the development of this two-year update to the Regional Plan. Some participated in a series of focused planning meetings regarding the Prison to Employment initiative; others attended an evening meeting to review the plan update process, the State Board's priorities, and new regional collaborations. A number of organizations provided written comments. The result is this **Two-Year Regional Plan Update** which addresses CWDB's guidance and expectations while meeting the County's need to make plan adjustments and modifications in response to conditions in the region.

To augment the stakeholder input collected in the series of meetings described above, WDBVC engaged the services of a consulting firm with particular expertise in re-entry services for justice-involved populations. CausalIMPACTS facilitated six of the planning meetings, compiling and inviting a list of 170 individuals, representing more than 51 unique organizations serving justice-involved individuals in the region. CausalIMPACTS also designed and implemented a stakeholder survey, an employer survey, one-on-one interviews with 21 practitioners, and focus groups with justice-involved individuals.

A detailed description of WDBVC's regional plan update process is included as **Attachment A: Stakeholder Engagement and Community Outreach Efforts**. The Local Board has a strong track record of community engagement, and supports the state's desire to do more than simply comply with public notice requirements. To ensure that the interests of customers were central, the WDBVC utilized the California Workforce Association's approved provider list to identify a consulting firm with specific expertise in community engagement, the Corporation for a Skilled Workforce. The consultant first met with WDBVC staff in November 2018; a series of meetings began the following month, some of them public, some internal working sessions, culminating in an evening public meeting on January 31, 2019, which in turn triggered a 30-day public comment period. WDBVC and its stakeholders view this regional plan update process as a welcome opportunity to connect the workforce and corrections systems in a way that has not been done before. We support the state in this goal, and look forward to working together to make a real difference in the lives of justice-involved residents of Ventura County.

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Workforce-Corrections Partnerships

A number of workforce-corrections partnerships currently exist in Ventura County, most of them focused on a particular program, or a specific referral relationship between two or more agencies. The Human Services Agency's Adult and Family Services Department has long partnered with the Ventura County Probation Agency and the Ventura County Sheriff's Office to support a series of initiatives aimed at the reintegration of ex-offenders. The **Re-Entry Council**, which originally formed as a result of a Workforce Accelerator Fund grant, has served as the primary vehicle for coordinating many of these efforts.

This Regional Plan Update heralds a new and more comprehensive level of partnership, one which endeavors to bring the workforce development system as a whole in alignment with the needs of all justice-involved Ventura County residents. It incorporates and builds upon existing partnerships, and proposes an expanded, revitalized and (for the first time) *staffed* Re-Entry Council as the centerpiece of a genuinely wholistic workforce-corrections partnership.

The VCWDB is fully committed to not only offering but *targeting* services to those who face the greatest challenges in the labor market. The priority placed on building upward mobility for low-income residents means an emphasis on reaching and serving those with low educational levels and/or limited prior work experience. Women who have not previously worked outside the home are a priority target population. People with criminal records face perhaps the greatest challenges of all in the labor market, with the stigma of incarceration on top of the usual educational barriers, skills deficits, and support service needs. As the county's provider of Medi-Cal, CalFresh and General Relief services, the Human Service Agency brings access to those programs and supports to the incarcerated and post-release population.

The new focus on trying to reach all Ventura County CalFresh recipients, discussed in detail in the Local Plan Update, reflects an unprecedented emphasis on targeting workforce services to low-income residents. Individuals who currently have no income, or are working in low-wage jobs, are a priority as well, and the WDBVC Local Plan Update outlines a strategy of designing and offering "earn and learn" opportunities, such as apprenticeship, OJT and other forms of paid training, as a key response. Similarly, the WDBVC's P2E Plan incorporates models which provide trainees with income while they are in training. WDBVC sees the commitment to connect the workforce and corrections systems and the commitment to serve low-income residents as part-and-parcel of the same imperative: moving the needle on poverty in Ventura County.

Under the leadership of the Re-Entry Council and the WDBVC, Ventura County has piloted several programs targeting justice-involved individuals, primarily as iterations of the Specialized Training and Employment Project for Success (STEPS) program. At present, the STEPS-Adult program serves 92 AB109 individuals annually, while the STEPS-Youth program serves another 79 non-AB109 individuals age 16-24.

Given the track record and relationships established over the various incarnations of STEPS, the WDBVC anticipates utilizing a portion of P2E funding (and other new funding that may become available) to continue to build the capacity of the STEPS model. At the same time, there is a widely-recognized need to go beyond STEPS, to offer broader opportunities and to reach more of the non-AB109 population. WDBVC intends to address this by using **an RFP to select community-based providers** with a proven

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track record of connecting this population to employment, and anticipates awarding a significant portion of P2E funding to such organizations.

Ventura County's P2E stakeholders have been meeting since August, 2018, and have identified multiple barriers, challenges and needs, including housing for ex-offenders, more sober-living and drug treatment options, more paid training, and more opportunities for direct placement into employment. While there are a number of organizations in the county providing social services and various kinds of hard- and soft-skills training for ex-offenders, there are relatively few that offer paid training, OJT, or direct job placement. In accordance with the P2E Regional Plan, which was prepared in tandem with this regional update and is being submitted to the state simultaneously, the WDBVC and its numerous corrections and community partners are proposing several new initiatives, beginning with an expanded and revitalized Re-Entry Council and stronger support for a community-based approach to connecting ex-offenders with employment.

Ex-offenders face many of the same barriers to employment experienced by low-income residents in general (low educational levels, lack of training, lack of work history), as well as additional barriers created by the simple fact of their criminal record. Most employers are reluctant to take a chance on someone with a record. Even something as basic as the lack of a driver's license, state identification card, or a specific professional license becomes a huge obstacle. To overcome these barriers, ex-offenders need a comprehensive support system of educational enhancement, skills training in high-demand occupations, earn-and-learn opportunities, case management, and support services ranging from mental health counseling and housing assistance to transportation and post-placement career guidance.

At present, these services are provided through a handful of relatively small programs, and fall short of reaching all of those who could use assistance. P2E funding gives us the opportunity to move beyond individual programs to create a comprehensive *system* which offers workforce and supportive services to each incarcerated individual – while they are still incarcerated – and follows them, via a 'warm' hand-off immediately upon release, with all of the supports they are likely to need to be successful on the outside. Ventura County's P2E proposal includes funding for academic and career counseling, subsidized childcare and dependent care, transportation vouchers, books, uniforms, equipment, substance abuse treatment, and assistive technology for people with disabilities. Supportive services must be necessary, reasonable, and employment-related, and will be targeted to those most in need by starting outreach (more accurately: 'in-reach') 60-90 days prior to release.

The Parole and Probation offices, partners in the Re-Entry Council for many years, have been actively involved in the development of this Regional Plan Update and the P2E Regional Plan. The state's focus on using these plans to establish stronger connections between the workforce system and the corrections system presents us with a welcome opportunity to take that partnership to a new level. All of the stakeholders involved in this plan update process agree that providing workforce services to individuals while they are still incarcerated is the best way to ensure success. Certain policies restricting service for "short-timers" currently prevent us from reaching a significant portion of the incarcerated population, but we are working together to pursue modifications to those rules. Even individuals who won't be incarcerated for long could benefit from meeting with a career counselor, and perhaps participating in short work-readiness training. Those who face longer sentences can receive more in-depth educational services or job skills training.

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At present, intake and case management needs for the justice-involved population are handled by trained staff at the AJCC, typically as part of the enrollment process for one of the STEPS programs. Individuals are assessed for educational levels, skills, and interests, and are guided toward the program or service that is most appropriate for their needs. Case managers receive records from the corrections facility regarding the education and training each individual received during incarceration, and are able to base an Individual Employment Plan on that foundation.

One gap that has been highlighted during this regional planning process concerns justice-involved individuals who are served by the AJCC, but who are not necessarily enrolled into one of the specific STEPS program targeted to that population. Many justice-involved individuals receive basic career counseling at the AJCC, and are assisted with resumes and pointed toward services and job openings, but are not counted in the totals of justice-involved individuals served, simply because they are not part of STEPS.

In the future, as a result of agreements developed during this plan update process, the AJCC will track all self-identified justice-involved individuals, not just those enrolled in specific re-entry programs, and will share data with partners regarding overall service to the target population. Data regarding all justice-involved individuals will be tracked in accordance with the state's new performance reporting requirements, and will be shared on an ongoing basis among all partners to ensure accountability and continuous improvement. Data sharing agreements and client release of information will allow Parole and Probation to share appropriate data with partners, ensuring that users have access to information as appropriate.

Once a justice-involved individual has been placed in a job, it becomes imperative to protect the investment that has been made in that person by providing them with all of the supportive services they need to be successful. It is critical to follow up with those new employees, and with their employers, on a regular basis to ensure that misunderstandings or minor issues do not become major problems leading to loss of employment. WDBVC anticipates that a significant number of ex-offenders placed in employment will encounter post-placement workplace or home-life issues, and is committed to assisting both the worker and the employer to ensure a successful transition to long-term employment.

The WDBVC has fully embraced the strategy of focusing on regional industry sectors as a way of meeting employer needs and advancing Ventura County job-seekers. The WDBVC's WIOA Regional Plan outlines four sector committees, which form the backbone of its work to match job-seeker skills and employer needs. These include the Manufacturing Committee, the Clean/Green Committee, the Health Care Committee, and the Business Services Committee.

Ventura County's **Specialized Training & Employment Project for Success**, or **STEPS**, has evolved through various iterations and funding streams over several years. The initial STEPS-Adult (AB109) and STEPS Youth (Youthful Offender Block Grant) programs were funded by the **Probation Department**. The STEPS-Adult program served 132 individuals between July 1, 2017 and November 30, 2018. The STEPS-Youth program served 71 individuals during that same time frame. (At present, the two programs are serving 92 and 79, respectively.)

WDBVC's first **Accelerator** (Workforce Accelerator Fund) grant allowed WBDVC to improve the STEPS-Adult program through a strategic planning process that led to strengthened partnerships. A second Accelerator grant was utilized to develop marketable training services for ex-offenders to improve entry

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into the labor market by addressing the workforce needs of local manufacturing employers. WDBVC and partners developed a six-week 90-hour fee-based Manufacturing Readiness Skills Training Program at Ventura Community College and explored other funding options to expand the training.

A funding opportunity eventually became available through **Forward Focus** (AB2060). Stakeholders had determined that ex-offenders required immediate engagement in program services, ongoing employment coaching/counseling and a responsive supportive services system; any significant delay or gap in services negatively impacted their participation. A delay in starting classes, a lack of spouse/family support, a lack of transportation or a long wait list for mental health/drug treatment services contributed directly to the drop-out rate. Those fully engaged in employment or in OJT, however, demonstrated eagerness to learn and stuck with the program. In the manufacturing class, nearly 50% completed the training; in the STEPS-Adult program, 78% obtained a job.

STEPS Connections, funded under Accelerator 6.0, expanded prior Accelerator activities from the adult AB109 ex-offender population to include 35 STEPS-Youth participants (16-24) while also bringing in additional partners. STEPS Connections does not independently enroll participants; instead it strengthens partnerships to support an integrated and responsive system for this population, develops tools and resources to strengthen participation and employment outcomes, and has developed a “best practice” guide to share the lessons learned during the project.

STEPS Connections included funding for a lead Employment Services Specialist who operates as an “ex-offender Navigator” for the system and coordinates with STEPS-Youth and STEPS-Adult, which has been critical in identifying issues and creating strong working relationships, given that STEPS-Youth is located at the Probation office while the navigator works at the America’s Job Center of California (AJCC) and has access to information affecting youth participation. STEPS-Youth provides supportive services and has access to other services as appropriate from the AJCC. STEPS-Youth program staff offer Job Readiness Workshops, case management and other employment services at Probation’s new Youth Day Reporting Center.

STEPS Connections creates a comprehensive and integrated “One Stop” supportive services system for ex-offenders by strengthening provider relationships. The Re-Entry Council, created under the initial WAF 1.0 project and now expanded through this Regional Plan Update process, plays a key role in developing and supporting this system. The members of the council are key stakeholders in positions that can influence system change, including leaders of organizations that fund organizations providing support services to the ex-offender population. Their input in this project, together with that of industry representatives, will play a key role in driving system change. These include the Chief Deputy, Probation; Todd Road Jail Commander, Sheriff’s Department; Field Services Manager, EDD-WS; Director of Workforce Services, Goodwill Industries; Interface Children and Family Services; HSA Manager and Ex-Offender administrator, and several representatives from other nonprofit organizations. Since the ultimate objective is to improve marketable skills for the labor market, employers will continue to have strong representation on the expanded Re-Entry Council. The revamped Council plans to meet bi-monthly, and to hold quarterly cross-training sessions for member organization staff and others on a range of corrections/workforce-related topics.

The Todd Road Jail, operated by the Ventura County Sheriff’s Office and serving male inmates, is currently the site of a successful **food handler training program**. Discussions pursuant to this Regional

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Plan Update and the drafting of Ventura County's P2E Regional Plan have resulted in an agreement to utilize P2E funding to enhance that program with additional employer-validated credentialing, and to replicate the model in a new field: **landscaping and grounds maintenance**.

Another need identified during this planning process involves the information provided to ex-offenders describing resources and supports available to them as they re-enter. Stakeholders prioritized the creation of a standard **Re-Entry Toolkit**, to be handed to each individual, with clearly-written materials describing the various programs and services they are entitled to, not just as ex-offenders but as residents of Ventura County. These files and documents will also be backed up in a digital record, allowing individuals to access their paperwork even if they misplace the hard copies. Ex-offenders need to understand that they are not 'on their own,' and that there is in fact a system of supports and a network of providers that welcomes them.

Long waitlists and an apparent shortage of approved **sober living options** for ex-offenders, both AB109 and non-AB109, was highlighted as a significant gap during the planning process. At present, only two providers are contracted by the Ventura County Probation Agency, limited to AB109 clients; both generally have long waiting lists. Other options, however, do exist in the community. As a result, WDBVC is proposing, as part of its P2E Regional Plan, a vetting process to expand the list of approved providers through master agreements and micro-contracts with pre-approved vendors.

WDBVC strongly supports apprenticeship and pre-apprenticeship models as a pathway for low-income residents, including ex-offenders, to achieve income mobility. To have value, pre-apprenticeship programs must lead to an approved apprenticeship. Ventura County embraces the **High Road** approach, and currently has a Multi-Craft Core Curriculum program, developed in partnership with the building trades, at the Architecture, Construction & Engineering Charter High School in Camarillo. During the development of this Regional Plan Update, the WDBVC met with multiple unions and Ventura Community College to discuss starting a new MC3 program. The college had already been exploring the idea, and with the support of the unions and the WDBVC, was encouraged to pursue it as an MC3 model. The new pre-apprenticeship program, focused on entry-level residential building skills, will be reviewed by the WDBVC, with an anticipated start date of late Spring.

The Community College District is a primary partner in the Ventura County workforce development system, with a heavy emphasis on designing programs that meet employer needs by ensuring students develop the basic and advanced skills required for family-sustaining employment. Integrated education programs, such as the pre-apprenticeship program currently in development, combine literacy, numeracy, civics and job skills in a model that accelerates learning gains. In addition to residential building, occupations include care-giving, entry-level manufacturing/assembly, and a Spanish-language agricultural supervisor training program that incorporates ESL. The community colleges complement the basic education services offered at the Adult Schools by bringing advanced technical instruction to the table, with a commitment to ensuring that all students successfully meet basic English and math standards by the end of their first year of college.

WDBVC conducted extensive, in-depth labor market analysis to identify the sectors it prioritized for workforce development services, and has organized its committee structure around those sectors. The Manufacturing Committee, the HealthCare Committee, the Business Services Committee and the Clean/Green Committee all focus on providing Ventura County job-seekers with the skills needed by

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employers in those sectors. Board and committee meetings are public, and stakeholders are actively engaged, in an ongoing basis, on reviewing LMI data, confirming it with employers in each sector, and designing services that keep pace with the needs of both sets of customers: job-seekers and employers. Partners receive their information about priority industry sectors through participation in this committee structure, and use the committees to provide input into the Board's decision-making. For example, the Ventura Community College has a robust and sophisticated labor-market analysis operation of its own, which it routinely brings to the table in discussions with the Board. Going forward, re-entry placement data, by sector and wage, will be incorporated into regular reports to each of the sector committees.

Successful provision of workforce services to the justice-involved population requires applying an additional lens to our labor market analysis. Identifying high-growth industries with good wages is critical, but it is equally essential to examine the business practices in each sector regarding the hiring of individuals with criminal records. As part of the P2E Regional Plan process, CauseIMPACTS conducted an analysis of labor market data and re-entry challenges for Ventura County and concluded that while some sectors are less corrections-friendly than others, there are significant opportunities to expand employer engagement in this area. Manufacturing and Clean/Green are two sectors where employers have shown a willingness to consider ex-offenders, and are experiencing labor shortages that could work to the benefit of the re-entering population. It is also possible that some good jobs for ex-offenders may be found in industries, such as culinary, that have not been selected as high-growth focus areas by the board; it will be important to remain flexible and adaptable as such opportunities arise.

Health care is another sector worth exploring, with many job openings in positions with good wages. Most health care employers, however, have blanket policies against hiring individuals with criminal records. This has the effect of shutting many individuals out of positions they have the aptitude for, jobs they could perform well if given the chance. There are examples, in other parts of the country, where workforce partners have induced health care employers to adopt more rational hiring policies, whereby low-level offenses are not treated the same as violent crimes, and are not cause for automatic rejection. Given the strength of this sector, and the potential it holds for job-seekers, the WDBVC intends to explore with individual employers, and with the sector as a whole, the possibility of piloting more flexible HR policies in Ventura County. We would welcome the state's leadership on this issue, as it will take a major public challenge to change the business practices of such an enormous industry.

Through its STEPS programs, and related efforts, WDBVC has compiled a list of several dozen employers who have expressed willingness to hire formerly-incarcerated or justice-involved individuals. The number who are actively hiring, of course, is much smaller, and STEPS historically has relied on 8-10 relatively reliable employer partners. Clearly, if the workforce system is to serve more justice-involved job-seekers, it needs to dramatically expand our employer outreach. A list of employers who are theoretically "felon-friendly" is fine, but it is the actual hiring (and retention) of employees that counts. Moreover, while some employers are willing to have it publicly announced that they hire ex-offenders, others are willing to make such hires only on the condition that it *not* be made public. What is needed is a strategy for accommodating the wishes of both kinds of employers.

Employer outreach for the P2E planning process highlighted the fact that many businesses are not actually clear about their own hiring policies. Local employers who were part of large chains often did not know their headquarters' official position on hiring people with criminal records. Some employers

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seemingly assume they cannot hire ex-offenders, and screen them out as a matter of course, without ever having pursued the matter. And as indicated above, many are simply uncomfortable even discussing the topic. However, the economy and the labor market are pushing more employers to rethink their policies, creating potential new opportunities for the population. The combination of low unemployment and high demand makes this the ideal time to educate employers.

This Regional Plan Update, in accordance with the P2E Regional Plan, proposes the creation of a new **Employer Outreach** position which will centralize Ventura County's approach to recruiting employers and educating them about the benefits of hiring ex-offenders. At present, multiple organizations conduct their own independent business outreach on behalf of job-seekers with criminal records, sometimes through partners in the workforce system. While loosely connected, these separate approaches are not always effective in assuring lateral partner-to-partner communication or achieving positive employment outcomes.

Instead of having multiple agencies and organizations independently approaching the same employers on behalf of re-entering clients, WDBVC proposes to utilize P2E funding to implement an efficient and coordinated and centralized effort which respects the needs, and the valuable time, of our employer partners. Convincing an employer to take a chance on an ex-offender is a prospect that cannot be taken lightly; it requires concerted and thoughtful effort by a highly professional and trusted staff. The employer needs to know that the candidates they are considering have been educated, trained and vetted, and that the organization standing behind them will continue to do so well after they are hired.

Appealing to the social conscience of employers has its place, but the real key to engaging significant numbers of employers is convincing them that hiring ex-offenders makes good business sense. Fortunately, there is plenty of evidence indicating that ex-offenders tend to become extremely loyal and highly-valued employees, reducing turnover costs and contributing measurably to the bottom line. Since the best messenger for this kind of news is often another employer, we will utilize employer champions to help their peers understand the tangible benefits of hiring individuals with criminal records.

Included in those benefits, of course, are the state and federal tax incentives, credits and other benefits to which employers who hire ex-offenders are entitled. Most employers do not know about these incentives, and even when they have heard about them, they tend to assume that the bureaucratic 'red tape' involved will cost more than it is worth. For example, few employers surveyed are aware of the Department of Labor's ex-offender bonding program, which protects employers for the first six months of an ex-offender's tenure. Again, other employers are probably best-positioned to deliver this message, so we will enlist our current employer partners to help us craft simple, self-explanatory marketing materials.

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Multi-Craft Core Curriculum Pre-Apprenticeship Partnerships

The Workforce Development Board of Ventura County strongly supports the state's emphasis on apprenticeship and pre-apprenticeship models as vehicles for residents to achieve income mobility. By definition, pre-apprenticeship only works if it is connected to actual apprenticeship opportunities; otherwise, it is not really "pre-apprenticeship." Ventura County embraces the Multi-Craft Core Curriculum model, and currently has a strong MC3 program, developed in partnership with the International Brotherhood of Electrical workers and related trades, which operates at the Architecture, Construction & Engineering Charter High School in Camarillo, moving Ventura County residents into living wage apprenticeships leading to well-paid journeyman positions.

In June of 2018, the WDBVC met with the Laborers International Union, the International Brotherhood of Electrical Workers, and the Community College District to discuss starting a new MC3 program. The community colleges had been exploring something similar, and with the encouragement of the unions and the WDBVC, were convinced to pursue it under the Multi-Craft Core Curriculum. The new program will focus on entry-level residential building skills, with an English-Language Learner component. The unions have worked with the community colleges over the past several months to collect the required information from the various building trades. The new pre-apprenticeship program will be reviewed by the WDBVC shortly and is anticipated to start in late Spring.

On behalf of both MC3 programs, the WDBVC and its partners will focus on recruiting participants from underrepresented populations such as women, veterans and justice-involved individuals. Going forward, the Board will remain engaged with the MC3 programs and their labor partners to ensure that the workforce system fully supports the apprenticeship model, and that participants have access to all of the services to which they are entitled.

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Regional Coordination and Alignment Indicators

As both a local workforce area and a region, Ventura County is perhaps spared some of the complexities faced by multi-county regions, as well as by counties containing multiple workforce boards.

Nevertheless, the regional planning process that WDBVC has engaged in, starting with passage of WIOA and continuing through the implementation of Regional Planning Units, has pushed the Board to think more regionally, and to address itself to the broader systemic questions raised in the ongoing regional planning process. **An updated Indicators of Regional Coordination and Alignment document is attached.** It indicates that while progress has been made on some measures, there is still work to be done.

It is worth noting that WDBVC does regularly partner with our contiguous regions. For example, Ventura County is a partner in the Los Angeles region's Slingshot initiative, focused as it is on one of our key industries, health care. Many of our services reach into Santa Barbara/Mid-Coast Region, and some of our residents participate in programs there. Notably, the nearest day-reporting center for adult probationers is located in Santa Barbara, requiring ex-offenders to travel there on a regular basis – a situation the WDBVC hopes to remedy.

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Appendix A: Community Engagement and Outreach

Stakeholder engagement in the Regional Plan Update process began early, in June 2018, with a convening of corrections partners by the WDBVC to discuss with the Prison to Employment planning process. That led to the engagement of CauseIMPACTS to conduct a community planning process, as well as the engagement of Corporation for Skilled Workforce to bring that corrections partnership work into the Regional Plan Update process. For nearly six months, from November to March, the two consulting firms worked together to ensure broad stakeholder input and consistency across the various planning documents.

A planning meeting with the AJCC Director and staff of the STEPs Program took place on December 11th. It was followed on January 9th by a kick-off meeting of more than 40 corrections, workforce and community stakeholders, the first of several “Partner Coalition” meetings. CauseIMPACTS conducted intensive outreach for this series of sessions, contacting more than 140 organizations, including those provided by CWDB. Numerous individual phone calls and reminders were used to ensure attendance and participation by each category of partner outlined in the state directive, including CDCR/State Parole, Ventura County Sheriff’s Office/County Probation, training providers, other local service providers, labor unions, community colleges, and community-based organizations. Several employers attended the kick-off meeting, and participated in subsequent workforce/corrections conversations.

The next meeting of the corrections-workforce coalition group was on January 31st. The following evening, January 31st, a public meeting was held at the AJCC to outline both the Regional and Local Plan updates for interested parties. The Re-Entry Council met on February 6th, with a presentation by CauseIMPACTS on the regional planning work. A public meeting devoted specifically to the workforce-corrections partnership was held on February 13th. On March 6th, the final public meeting was held prior to plan submission. As the attached notices indicate, the State Board was informed of all public meetings. Throughout this intensive planning process, multiple draft documents were produced and reviewed by stakeholders and other interested parties, who were given various opportunities to vote on priorities.

In addition to the meetings described above, stakeholders were engaged by means of a stakeholder survey, an employer survey, a focus group of justice-involved individuals, and individual interviews with service providers and corrections officials. These conversations added depth to the planning process, and identified several new opportunities for collaboration. In total, 91 individuals representing 51 unique organizations participated in the regional planning process.

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Appendix B: Workforce/Corrections Partnership

As noted in the Prison to Employment legislation and elsewhere, the term “justice involved” refers to individuals who are on parole, probation, mandatory supervision, or post-release community supervision and are supervised by or are under the jurisdiction of, a county or the California Department of Corrections and Rehabilitation. This also includes individuals who are on county informal probation, county deferred entry of judgement, or any other county diversion programs such as drug courts, veterans courts, community courts or other specialty courts.” There are nearly 34,000 actively justice-involved individuals in Ventura County. In addition, there are an estimated 42,000 formerly-incarcerated individuals living in the county, bringing the potential overall target population to approximately 76,000. Since the stigma of incarceration is real and long-lasting, it is critical to focus on both groups.

- **33,561** actively justice-involved individuals in Ventura County
- Extrapolating from national figures, an estimated **42,000** “formerly incarcerated” individuals
- **76,000 currently or formerly justice-involved** individuals in Ventura County

The vast majority of the actively justice-involved individuals are already living in the community, including 737 on active state parole, 26,165 on probation, and 3,175 in County diversion programs. Adults on probation comprise the single largest justice-involved subpopulation in the County, accounting for 76% of the total figure. An additional 3,850 individuals from Ventura County are currently detained, including 1,662 in county jail and 1,822 in CDCR state prison facilities. The table on the next page summarizes data on the size of the current justice-involved population in Ventura County. Analysis of the size and demographic characteristics of Ventura’s justice-involved population reveals a number of interesting trends:

- **79%** of the active justice-involved population are adults on probation
- **76%** of justice-involved individuals in Ventura County are men
- **60%** of the justice-involved population are Hispanic and/or White men of prime working age (25-50 years old)
- **African-Americans and Latinos/Hispanics are noticeably overrepresented** compared to their percentage of the general population.
 - African-Americans make up 2.3%¹ of the overall population in Ventura County, but account for 4.7% of the justice-involved population.

The majority of the justice-involved individuals in Ventura County are adults between the ages of 25-50 years old (66%), followed by 18-24 year-olds (16%). These groups represent individuals of prime working age who are a potential source of employees for local businesses looking to address labor shortages.

¹ <https://www.census.gov/quickfacts/venturacountycalifornia>

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- Hispanics/Latinos make up 42%² of the county population, but account for 62% of the justice-involved population.

Justice-Involved Population in Ventura County			
	<i>Total</i>	<i>Youth</i>	<i>Adults</i>
<i>On Diversion</i>			
In County Diversion Programs	3,175	466	2,709
<i>On Supervision</i>			
On Probation	26,165	610	25,555
On Parole	737	0 ¹	737 ¹
<i>In Detention</i>			
In County Jail (Detention only)	1,662	85 ²	1,577 ²
In State Prison	1,822	7 ²	1,815 ³
TOTAL Justice-Involved	33,561	1,168	32,393
<p><i>All data is for 2018 calendar year, via data reported to causeIMPACTS, Jan 2019, unless indicated.</i></p> <p><i>[1] As of Dec 2018 via CDCR DAPO figures reported to causeIMPACTS, Dec 2018. Note, there are no youth on parole in the state of California. All juvenile offenders released from DJJ facilities go to County probation agencies</i></p> <p><i>[2] As of Dec 2016 via CJCJ raw data files at http://casi.cjcj.org/about.html#download</i></p> <p><i>[3] As of Feb 2019 via CDCR Office of Research reported to causeIMPACTS, Feb 2019.</i></p>			

² <https://www.census.gov/quickfacts/venturacountycalifornia>

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Introduction

In February 2017, the Workforce Development Board of Ventura County (WDBVC) submitted a four-year **WIOA Local Plan** to the California Workforce Development Board. That plan, in tandem with a **WIOA Regional Plan** submitted at the same time, outlined the County's vision, objectives and strategies for supporting an appropriately-skilled workforce ready and able to meet the changing business needs of area employers. In the Local Plan, which remains in effect through 2020, the Board described three primary policy objectives: fostering demand-driven skills attainment; enabling upward mobility for the Ventura County workforce; and aligning, coordinating and integrating programs and services to economize limited resources. These are consistent with the goals and objectives outlined in the California Workforce Development Board's State Plan, *"Skills Attainment for Upward Mobility; Aligned Services for Shared Prosperity."*

A total of nineteen AJCC partner organizations signed Memoranda of Agreement in accordance with that plan, and have subsequently worked closely to build an integrated and fully-aligned workforce development system in Ventura County. The AJCC's co-located partners, which include EDD, HSA/CSD and CalWORKS/TANF, have identified ways to deliver services efficiently and effectively through the use of shared data systems and in-person collaboration on items such as staff coordination, joint training, and the delivery of workshops to shared populations. Each of the mandated partners has relationships with multiple community-based organizations that have themselves become integrated into the AJCC constellation of services for specific target populations; new CBOs are solicited on an ongoing basis as appropriate.

The four-year Local Plan was developed over a period of six months, with the active participation of several dozen local agencies and organizations, as well as many private individuals, in a total of 75 public meetings. Each of those organizations and individuals, as well as many others, were invited to participate in the development of this two-year update to the Local Plan. Some participated in an evening meeting to review the plan update process, the State Board's priorities, and new local collaborations. Others provided written material or took part in one of several smaller meetings on specific topics related to the plan updates. The result is a Two-Year Local Plan Update which addresses CWDB's guidance and expectations while meeting the County's need to make plan adjustments and modifications in response to local conditions.

A detailed description of WDBVC's plan update process is included as **Attachment A: Stakeholder Engagement and Community Outreach Efforts**. The Local Board has a strong track record of community engagement, and supports the state's desire to do more than merely comply with public notice requirements. Toward that end, the WDBVC utilized the California Workforce Association's approved provider list to identify a consultant with specific expertise in community engagement. The consultant first met with WDBVC staff in November; a series of meetings began the following month, some of them public, some internal working sessions, culminating in an evening public meeting on January 31, 2019, which in turn triggered a 30-day public comment period.

WDBVC and its stakeholders view this plan update process as a welcome and unprecedented opportunity to address poverty in Ventura County in a meaningful and measurable way by focusing the workforce system on the needs of those most in need of its services. We support the state in this goal

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of building upward mobility, and look forward to working together to make a real difference in the lives of low-income residents of our county.

CalFresh E&T Partnership

The centerpiece of this Local Plan Update is a new working relationship between the WDBVC and Ventura County Human Service Agency's CalFresh operation. While past collaborations in this arena have centered on relatively small, specific target populations (CalWORKS participants; work-mandated General Relief recipients), the new partnership outlined in this document reflects an overarching agreement to focus on meeting the needs of the overall CalFresh population (60,000 individuals; 30,000 adults).

Given the eligibility requirements for CalFresh, it serves as a proxy for "low-income," and is thus central to the effort to impact poverty. Although priority-of-service already exists for recipients of public assistance and other low-income individuals, WDBVC and the Human Service Agency see this new relationship as an opportunity to ensure that the workforce development system contributes to a measurable reduction in poverty in the region.

Beginning in late 2018 and continuing through the submission of this document, the Ventura County Human Service Agency (VCHSA) and its CalFresh E&T partners have participated actively in the development of the two-year local plan update, working closely with WDBVC staff to identify ways to better serve the CalFresh population and low-income residents generally. While coordination efforts have grown in recent years, and a Memorandum of Understanding already exists between the Human Service Agency and the AJCC, this Local Plan Update represents an expansion of that collaboration and a strong commitment to meeting the needs of low-income Ventura County residents. The stakeholders appreciate CWDB making this a priority and supporting closer collaboration at the local level.

Following an initial meeting with VCHSA leadership in December 2018, the WDBVC invited community-based organizations, service providers, community colleges and county departments to an evening meeting in January to outline the process, review the current plans, and discuss the priorities for the two-year update. Over a dozen organizations and agencies attended that meeting. The WDBVC views each of these organizations as partners in the development of the update, and therefore in the workforce development system going forward.

A detailed assessment of Ventura County's CalFresh population and its needs related to workforce development is included as **Attachment B: CalFresh Partnership**. It shows that there are more than 30,000 adults receiving CalFresh benefits in the county, and that a significant portion of that total could benefit from greater access to workforce development services.

One noteworthy finding is that 43% of CalFresh households receive employment income yet still have incomes low enough to qualify for food assistance. Some work in very low-wage jobs, insufficient to lift their families out of poverty; others work part-time, whether by choice or not. In either case, working at low wages or not working at all, our strategies for successfully serving such individuals will need to include a range of "earn and learn" options. While some may be able to maintain their employment during training, many will not, particularly those working irregular shifts. Few jobs can accommodate intensive education or training schedules, yet few people can afford to go without income for the length of time it takes to complete a job training or education program.

WDBVC's Local Plan strongly supports the "earn and learn" approach of combining training and education with compensated applied learning opportunities. The success of such models depends on

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sustained employer engagement, and, often, the engagement of organized labor as well. The Board has identified eight apprenticeship programs in the region, and is working to expand that number.

More than 16% of the population of Ventura County is limited English proficient; most of those are Spanish-speakers. Among the CalFresh population, 26% of households are Spanish-speaking. Outreach to Spanish-speakers has long been a priority for WDBVC, and will continue to be a focus as we explore outreach strategies for CalFresh recipients. The Ventura County Adult Education Consortium, which includes the Community College District, the eight Adult Schools, and the Ventura County Office of Education, is already working with WDBVC to expand ESL services, including both literacy and numeracy classes as well as short-term training combined with contextualized literacy instruction.

Coordination of intake and assessment for core programs was identified in the four-year WIOA Local Plan as a system priority, with co-enrollment as a key strategy. The WDBVC and its partners are now looking at ways to efficiently align intake and enrollment practices beyond core programs, while still respecting the needs of each program and its requirements. The process of developing this Local Plan Update has highlighted several areas where small modifications in intake procedures could bring significant benefits for individual customers, and for the workforce development system as a whole.

This plan update process has highlighted the need for a modification in the intake protocol of the AJCC. While many AJCC customers are CalFresh recipients, AJCC staff have not historically entered CalFresh information into CalJobs. As a result, it is not possible to accurately gauge the current level of service to CalFresh recipients. Going forward, the AJCC will track CalFresh participation, and will assist customers who may be CalFresh-eligible but not enrolled in accessing that critical benefit.

WDBVC has an active Outreach Committee, which continuously enhances awareness of and access to workforce development services. New outreach strategies to reach the CalFresh population will be developed and implemented as needed. WDBVC will partner with CalFresh and the Human Services Agency to develop a marketing and outreach campaign specifically aimed at CalFresh recipients. In addition, building on the base established through our existing TANF/CalWORKS partnership, CalFresh will become a standing agenda item at the AJCC's bi-monthly Partners meeting. Through this venue, we will ensure collaboration at both the policy level and the day-to-day practice of front-line staff, sharing both diagnostic and performance data on an ongoing basis. Regular, structured communication between partners aimed at addressing concrete issues with collaborative problem-solving will be essential to making this new partnership work.

As the current four-year Local Plan states, services provided by program partners in support of program core competencies facilitate the braiding of resources to ensure access to a comprehensive menu of services tailored to individual needs. The WDBVC and local CalFresh officials are exploring options for braiding or blending funding to better serve low-income residents. CalFresh E&T funds can't be used to pay tuition, so one possibility would be for WIOA to cover an individual's tuition, while using CalFresh funds to offer generous (but necessary) support services.

Support services are critical to the success of low-income job-seekers. Under current policies, dependent on the availability of funding, program participants are eligible for transportation assistance, books and training supplies, tools required for employment, clothing, and vision/optical services, among other things. Need-related payments are allowed for WIOA-funded training only, and certain other limitations apply. Braided funding could allow some of those limitations to be lifted, allowing the flexibility to provide critical supports that can mean the difference between success and failure. Through their MOUs, the nineteen AJCC partners have agreed to integrate service delivery and braid resources to ensure access to a comprehensive menu of services tailored to each individual's needs.

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CalFresh and Child Support Services will now become part of this ongoing effort to collaborate for the benefit of our mutual clients.

The stakeholders are also discussing a procurement to select providers to pilot a SNAP 50% reimbursement program in Ventura County. This will involve identifying providers who are already offering eligible workforce services to CalFresh recipients using non-federal funding, and then assisting those providers in documenting that service and incorporating it into the local CalFresh plan, as well as the SNAP E&T Plan the state must submit to the USDA each August.

The County's goal is not to create a new 'siloed' program targeting CalFresh recipients, but instead to use all available resources to build a unified, comprehensive workforce system that serves all residents in need, including low-income food-assistance recipients. This means creating access for low-income residents to the sectors-based pathway programs established by the WDBVC in Manufacturing, Health Care, Clean/Green and Business Services. It also means providing them with the support services they will need to ensure their retention in those programs, and their progression into family-sustaining careers.

VCHSA has worked with community-based organizations for many years to serve at risk populations with barriers to employment by aligning training, education and supportive services. Current CBO partners include: Goodwill Inc., El Concilio, Food Share, Mixteco Indigenous Community Outreach Program (MICOP), United Way, Clinicas Del Camino Real, and Gold Coast Veteran's Foundation. Multiple opportunities are anticipated for additional CBOs to respond to RFPs for future services.

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Department of Child Support Services Partnership

As with CalFresh, the local Department of Child Support Services has played a major role in developing this Local Plan Update. DCSS has worked hard in recent years to transition from a punitive approach toward non-custodial parents to a more supportive one, and in doing so, had already begun to build bridges to the workforce development system and the AJCC. DCSS staff realize that most non-custodial parents will inevitably view them as enforcers of child support obligations, making them less-than-ideal messengers for workforce development services. At the same time, they understand that well-paid employment is the only real way for such parents to reach the point where they can in fact support their families. DCSS has therefore fully embraced the notion of a close working partnership with WDBVC, and contributed a number of the new ideas contained in this document.

DCSS participated in the January 31st evening meeting, as well as a series of planning discussions from December through March, and provided WDBVC with a wealth of data regarding non-custodial parents in Ventura County. The data shows that there are 17,621 non-custodial parents currently being tracked by DCSS. More than half identify as Hispanic; slightly under 15% are primarily Spanish-speaking. The exact overlap with the 30,000 adults receiving CalFresh is not yet known, but it is assumed by both CalFresh and DCSS to be significant.

There are a number of barriers presented by non-custodial parents, as discussed in **Attachment C: Department of Child Support Services Partnership**. These include the typical barriers found among low-income jobseekers in general, along with inevitable disincentives built into the child support system, including the fact that a significant share of any new income is likely to go to cover arrearages in child support. Successfully reaching this population requires acknowledging those issues and, where possible, crafting flexible approaches. Appendix C also identifies a number of services and supports that are necessary in order for non-custodial parents to be successful in meeting their parental obligations and in securing long-term, well-paid work.

In the past, DCSS caseworkers have provided individual non-custodial parents with written information about workforce services, as well as referrals to the AJCC for anyone interested. While this has proven helpful to some individuals, it has not happened in a systematic or comprehensive way, and has not resulted in large numbers of non-custodial parents seeking workforce services. The process of developing this Local Plan Update has clarified for us the need for a formal collaboration between WDCVC and DCSS.

Going forward, what is needed is a more wholistic collaboration which works closely with each individual, responds quickly to their needs or to changes in their situation, builds confidence and satisfaction with their work/life balance, and tracks them from initial enrollment to successful placement in a good job and beyond. An aggressive income maximization approach, along with ample opportunities for paid training, will necessarily be a key strategy for meeting the needs of non-custodial parents and their families. More generous transportation assistance could also make a difference for many individuals. For those with criminal records, a well-vetted felon-friendly employer, as discussed in our Two Year Regional Plan Update, list is essential.

Through this plan update process, the WDBVC, DCSS and related partners have agreed that they will meet regularly, and will share information on a monthly basis, regarding progress toward the goal of reaching all non-custodial parents with information about workforce services, as well as any issues that arise. WDBVC will partner with DCSS and the Human Services agency to develop and implement marketing and outreach strategies to reach this population. DCSS will participate in AJCC Partner meetings as well. Participants who have been placed in jobs will be tracked and supported for one year

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to ensure job retention, and provided with quick assistance in the event of job loss. The WDBVC and DCSS have agreed to pilot this collaboration for a target group of at least 50 non-custodial parents, with the DCSS caseworker and the AJCC counselor communicating directly with each other, the client, the service provider(s), and the employer on an ongoing basis. Maximizing the use of the temporary garnishment-reduction option, and/or reducing the amount owed in arrears, will be a critical incentivizing element of the strategy.

Creating a comprehensive system of services for noncustodial parents will require both a formal relationship between the WDBVC and DCSS and a close ongoing relationship at the front-line staff level. The issues presented by the population must become a cross-training topic for AJCC staff; CSS staff must become skilled at raising the issue of employment with clients and at effecting a warm referral to a career counselor at the appropriate point. Low-wage employment is insufficient to solve the non-custodial parent's financial dilemma. Both agencies must work together to ensure that noncustodial parents find their way into the kinds of jobs that can actually allow them to support themselves and their families.

There are currently no eligibility criteria for workforce services that would prevent the WDBVC or the AJCC from providing services to non-custodial parents, and no plans to enact such criteria. According to DCSS, a primary obstacle to participation for this population appears to be a desire among some noncustodial parents to avoid earning a reportable income. In this sense, motivation is a significant factor for at least some non-custodial parents. While some can be compelled, through job search orders, to participate in workforce services, a more successful strategy is likely to be educating participants about opportunities to find employment at wages high enough to actually allow them to support their families. Outreach strategies will therefore focus helping non-custodial parents understand the benefit of participating in workforce services that can lead to family-sustaining jobs.

Time and distance are two significant obstacles to the partnership envisioned here between the WDBVC and DCSS. Ventura County is 1,873 square miles, and comprises multiple urban areas as well as significant unincorporated and/or agricultural land. Offices are spread out between Ventura, Oxnard, and Camarillo. Bringing staff physically together on a regular basis is challenging. Even finding the time for everyone to participate in regular conference calls is difficult, pitting the time constraints of their 'day jobs' against the need for frequent conversations between partners. Minimizing these challenges does not make them go away; the solution will lie in creating efficient and effective structures. Some information, such as updates, can be handled by email or newsletter; conference calls, and especially in-person meetings, should not be devoted to updates, but to actual work tasks and decisions. Making the best use of everyone's valuable time will be essential.

Retention in programs is obviously critical to success in the labor market. This starts with a thorough and accurate assessment, to ensure that people are being placed in appropriate programs for which they are ready. Wrap-around case management and support services are necessary to ensure that minor issues don't develop into major crises. Active job placement, followed by strong post-placement support, will similarly serve to make sure that job placements stick, or (in the event they don't) that follow-up placement happens in a timely manner.

Existing partnerships, while somewhat limited and ad hoc, have enabled DCSS, the AJCC and the WDBVC to begin working together, and have formed the basis on which this new partnership is being built. What is new going forward is that there will be a formal agreement between those parties, both to try some immediate collaborations and to work together over time to expand those efforts. DCSS is exploring the possibility of placing a satellite team at the AJCC part-time; likewise, the AJCC will experiment with conducting outreach to non-custodial parents attending child-support hearings at the

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courtroom, as well as at the DCSS genetic testing room and lobby. DCSS has added a link to its website informing participants about the AJCC, and more such on-line connections are in the works. Additional stakeholders include Ventura County's three community colleges, the network of adult education providers, and a range of community-based organizations and social enterprises that touch this population. Possibilities to braid funding to better serve non-custodial parents are under discussion.

Historically, Goodwill has been the CBO with the strongest track record of serving the non-custodial population in Ventura County. Community based organizations play a key role in Ventura County's workforce development system, and are routinely made aware of opportunities to seek funding or participate in other ways in workforce efforts. It is anticipated that the new emphasis on reaching low-income residents, including non-custodial parents, will lead to new openings for CBOs to participate.

The stakeholders involved in developing this plan have reached agreement that they need to bring their intake and referral processes into alignment with each other in order to be effective. A shared mailbox, calendar, and MS Access database have been proposed, and are currently under review to ensure they meet privacy and related concerns. Joint staff-training webinars are also in development.

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Competitive Integrated Employment Updated Partnership

A very active partnership currently exists between the workforce system, the Department of Rehabilitation, and community-based providers on CIE. DOR has had a seat on the WDBVC for many years, as well as representation on multiple board committees, and is already a core partner in the AJCC, resulting in a great deal of attention being paid to job-seekers with intellectual, developmental, and other disabilities. WDBVC is committed not just to compliance with the Americans with Disabilities Act, but with making every effort to provide accommodation for the needs of everyone with a disability.

The Oxnard/Ventura and Thousand Oaks branches of DOR's Santa Barbara District, Tri-Counties Regional Center, the Ventura County Office of Education, local school districts, non-public schools, and more than 50 community partners, such as Goodwill, PathPoint, Jay Nolan Community Services and the ARC of Ventura County, work closely to meet the needs of people with disabilities. A new partnership is underway to bring the College of the Canyon's "Uniquely Abled" program to Camarillo.

The Workforce Development Board played a lead role in developing the Local Partnership Agreement, with the board's DOR representative serving as a principal author. AJCC and other workforce staff have been trained on topics such as: *What is DOR*; *Who does DOR serve*; and *Disability Etiquette*. The 'Windmills' program has been used to explore and improve attitudes towards people with disabilities. DOR staff are out-stationed 2 days a week at the AJCC. There is, however, room to expand staff training specific to ID/DD, and to repeat training for new staff as they come on.

There are multiple points of contact between DOR and the workforce system. At the highest level, the two supervisors of the Oxnard/Ventura branch of DOR share this responsibility, the supervisor of the Ventura unit serving on the Workforce Development Board and its subcommittees, and both supervisors representing DOR at various AJCC events and meetings. Other DOR staff participate as well, on youth teams and other working groups. Outreach to employers occurs through DOR and its vendors, such as Goodwill, PathPoint, and Jay Nolan, which offer supported employment services and intensive job coaching for individuals placed in jobs.

As noted, work is currently underway to bring the "Uniquely Abled" program, serving individuals on the autism spectrum, to Ventura County. Another projected enhancement involves job fairs for individuals with developmental disabilities, which currently happen twice a year at the Ventura County Office of Education; the new plan is to bring at least one of these on site at the AJCC. As noted above, there is also a need to take ID/DD training further, in the spirit of providing truly integrated services.

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Attachment A: Stakeholder Engagement and Community Outreach Efforts

The Workforce Development Board of Ventura County (WDBVC) applauds the California Workforce Development Board for establishing community outreach expectations that go beyond those of the Brown Act, and has worked hard to comply with both the letter and the spirit of those requirements in the development of this Two-Year Local Plan Update. To facilitate the plan update process and ensure that community input would exceed previous efforts, the WDBVC procured the services of a consulting firm, the Corporation for a Skilled Workforce, with specific expertise in community engagement. Following an initial meeting of key Ventura County Human Services Agency **CalFresh** and **Child Support Services** stakeholders in late 2018, the WDBVC held an evening meeting on January 31, 2019 at the AJCC in Oxnard which was publicized widely to all community members. The State Board was notified in advance of that meeting, and multiple email notices went out to several hundred individuals and organizations. Communications staff worked with the Ventura County Star (circulation 45,000) to ensure an article one week prior to the meeting.

Stakeholder meetings continued throughout the planning period. Mandatory stakeholders such as **VCHSA CalFresh**, **Child Support Services** and the **Department of Rehabilitation** became partners in the drafting of this plan, with weekly check-ins and follow-up conversations to ensure that all questions were given careful deliberation and answered in full. Stakeholders came to the table with many ideas about how the various parties could collaborate in the provision of services and work together going forward. The group worked to prioritize these and to incorporate the team's best thinking into this update. The WDBVC held a final public session at its regular board meeting on February 28th to review the draft plan update and finalize it for submission.

The **VCHSA CalFresh** team participated in the initial 2018 stakeholder meeting, and quickly responded to an initial request for data from the WDBVCVC. This led to ongoing engagement, as WDBVC reviewed the preliminary data and submitted a series of follow-up requests for clarification and additional information. With the exception of certain statistics that were not available due to the nature of their data system, VCHSA CalFresh was forthcoming with all of the information sought, and worked with WDBVC staff and the consultant to interpret the data and draw conclusions regarding the implications for the workforce development system. The VCHSA CalFresh team has expressed excitement at the prospect of working more closely with the WDBVC to ensure that all CalFresh recipients have access to the kinds of workforce development services that can begin to lift them out of poverty.

VCHSA CalFresh staff also participated in the January 31st evening meeting, offering an overview of the program and outlining their vision of a closer working partnership with the WDBVCVC and community partners. The VCHSA CalFresh representative at that meeting entertained a series of audience questions, and helped move the room toward an understanding and appreciation of the issues involved and the opportunities under consideration. VCHSA CalFresh staff reviewed drafts of the Local Update and offered editorial suggestions in the interest of nuance and accuracy.

A team of local **Child Support Services** staff also participated in the initial 2018 stakeholder meeting, and the Director was the first guest speaker at the January 31st evening meeting. Following a presentation by the WDBVC Director on the plan and update, the DCSS Director articulated a strong desire to connect with the workforce system in ways that benefit non-custodial parents and their families. Overlap

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between the CSS population and the CalFresh population became a major focus of the evening's discussion. Community members and providers spent the meeting brainstorming on ways to better meet the needs of Ventura County's low-income residents, and how to build stronger partnerships to make that happen.

The **Department of Rehabilitation** is already a mandated **partner** in the local workforce development system, with a seat on the WDBVC and representation on multiple committees. CIE service providers were represented at the January 31st evening meeting, as well as other planning meetings during the process of developing this update. As noted above, notice of the meeting, and the plan update process, was sent to several hundred individuals and organizations in Ventura County, including all providers of services to persons with intellectual or developmental disabilities. The organizations that participated in the development of the CIE LPA were among those organizations.

English Language Learners constitute a significant portion of the Ventura County population, and are a primary focus of both the WDBVC's four-year Local Plan and this two-year update. More than 41% of the county's population is Hispanic/Latino, and slightly over 16% report limited English language ability. The CalFresh population 26% Spanish-speaking. Among the organizations invited to participate in the plan update process were several organizations that serve the Latino community, as well as the eight adult education schools in the county, which have prioritized services to the limited-English population. In addition, many other service providers in the county reach this population, and were among those included in the initial email invitation for the January 31st evening meeting, and subsequent planning meetings. The WDBVC provides accommodations for disabilities and interpreting services for all public meetings as needed and requested by the public.

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Attachment B: CalFresh Partnership

As of January 2019, there were a total of 59,902 individuals receiving CalFresh food assistance in Ventura County, of which 29,376 were children and 30,526 were adults. Coincidentally, the number of adults corresponds very closely with the number of CalFresh households: 30,609. However, the population exhibits a wide diversity of household type, including everything from single-parent families with multiple children to households with multiple adults and no dependent children.

At more than 30,000 adults, this represents a substantial low-income target population for workforce development services. Even if we assume that many of those age 60+ are not looking for work, that still leaves well over 25,000 individuals. Not everyone will be interested in employment services at any given point in time, and some people are already being served, but the numbers suggest that there must be several thousand adults, at a minimum, who would benefit from a closer connection between CalFresh and the workforce system.

CalFresh is household-based, rather than family-based. Although many nuclear families are CalFresh recipients, CalFresh households are based on 'who purchases and prepares food together.' A household may comprise several unrelated individuals, such as roommates who eat together; many households include extended family members or multi-generational families. By the same token, homes with two or more adults do not necessarily represent two parents with children.

Current CalFresh demographics based on January/February 2019 data for Ventura County:

- *Total CalFresh Households: **30,609***
- *Total CalFresh Participants: **59,902 (30,526 adults + 29,376 children)***
- *Households with two or more adults: **4,048***
- *Households with one adult with children: **6,708***
- *Number of children age 0-4: **8,157 (28% of all children)***
- *Number of children age 5-9: **9,197 (31% of all children)***
- *Number of children age 10-14: **9,064 (31% of all children)***
- *Number of children age 15-17: **3,990 (14% of all children)***
- *Households with Able-Bodied Adults Without Dependents (ABAWD): **5,619***
- *Number of Able-Bodied Adults Without Dependents (ABAWD): **6,151 (20% of adults)***
- *Households with elderly individuals (60+): **5,737***
- *Number of elderly individuals (60+): **6,424 (21% of adults)***
- *Households with disabled individuals: **4,689***
- *Number of disabled individuals under the age of 60: **937***
- *Households with an ineligible non-citizen: **4,839***
- *Households with earned income: **13,270 (43% of households)***
- *Number of individuals with earned income: **10,329 (34% of adults)***
- *Households with disability-based income (SSA, Workers Comp, SDI etc.): **4,582***
- *English-speaking households: **22,272 (73% of total households)***
- *Spanish-speaking households: **8,040 (26% of total households)***
- *Number of Spanish-speaking individuals: **19,309 (32% of total individuals)***
- *Primary language other than English or Spanish: **297***

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Because there are no education eligibility requirements for the CalFresh program, no data is currently collected regarding CalFresh participant education levels. An unknown but significant portion of the 18+ population lacks a high school diploma, suggesting a need for adult education services that can prepare individuals for the HiSet test. With 26% of CalFresh households (32% of individuals) indicating Spanish as a primary language, the data suggests a significant language barrier for some portion of that population.

The current CalFresh E&T program is very small, and targets only the work-mandated General Relief subset of the ABAWD population. During the initial CalFresh/General Relief application process, a Client Benefit Specialist screens each applicant to determine if they meet a work registration exemption or if they are required to be work-registered with the E&T program. Work exemptions include, but are not limited to:

- Under age 16 or over 59;
- Attending school or training at least half-time;
- Physically or mentally unfit for employment;
- Pregnancy for women;
- Caring for an incapacitated person;
- Receiving or have applied for unemployment benefits;
- Participating in drug or alcohol treatment program;
- Employed or self-employed for a minimum of 30 hours per week

Employable CalFresh General Relief recipients who are registered to participate in the CalFresh E&T program are scheduled to attend an orientation which delivers program rules and expectations. Once the orientation has been completed, the participant is given an appointment with an Employment Services worker, who performs a comprehensive assessment to determine the appropriate E&T component and services needed. The assessment includes occupational interests, vocational skills and aptitudes, educational attainment levels, English proficiency, basic literacy skills, prior work experience, barriers to employment, and need for support services.

The CalFresh E&T program currently provides job search and job readiness services, other work-related skills training, and supportive services to approximately 30 people per year, with a budget of \$270,000. After the assessment described above, participants are assigned to work activities, and are assisted in accessing supportive services to assist in overcoming identified barriers to employment. CalFresh E&T participants are verbally referred to the AJCC for WIOA-funded job preparation/job search activities, workshops (resume writing, employment tips, managing money, interview skills, etc.), vocational training opportunities and job placement.

To meet CalFresh General Relief participants' needs, VCHSA offers transportation and vendor services. Transportation services are offered via bus passes (monthly pass) or bus tokens (daily pass). VCHSA has negotiated with local stores and schools to honor vendor claims for uniforms, tools, books, supplies, or testing fees. The ES worker addresses participants reimbursement on a case-by-case basis to ensure that they are reasonable, necessary, and directly related to participation in the E&T program. Current supportive services offerings are limited; the parties to this agreement are exploring ways to offer more generous supportive services where possible, which can mean the difference between success or failure for struggling participants.

The data suggests that significant numbers of CalFresh recipients are either unemployed or underemployed, and could benefit from job training or other workforce development services to obtain

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higher wages, particularly services that lead to employer-recognized certifications in in-demand occupations. WDBVC currently collaborates with the three colleges of the Ventura County Community College District, the Ventura County Adult Education Consortium, several area universities, labor unions and other education and training providers to advance career pathways programs that result in the attainment of industry-valued and recognized post-secondary credentials that are both portable and aligned with local and regional workforce needs.

The fact that 13,270 households have earned income yet still qualify for the CalFresh program (which has an income test tied to the federal poverty level) suggests a combination of:

- Individuals receiving income at or near minimum wage
- Individuals working less than 40 hours per week
- One wage earner supporting many individuals

Data does not indicate how many individuals correspond to each of these categories, but with 13,270 households, it is likely that there are at least a few thousand in each group. Low-wage workers need opportunities to earn a family-sustaining wage; part-time workers who wish to work full time need assistance in doing so; comprehensive income-maximization efforts must be implemented across the board.

Since many CalFresh recipients already work, in low-wage or part-time jobs, there is also a need for workforce development services that can accommodate their schedules: evening training, 'night school,' weekend hours, on-line training, etc. (Many are currently working in retail, where shifts can change from week to week and where employers who are willing to support training by allowing workers to maintain a steady shift are rare.)

The data suggests there are many working families, including one-parent families, that are likely to need help with childcare. Half of the total CalFresh population is under the age of 18. More than 8,000 children (28% of total children) are of pre-school age (0-4). Nearly 20,000 (67% of total children) are of school age (5-15) and thus potentially in need of after-school care. There are nearly 7,000 single-parent CalFresh households. Childcare is an ongoing barrier for a significant portion of the population: waiting lists are lengthy, and people are often left to seek childcare on their own, through formal or informal arrangements.

The data indicates that 21% of the adult CalFresh population is elderly (60+), a significant portion of whom may be outside the workforce, whether by choice or not. Approximately 15% of CalFresh households include someone with a disability; of those, some are working; others may be unemployed but interested in employment. More information is needed regarding the types of disabilities, the interest in employment, and the challenges faced in accessing jobs.

Equally important, particularly for those who do not currently have an income, is training that pays a wage of some kind, whether OJT or a training stipend. Earn and learn models are by definition more expensive than traditional training, which has implications regarding the numbers that can be served, but there is agreement among all stakeholders that we need to maximize such opportunities if we expect to reach low-income populations.

Financial empowerment and benefit maximization are strategies that the partners in this Local Plan Update intend to pursue in the interest of income mobility. The process of developing this document has helped us see that there are questions we should be asking of each enrollee in each of our respective programs. For example, intake at the AJCC should include a screening for any benefits an

SECTION 3 LOCAL PLAN UPDATE

individual might be eligible for but not receiving. Low-income individuals who could be getting food assistance and are not should be advised on how to apply, and assisted with the application process.

The CalFresh application can be daunting for anyone not familiar with it, but in fact, for most applicants, the correct answer to many of the sometimes confusing questions is “Not Applicable.” The simple expedient of helping people apply for CalFresh would result in a significant increase of utilization – and since these are benefits to which people are entitled by virtue of income, there is no reason not to do so. The flip side of this coin, of course, is that everyone who applies for CalFresh should be provided with information about the workforce development services available at the AJCC, and encouraged to explore them.

Homelessness (along with near-homelessness) is a significant barrier for many CalFresh recipients. The emphasis on housing-first has at times had a deleterious impact on other strategies. However, even low-income housing requires an income, so strategies that combine housing and training are a real need.

CalFresh stakeholders and other partners identified a number of supportive services that might help CalFresh recipients be successful in workforce development programs and obtain family-sustaining employment:

- Low and/or no cost childcare for households with young children.
- More generous policies regarding items such as transportation, uniforms, books.
- Incentives (gift cards, training completion bonuses) have been effective in past.
- Perhaps funding could be braided here, with one funder covering training costs, while another covers some or all of the supportive services costs.
- Healthcare services for temporarily disabled individuals.

Not a “supportive service” per se, but some evidence suggests that CalFresh recipients might do better in a cohort model, where participants can effectively function as a support group, as opposed to seeking training on their own through the standard Individual Training Account model.

CalFresh intake staff do not have the time to explore employment and training options with each client, nor can they be expected to have the expertise to do so effectively. As a result of the development of this plan update, the WDBVC has agreed to review existing marketing materials and produce a very simple, targeted one-sheet document for CalFresh staff to use with new enrollees, pointing them quickly and efficiently to the AJCC and the workforce system. Referral protocols are being developed which will make this process more seamless, and less dependent on individual staff members expertise. At the same time, cross-training opportunities are being developed so that all CalFresh staff are aware of the workforce system, and AJCC staff understand CalFresh and the importance of income maximization.

SECTION 3 LOCAL PLAN UPDATE

Attachment C: Child Support Services Partnership

Local Department of Child Support Services leadership approached the WDBVC early in the plan update process and expressed a desire to play an active role. CSS has worked hard to move from a purely punitive approach to a model which supports noncustodial parents, including helping connect them to employment-related services. Recognizing that there are limitations on what CSS staff can do in this regard, the agency has worked to build bridges with the AJCC and the workforce system, and is ready to take this collaboration to a new level. CSS participated in the meetings with CalFresh described above, as well as in the January evening meeting, and together with the WDBVC is working with community colleges, community-based organizations and other local service providers to identify ways to better serve the CSS population.

As of January 2019, there were 17,621 non-custodial parents tracked by CSS in Ventura County. English-speakers accounted for 13,324 (76%), with Spanish-speakers the second-largest population, at 2,467 (14%). More than more than half, however (51%) identify as Hispanic. A total of 1,232 (7%) identify as Black or African. Various Asian populations account for 363 individuals (2%), with Filipinos constituting the single largest group. While the population is overwhelmingly (89%) male, there are 1,782 female non-custodial parents. Well over half of the population (59%) is between the ages of 21 and 45. The single area of highest concentration is Oxnard, where 21% of participants reside.

In the development of this plan update, Child Support Services, the WDBVC and partner agencies have identified the following types of services as being of particular need in order to help certain non-custodial parents meet their parental responsibilities: access to legal services and family law facilitators; parenting classes; assistance to improve credit scores and prioritize finances; housing; health insurance; expungement of criminal records. More specifically, if they are to be successful in the labor market, many non-custodial parents require adult education services, job training services, job placement and follow-up services, and the kinds of support services that can help people succeed in all of these, starting with transportation assistance.

At present, these services are not provided or available on a consistent, comprehensive manner. Individual staff work with individual clients to make the connection to the AJCC and workforce services, but it does not happen in a systematic or universal way. Developing this plan update together has allowed CSS and the WDBVC to focus on the need for a more formal collaboration, to ensure that all non-custodial parents have access to workforce development services. Toward that end, staff from each agency will spend time offering services at the other's location, and will be trained in the services and opportunities each agency has to offer.

Barriers faced by significant numbers of non-custodial parents include lack of skills, gaps in work history, disabilities which make finding or holding employment difficult, criminal records, large debts, immigration status, license suspension, substance abuse or other mental health issues, homelessness and language barriers. For some non-custodial parents, these are augmented by a lack of motivation to earn reportable income due to wage garnishment.

Efforts are currently made to address these barriers, but they are not adequate to meet the need. CSS provides participants with a detailed resource list, job postings, and referrals to the AJCC, the Family Law Facilitator, and legal services, among others. Non-custodial parents have access to bus passes, Rideshare, and Uber/Lyft coupons.

SECTION 3 LOCAL PLAN UPDATE

In certain cases, the amount the participant owes can be temporarily reduced once the individual enrolls in on-the-job training or is placed in approved employment. This obviously has an impact on the custodial parent and the children, so it is a tool that must be used judiciously, but it could be the key to helping non-custodial parents get started on the road to fulfilling their parental responsibilities.

DRAFT



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

(805) 477-5306

workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

FROM: REBECCA EVANS, EXECUTIVE DIRECTOR

DATE: MAY 9, 2019

SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) APPROVE A CONTRACT WITH THE ECONOMIC DEVELOPMENT COLLABORATIVE TO PROVIDE WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) BUSINESS RETENTION – LAYOFF AVERSION SERVICES FROM JULY 1, 2019 THROUGH JUNE 30, 2020, IN AN AMOUNT NOT TO EXCEED \$95,000 IN WIOA FUNDS.

RECOMMENDATION

Recommendation that the Workforce Development Board of Ventura County (WDB) approve a contract with the Economic Development Collaborative (EDC) to provide Workforce Innovation and Opportunity Act (WIOA) Business Retention– Layoff Aversion services from July 1, 2019, through June 30, 2020, in an amount not to exceed \$95,000 in WIOA funds, under RFP# 1718.02, released on August 28, 2017 and closed on September 25, 2017.

The initial base performance period of the contract was from July 1, 2018-June 30, 2019, and upon performance deliverables, mutual agreement, between WDB and EDC, and subject to the appropriation of funds, the option to extend the contract for two program years as follows:

- Base Term: July 1, 2018 – June 30, 2019
- Option Term 1: July 1, 2019 – June 30, 2020
- Option Term 2: July 1, 2020 – June 30, 2021

If approved by the Workforce Development Board today, a contract proposal Option Term 1: July 2019 – June 30, 2020, will be developed. Funding source for this project is available from the County's allocation of WIOA Title 1-D resources for Rapid Response, and the contract is paid with federal funds per 20 CFR section 667.130(b)(2); sections 133(a) and 134(a)(2)(A), WIOA, and subject to the terms and conditions under CFDA # 17.278.

DISCUSSION

Under WIOA, each state is required to include Layoff Aversion as an integral component of Rapid Response Policy. State Directive WSD16-04, mandates that the local workforce board must coordinate a comprehensive and proactive way to communicate with businesses. This includes, provide labor market and workforce information, integrating industry requirements into training strategies and career pathways, brokering relationships, and coordinate with regional economic development partners for business engagement.

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

On March 14, 2019, the Executive Committee reviewed and evaluated the year-to-date deliverables and performance of the Economic Development Collaborative under the 2018-2019 contract. Working in alignment with the WDB goals and program support services described in the WDB-approved plan, EDC has been successfully assessing business needs, identifying firms at-risk for lay-offs and through WIOA funding, providing layoff aversion services. EDC will continue to focus on the identification of firms and workers whose at-risk condition may be mitigated by incumbent worker training (IWT).

The Executive Committee determined successful completion of YTD program deliverables and took action to recommend to the WDBVC renewal of the contract for PY 2019-2020.

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



Business Retention/Layoff Aversion Services Program Year 2018 – 2019 Quarterly Review

Quarter Cumulative July, 2018 through September, 2018	Quarter Cumulative July, 2018 through December, 2018	Quarter Cumulative July, 2018 through March 31, 2019	Quarter Cumulative July, 2018 through June, 2019
		WDB EVALUATION ?	
	X		

Plan vs. Actual Outcomes for the Contract Period of July 1, 2018 – June 30, 2019

	# At-Risk Employers Served (with 1 or more At-Risk Workers) Provided Layoff Aversion Services	# Jobs At-Risk and Retained after Completion of all Employer Services and at 6 Weeks Retention for Employers Served *	# At-Risk Workers provided non- WIOA Incumbent Worker Training (IWT) for Job Retention by all Providers	(A) Contract Expenditures (B) In- Kind Expenditures	Average Customer Satisfaction Score for Employers Served
Plan to Actual					
Program Year (PY) Plan (July 1, 2018 through June 30, 2019)	24	120 *	100	A = \$95,000 B = \$89,250	4 on 5 point scale
Minimum Number For WDB Evaluation	20	80	56	A = \$71,250.00 B = \$51,938.00	4 on 5 point scale
Cumulative Actual	48	232	17	A=\$69,282.45 B=27,710.00	
Plan to Actual and Average Score	200%	193%	17%	A=47% B=140%	

* Number of Jobs Saved by Layoff Aversion Activity for 122 State Report



WORKFORCE DEVELOPMENT BOARD

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TO: WORKFORCE DEVELOPMENT BOARD

FROM: REBECCA EVANS, EXECUTIVE DIRECTOR

DATE: MAY 9, 2019

ACTION: RECCOMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) APPROVE THE OBLIGATION OF \$90,000 IN PY 2019-2020, CALIFORNIA WORKFORCE DEVELOPMENT BOARD (CWDB) REGIONAL PLAN IMPLEMENTATION FUNDS TO THE ECONOMIC DEVELOPMENT COLLABORATIVE, TO AUGMENT AND SUPPORT EXISTING LOCAL ECONOMIC DEVELOPMENT EFFORTS RELATED TO BUSINESS RETENTION AND LAYOFF AVERSION SERVICES AS DEFINED BY THE CWDB IMPLEMENTATION DESIGN WORK PLAN

Background

In September 2017, the California Workforce Development Board (State Board), in partnership with the Employment Development Department (EDD) and the Labor and Workforce Development Agency, announced the availability of approximately \$7 million dollars in Workforce Innovation and Opportunity Act (WIOA) discretionary funds for the Program Year 2017/2018. The State Board offered this funding for the Regional Planning Units (RPU's) to have the opportunity to apply for flexible funding to support the efforts toward implementing regional plan goals in alignment with regional plans.

In January 2019, the Workforce Development Board of Ventura County was notified of the approval of additional funding in the amount of \$180,000. This funding is for the grant period of April 1, 2019 through October 2020.

The prior RPI funding included a regional initiative for improving the coordination and efficiency of business outreach and communication with local businesses. The goal of that initiative is an improved alignment of the partners involved in business engagement. The primary focus has been to reduce duplication of business outreach efforts, assuring maximum value from all business engagements, efficiency in referrals among business services partners, and expand targeted outreach to high demand priority sectors.

Program Description and Performance Outcomes

The Regional Plan Implementation 2.0 will focus on aligning business services resources. Variety of objectives and outcomes to increase employer involvement, devise a system to merge and streamline employer feedback, and to develop a regional on-line branding and partner collaboration. The ultimate goal is that people have good jobs in industry recognized priority sectors.

Successful implementation of regional workforce system services requires informed and efficient outreach and communication with local business. The proposed project will leverage the resources of the region's Economic Development Corporation and Small Business Development Center, the RPU

and America's Job Center to establish cross organizational training and processes and tools for information sharing on business client needs and partner service offerings, coordination of leads and priorities, outcomes and follow-up needs.

The regional collaboration is key, and will be looking to the implementation of effective inter-organizational communication and information sharing strategies and tools to enhance both unique program effectiveness and greater regional success in business, economic and workforce outcomes.

The proposed project will leverage the resources of the region's Economic Development Collaborative and Small Business Development Center, the RPU and America's Job Center to establish processes for improving the capacity of all business services partners for:

- the assessment of business demand for skills,
- identification of regional occupational skill deficits,
- development and delivery of curricula for both new hire and incumbent worker training, and
- delivering efficiency through the network of regional placement services for in-demand jobs and careers.

Outcomes:

- Enhance the emerging communication and information sharing network for business engagement to include career, occupational and training needs assessment tools and protocols for the region's partners in business outreach and engagement.
- Improved regional and systemic coordination of business outreach to the region's high demand sectors, as defined by the WDB and regional partners.
- Coordinated regional outreach and delivery of training resources to businesses, for new hires and incumbent workers, including On-the-Job Training, CA Employment Training Panel, CA Community College Sector Navigator and Strong Workforce, Career Pathways, etc.
- Establishment of a Council of Business Services Partners, concentrated on the delivery of career services and employment outcomes.
- Establishment of a sustainable communication structure with Community College and Adult School Industry Advisory Councils for connecting the career services and training needs intelligence gathered through the on-going business services engagement conducted by the region's business services partners.

Alignment with State and Regional Strategic Workforce Plans Regional Planning Unit Grant Priorities:

The proposed activity is wholly in alignment with State and Regional Strategic Plans and the RFP's concentrations on:

- establishing uniform approaches to business services,
- fostering demand-driven skills attainment, and
- aligning, coordinating, and integrating programs and service to economize limited resources to achieve scale and impact.

Because of the urgency in expending RPI funds by October 2020, and the WDB commitment to doing so in a responsible manner, the Executive Committee will have to review, discuss and recommend to the WDB board.

The Economic Development Collaborative is expected to begin program operations July 1, 2019, following approval by the Board of Supervisors, and funds would have to be fully expended by October 2020.

If you have questions or need more information, please call me at (805)477-5306.



WORKFORCE DEVELOPMENT BOARD

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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) APPROVE OPTION TERM TWO (JULY 1, 2019 THROUGH JUNE 30, 2020) OF TWO CONTRACTS DATED JUNE 20, 2017 TO PROVIDE COMPREHENSIVE WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) YOUTH SERVICES IN THE AMOUNTS NOT TO EXCEED \$604,000 FOR THE BOYS AND GIRLS CLUB OF GREATER OXNARD AND PORT HUENEME, AND AMOUNTS NOT TO EXCEED \$604,000 FOR PATHPOINT

RECOMMENDATION

Recommendation that the Workforce Development Board of Ventura County (WDB) Approve the Option Term Two (July 1, 2019 through June 30, 2020) of Two Contracts dated June 20, 2017 to Provide Comprehensive Workforce Innovation and Opportunity Act (WIOA) Youth Services in the Amounts not to Exceed \$604,000 for the Boys and Girls Club of Greater Oxnard and Port Hueneme, and Amounts not to Exceed \$604,000 for PathPoint.

BACKGROUND

The WDB issued the Comprehensive Youth Services Request for Proposals (RFP) on October 4, 2016. Six proposals were received and reviewed. After carefully reviewing the reader scores, comments and ranking of the proposals, along with other relevant criteria (i.e., WIOA funding, direction, performance, and training), the proposals from PathPoint and Boys and Girls Clubs of Greater Oxnard and Port Hueneme were recommended and approved by the Executive Committee and by the WDB in February 2017. The County of Ventura Board of Supervisors approved and appropriated funds for the two contracts on June 20, 2017.

DISCUSSION

The two contracts of June 20, 2017 specify the initial base performance period of the contract is from July 1, 2017 — June 30, 2018 and may be extended for two option years upon mutual agreement of the parties, subject to all terms and conditions listed therein and subject to the appropriation of funds by the Board of Supervisors.

1. Base term: July 1, 2017 - June 30, 2018
2. Option term 1: July 1, 2018 - June 30, 2019
3. Option term 2: July 1, 2019 - June 30, 2020

At the conclusion of the Option Term One, Program Year (PY) 2018-2019, it is necessary to make a decision regarding renewal of each contract for a final year (Option Term Two PY 2019-2020).

On April 3, 2019, the WDB Programs Committee, serving as the WDB oversight committee for WIOA programs, discussed the Option Term One performance (as of March 31, 2019) of each of two WIOA comprehensive youth program providers: Boys and Girls Clubs of Greater Oxnard and Port Hueneme and PathPoint.

Discussion involved carefully reviewing the provider's enrollment statistics, Workforce Experience expenditure reports, WIOA Performance Indicator reports, and accountability and compliance monitoring reports from the Contracts Department of the Human Services Agency (HSA) and from the State of California's Employment Development Department (EDD). Additionally, the committee carefully reviewed summary reports which detailed the corrective action plans and results of all monitoring activity, case reviews, and technical assistance provided to both contractors. The committee also received two separate report-out presentations from both providers during the Option Term One year, at the committee's February 6, 2019 meeting. During February's meeting, the committee observed a spirit of continuous improvement by both providers with respect to understanding and being accountable for WIOA Performance Indicators and negotiated goals. Following discussion and evaluation of the evidence provided, the committee unanimously concluded that both providers have met the terms of the contract and have provided appropriate WIOA services to the enrolled participants, out of school youth ages 16-24, as well as having met or exceeded WIOA Performance Indicator goals..

The Programs Committee recommends that the Executive Committee recommend to the WDB Approval of Option Term Two (July 1, 2019 through June 30, 2020) for both providers. If approved by the Executive Committee, the WDB will consider approval of the two contracts on April 25, 2019. Subsequent to WDB approval, the county Board of Supervisors will consider the two contracts for approval prior to June 30, 2019.

If you have questions, please call me at (805) 642-2149, or contact Patrick Newburn at (805) 477-5470, email Patrick.Newburn@ventura.org.



WORKFORCE DEVELOPMENT BOARD

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TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

**SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD APPROVE
THE RENEWAL OF A CONTRACT WITH theAGENCY TO PROVIDE MARKETING
AND PUBLIC RELATIONS SERVICES TO THE WORKFORCE DEVELOPMENT
BOARD OF VENTURA COUNTY (WDB) IN AN AMOUNT NOT TO EXCEED \$150,000
IN PROGRAM YEAR JULY 1, 2019, THROUGH JUNE 30, 2020**

RECOMMENDATION

Recommend that the Workforce Development Board of Ventura County (WDB) approve the renewal of a contract with theAgency to provide marketing and public relations services to the WDB from July 1, 2019, through June 30, 2020 in an amount not to exceed \$150,000, in WIOA Core funds under RFP #1718.01 released on August 28, 2017 and closed on September 25, 2017.

The initial base performance period for this contract is from July 1, 2018 – June 30, 2019 and may be extended for two option years upon mutual agreement of the Workforce Development Board and theAgency, subject to all terms and conditions and subject to the appropriation of funds. If approved by the board today, the contract term will be for Option Term 2 from July 1, 2019 – June 30, 2020.

DISCUSSION

On March 20, the Outreach Committee reviewed and evaluated the year-to-date deliverables and performance of theAgency 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 theAgency 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, theAgency 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.

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



WORKFORCE DEVELOPMENT BOARD

855 Partridge Drive, Ventura, CA 93003

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workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

FROM: REBECCA EVANS, EXECUTIVE DIRECTOR

DATE: MAY 9, 2019

SUBJECT: RECOMMENDATION THAT THE WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) APPROVE THE SUBMISSION OF THE APPLICATION FOR SUBSEQUENT LOCAL AREA DESIGNATION AND LOCAL BOARD RECERTIFICATION FOR PROGRAM YEARS 2019-2021 FOR LOCAL WORKFORCE DEVELOPMENT AREA, VENTURA COUNTY, TO THE CALIFORNIA WORKFORCE DEVELOPMENT BOARD

RECOMMENDATION

Recommend that the Workforce Development Board of Ventura County (WDB) approve the submission of the application for Subsequent Local Area Designation and Local Board Recertification Request for Program Years 2019-2021 for the Local Workforce Development Area, Ventura County, to the California Workforce Development Board.

BACKGROUND

Prepared by the California Employment Development Department (EDD) and the California Workforce Development Board (CWDB), Draft Directive number WSDD-196 establishes procedures for the recertification of Local Workforce Development Boards (Local Boards) under the Workforce Innovation and Opportunity Act (WIOA). Local Board recertification is effective July 1, 2019, through June 30, 2021. This recertification ensures the continuation of WIOA funding and operations and formalizes the configuration of the Workforce Development Board of Ventura County.

DISCUSSION

The process for recertification of Local Boards under WIOA is the responsibility of the California Workforce Development Board (State Board). In accordance with WIOA Section 107(c)(2), the State Board will recommend recertification if a Local Board has met WIOA board membership requirements, met or exceeded performance accountability measures and achieved sustained fiscal integrity. In addition to the requirements under WIOA, Local Boards requesting recertification must provide a status update that outlines progress made towards implementation of several other key WIOA provisions. In brief, the Local Board:

- Must meet the membership provisions established in WIOA Section 107(b) and CUIP Section 14202(c).

- Must demonstrate sustained fiscal integrity:
 - No significant findings from audits, evaluations or other reviews
 - No gross negligence
 - No failure to observe accepted standards of administration (e.g., timely reporting of participant and expenditure data)

Through Program Year 2019-2021 the WDB assures the following:

- A. It will comply with the applicable uniform administrative requirements, cost principles, and audit requirements included in the appropriate circulars or rules of the Office of Management and Budget (WIOA Section 184[a][2] and [3]).
- B. All financial reporting will be done in compliance with federal and state regulations and guidance.
- C. Funds will be spent in accordance with federal and state laws, regulations, and guidance.
- D. The Local Board will select the America's Job Center of CaliforniaSM (AJCC) Operator(s), with the agreement of the local CEO, through a competitive process such as a Request for Proposal (RFP), unless granted a waiver by the state (WIOA Section 121[d][2][A] and 107[g][2]).
- E. The Local Board will collect, enter, and maintain data related to participant enrollment, activities, and performance necessary to meet all CalJOBSSM reporting requirements and deadlines.
- F. The Local Board will comply with the nondiscrimination provisions of WIOA Section 188, including the collection of necessary data.
- G. The Local Area will engage in and contribute to, regional planning and regional plan implementation.
- H. The Local Area will participate in regional performance negotiations.
- I. It will comply with State Board policies and guidelines, legislative mandates and/or other special provisions as may be required under federal law or policy, including the WIOA or state legislation.
- J. Priority shall be given to veterans, recipients of public assistance, other low-income individuals, and individuals who are basic skills deficient for receipt of career and training services funded by WIOA Adult funding (WIOA Section 134[c][3][E] and Training and Employment Guidance Letter 19-16, Subject: *Guidance on Services provided through the Adult and Dislocated Worker Programs under the Workforce Innovation and Opportunity Act (WIOA) and the Wagner-Peyser Act Employment Service (ES), as amended by Title III of the WIOA Final Rules*, (March 1, 2017).

The completed Recertification Request must be signed by the Local Board chairperson and the local Chief Elected Official (CEO) and submitted to the State Board no later than May 31, 2019, in signed or unsigned copies. To meet that deadline, the WDB will need to approve submission of the Recertification Request at its meeting on April 25, 2019, for consideration and approval by the Board of Supervisors before May 31, 2019. Executive Committee approval of the above recommendation will facilitate the necessary sequence and timing of approvals.

If you have questions or need more information, please call me at (805) 477-5306, or contact Rebecca Evans at (805) 477-5344, email Rebecca.Evans@ventura.org.

Existing Local Area

**Application for Subsequent Local Area Designation
and
Local Board Recertification
Program Year 2019-21**

Local Workforce Development Area

Ventura County

Existing Local Area
Application for Subsequent Local Area Designation
and Local Board Recertification

This application will serve as your request for Local Workforce Development Area (Local Area) subsequent designation and Local Workforce Development Board (Local Board) recertification for PY 2019-21 under the *Workforce Innovation and Opportunity Act* (WIOA).

If the California Workforce Development Board (State Board) determines the application is incomplete, it will either be returned or held until the necessary documentation is submitted. Please contact your [Regional Advisor](#) for technical assistance or questions related to completing and submitting this application.

Workforce Development Board of Ventura County

Name of Local Area

2901 N. Ventura Road

Mailing Address

Oxnard, CA 93036

City, State

ZIP

(date approved by the County of Supervisors)

Date of Submission

Rebecca Evans, WDB Executive Director

Contact Person

(805) 477-5306

Contact Person's Phone Number

Local Board Membership

The WIOA Section 107(b)(2)(A) through (E) states the requirements for nominating and selecting members in each membership category. The WIOA Section 107(b)(2)(A) requires that business members constitute a majority of the Local Board. The chairperson shall be a business representative, per WIOA Section 107(b)(3).

The local Chief Elected Official (CEO) is required to provide the names of the individuals appointed for each category listed on the following pages or, attach a roster of the current Local Board which identifies each member's respective membership category.

BUSINESS – A majority of the members **must** be representatives of business in the Local Area who (i) are owners of businesses, chief executives or operating officers of businesses, or other business executives or employers with optimum policy-making or hiring authority; (ii) represent businesses, including small businesses, or organizations; and (iii) are appointed from among individuals nominated by local business organizations and business trade association (WIOA Section 107[b][2][A]).

Please identify the Local Board chairperson by typing CHAIR after his/her name.

Name	Title	Entity	Appointment Date	Term End Date
Vic Anselmo	CEO & Owner	Applied Powdercoat	09/11/2012	10/28/2020
Greg Barnes	Director, Safety and Regulatory Compliance	Los Robles Hospital and Medical Center	06/03/2014	06/20/2020
Victor Dollar	Senior Vice President of Sales	Brighton Management	02/26/2008	05/09/2020
Cindy Guenette	Quality Assurance Manager	Hi-Tech Engineering	08/11/2015	08/11/2021
Gregory Liu, CHAIR	Owner/CEO	Jaxx Manufacturing, Inc.	10/23/2012	10/28/2020
Tracy Perez VICE CHAIR	Regional Manager	United Staffing	04/09/2019	05/03/2022
William Pratt	VP Operations and Director of Creative Design	Kinamed, Inc.	07/14/2011	08/11/2021
Alex Rivera	Senior Human Resources Business Partner	Milgard Windows & Doors	06/26/2007	11/03/2021
Rosa Serrato	Corporate HR Business Partner	Reiter Affiliated Companies	02/12/2019	02/12/2022

Jesus Torres	CEO	LEAD Public Strategies	02/26/2008	02/07/2020
Richard D. Trogman	Chief Operating Officer	Kaiser Permanente	03/08/2016	03/08/2022
Stephen Yeoh	Managing Director	Un1tee	03/08/2016	03/08/2022
Peter Zierhut	Vice President Motorsports Marketing	Haas Automation, Inc.	05/03/2016	05/03/2022

LABOR – Not less than 20 percent of the members must be representatives of workforce within the Local Area who

must include (i) representatives of labor organizations who have been nominated by state labor federations; (ii) a member of a labor organization or a training director from a joint labor-management apprenticeship program, or if no such joint program exists in the area, such a representative of an apprenticeship program in the area; and

may include (iii) representatives of community based organizations with demonstrated experience and expertise in addressing the employment needs of individuals with barriers to employment, veterans, or individuals with disabilities; and (iv) representatives of organizations with demonstrated experience and expertise in addressing the employment, training, or education needs of eligible youth and/or out-of-school youth (WIOA Section 107[b][2][B]).

Name	Title	Entity	Appointment Date	Term End Date
Jeremy Goldberg (Union)	Executive Director	Tri-Counties Central Labor Council	03/08/2016	03/08/2022
Marilyn Jansen (Union)	Membership Records Department Representative	United Food & Commercial Workers International Union, Local 770	09/19/2017	09/19/2020
Anthony Mireles (Apprenticeship/Union)	President/ Business Representative	Laborers International Union North America 585	06/09/15	06/09/2021
Patricia G. Schulz (Community Based Organization)	CEO	The Arc of Ventura County	04/14/2015	04/14/2021
Anthony (Tony) Skinner (Union)	Executive Secretary/Treasurer	Tri-Counties Building & Construction Trades Council	06/06/06	05/09/2020

Education – Each Local Board shall include representatives of entities administering education and training activities in the Local Area who

must include (i) a representative of eligible providers administering Title II adult education and literacy activities; (ii) a representative of institutions of higher education providing workforce investment activities; and

may include (iii) representatives of local educational agencies, and community-based organizations with demonstrated experience and expertise in addressing the education or training needs of individuals with barriers to employment (WIOA Section 107[b][2][C]).

Name	Title	Entity	Appointment Date	Term End Date
1. Greg Gillespie (Community College)	Chancellor	Ventura County Community College District	08/11/2015	08/11/2021
2. Celina Zacarias (University)	Sr. Director of Community and Government Relations	California State University, Channel Islands	08/05/2008	10/28/2020
VACANT - Appointment pending in May 2019 – (Adult Ed.)				

Economic and Community Development – Each Local Board shall include representatives of governmental, economic, and community development entities serving the Local Area who

must include (i) a representative of economic and community development entities; (ii) a representative from the State employment service office under the *Wagner-Peyser Act*; (iii) a representative of the Vocational Rehabilitation program; and

may include (iv) representatives of agencies or entities administering programs serving the Local Area relating to transportation, housing, and public assistance; (v) Representatives of philanthropic organizations serving the Local Area; and (E) individuals or representatives of entities as the chief elected official in the Local Area may determine to be appropriate (WIOA Section 107[b][2][D] and [E]).

Name	Title	Entity	Appointment Date	Term End Date
1. Jesse Cuevas (Employer Services)	Deputy Division Chief, Los Angeles – Coastal Region/ Coastal Division, ARU #914	Employment Development Department, Workforce Services Division	06/19/2018	06/19/2021

2. Brian Gabler (Economic Development)	Interim City Manager, City Manager's Office	City of Simi Valley	07/14/2011	08/11/2021
3. Kathy Harner Rehabilitation	Senior Vocational Rehabilitation Counselor	Californian Department of Rehabilitation	08/11/2015	08/11/2021
Bruce Stenslie (Economic Development)	President/CEO	Economic Development Collaborative	10/23/2012	10/28/2020

Sustained Fiscal Integrity

The Local Area hereby certifies that it has not been found in violation of one or more of the following during PYs 16-17 or 17-18:

- **Final determination of significant finding(s)** from audits, evaluations, or other reviews conducted by state or local governmental agencies or the Department of Labor identifying issues of fiscal integrity or misexpended funds due to the willful disregard or failure to comply with any WIA [and WIOA] requirement, such as failure to grant priority of service or verify participant eligibility.
- **Gross negligence** – defined as a conscious and voluntary disregard of the need to use reasonable care, which is likely to cause foreseeable grave injury or harm to persons, property, or both.
- **Failure to observe accepted standards of administration.** Local Areas must have adhered to the applicable uniform administrative requirements set forth in Title 29 *Code of Federal Regulations* (CFR) Parts 95 and 97, appropriate Office of Management and Budget circulars or rules, WIOA regulations, and state guidance.

Highlights of these responsibilities include the following:

- Timely reporting of WIOA participant and expenditure data
- Timely completion and submission of the required annual single audit
- ***Have not been placed on cash hold for longer than 30 days***

(In alignment with WIOA Section 106[e][2])

Engaged in Regional Planning

The Local Area hereby certifies that it has participated in and contributed to regional planning and negotiating regional performance measures by submitting negotiated program goals to the State EDD and CWDB each program year, and by submitting our Local and Regional Plan update as required March 15, 2019.

Local Area Assurances

Through PY 19-21, the Local Area assures the following:

- A. It will comply with the applicable uniform administrative requirements, cost principles, and audit requirements included in the appropriate circulars or rules of the Office of Management and Budget (WIOA Section 184[a][2] and [3]).

Highlights of this assurance include the following:

- The Local Area's procurement procedures will avoid acquisition of unnecessary or duplicative items, software, and subscriptions (in alignment with Title 2 CFR Section 200.318).
- The Local Area will maintain and provide accounting and program records, including supporting source documentation, to auditors at all levels, as permitted by law (Title 2 CFR Section 200.508).

Note that failure to comply with the audit requirements specified in Title 2 CFR Part 200 Subpart F will subject the Local Area to potential cash hold (Title 2 CFR Section 200.338).

- B. All financial reporting will be done in compliance with federal and state regulations and guidance.

Highlights of this assurance include the following:

- Reporting will be done in compliance with Workforce Services Directive *Quarterly and Monthly Financial Reporting Requirements* (WSD16-13) (November 28, 2016).
- All close out reports will comply with the policies and procedures listed in Workforce Services Directive *WIOA Closeout Requirements* (WSD16-05) (July 29, 2016).

Note that failure to comply with financial reporting requirements will subject the Local Area to potential cash hold. (Title 2 CFR Section 200.338)

C. Funds will be spent in accordance with federal and state laws, regulations, and guidance.

Highlights of this assurance include the following:

- The Local Area will meet the requirements of State Assembly Bill 1149 (Chapter 324, Statutes of 2017), to spend a minimum of 30 percent of combined total of adult and dislocated worker formula fund allocations on training services (*California Unemployment Insurance Code* Section, 14211).
- The Local Area will not use funds to assist, promote, or deter union organizing (WIOA Section 181[b][7]).

D. The Local Board will select the America's Job Center of CaliforniaSM (AJCC) Operator(s), with the agreement of the local CEO, through a competitive process such as a Request for Proposal (RFP), unless granted a waiver by the state (WIOA Section 121[d][2][A] and 107[g][2]).

E. The Local Board will collect, enter, and maintain data related to participant enrollment, activities, and performance necessary to meet all CalJOBSSM reporting requirements and deadlines.

F. The Local Board will comply with the nondiscrimination provisions of WIOA Section 188, including the collection of necessary data.

G. The Local Area will engage in and contribute to, regional planning and regional plan implementation (for example, the Local Area has participated in regional planning meetings and regional plan implementation efforts, and the Local Board and local CEO have reviewed and approved the regional plan and modifications).

H. The Local Area will participate in regional performance negotiations.

I. It will comply with State Board policies and guidelines, legislative mandates and/or other special provisions as may be required under federal law or policy, including the WIOA or state legislation.

J. Priority shall be given to veterans, recipients of public assistance, other low-income individuals, and individuals who are basic skills deficient for receipt of career and training services funded by WIOA Adult funding (WIOA Section 134[c][3][E] and Training and Employment Guidance Letter 19-16, Subject: *Guidance on Services provided through the Adult and Dislocated Worker Programs under the Workforce Innovation and Opportunity Act (WIOA) and the Wagner-Peyser Act Employment Service (ES)*, as amended by title III of the WIOA Final Rules, (March 1, 2017).

Application Signature Page

Instructions – The local CEO and Local Board chair must sign and date this form. Include the original signatures in the application package.

By signing the application below, the local CEO and Local Board chair request subsequent designation of the existing Local Area and subsequent certification of the existing Local Board. They certify that the Local Area has performed successfully, sustained fiscal integrity during PYs 2016-2017 or 2017-2018, and engaged in the regional planning process as described in Section 106 (c)(1). Additionally, they agree to abide by the Local Area assurances included in this application.

Local Workforce Development Board Chair

Local Chief Elected Official

Signature

Signature

Gregory Liu

Steve Bennett

Name

Name

Workforce Development Board of
Ventura County Chair

Board of Supervisor, County of Ventura

Title

Title

05/09/2019

Date

Date



WORKFORCE DEVELOPMENT BOARD

2901 N. Ventura Road, Oxnard, CA 93036

(805) 477-5306

workforceventuracounty.org

TO: WORKFORCE DEVELOPMENT BOARD

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

DATE: MAY 9, 2019

SUBJECT: RECOMMENDATION THAT WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY (WDB) APPROVE THE CERTIFICATION OF THE AFFILIATE AMERICA'S JOB CENTER OF CALIFORNIA (AJCC) 2900 N. MADERA ROAD, SIMI VALLEY, CALIFORNIA ACCORDING TO THE ATTACHED HALLMARKS OF EXCELLENCE CERTIFICATION EXHIBITS AND SUBMIT SIGNED COPY TO THE CALIFORNIA WORKFORCE DEVELOPMENT BOARD.

RECOMMENDATION

Recommendation that Workforce Development Board of Ventura County (WDB) Approve Certification of the Affiliate America's Job Center of California (AJCC) 2900 N. Madera Road, Simi Valley, California According to the Attached Hallmarks of Excellence Certification Exhibits and Submit Signed Copy to the California Workforce Development Board (CWDB).

BACKGROUND

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

The WIOA Joint Final Rule outlines three key requirements for AJCC certification: effectiveness of the AJCC, physical and programmatic accessibility for individuals with disabilities, and continuous improvement. California's certification process is centered on these key requirements and sets a statewide standard of service delivery that ensures all customers consistently receive a high-quality level of service. In accordance with WIOA Section 121(g), Local Boards must conduct an independent and objective evaluation of the AJCCs in their Local Areas once every three years using criteria and procedures established by the State Board.

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

The authority for local boards to conduct the AJCC certification is specified in directive WSD16-20. The Ventura County Consortium (Human Services Agency, Employment Development Department, and the

Center for Employment Training) is the approved AJCC Operator. Therefore according to the directive, WDB has the authority and responsibility to conduct an independent and objective evaluation and complete its own certification according to the process listed in the directive and outlined in the attached matrix. The WDB bylaws has established the Programs Committee as a standing committee, responsible for providing oversight to all WIOA career services and programs. The WDB chair appointed the Programs Committee to function as the Ad Hoc AJCC Evaluation Committee, with responsibility to provide an evaluation of the comprehensive AJCC and provide its recommendation for certification and continuous improvement to the WDB. As mandated by the state's evaluation guidelines in order to avoid conflict of interest, specifically excluded from the evaluation process are any staff or managers from the One Stop AJCC Operator Consortium, and the Human Services Agency - Adult and Family Services Department / WIOA Career Services Provider (HSA).

Baseline Certification: On October 4, 2017 the Programs Committee conducted an on-site visit of the AJCC and evaluated the key components outlined in the Baseline Criteria Matrix. The Programs Committee completed the on-site evaluation based upon compliance with WIOA statutory and regulatory requirements. Committee members recommended the WDB approve the Certification of the Comprehensive America's Job Center of California (AJCC) At Riverpark (Oxnard, California) according to the Baseline Criteria Matrix. Subsequently, the WDB Executive Committee at their meeting November 9, 2017, considered and approved certification and submitted the signed Baseline Matrix to the CWDB on December 20, 2017 in compliance with the December 31, 2017 deadline. The WDB did not meet in December 2018 due to meeting cancellation due to Thomas Fire of December 4, 2018. WDB at its January 25, 2018 meeting ratified the WDB Executive Committee approval.

Hallmarks of Excellence Certification of Comprehensive AJCC at Riverpark (Oxnard, California): In order to highlight areas where AJCCs can continuously improve their service delivery, the CWDB identified eight Hallmarks of Excellence, with each one ranked on a scale of 1-5. In order to receive a Hallmarks of Excellence AJCC Certification, an AJCC must meet Baseline AJCC Certification and receive a ranking of a least 3 for each of the Hallmarks. On February 7, 2018, the Programs Committee started the extensive evaluation process. Committee meetings were also conducted April 17, 2018, May 2, 2018, and June 6, 2018. The committee concluded that all Hallmarks exceeded the minimum ranking, and no corrective action plan is warranted. Since the goal is for the WDB to work with the AJCC to continually improve and progress within each Hallmark of Excellence, WDB must also develop a continuous improvement plan, for the AJCC that outlines how they plan to increase their ranking for each Hallmark of Excellence or maintain their ranking. Members concluded their evaluation on June 6, 2018 and compiled the eight Hallmarks ranking and continuous improvement plan for the Comprehensive AJCC. The WDB Executive Committee at their June 21, 2018 meeting approved the Hallmarks of Excellence Certification for the Comprehensive AJCC at Riverpark, and submitted signed certification to the CWDB by June 30, 2018.

DISCUSSION

The initial certification process was designed for comprehensive AJCCs as outlined in WSD16-20. The same process has been modified for affiliate/specialized AJCCs and is outlined in WSD18-11 of March 14, 2019. Comprehensive AJCC certifications were due June 30, 2018, and affiliate/specialized AJCC certifications are due June 30, 2019. The initial affiliate AJCC certification process must be conducted during Program Year (PY) 2018-19 and take effect at the beginning of PY 19-20. This initial certification will only be effective two years, July 1, 2019 through June 30, 2021, in order to align with the comprehensive AJCC certification effective end date of June 30, 2021.

Definition: Affiliate AJCCs

An affiliate AJCC is a center that offers job seekers and employers one or more of the AJCC programs, services, and activities. An affiliate site does not need to provide access to every required one stop partner program. The frequency of the program staff's physical presence in the affiliate site will be determined at the local level. These types of centers serve as access points into the local AJCC system.

Local Areas choosing to incorporate affiliated centers as part of their service delivery strategy must implement these centers in a manner that supplements and enhances customer access (Title 20 CFR Section 678.310).

Affiliate AJCC Assessment

WDB Programs Committee/Evaluation Committee members were assembled, consisting of WDB members and non-WDB members, and conducted their assessment of the affiliate AJCC located at 2900 N. Madera Road, Simi Valley, California on June 24, 2019. Members reviewed a detailed set of instructions (criteria matrix) for the specified assessment and ranking, and were instructed about their responsibilities as independent and objective evaluators. Firewall procedures were in place to avoid a conflict of interest, using the same procedure that was identified in the Comprehensive AJCC certification process in 2018. The affiliate AJCC has no co-located partners, fewer staff, and fewer on-site services offered by comparison to the comprehensive AJCC at Riverpark in Oxnard. The assessment therefore was streamlined accordingly. In addition to on-site observation with tour of facilities, committee members were provided live presentation explaining AJCC services, as well as provided evidence binders containing photographs, charts, flyers, and narrative to explain the broad physical and programmatic services provided at the affiliate AJCC. Members concluded their evaluation and have compiled the eight Hallmarks ranking, concluded no corrective action plan is required, and summarized their narrative for continuous improvement for your consideration on the attached Affiliate AJCC Hallmarks of Excellence Certification exhibits.

It is recommended that WDB approve the Certification of the Affiliate America's Job Center of California (AJCC) 2900 N. Madera Road, Simi Valley, California according to the attached Hallmarks of Excellence exhibits and submit a signed copy to the CWDB. If approved by the WDB and accepted by the CWDB, Affiliate AJCC certification will become effective July 1, 2019.

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

Attachments:

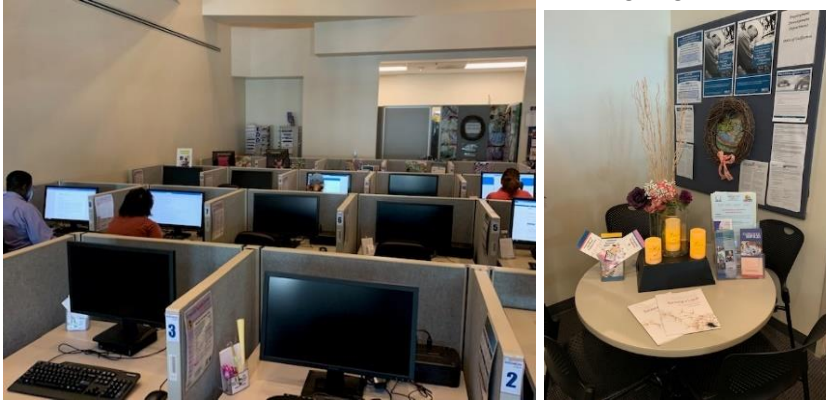
- Exhibit 1: Affiliate AJCC Certification Matrix Hallmarks of Excellence Criteria
- Exhibit 2: Local Board Certification Process
- Exhibit 3: Affiliate/Specialized AJCC Certification Form

Hallmarks of Excellence Assessment

As part of the certification process, Local Workforce Development Boards (Local Board) must submit a Hallmarks of Excellence Assessment that includes a continuous improvement plan to either improve or maintain a “5” ranking for each category.

Hallmarks of Excellence #1 The AJCC’s physical location and facility enhances the customer experience
<p>Quality Indicators: The location of the AJCC is convenient for customers (including those with barriers to employment). It has adequate parking in rear of building and is accessible by public transportation (public bus on Madera Rd. within short walking distance to center). External signage does not clearly identify the location as an AJCC with appropriate logo and may not meet the branding requirements of Workforce Services Information Notice 12-43, however the building sign monument does display “County of Ventura, Human Services Agency”. The AJCC Resource Room is clean with a professional appearance. The AJCC Resource Room is designed so that it is easy for customers to access services directly off the building lobby, good resources, and good staff assistance. The AJCC’s resource area is neat, has adequate workstations to meet customer demand, and the equipment is in working order. The AJCC has adequate space available for customer reception, workshops, on-site employer recruitment events, itinerate partners, and job center staff. The AJCC has internal signage to help customers easily navigate the AJCC. Emergency evacuation procedures are in place and those procedures address the needs of individuals with disabilities. Adequate safety and security precautions are in place to protect both customers and staff.</p>
<p>Assessment of the AJCC’s Strengths and Continuous Improvement Recommendations: Building is a multi-service center, not exclusive as job center. Multiple social services are available to customers, including Children and Family Services, Medical, Cal Fresh, and more. The AJCC Resource Room is fully operational with well-arranged work stations and is equipped with printers, copy and fax machines, adjustable-height work stations, and a check-in area to better ascertain and meet customer needs. Upon entry into the Resource Center, each customer is to check in and enter reason for visit information into the Virtual One-Stop (VOS) Greeter. Telephones and staff are available to assist customers with contacting Unemployment Insurance call centers to apply for unemployment or resolve issues. Resource Center (AJCC) is welcoming and inviting. Clean and neat and attractive. Excellent array of office machines and computers. Security Officer on location and emergency procedure are posted and have been communicated with staff. The AJCC ensures emergency evacuation procedures are in place and address the needs of individuals to include a series of preparation activities including regularly scheduled evacuation drills, emergency and workplace safety desktop alerts and a comprehensive plan approved by the Safety Officer. Very Friendly and cross trained staff in the AJCC. Staff was knowledgeable and trained in multiple programs for customers. Calm environment conducive to focused work. Excellent array of brochures and information notices.</p>

The limited of “Job Center” signage is area for improvement.



Ranking (1-5): **4.375**

Rationale for this Ranking: Most of quality indicators of success are well represented in the Affiliate AJCC Resource Room. The center is well staffed, trained in cross programs, including available bi-lingual speakers. Facility is well equipped with ample computer work stations and equipment for handicapped. The resource room has good lay-out, and is neat, attractive, and inviting. The only exception which lowers the ranking below a 5, is the lack of “AJCC” branded signage on external building, on Resource Room Door, and within lobby directory of building.

Continuous Improvement Plan and Timeline: AJCC signage needs approved branded logo on external building including lobby and entrance to Resource Room. Nothing identifies the AJCC other than sign that says “Resource Room”, County of Ventura, Human Services Agency. Lobby directory has sign for Resource Room but nothing states Job Center. The lighting inside the Resource Room is subdued, and could be improved with workstation task lights. Recommendation for improvement to be delivered to Human Services Agency as the tenant of the facility. The Resource Room might consider including improved workstation lighting given the rooms’ reduced lighting. The Handicapped accessible workstation did not operate, possible

due to power cord? This needs immediate attention. Target Date for completion PY19-20.



Hallmarks of Excellence #2

The AJCC ensures universal access with an emphasis on individuals with barriers to employment

Quality Indicators: All staff honor and accommodate diversity and are comfortable and adept in working with all types of individuals, including those with disabilities, cultural differences, and all individuals with barriers to employment. The AJCC has a Limited English Proficiency Plan to provide meaningful access for individuals that do not speak English as their primary language and who have limited ability to read, speak, write, or understand English. The AJCC uses the principles of universal and customer-centered design to ensure inclusive space and materials are available to individuals regardless of their range of abilities, mobility, age, language, learning style, intelligence, or educational level. The AJCC implements the veteran's preference and priority of service requirements. The AJCC ensures that individuals with disabilities are able to access virtual services in a manner that is comparable to the access available to others. The AJCC offers center-based as well as virtual services (see internet hosted CalJOBS system). The staff reported that the Equal Opportunity Officer periodically reviews the AJCC's policies, procedures, and facility for accessibility and equal opportunity and then provides recommendations and staff training where needed. The AJCC provides services outside of regular business hours where there is a need as defined by the local board.

Assessment of the AJCC's Strengths and Continuous Improvement Recommendations:

Staff reported that the latest EOE audit in 2018 found no issues and no findings. (Document on file at H.S.A. and WDB.) AJCC staff (Account Executives) provide services outside of regular business hours at job fairs, and in meetings with employers to arrange participant job interviews and monthly evaluations of On the Job Training agreements. Multiple brochures and fliers in English and Spanish are posted throughout the resource room. The AJCC affiliate actively outreaches and provides access to non-collocated partner customers to participate in AJCC based services such as workshops and recruitment events.



Ranking (1-5): 4.75

Rationale for this Ranking: The affiliate AJCC has telephones for customers who are hearing and vision impaired. Staffing of the affiliate AJCC is provided to meet the language needs of the community being served. Staff is trained on cultural competency and disability awareness.

According to staff, the service delivery is provided in a human-centered, trauma-informed manner. The STRATUS video interpreting system provides access to communication services for non-English speaking customers. Written information is provided in both English and Spanish and can be provided to customers who speak other languages upon request. The AJCC has implemented the veteran's preference and priority of service requirements. The Resource Room has established a work station that is specifically configured for customers who need accommodations including adjustable height work station, vision and hearing-impaired devices. All public access work stations are equipped with adjustable work stations to meet the ergonomic needs of a diverse customer pool.

Continuous Improvement Plan and Timeline: The Handicapped accessible workstation did not operate, possible due to power cord? This needs immediate attention. This will be reported to the Human Services Agency the operator of the Affiliate AJCC. In order to improve access to the AJCC, AJCC management might consider holding Resource Center hours outside of 8-5pm Monday-Friday, in order to serve working individuals or students. Target Date for completion PY19-20.

Hallmarks of Excellence #3 The AJCC actively supports the one-stop system through effective partnerships
<p>Quality Indicators: The Affiliate AJCC has a strong connection to the comprehensive AJCC within the Local Area (see Oxnard Comprehensive AJCC at Riverpark which has co-located partners including 19 signed partner MOUs). There are no co-located partners at the Affiliate AJCC in Simi Valley. The AJCC records and a system is in place for follow-through on any referrals made.</p>
<p>Assessment of the AJCC's Strengths and Continuous Improvement Recommendations Referrals to partner services are tracked within CalJOBS system and document with case notes. Referral wherever possible are conducted with warm hand-off including but not limited to: career services, Medical, CalFresh, and Welfare to Work programs. Staff reported that CalWORKs and WIOA Title I staff work together to assist common customers. Most communication is handled in a face-to-face manner for referrals, feedback, case conferencing and program completion. Staff appears cross trained to know about partner services. WIOA orientation is conducted every Tuesday morning and is good opportunity to assess the needs of clients for other services needed, and to make appropriate referrals. The East County region might benefit from non-co-located Partner Services to be featured (showcased) at the Weekly WIOA Orientation meetings. This highlight of the Comprehensive AJCC partners might provide greater awareness to both staff and customer at the Affiliate AJCC.</p>
<p>Ranking (1-5): 4.75</p> <p>Rationale for this Ranking: Good linkage to partner services and programs, although no co-located partners at the Affiliate AJCC. Other services such as Cal Fresh, Medical, Welfare to Work, and Children and Family Services are located within the Multi Service Center in Simi Valley. Staff reported that the AJCC affiliate actively outreaches and provides access to non-collocated partner customers to participate in AJCC based services such as workshops and recruitment events.</p>
<p>Continuous Improvement Plan and Timeline: No Correction recommended, however periodic presentations (showcase) from non co-located partners will benefit Affiliate AJCC staff and customers. Target Date for completion PY19-20.</p>

Hallmarks of Excellence #4
The AJCC provides integrated customer-centered services

Quality Indicators: Affiliate AJCC staff identifies with the local one-stop system and not just their specific program. AJCC staff have received customer service and customer-centered design training. AJCC staff are versed in referring customers to either partner programs and/or the local Comprehensive AJCC. The AJCC has established protocols to co-enroll customers in more than one partner program when there is value to customers and has a strategy for effectively sharing case management when customers are co-enrolled.

Assessment of the AJCC's Strengths and Continuous Improvement Recommendations: As reported by staff, although there are no partners co-located at the affiliate site, CalWORKs services are provided there. Those staff members who are assigned to this affiliate location strive provide excellent customer service to visitors at this site. Integrated customer services are facilitated by case management staff and supervisors working together to develop an employment and training plan that incorporates multiple programs that eliminate duplication of effort/cost, and are most appropriate for the customer. Additionally, staff reported that Trade Adjustment Act participants (Dislocated workers affected by a company closure due to exporting of jobs to other countries) are co-case managed by WIOA Title I and TAA to fund various elements of the employment plan. The joint case management is recorded through CalJOBS. Committee members were told that training is offered to AJCC staff including customer service training and other relevant training to address the needs of customers. In addition, the WDB Regional Training Plan for the area includes a series of training for all AJCC staff. Suggestion for improvement, the Regional Training Plan includes a comprehensive list of training that is under consideration for AJCC staff. Although some AJCC staff participated in customer service through the Human Services Agency, the AJCC partner training in both topics is a work in process. As reported by staff, ongoing AJCC Supervisor meeting is held once each quarter; this meeting is held for discussing AJCC customer services, customer flow and safety and includes AJCC partner presentations to increase the knowledge and resources of all available services, on-site or offsite.

Ranking (1-5): 5.0

Rationale for this Ranking: Customer choice and customer centered were phrases used continually by staff in presenting reports and in answering evaluation committee questions. This is an excellent attitude and customer service oriented focus. The quality indicators meet the requirements of this element. No correction is recommended. Good cross trained Affiliate staff ensure integrated customer services.

Continuous Improvement Plan and Timeline: In order to maintain the top ranking, Continue the staff training by using the new regional training coordinator and other sources. Ensure that non co-located partners are offered training in addition to AJCC staff. Target Date for completion PY19-20.

Hallmarks of Excellence #5
The AJCC is an on-ramp for skill development

Quality Indicators: The Affiliate AJCC has skill development and/or training opportunities for customers at all skill and experience levels through the WIOA program, and including providers on the WDB approved ETPL. Affiliate AJCC staff are committed to and competent in helping customers navigate career pathways that result in industry-recognized credentials, however, their program fits into that pathway through interface in the Resource room and WIOA enrollment, and through partner referrals. The AJCC does not implement a “sequence of service requirement” for training and does not have cumbersome entry steps that prohibit easy access to education and training as demonstrated by their customer choice model. There are no co-located partners at the Affiliate AJCC, however within the comprehensive AJCC and 19 partner system, the Simi Valley staff ensures that supportive services are available to customers, as appropriate, to facilitate participation in training services. The Affiliate AJCC strives to increase the number and percentage of their customers receiving skill development and training services.

Assessment of the AJCC’s Strengths and Continuous Improvement Recommendations: The training services at the affiliate AJCC are designed to appeal to a broad audience and to address the needs of at-risk populations. Training services for customers with disabilities are offered through Department of Rehabilitation, TANF/CalWORKs participants, Youth and Re-entry training for youth and adults. Affiliate AJCC staff provide customers access to career and employment information at various points in the service delivery system. Information is provided about careers and accessing these resources at our Career workshops, WIOA Orientations, CalJOBS videos, and during intake/assessment of program services provided by staff. The staff provide access to training services, individual training accounts or on the job training, for occupations that are in growth industry sectors or are demonstrated to be an occupation in demand. Staff reported that AJCC customers attending the WIOA orientation are immediately provided an appointment for a program interview with an employment specialist for the purpose of discussing career and training services available under WIOA Title I or other partner programs such as DOR, CalWORKs or TAA. According to staff, the Affiliate AJCC ensures access to supportive services and are available to customers based on program guideline. For customers accessing Dislocated Worker services, supportive services are provided to fund industry recognized certificates, preparation courses, work clothes and transportation. The AJCC staff explore other community resources or coordinate with other partners to leverage supportive services funding. When customers demonstrate urgent need, referrals to a range of public support services are also offered. The evaluation committee believes that AJCC staff and services strive to offer demand-driven skills attainment, aligning, coordinating and integrating programs and services to economize limited resources.

Ranking (1-5): 5.0

Rationale for this Ranking: AJCC staff have regional knowledge of in-demand jobs. Staff is focused on customer choice with self-sustaining career outcomes. The AJCC is an on-ramp to multiple training and/or development programs with meaningful outcomes. AJCC and staff

assist customers to make informed decisions. Staff appear to be dedicated and professional in working for the benefit of customers for their long term successful outcomes. The programs offered are not just about getting a job, but are intended to offer paths that lead to meaningful employment.

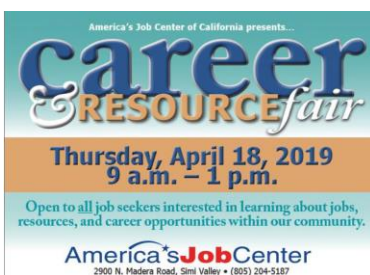
Continuous Improvement Plan and Timeline: Customers might benefit from a learning about past success of WIOA and AJCC programs. AJCC might consider by posting success stories, placement rates, successful outcomes. Maybe have testimonial videos loaded into CalJOBS or at minimum by placing attractive posters highlighting successful outcomes. Additionally, I is recommended to continually monitor that “in-Demand” jobs are posted conspicuously and labeled “In-Demand”. Target Date for completion PY19-20.

Hallmarks of Excellence #6

The AJCC actively engages industry and labor

Quality Indicators: The Affiliate AJCC promotes automated (CalJOBS) systems and partnerships that connect workers to high quality jobs or entry level work with clear routes to advancement. There are no co-located partners at the affiliate AJCC. However, the comprehensive AJCC has a strong MOU partner list with several co-located partners that engage with business and industry. The Affiliate AJCC works with the Comprehensive AJCC to minimize redundant employer contacts while maximizing access to system-wide, integrated business services. The Affiliate AJCC offers a range of AJCC-based services for employers such as referral of qualified candidates, on-site recruitment, pre-employment testing, skill-verification, and hiring and training subsidies. The AJCC consistently seeks feedback and satisfaction data from businesses on the delivery of services, primarily from the On the Job Training agreements, and applies knowledge gained for continuous improvement.

Assessment of the AJCC's Strengths and Continuous Improvement Recommendations: The Affiliate AJCC hosts Targeted Recruitments. This is an opportunity for partners to discuss and plan strategies to recruit local job seekers for demand-driven services. The Ventura County Workforce Development Board's Local Plan states business services will be provided by the AJCC delivery system and the economic development partners as well as the Local Board workforce. AJCC staff provide services to employers through referrals of qualified candidates, referrals to On-the-Job training opportunities, On-site employer recruitments are organized by EDD Workforce Services (who are not at the affiliate site). However, this partnership works as the AJCC affiliate staff refer qualified candidates and reserve rooms, greet the employer and provide any needed materials to the employer on the date of the recruitment. Within CalJOBS the Customer Relationship Management module facilitates ongoing employer services reporting. As indicated in the Ventura County Local Plan and Regional Plan, coordination of employer contact is accomplished in a variety of methods such as Account Executive engagement, Career Fairs, Chamber of Commerce meetings and participation in the WDB Sector committees.



Ranking (1-5): 5

Rationale for this Ranking: The evaluation committee all agree that the quality indicators have been fulfilled. The Affiliate AJCC through the Account Executives have strong business engagement consistent with the WDB local and regional plan. The emphasize quality

engagement process with meaningful outcomes. The Affiliate seems to have a strong appreciation for business partnerships and is demonstrated with robust on the Job Training agreements and Job Fairs held periodically.

Continuous Improvement Plan and Timeline: Continue the good work with business partnerships. Suggest that the Affiliate AJCC increase the promotion of their career placement and business partnership success both displayed in the Resource Room with testimonials from participants, and through their interface with new employers. Consider using videos to promote their success with participants as well as with employers hiring AJCC participants. Target Date for completion PY19-20.

Hallmarks of Excellence #7 The AJCC has high-quality well informed cross-trained staff
<p>Quality Indicators: The Affiliate AJCC is part of the WDBVC service delivery strategy, and the Affiliate AJCC is used to supplement and enhance customer access to services. Affiliate AJCC staff have received training on how to effectively assist customers in registering with CalJOBS and how to match customers to available jobs. AJCC staff have been cross-trained in collocated partner programs and basic.</p>
<p>Assessment of the AJCC's Strengths and Continuous Improvement Recommendations: The AJCC has regular staff meetings on a quarterly basis (including affiliate AJCC staff) on a quarterly basis during which time all staff from collocated partners are invited to attend. In addition, Comprehensive AJCC partner meetings are also held including non-collocated partners on a bi-monthly basis to build relationships, provide updates on program changes and information impacting all partners such as performance measures. At Comprehensive AJCC bi-monthly meetings, they include "spotlight" on partner services to highlight and share information about services. Affiliate AJCC staff who provide services in the Resource Center have been trained and know how to assist customers in registering for CalJOBS. AJCC staff also assist customers with how to set up a Virtual Recruiter in CalJOBS which is part of the job-matching process. Staff also know how to assist customers with using O*net online for job matching, labor market information research to match their skills with industry expectations. At the affiliate site, staff have been trained on the following: How to assist customers with applying for unemployment; Technical assistance for those who need to make use of the Unemployment Call Center from 8-5 Monday through Friday; Insuring disability forms are available to those in need; Veteran Services Navigator (VSN); How and when to refer veterans to the Claims Officer of the County of Ventura Veterans Services Office; How to make CalFresh and Medi-Cal referrals; Medi-Cal and CalFresh customers are referred to the Resource Center to access important documents to apply for services.</p>
<p>Ranking (1-5): 4.75</p> <p>Rationale for this Ranking: AJCC has regular staff meetings on a quarterly basis. AJCC staff who provide services in the Resource Center have been well trained and are cross trained in other services available. Need to continue training staff for continuous improvement.</p>
<p>Continuous Improvement Plan and Timeline: Continue to promote AJCC Success Stories of participants, employers, as well as expertise of the Affiliate AJCC staff. Continue to invite non-co-located partners to highlight their services at the Affiliate AJCC. Reach out to other service agencies for staff training and partner services. Target Date for completion PY19-20.</p>

Hallmarks of Excellence #8 The AJCC achieves business results through data driven continuous improvement
<p>Quality Indicators: The Affiliate AJCC operates in a cost-efficient manner and the resources invested are justified by the results. The AJCC has a system in place to collect satisfaction data from individuals and employers using the AJCC’s services. The AJCC has a system in place to collect satisfaction data from individuals and employers using the AJCC’s services. The AJCC has a system in place to capture and respond to specific customer feedback, complaints, and compliments. The AJCC analyzes and reviews feedback to develop specific plans for AJCC services improvements. The AJCC identifies areas of needed technical assistance and taps available resources.</p>
<p>Assessment of the AJCC’s Strengths and Continuous Improvement Recommendations: The affiliate AJCC operates in a cost-efficient manner by leveraging resources from the Human Services Agency’s CalWORKs allocation. There are no partners that occupy the affiliate AJCC. Career Shop evaluations have been utilized for those conducting career shops. Employer Satisfaction Surveys are utilized for on-the-job training employers and employers using the facility for targeted recruitments. Direct customer complaints are resolved “at the lowest level” possible. If these complaints cannot be resolved by the supervisor, they are elevated to program managers. The AJCC affiliate has a system in place for WIOA programmatic complaints, a Non-discrimination process and Equal Opportunity process. Flyers and posters are available and viewable in the Resource Center to provide the public information about their rights. Through quarterly All AJCC Supervisor meetings – the quality of services is discussed, action plans are developed and acted upon to monitor or improve the quality of services. The AJCC business services staff utilize employer feedback and information gathered through the delivery of business services to employers to improve results and identify other business needs. The CalJOBS Technical Administrator provides services for Virtual One-Stop (VOS) Greeter, labor exchange and employer services mandated by EDD to register with CalJOBS. In addition, through a long-standing relationship with Economic Development Collaborative, AJCC services tap into additional business services to help employers access SBA loans, consulting or assisting with ETP funding. Affiliate staff refer other matters to the comprehensive AJCC when appropriate, such as coordinating with EDD Workforce Services where there are existing partnerships.</p>
<p>Ranking (1-5): 4.0</p> <p>Rationale for this Ranking: Good Business services are offered with good follow-up. Direct customer complaints are resolved “at the lowest level” possible. Affiliate has a system in place for WIOA programmatic complaints, a Non-discrimination process and Equal Opportunity process. AJCC operates in a cost-efficient manner. Management is good in sharing positive and negative feedback to insure continuous staff improvement.</p>
<p>Continuous Improvement Plan and Timeline: This Hallmark has score of 4, the lowest score in the committee’s evaluation, and could be improved by implementing more collection of customer feedback. The overall efforts are very good to meet this Hallmark, but there is room for improvement. Improved collection of customer satisfaction is recommended. Use of kiosks or other friendly mechanism to collect user complaints is recommended. Regular evaluation of</p>

local customer satisfaction surveys is important for continuous improvement. Although Human Services Agency, Office of Strategy Management collects feedback, committee recommends Affiliate AJCC staff to use local techniques that gather important feedback to determine customer satisfaction. Continue staff training to know their value and always emphasize focus on customer satisfaction. Target Date for completion PY19-20.

Local Board Certification Process

Local Board Certification Process
1. Local Workforce Development Board (Local Board): Workforce Development Board of Ventura County (WDBVC)
2. AJCC: AJCC Afiliate- America's Job Center of California 2900 N. Madera Rd., Suite 100, Simi Valley, Ca. 93065
3. Reviewer(s): Enter the name of the person(s) conducting the review of the AJCC. <ul style="list-style-type: none"> Vic Anselmo, Applied Powdercoat, Immediate Past Chair of WDB, current WDB Member Marilyn Jansen, United Food & Commercial Workers Union Local 770, current WDB Member Linda Fisher Helton, Area Housing Authority, WDB Programs Committee member – non-board. Tressie Nickelberry, Ventura County Probation Agency, WDB Programs Committee Member – non board.
4. Reviewer's organization: Workforce Development Board of Ventura County <ul style="list-style-type: none"> The County Board of Supervisors is the CEO and the fiscal agent that oversees the County's Human Services Agency (HSA), in which workforce development activities are embedded. Workforce Development Board of Ventura County (WDBVC) is one board or 25 voting members within the Ventura Planning Unit region (VNP) The Adult and Family Services Department (AFS-WIOA) is the HSA department that provides WIOA and AJCC career services. WIOA Title I programs for Adults, Dislocated Workers, and Rapid Response are managed by the AFS-WIOA Service Provider as approved by the Governor through the California Workforce Development Board. The AJCC Operator is a consortium of three agencies (Human Services Agency, Employment Development Department, and the Center for Employment Training), as approved by the Governor through the California Workforce Development Board. HSA is the lead to the consortium
5. Reviewer's relationship: The WDBVC has established the Programs Committee as a standing committee, responsible for providing oversight to all WIOA career services and programs. The Programs Committee has been designated as the ad hoc AJCC Evaluation Committee with responsibility to provide an objective and independent evaluation of the comprehensive AJCC and provide its recommendation to the WDBVC. The evaluation committee may add other members useful for an objective evaluation. <ul style="list-style-type: none"> The AJCC Evaluation Committee is best suited for an independent and objective evaluation given the Programs Committee breadth of institutions represented. The WDBVC Policy on Non-WDB Members of

the Programs Committee membership includes a broad base of member institutions:

“Apart from WDB members who may choose to serve on the Programs Committee, no more than two non-WDB members may be appointed from any one of the categories below.” – Excerpt from WDBVC bylaws

- Educational institutions
 - Housing authorities
 - Juvenile justice/justice system/law enforcement
 - Behavioral/mental health agencies
 - Community-based organizations concentrating on workforce issues for youth or adults
 - Rehabilitation agencies
 - Workforce organizations
 - American Job Center of California (AJCC) partners
 - Employers
- The Programs Committee membership includes ethics training:
 - “In view of their Programs Committee responsibility to participate in making fiscal recommendations to the WDB, non-WDB members also will be required to complete ethics training and a WDB orientation session within 60 days of appointment, and to attend Programs Committee meetings regularly.” – Excerpt from WDBVC bylaws

6. Outline of certification process: Describe the process the Local Board used to certify each affiliate/specialized AJCC within their Local Area.

1. AJCC Evaluation Committee (Programs Committee) Duties:

- Conducts AJCC on-site evaluation, observations, and interviews with AJCC staff. Date: April 24, 2019.
- Evaluates observations and rates/scores the *Affiliate Hallmarks of Excellence Certification Matrix* provides recommendations for Corrective Action Plan (CAP) as may be appropriate and continuous improvement
- Formally report committee’s assessment to the WDBVC Executive Committee with recommendation for Certification and any required CAP or continuous improvement recommendations.

2. WDBVC Duties:

- WDBVC Chair directs WDB Programs Committee to serve as ad hoc AJCC Evaluations Committee.
- WDBVC Executive Committee considers Action Item from AJCC Evaluation Committee for recommendation to certify Affiliate AJCC

3. AJCC Consortium Duties

- Conduct Self-Assessment using Hallmarks of Excellence Matrix
- Implement continuous improvement process with partners and AJCC staff
- Implement Corrective Action Plan (if any) prior to June 30, 2019

4. WDBVC Staff duties:

- Analyzes Directives/ TEGLs, Deadlines and Required steps/deliverables and Communicate Process to WDBVC Executive Committee and Board
- As directed by Programs Committee chair, determines and invites AJCC Evaluation Committee
- Establishes Evaluation Committee Chart of Work as per process plan, Prepare Instruction to Evaluations Committee about certification goals/outcomes, Methods to evaluate AJCC, and prepares Meeting Schedules and Agenda
- In collaboration with AJCC Consortium, provide process for AJCC self-assessment
- Documents minutes, reports, and WDBVC Action Items, and archive documentation for monitoring

7. Firewalls:

- Excluded from ad-hoc AJCC Evaluation and committee membership as mandated in Directive WSD16-20: a) Service Provider for WIOA Title I adult and dislocated worker career services (Human Services Agency (HSA) is the Service Provider). B) AJCC Program Partner Staff (HSA, Employment Development Department (EDD) and Center for Employment Training (CET) are all three considered AJCC Program Partners and have staff either co-located or available off-site). Additionally all three entities HSA, EDD, and CET make-up the consortium procured to serve as the AJCC One-Stop Operator. Therefore WDBVC will exclude the three entities of the AJCC consortium from participating in the AJCC evaluation.
- Staff firewall: The Workforce Administration staff and the Adult and Family Services Department (AFS-WIOA) staff are both comprised of County of Ventura / Human Services Agency employees. However, Workforce Administration staff and AFS-WIOA staff, have separate and distinct roles and responsibilities, as well as separate reporting managers. Workforce Administration staff do not provide any program service at the AJCC, and are permitted to support the evaluation committee. Lastly, the HSA Adult and Family Services/ WIOA Manager, who is also the lead manager of the One-Stop Operator consortium and the manager for Title I Career Services, is recused from the evaluation and certification process.

8. Other: . Describe any additional criteria the Local Board chose to include if applicable.
Reviewers reviewed a Staff Self-Assessment which was conducted April 18, 2019.

Affiliate/Specialized AJCC Certification Form

Name of Local Board Workforce Development Board of Ventura County

Name of AJCC America's Job Center of California, 2900 N. Madera Rd., Simi Valley, Ca.

Certification Criteria		
1. Memorandum of Understanding (MOU)	Yes (Check box if yes)	No (Check box if no)
An MOU is in place between the the Local Workforce Development Board (Local Board) and each partner within the America's Job Center of California SM (AJCC).	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Equal Opportunity	Yes (Check box if yes)	No (Check box if no)
The AJCC ensures equal opportunity for individuals with disabilities in accordance with the <i>Americans with Disabilities Act</i> , the <i>Workforce Innovation and Opportunity Act</i> (WIOA) Section 188, and all other applicable federal and state guidance.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Local Board Certification Process	Attached (Check box if Attachment 2 is completed and attached)	
The Local Board's outline of the process used to certify the affiliate/specialized AJCC.	<input checked="" type="checkbox"/>	
4. Hallmarks of Excellence		
Include quality indicators, assessment of the AJCC's strengths and continuous improvement opportunities, continuous improvement goals and recommendations, and rational for ranking	Attached (Check box if category is explained on Attachment 3)	Ranking (Select from dropdown menu)
Category #1 – The AJCC physical location and facility enhances the customer experience.	<input checked="" type="checkbox"/>	4
Category #2 – The AJCC ensures universal access with an emphasis on individuals with barriers to employment.	<input checked="" type="checkbox"/>	4
Category #3 – The AJCC actively supports the One-Stop system through effective partnerships.	<input checked="" type="checkbox"/>	4
Category #4 – The AJCC provides integrated, customer-centered services.	<input checked="" type="checkbox"/>	5

Category #5 – The AJCC is an on ramp for skill development.	<input checked="" type="checkbox"/>	5
Category #6 – The AJCC actively engages industry and labor.	<input checked="" type="checkbox"/>	5
Category #7 – The AJCC has high-quality, well-informed, and cross trained staff.	<input checked="" type="checkbox"/>	4
Category #8 – The AJCC achieves business results through data driven continuous improvement.	<input checked="" type="checkbox"/>	4

Check one of the options below:

- ☐ The Local Board has determined the AJCC meets certification requirements.
- ☐ The Local Board has determined the AJCC is not yet able to certify.
- ☐ The California Workforce Development Board will determine the certification status of the AJCC.

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

Signature

Name - Greg Liu

Title - Chair, Workforce Development Board of Ventura County