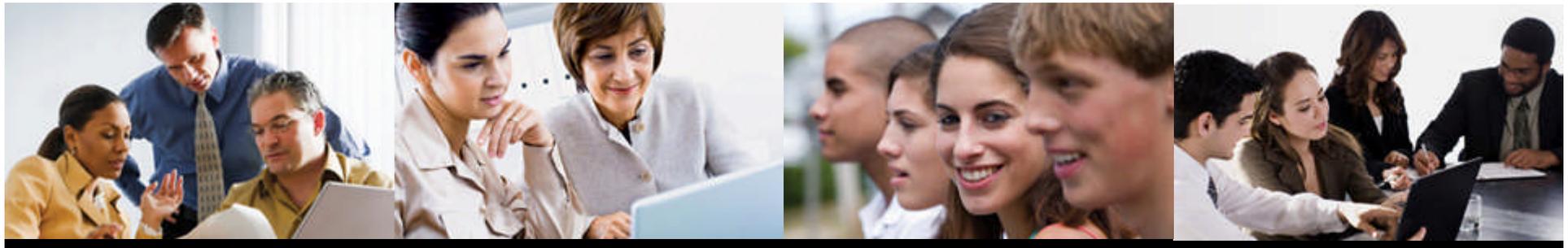


BUILDING A COMPETITIVE VENTURA COUNTY WORKFORCE

**Ventura County School Boards Association
April 16, 2012**



**Cheryl Moore, Executive Director
Workforce Investment Board of Ventura County**

ROLE OF THE WIB

Public board of 36 leaders from **business, economic development, labor, education, government, and community-based organizations**, appointed by the Ventura County Board of Supervisors to...

- ✓ **Administer federal Workforce Investment Act (WIA) funds in Ventura County**
- ✓ **Provide oversight for workforce development programs and services to benefit job seekers and businesses**
- ✓ **Collaborate with others in business, economic development, labor, education, government, and community-based organizations to build a strong workforce**

WIB PROGRAMS AND SERVICES

Adults, Dislocated Workers, Youth

- Job Transitions
- Job Searches
- Job Preparation

Employers

- Employee Recruitment
- Training Opportunities
- Business Information and Services

Community

- Information
- Linkages
- Collaboration



HOW THE WIB WORKS

Vision

Ventura County will have a strong, relevant workforce that is ready and able to support the changing business needs of employers in a dynamic, competitive, global economic environment.



HOW THE WIB WORKS

Demand-Driven Priorities

Current Sector Focus

- Allied Health Jobs
- Technology-Related Jobs
- Clean/Green Jobs

Building Workforce Pipelines

- Employer engagement in planning and support
- **Education**/training flexibility to align with demand for talent
- **Youth** and adult awareness of job/career opportunities
- Ready, reliable talent pool that retains and attracts businesses



HOW THE WIB WORKS

Collaborating for Results



- ✓ *Not having a ready, reliable, local talent pool is costing us money and productivity. Even with high unemployment, it's hard to find qualified applicants.*
- ✓ *The workforce problem is bigger than my company and affects the entire county economy. We have to work together to solve it.*
- ✓ *Our group has a strong willingness to explore options that might not be the “normal” way of doing things. There is no “we can't do that” attitude in the room.*

EXAMPLE: MANUFACTURING CHALLENGE

Applied Basic Skills for Technology-Related Jobs

- Manufacturing creates greater wealth for the society than most other industries.
- Our companies are struggling to grow for lack of qualified personnel.
- At the same time, there is a reservoir of unemployed, but poorly skilled job seekers.
- Our pool of mid-level skilled workers is aging out, and there is a growing shortage of replacement workers.

How are we going to staff this industrialized society and keep it going?

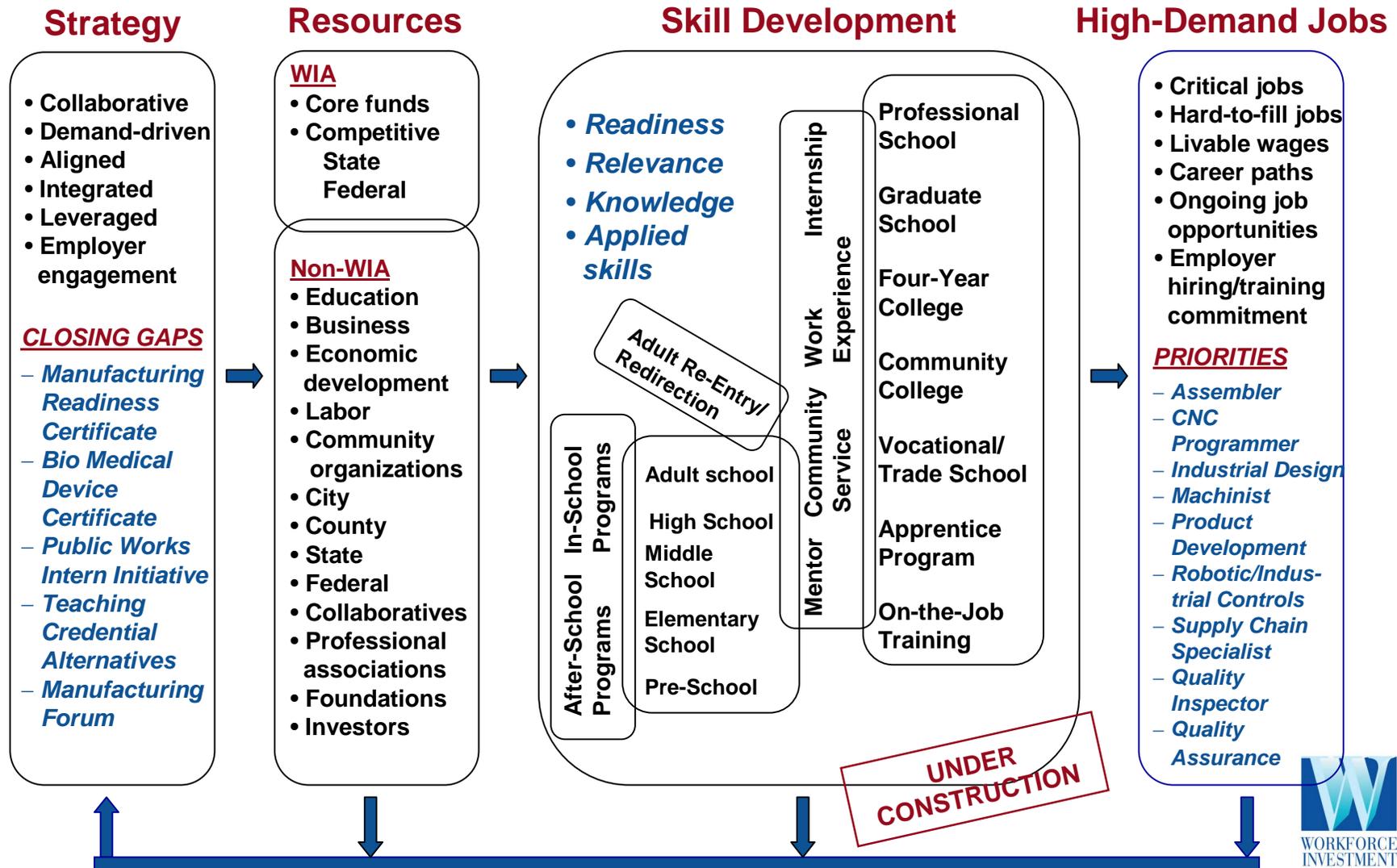
EXAMPLE: MANUFACTURING CHALLENGE



Economic Development Collaborative-Ventura County
Small Business Development Center
Tri-Counties Building and Construction
Ventura Adult and Continuing Education
Ventura County Community College District



WIB MODEL: BUILDING A COMPETITIVE MANUFACTURING WORKFORCE PIPELINE IN VENTURA COUNTY



GETTING READY FOR...

Entry-Level Jobs

- Applied skills in math, reading, writing
- General computer skills to use databases, word processing, graphs, spreadsheets, charts, Internet
- Basic understanding/use of tools, materials, equipment
- Critical thinking; problem solving
- Communicating effectively; working in teams; demonstrating cross-cultural understanding
- Good work ethic: initiative, dependability, reliability



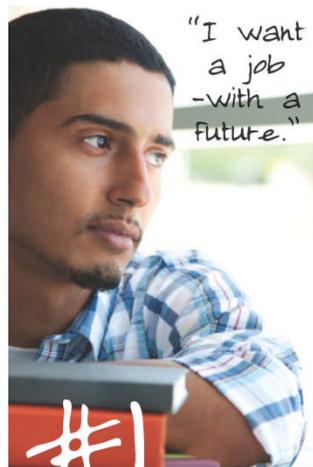
“If someone brings solid basic skills to the job, we will provide the technical training to grow a career.”

GETTING READY FOR...

High-Demand “Middle Skill” Jobs

- ✓ Require more than a high school diploma but less than a four-year degree
- ✓ Pay well and offer career growth
- ✓ Include a wide range of careers in multiple sectors





"I want More..."

It's smart to get ready now for a good-paying job.

Want the inside scoop on some of the hottest jobs in Ventura County? Want to know what it takes to get into those careers? Here are some ideas to jump-start your thinking.



Allied Health Jobs may be technical, therapeutic, or administrative and have a wide range of education, training, and skill requirements. All are critical in supporting the work of nurses and doctors.



"I want to make a difference."



-  HS - Medical Records and Health Information Technician
-  VO - Certified Professional Coder
-  VO/OJT/AA - Medical and Clinical Lab Technician
-  VO/OJT/AA - Radiologic Technologist and Technician
-  BA/BS - Forensic Science Technician
-  MA - Occupational Therapist
-  MA or GRAD - Physical Therapist
-  GRAD - Pharmacist



Codes: HS – High school SC – Some College OJT – On the Job Training VO – Vocational Training
AA – Associate's Degree BA/BS – Bachelor's as Specified MA – Master's GRAD – Doctoral or Professional

Jobs with a future – brought to you by the Workforce Investment Board of Ventura County.

 Clickable Link Includes Video



#2

Green Jobs focus on protecting and sustaining our world. Careers are diverse and span manufacturing, energy, construction, water, health and science, and social responsibility fields.



HS/OJT/AA - Water and Liquid Waste Treatment Plant

and Systems Operator

HS/OJT/AA - Precision Agricultural Technician



VO/OJT/AA - Construction and Building Inspector

VO/OJT/AA - Energy Auditor

BS - Environmental Science and Protection Technician, Including Health

BS - Environmental Economist

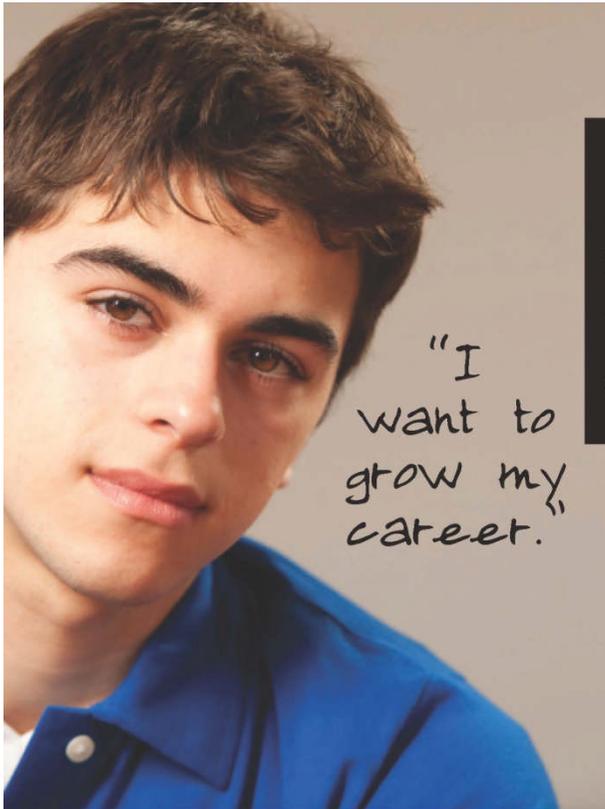
BS - Water Resource Specialist



MA/GRAD - Soil and Plant Scientist

"I want a cool car...the latest gear...a great place of my own."





"I want to grow my career."

#3

Tech-Based Manufacturing offers a wide range of jobs and at different skill levels. Jobs may be highly technical, involve project management, or require operation of computerized equipment and reading blueprints.

HS/SC - Extruding, Forming, Pressing and Compacting Machine Setter, Operator and Tender

HS/OJT - Team Assembler



AA - Computer Numerical Control (CNC) Programmer

AA - Manufacturing Process Technician

AA - Nanotechnology Engineering Technician

BS - Manufacturing Engineer

BS/MA - Supply Chain Manager

BS - Logistics Analyst



Go to www.wib.ventura.org and click on Youth Services for a PDF with links to each job's education path, salary range, a detailed description, videos and more.



Codes: **HS** – High school **SC** – Some College **OJT** – On the Job Training **VO** – Vocational Training
AA – Associate's Degree **BA/BS** – Bachelor's as Specified **MA** – Master's **GRAD** – Doctoral or Professional

Jobs with a future – brought to you by the Workforce Investment Board of Ventura County.



Clickable Link
Includes Video

WIB SUPPORT FOR YOUTH

In Progress

- ✓ **After-school and out-of school programs funded for low-income and disadvantaged youth**
 - **Literacy and numeracy**
 - **Placement in education or employment**
 - **Attainment of degree or certificate**

- ✓ **“Look Ahead” and “Jobs with a Future” messaging**
 - **Radio and television spots**
 - **WIB website: Youth Services**
 - **Facebook**
 - **Flyers**

WIB SUPPORT FOR YOUTH

In Progress

- ✓ **Employer outreach for national 2012 Summer Jobs+ initiative**
- ✓ **Inventory of career-related programs for youth in Ventura County**
- ✓ **Engagement of school districts to help raise career awareness of educators, parents, and students in elementary and middle school**



WIB SUPPORT FOR YOUTH

In Development

- Master list of online career awareness/exploration resources available to youth in Ventura County**
- Manufacturing-related certificate programs**
- Enabling classroom teaching by business/industry subject-matter experts**
- Employer funding to jump-start a Clinical Laboratory Scientist field experience program in Ventura County**

FOR MORE INFORMATION



Access

www.wib.ventura.org

www.venturacountyjcc.org

www.venturacountygrowsbusiness.com



Visit



Oxnard
Santa Paula/Fillmore
Simi Valley/Thousand Oaks
Ventura

**JobLink kiosks at Camarillo Library and
Pacific View Mall, Ventura**