



Workforce Investment Board of Ventura County

2010-2011

ANNUAL REPORT

TO

VENTURA COUNTY BOARD OF SUPERVISORS



December 2011

Executive Summary

During program year 2010-2011, the Workforce Investment Board (WIB) of Ventura County continued to address the ongoing challenges of workforce development in Ventura County. Workforce Programs, services and projects were supportive of the following WIB goals for 2010-2013:

- Engage, align and leverage the strategies and resources of a collaborative workforce development system that is supportive of employers, workers, job seekers and youth in Ventura County.
- Advocate the development of a ready, flexible Ventura County workforce that adapts to the changing, demand-driven job market, supports the growth of existing businesses and emerging industry trends and is a positive marketing tool to attract new businesses.
- Provide opportunities for training a diverse workforce in allied health and clean/green-related jobs, development of applied basic skills for technology-based jobs, support for mid-level wage job seekers and an introduction to careers at an early age.

The WIB also championed Workforce Investment Act (WIA) reauthorization, emphasizing the importance of local control and private sector leadership in administering federal funds for workforce and business development for the recovery, growth and sustainability of Ventura County's economy.

Under difficult economic conditions, the One-Stop Job & Career Center System provided much-needed services and programs that helped to strengthen job seeker readiness and employer support for local employment opportunities. Adults, youth, dislocated workers and employers were able to access free information and services through contracted providers, the online Virtual One-Stop (VOS) system and at eight Job & Career Centers in six different cities across the County.

Highlights of the 2010-2011 program year included the following:

- Provided 36,996 individual clients with job-related services in the Job & Career Centers.
- Served 1,845 total adult and dislocated participants in the WIA program (new participants and those continuing from the previous year).
- Served 1,747 youth (14-21 years old, in school and out of school) in WIA-enrolled programs and through access to employment and career services through the Job & Career Centers and the internet-based employment services system, the Virtual One-Stop (VOS).

- Exceeded WIB standards for Common Measures performance: achieved a higher-than-100 percent success rate for adults, dislocated workers and youth in eight of nine categories of performance.
- Provided Rapid Response consulting and other support for 12 businesses reporting a total of 1,554 impacted workers. More than 490 of the impacted employees participated in Rapid Response programs and were referred to career transition assistance and Job & Career Center services.
- Provided layoff aversion services to 192 businesses, helping to retain 105 at-risk jobs
- Provided additional layoff aversion services, through the Manufacturing Outreach Project, to 26 businesses, including training for 61 individuals and retention of 47 at-risk jobs.
- Provided funding and oversight for a special workforce-related project: Disability Navigator, which helps clients with special needs.
- Provided oversight of the One-Stop Consortium, comprised of the Business and Employment Services Department (BESD) of the Human Services Agency, the Employment Development Department (EDD) and the Ventura County Superintendent of Schools Office. The Consortium operates the One-Stop Job & Career Centers. Services provided in 2010-2011 included:
 - 57 employer recruitment events attended by 1,277 job seekers
 - Improved client access to internet job listings, career information and community resources through enhancements to technology
 - Computer technology courses offered at no cost to participants
 - 238 employment services workshops, where 1,586 job seekers received assistance with resume writing, online job searches, interviewing skills and computer skills
 - Access to employment services for more than 448 Veterans registered through the Job & Career Center system
- Developed and launched a strategic outreach campaign through print, television, radio, outreach materials and online banners to raise job seeker and employer awareness of the Job & Career Centers, direct employers to business services and encourage youth and employers to take advantage of resources and opportunities available to them.
- Actively reached out to businesses and the community in a variety of ways:
 - Engaged Ventura County business leaders on WIB committees to identify, develop and potentially fund collaborative workforce pipelines for critical, hard-to-fill, living-

wage jobs in allied health, technology-related manufacturing and clean/green industry sectors.

- Launched Ventura County Grows Business, a special project to develop a collaborative regional strategy and outreach plan for business attraction, expansion and layoff aversion in Ventura County.
- Participated in city-sponsored business forums, California Workforce Association conferences and the National Association of Workforce Boards annual conference.
- Facilitated and hosted meetings of the Workforce Collaborative of California's Central Coast (WIBs in Monterey, San Luis Obispo, Santa Barbara and Ventura counties) and the Southern California Rapid Response Roundtable.
- Partnered with other WIBs on applications and implementation of two regional grants for clean/green workforce studies: one with 11 WIBs in Los Angeles, Orange and Ventura Counties; another with the four counties in the Workforce Collaborative of California's Central Coast.
- Participated on the Economic Development Roundtable; South Central Regional Consortium of the California Community Colleges; Civic Alliance Education Task Force; P-16 Council; advisory committees for the Ventura County Community College District and California State University, Channel Islands; Western Employers' Advisory Council; Professional Human Resources Association; the National Human Resources Association; and the Society of Human Resource Management.
- Participated in Chamber of Commerce events; Ventura County Veterans Employment Committee; high school/college fairs; Naval Base Ventura County Business and Community Expo, Pathways to Peace and Prosperity (City of Oxnard); and other business/job fairs.

Building and sustaining a ready, capable workforce to respond to the needs of local businesses is essential for a strong economic future in Ventura County. In addition to providing quality WIA programs and services for job seekers, youth and employers, the Workforce Investment Board will continue to focus on the alignment of workforce and economic development strategies in Ventura County, on community awareness and ownership of workforce issues and results-oriented collaboration across business, labor, education, economic development, government and community-based organizations.



Alex Rivera, Chair

Workforce Investment Board of Ventura County

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Introduction

On May 18, 2004, the Ventura County Board of Supervisors approved a Memorandum of Understanding (MOU) with the Workforce Investment Board (WIB) of Ventura County. Within that document is a section entitled "Reporting," requiring the WIB to submit an annual written report to the Board of Supervisors regarding its activities and accomplishments in the preceding program year, July 1 through June 30.

The Workforce Investment Board of Ventura County is pleased to present the annual report for 2010-2011 to the Honorable Board of Supervisors.

Overview of the Workforce Investment Board

Appointed by the Board of Supervisors, and according to WIA and State requirements, the 36 members of the WIB are representative of business, education, labor, economic development, government and community-based organizations in Ventura County.

The WIB is responsible for planning, policy and oversight for Workforce Investment Act (WIA) programs and services in Ventura County, in accordance with federal, state and county requirements. The role of the WIB is to:

- Develop partnerships and support alignment with leaders in business, economic development, education and government to strengthen the economic well-being of the community and address local workforce needs.
- Provide WIA policy oversight of a streamlined One-Stop Job and Career Center system that is demand-driven, addresses the workforce needs of large and small businesses in Ventura County and offers training and other opportunities to meet the needs of adult and youth job seekers.
- Ensure that the One-Stop Job and Career Center system is guided by WIA standards of performance accountability, including customer satisfaction, rates of job placement, job retention and earnings.
- Establish, promote and coordinate youth development, education and training opportunities, especially for economically disadvantaged youth.
- Support employer assistance with recruitment, training and education and business consulting to help avert layoffs and closures, assist with recovery and address issues relating to business start-up, relocation and expansion.

To comply with WIA mandates, the WIB also has the following responsibilities:

- Annually update the Five-Year Local Workforce Area Plan for Ventura County.

- Conduct policy oversight of the Ventura County One-Stop Job & Career Center System.
- Conduct oversight of the local WIA youth and adult employment and training activities.
- Negotiate with the state and county on local measures of performance.
- Appoint a Youth Council to recommend the best ways to prepare local youth for employment and life-long learning.
- Align workforce investment and economic development activities and develop employer linkages.
- Promote private-sector involvement in the workforce investment system.
- Develop and implement opportunities for public input regarding planning, program development and evaluation.
- Access and participate in local labor market research and reports for the benefit of the community.

The WIB supports the following principles in preparing and strengthening the Ventura County workforce for the future:

- Workforce development in Ventura County must be viewed as a long-term commitment and guided with consistent focus.
- Workforce development, education and economic strategies in Ventura County must be integrated, coordinated and mutually supportive.
- Partnerships and collaboration among the public, private and nonprofit sectors are essential foundations for establishing and successfully sustaining workforce development systems.
- Commitment to regional strategies and collaboration is a key factor in workforce and economic development for Ventura County.

Revenue and Service Levels

With the Ventura County Board of Supervisors as fiscal agent, the Workforce Investment Board (WIB) is the grant recipient responsible for the local administration of the Workforce Investment Act (WIA). Workforce Administration staff responsibilities are assigned to the County's Human Services Agency. Programs are funded by WIA and provided through the Human Services Agency and WIB-contracted partners. The Human Services Agency

provides other services such as Contracts, Fiscal, Information Technology and Communications. The Ventura County Counsel offers legal guidance.

The WIA Local Plan modification, submitted to the State in September 2011, with approval by the WIB and the County Board of Supervisors, discussed revenue and participant service levels for the operation of Workforce Investment Act formula-funded WIA programs in Ventura County for Fiscal Year 2011-2012. It also addressed priorities for workforce development in Ventura County.

Below is a summary of WIA formula funding received in Program Year (PY) 2010-2011. This summary includes not only the regular WIA Core funds, but also the 2010-2011 portion of the 2009-2011 American Recovery and Reinvestment Act (ARRA) funds that were to be expended by March 31, 2011.

A summary of 2010-2011 available funds, expenditures and grant balances is below. Grant balances from 2009-2010 were carried over to the 2010-2011 budget and program plan.

	<u>Available Funds</u>	<u>Actual Expense</u>	<u>Grant Balance</u>
<u>WIA Core Grants</u>			
• Dislocated Workers	3,213,299	2,562,683	900,526
• Adults	2,116,368	1,689,342	515,159
• Youth	2,351,283	1,496,843	1,049,899
• Rapid Response	<u>301,647</u>	<u>227,305</u>	<u>74,342</u>
	7,982,597	5,976,163	2,539,926

	<u>Available Funds</u>	<u>Actual Expense</u>	<u>Grant Balance</u>
<u>Other Grants</u>			
• Disability Navigator	304,085	218,176	85,909
• NEG BRAC	250,772	44,937	205,835
• ARRA RR/DW	<u>585,557</u>	<u>585,557</u>	<u>0</u>
	1,140,414	848,670	291,744

	<u>Available Funds</u>	<u>Actual Expense</u>	<u>Grant Balance</u>
<u>ARRA Grants (2009-2011)</u>			
• Dislocated Workers	1,743,833	1,743,833	0
• Adults	239,045	239,045	0
• Youth	487,409	487,409	0
• Rapid Response	<u>390,825</u>	<u>390,825</u>	<u>0</u>
	2,861,112	2,861,112	0

The planned and actual levels of new participant enrollments (Core and ARRA) for PY 2010-2011 are shown on the table below. These numbers exclude clients carried in from PY 2009-2010. The WIB Evaluation Committee and the WIB Executive Committee track

actual expenditures and enrollments with a view to their alignment with this Plan, reporting to the full WIB at regular meetings.

<u>WIA Category</u>	<u>PY 10-11 Plan New Enrollments*</u>	<u>PY 10-11 Actual New Enrollments*</u>	<u>PY 10-11 Difference to Plan</u>
Adult	65	74	+13.85%
Dislocated Worker	342	365	+ 6.73%
Youth	<u>330</u>	<u>338</u>	+ 1.60%
Total	737	777	+ 4.62%

**Numbers include ARRA enrollments.*

These enrollment figures address only the clients who entered into “intensive” case management services and/or received individual training. The figures do not include the additional, non-enrolled clients accessing WIA general services, which include the 36,996 who visited our Job & Career Resource Centers and received employment and training-related information, referrals and certain workshop services.

It should be noted that the total funds available through the WIA also assist in supporting the operation of the Job & Career Centers, provide administrative support for the Workforce Investment Board and facilitate the development and implementation of the youth programs and services system.

WIA Common Measures

At the beginning of each year, WIA-funded programs are issued performance-based employment and educational goals, negotiated between the State and the local WIB. At year-end, the levels/goals are compared to actual participant performance outcomes to determine the success of the adult, dislocated worker and youth programs. An indicator of success is the achievement of at least 80% for each performance standard. Below are final 2010-2011 Ventura County performance outcomes, as confirmed by the State:

<u>2010-2011 WIA Common Measures Category</u>	<u>Final Performance Levels/Goals</u>	<u>Actual Performance</u>	<u>Success Rate</u>
ADULTS			
• Entered Employment Rate	48.5%	84.7%	174.66%
• Employment Retention Rate	75.0%	81.4%	108.59%
• Average Earnings	\$12,800	\$14,910	116.48%

2010-2011 WIA Common Measures Category	Final Performance Levels/Goals	Actual Performance	Success Rate
DISLOCATED WORKERS	57.0%	91.0%	159.60%
• Entered Employment Rate			
• Employment Retention Rate	76.0%	90.5%	119.13%
• Average Earnings	\$15,500	\$18,109	116.84%
YOUTH			
• Placement in Employment or Education	65%	62.6%	96.23%
• Attainment of Degree or Certificate	61%	72.4%	118.64%
• Literacy and Numeracy Gains	40%	65.5%	163.63%

One-Stop Job & Career Center System

The purpose of the One-Stop approach is to deliver effective job seeker programs, career training and employer services and referrals through an aligned, coordinated, customer-friendly employment services system.

Ventura County’s official One-Stop Operator is a consortium of three One-Stop partners: the County’s Human Services Agency, Business and Employment Services Department (the lead operator of the consortium), the Employment Development Department (Job Services) and the Ventura County Superintendent of Schools Office. Day-to-day functions of the One-Stop system are conducted through the Job & Career Centers (JCCs).

In Program Year 2010-2011, eight Job & Career Centers provided services in six cities. The following summarizes the number of services provided at each location, in addition to the duplicated or “turnstile” count that reflects the total number of visits by all individuals.

2010-2011 Client Visits to Job & Career Centers (JCCs)

<u>Center</u>	<u>Duplicated Visits</u>
West Oxnard JCC	42,147
Oxnard JCC	9,003
Oxnard College JCC	7,203
Ventura JCC	19,513
East County JCC (Simi Valley)	15,680
Santa Clara Valley JCC	12,327
Thousand Oaks JCC	2,409
Fillmore JCC	<u>1,652</u>
Total	109,934

Career and employment resources were available to adults, youth and employers through the Job & Career Centers; and a number of online employment resources were accessible through an internet-based employment services software application, Virtual One-Stop (VOS). This online website offers an easy-to-use interface to access local job listings, career information and community resources on a 24/7 basis.

Adult and Dislocated Worker Opportunities

The Job & Career Centers provided a valuable resource for the Ventura County community in difficult economic times. To raise community awareness and help draw job seekers to the JCCs, the WIB conducted an outreach campaign. JCC staff assisted job seekers and the underemployed in assessing their job skills, finding the proper training and locating jobs that match their skills. Employment specialists helped clients review job status and develop training and employment action plans. Examples of resources available for job seekers include:

- Assistance with job search, applications, resumes and interviewing skills
- Access to free workshops offered to all job seekers
- Sponsorship of employer recruitment events
- Assistance Access to 24/7 online job seeker services through the Virtual One-Stop (VOS)
- Public access to VOS through JobLink kiosks at the Pacific View Mall in Ventura and at the Simi Valley Library
- Coordination of job fairs in collaboration with other partner agencies
- Unsubsidized employment placement
- Vocational training and work experience
- Labor market training programs
- Transitional housing, food stamps and transportation
- Childcare assistance
- Mental health and substance abuse referrals to treatment
- Emergency aid services
- Life skills training and job readiness skills

Youth Opportunities

In June 2004, the WIB approved the Youth Council's recommendation to adopt a networked services model for youth programs. This model follows the "navigator" design: multiple partners who provide and leverage services.

Three youth contractors, the Boys & Girls Clubs of Greater Oxnard and Port Hueneme, PathPoint and Ventura Adult and Continuing Education, were awarded July 2009-June 2010 WIA yearly contracts to provide education, employment and training services to Ventura County's WIA-eligible youth population.

The County's Human Services Agency, through the Business & Employment Services Department (BESD), continued to provide training, technical assistance and quality control services to the youth providers, contributing to the overall effectiveness of the programs.

The success of these comprehensive youth programs is reflected in the outcomes presented under the Revenue and Service Levels and the WIA Common Measures sections of this report.

Employer Services and Engagement

To be responsive to changes in economic and labor market conditions, the WIB uses a demand-driven approach that focuses on the development of services based on the needs of local employers. This policy helps to support relevant programs and build a qualified workforce for the County, one that benefits local businesses and encourages job retention and growth.

Employer Services

In 2010-2011, services were available to employers through the One-Stop Job & Career Centers, in partnership with the Economic Development Collaborative-Ventura County (EDC-VC). Channels for informational outreach to more than 30,000 employers were websites, direct mail, radio, the press, and business events. Examples of services include the following:

- **Recruitment:** job postings, job applicant outreach and referral, skills assessment service, subsidies for training new workers, facilities for interviewing candidates and information on worker retention programs, Equal Employment Opportunity (EEO) requirements, labor market information, labor law, tax credits.
- **Training and education:** services to address specific training gaps, subsidized tuition for employee training, subsidized wages for employees in training, facilities for classroom training, career workshops using internet tools to find job listings, creating resumes and job matching to open job listings.
- **Business consulting:** one-on-one consulting to help with business start-up, relocation and expansion; legal referral, certifications, financing, marketing and special services through the Rapid Response program to help businesses avert layoffs and closures and assist with recovery.
- **Rapid Response:** assistance from a rapid response team before, during and after layoffs; employers and employees offered helpful information and access to both the

Job & Career Centers and internet employment resources accessible through the Virtual One-Stop system.

In 2010-2011, twelve Ventura County businesses reported layoffs of 1,554 employees, and 493 of those workers participated in Rapid Response orientation sessions. Business services for layoff aversion were provided to 192 businesses, and 105 at-risk jobs were retained. The WIB also funded a special Manufacturing Outreach Project, providing 26 manufacturing businesses with layoff aversion services that included training for 61 workers and resulted in the retention of 47 jobs.

Regional Outreach

The WIB funded a special project, Ventura County Grows Business (VCGB), to develop a regional strategy for business expansion/attraction and layoff aversion, with an outreach/marketing plan to support the strategy and provide a consistent, county-wide platform on which to build local business development efforts. The two outreach components were “Grow Your Business, Live Your Life” to attract business expansion to the area and “The Best Decision” to thank and retain Ventura County businesses (“economic gardening”). Activities included research studies, identification of processes, cross-organizational problem solving, logo and branding, print and media templates and guidelines and development of a VCGB website and Facebook presence. The project resulted in cooperation among the ten cities and the County, entities that currently are considering options for collaborative, non-WIA funding to continue the initiative beyond project development and launch.

Sector Strategies

In addition, the WIB identified high-demand jobs in the allied health, technology-based manufacturing and clean/green sectors, and a county-wide need for a regional approach to workforce and economic development as top business-related priorities in Ventura County. As a result, the following actions were taken in 2010-2011 (and will continue in 2011-2012):

- Allied Health: The WIB engaged business competitors, labor leaders and educators in developing strategies to build and fund collaborative workforce pipelines for the most critical, hard-to-fill, living-wage allied health jobs in Ventura County through 2020 (beginning with Clinical Laboratory Scientist). WIA funding was provided for special projects that focused on allied health training for adults and youth. In addition, a non-WIA, donor-advised Workforce Ventura County Fund was established in partnership with the Ventura County Community Foundation.
- Applied Basic Skills for Technology-Related Jobs: The WIB identified multiple industry sectors for which technology-related jobs are a priority, and decided to begin with a focus on manufacturing. Members convened a group of business competitors, labor representatives and educators in Ventura County to identify critical, demand-driven manufacturing jobs through 2020 and began to develop a collaborative strategy to address awareness, skills, training and resource gaps in the workforce pipeline. Initial

priorities for action were the development of a manufacturing readiness certificate and strategies to raise manufacturing career awareness among adults and youth.

- Clean/Green Workforce: Representatives from business, labor, education and government were invited to help launch a new WIB initiative to identify workforce development challenges and opportunities in clean/green-related industry sectors. The potential for job and business growth in Ventura County made tourism and sustainability the first priorities for discussion.

Business and Community Outreach

The WIB seeks opportunities at the local, regional, state and national levels to leverage programs and resources that will benefit job seekers, youth and employers in Ventura County. Such opportunities require outreach, engagement, mutual respect and partnership to realize the benefits of collaboration and coordinated action.

Collaborating in Ventura County

Developing partnerships across business, economic, labor, education and community organizations is essential for building a strategic and strong workforce pipeline in Ventura County. In addition to the work with the Allied Health Committee, Applied Basic Skills Committee, the Clean/Green Committee and the Ventura County Grows Business project described above, examples of WIB collaboration in 2010-2011 include:

- Business and economic development: Participated in WIB and EDC-VC board discussions and presentations and in Economic Development Roundtable meetings with city, county and business leaders to discuss and work collaboratively on workforce and economic development issues affecting cities and communities in Ventura County. Participated on the Southern California Rapid Response Roundtable; Western Employers' Advisory Council; Professional and Human Resources Association; the National Human Resources Association; and the Society of Human Resources.
- Education: Participated in the South Central Regional Consortium of the California Community Colleges, Ventura County Civic Alliance Education Task Force, P-16 Council and advisory committees for the Ventura County Community College District and California State University, Channel Islands.

Regional, State, and National

The WIB supported several regional, state and national initiatives through active participation in workforce-related collaboratives, committees and panels including:

- Workforce Collaborative of California's Central Coast (WCCCC): Provided regional leadership under a four-county Memorandum of Understanding with Ventura, Santa Barbara, San Luis Obispo and Monterey WIBs to strengthen regional workforce and economic development on California's Central Coast; participated in a Regional

Industry Clusters of Opportunity Grant to research clean/green-related industries in the area.

- Southern California Green Growth Initiative: Partnered with 11 WIBs in Los Angeles, Orange and Ventura counties on a grant to research clean/green industry sector workforce issues in the three-county region.
- California Workforce Association (CWA): Continued active participation on the Board of Directors and sub-committees to align, coordinate and advocate strategies to support workforce and economic development in local areas and across California; made presentations at CWA conferences.
- California Workforce Investment Board (CWIB): Participated in state-level discussions on strategies to strengthen California's workforce and economic competitiveness; represented CWA on the Statewide Branding Subcommittee of the CWIB Issues and Policies Committee.
- National Association of Workforce Boards: Participated in the annual conference in Washington, D.C.; met with Congressional representatives and staff to discuss workforce and funding issues.

Recognition of Workforce Development Champions

The seventh annual WIB Awards were presented to local organizations, companies and individuals who have made a positive impact on workforce development in Ventura County. In 2011, the following individuals and organizations were recognized:

- Champion for Prosperity Award: Two awards were presented, one to a private business and another to a public business, for their support of workforce development in Ventura County through job creation and retention. The first went to Vic Anselmo, president of Applied Powdercoat, an Oxnard manufacturer. The second went to the Resident Services Department, Housing Authority of the city of Ventura, for its innovative leadership in creating and implementing two customized residential training programs: Green Construction and Paint Plus.
- Collaborative Action Award: This award, intended for partnerships that help meet employer needs or improve the relevance and capacity of education and workforce training in Ventura County, was presented to 11 city and county representatives on the Economic Development Collaborative of Ventura County's (EDC-VC) Economic Development Roundtable: Elizabeth Amador, Santa Paula; Greg Brown, Port Hueneme; John Fraser, Camarillo; Brian Gabler, Simi Valley; Steve Kinney, Oxnard; Steve McClary, Ojai; David Moe, Moorpark; Yvonne Quiring, Fillmore; Donna Plummer, County of Ventura; Gary Wartik, Thousand Oaks; and Sid White, Ventura.

The second Collaborative Action Award recognized Jerry Beckerman, CEO of Segue Career Mentors, for organizing volunteers from a variety of careers to speak in local classrooms about the relevance of education.

- *Leadership Award*: This award recognizes a role model who embodies the spirit and purpose of workforce development in Ventura County. This year the award was presented to Tony Skinner, a business representative with Tri-Counties Building and Construction, AFL-CIO and president of the ACE Charter High School Board of Directors.

Conclusion

The Workforce Investment Board thanks the Ventura County Board of Supervisors for their dedicated support of local workforce, business and economic development. The WIB will continue this work according to legal mandates and with the full commitment of its members to build and promote a strong, relevant workforce that is ready and able to support the changing needs of Ventura County employers in a dynamic, competitive, global economic environment.