

Workforce Development Working Group

The summit recommendations included the following:

1. Form a Workforce Education Task force, partnering with business & educational institutions
2. Form a task force to establish long-term needs of business employers.
3. Research workforce status; who's leaving/commuting, skills available
4. Establish Workforce Certification programs - develop two-year & four-year programs
5. Regularly monitor Workforce Education programs

Interpreting these core points, the Working Group recommends the following:

1. The primary mission and purpose of the Workforce Education Taskforce is to promote and create a culture of awareness among the city's businesses and workforce of the resources available for workforce development, serving the needs of both workers and business.
 - a. Those resources include:
 - i. Ventura College
 - ii. Ventura County Workforce Investment Board
 - iii. CSUCI, UCSB and CLU
 - iv. Ventura Unified and particularly its Adult and Career Education Division
 - v. Apprenticeships
 - vi. Private Postsecondary Institutions
 - vii. Buenaventura Library
 - b. Service offerings include:
 - i. Regular classroom instruction

- ii. Professional certificate programs
 - iii. Employer based training, including On-the-Job Training and Customized Training as coordinated by the WIB in partnership with employers
 - iv. Information, referral and other resources facilitating workforce readiness and the connection of labor supply (workers) and demand (business).
2. The Working Group de-emphasized any role for the Taskforce relative to points 2, 3 and 4 (that is, assessing or establishing long-term needs of employers, researching skills available or establishing certification programs).

Rather, as the Taskforce is successful in promoting awareness of resources and the value of a skilled workforce—for both workers and business—business will more directly articulate its needs to the education community.

3. Taskforce priorities and functions toward completing its mission shall include:
- a. Serve as a vehicle to connect and continuously assure communication between and among businesses and educators.
 - b. Develop and maintain a unified and comprehensive catalog of resources for workers and businesses.
 - c. Identify gaps in available resources and coordinate with existing resource providers the most efficient development of new services to close the gaps.
 - d. Development of partnerships and strategies for key industry sectors, improving the city's ability to retain core industries and to create and attract new businesses as opportunities emerge.
 - e. Development of a marketing strategy to promote and brand Ventura as a place that features:
 - i. a diverse and skilled workforce, ready, willing and able to respond to industry need,

- ii. a business community invested in worker skills and human capital,
 - iii. an effective, articulated education system,
 - iv. clearly defined and accessible career pathways.
4. The Taskforce shall meet regularly and report not less than annually to City Council (and at least twice annually to the Council's economic development committee and commission) on its progress. The primary measures of success shall include business satisfaction and indicators to be determined on the marketing and branding as outlined in point 3.e above.
5. Taskforce members shall be appointed by City Council (or as nominated or recommended by its economic development commission and Chamber of Commerce) and include:
- a. Representative of the Chamber of Commerce plus no fewer than four business owners in the city as nominated by the Chamber.
 - b. Representatives from Ventura Unified and Ventura College, plus no fewer than two additional representatives from education institutions.
 - c. Representative from the Ventura County Workforce Investment Board.
 - d. Up to three others as deemed qualified and appropriate.