



**WORKFORCE INVESTMENT BOARD**  
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## **MEDIA ADVISORY**

### **Santa Barbara Banking Industry Study to Assist Laid-Off Bank Employees Identify New Career Opportunities**

The Workforce Investment Board (WIB) of Santa Barbara County in partnership with BW Research, The Chamber of the Santa Barbara Region and the Goleta Chamber of Commerce will be hosting an event next week to release to the community the findings of the Santa Barbara Banking Industry Study. This study was completed by BW Research as a key component of the special project to assist the laid off workers of the 2012 merger between Santa Barbara Bank & Trust and Union Bank

The Santa Barbara County Workforce Investment Board partnered with BW Research to analyze employment in the region's banking industry and identify opportunities for employment and new career pathways for those who have been recently laid off by firms such as Santa Barbara Bank & Trust.

The research examines:

- The Banking Industry in the Central Coast: provides an overview of the changing employment patterns in the Banking industry both by geography as well as specific occupations.
- Job Seeker Profile: presents a description of workers in Santa Barbara County that completed a survey after they had been laid off when Santa Barbara Bank & Trust was purchased by Union Bank.
- Labor Market Overview: displays data that illustrate the general profile of the Santa Barbara Labor Market and then more specific information regarding the County's key industry clusters.
- Employment Opportunities for the Transitioning Workforce: identifies employment opportunities for those individuals that have previously worked in the banking industry and are considering future employment. In addition, examines potential training, education and career pathways for these individuals.

“This research piece is key in our efforts to assist these banking industry laid-off workers”, said Ray McDonald, Executive Director for the Workforce Investment Board, “The results of this study will be able to tell us the current state of the banking industry in our community.” He added, “We are encouraging businesses from all other industry sectors to join us on June 6<sup>th</sup>, as we come together to promote and support our dislocated workers in their new ventures.”

The event titled: **Santa Barbara Banking Industry Study, Identifying New Opportunities for the Banking Workforce**, will take place **Friday, June 6, 2014 from 8:30 a.m. to 11:30 a.m.** at the **Cabrillo Pavilion Arts Center, 1118 E. Cabrillo Blvd., Santa Barbara**. The event will include a light breakfast, a presentation of the study and a moderated panel discussion. The event is open to the public. Businesses from the other identified industry sectors such as, Healthcare, Energy and Environment, Building and Design, Technology and

Innovation, Business Support Services, Agriculture, Tourism, and Wineries are encouraged to attend. To RSVP please call (805) 965-3023 or email [info@sbchamber.org](mailto:info@sbchamber.org).

**ABOUT THE WORKFORCE INVESTMENT BOARD OF Santa Barbara COUNTY**

The Workforce Investment Board, [www.SantaBarbaraCountyWIB.org](http://www.SantaBarbaraCountyWIB.org), is dedicated to serving the workforce needs of businesses, adults, laid-off workers and youth throughout Santa Barbara County. The WIB is a public/private partnership created by the Federal Workforce Investment Act (WIA) and is staffed by the County of Santa Barbara.

Job seekers and employers can take advantage of free services at two Workforce Resource Centers (“One-Stops”) to help find work or new employees. Programs include employment services for job seekers, the latest labor market information and regional workforce research for businesses, as well as training that specialize in helping people gain the skills and confidence necessary to find and obtain a job. The One-Stop Shops are at 1410 S. Broadway in Santa Maria, (805) 614-1550, and 130 E. Ortega Street in Santa Barbara, (805) 568-1296. Online information is available at [www.workforceresource.com](http://www.workforceresource.com).