

# JULY, AUGUST, SEPTEMBER — 2020

COMMUNITY COORDINATOR REPORT—JOB TRAINING CENTER

Q1—2020

## Jobs Posting Numbers Grow as County Goes on the Watch List in August

In late August, Tehama County was put on the Governor's Watch List as COVID-19 case numbers tipped over the threshold. At the same time, July and August saw a rise in numbers of local employers seeking talent.

"From manufacturing to retail, businesses are hurting to find workers," said Kathy Garcia, who oversees the incoming job postings. "We're trying to figure out if job seekers are needing to stay home with their children, afraid of COVID-19 or waiting to see what will happen with their old job."

In July of 2019, JTC received 113 job postings compared to 124 during the same time period of 2020.

"The good news is that there are jobs," said Garcia. "The bad news is that there are very few job seekers showing up."

**Tehama County  
Unemployment Rate**  
July 2019 / 6.1%  
August 2019 / 5.4%

**Unemployment Rate**  
July 2020 / 11.1%  
August 2020 / 8.8%

## Business Recovery Task Force Gives Away Masks and Hand Sanitizer

In late April, Job Training Center's Kathy Schmitz started a Business Recovery Task Force to share information and secure additional resources and technical assistance for struggling businesses. The group is made up of government, private sector, non-profits, public health and more. The first action item was working with Chabin Concepts and NoRTEC to put out a regional business survey to assess the economic impact and identify needs.

In July, the group coordinated a mask and hand sanitizer giveaway for small businesses in Tehama County, thanks to the California Governor's Office of Emergency Services (CalOES) in collaboration with the Governor's Office of the Small Business Advocate (CalOSBA).

Corning's Tony Cardenas and JTC's Kathy Garcia lead the effort with coordination via 3CORE in Chico. Tehama County received over 20 pallets of product. In all, 19 counties received the supplies.

*Purpose Statement: The task force will develop actions that government and business can take to help Tehama County recover as fast and as safely possible from the COVID-19 induced recession with a focus on those hardest hit by the pandemic.*



## Job Training Center at Latino Outreach's Health & Wellness Car Hop

Despite a pandemic and a smoke issue, Latino Outreach of Tehama County and Anthem Blue Cross were able to host the annual Health Faire as a Health & Wellness Car Hop in Corning on September 19. Three JTC staff attended to give out information on jobs, training and the 2020 Census.

Jess Elshere, LOTC Board President shared on Facebook: "We had just over 60 vehicles come through and 1 MOM WALKING WITH TWO KIDS IN A WAGON!! We counted people in the vehicles at 120 with the last couple cars that came through. Great turnout given the pandemic, smoke from fires, and not being able to send flyers through the school districts".



JTC Intern (pictured left) worked at the Tehama Together booth. Job Training Center's Adrian Hernandez, Sandra Estrella and Connie Ocampo manned a JTC Booth (pictured far right) at the outside event.

## Emergency Grant Funds COVID-19 Positions at Schools

The onset of COVID-19 changed business and school as usual in 2020. In late Spring the Job Training Center received an emergency grant to help place those whose jobs were affected by COVID-19 in jobs doing COVID-19 related work. A placement in May at Tehama Together helped the non-profit with food program coordination throughout the summer.

In August, seven local schools were able to open in person, five days a week. JTC worked to recruit workers to help with a whole host of new protocols and safety measures now required. From temperature checks and bus monitoring, to cleaning and hand wash monitoring, these positions help school staff focus on academics and connecting with students they haven't seen in five months.

In September, two workers were placed at Lassen View School in Los Molinos. After just a few days, the school was exceedingly pleased with the extra help. Three more are completing the process to start at other schools in October.

**JOBS**

Work at a school to help staff and kids adjust to new COVID-19 related safety measures.

The Job Training Center has received emergency funding to put people who have lost jobs (or had their hours reduced) in temporary paid positions. These positions can help schools with cleaning, temperature checks, monitoring hand washing and more.

Wage: \$13-15 per hour / M - F  
20-25 hours per week

**COVID-19 Jobs to help schools**

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## Community Foundation of the North State Funds Tehama County Efforts

Community Foundation of the North State (formerly Shasta Regional Community Foundation) has been increasing its presence and generosity to Tehama County. For the last several years, they have increased the North State Giving Campaign to include Tehama County and Amanda Hutchings, Director of Community Impact, has really made an effort to connect with local nonprofits and programs. This summer she joined the Business Recovery Task Force.

In response to COVID-19, the Foundation established a special fund to help with local efforts. This summer, they gave to Expect More Tehama to help with a Public Health education campaign. They also funded the Job Training Center \$25,000 to assist with business outreach and assistance programs and delivered the check in person.

“Tehama County is honored to have this Foundation’s support,” said Job Training Center CEO Kathy Schmitz. “Huge thanks to their Board and team.”



*Pictured left to right: Foundation CEO Kerry Caranci, JTC CEO Kathy Schmitz and Director of Community Impact Amanda Hutchings*

## Job Training Center Client Moves from Business Closure to New Position

Job Training Center’s Connie Ocampo works with all kinds of clients looking to increase their skills. This quarter, one client was an English language learner who had previously worked for Lucero Olive Oil in Corning as a warehouse laborer. She was laid off from her job when the company announced it would be closing in 2019. At that time, she was earning \$12.50/hr. Earlier in her work history, she had worked as a Certified Nurse Assistant for 10 years out of the area. She had always had an interest in healthcare, but she could not return to working as a C.N.A due to the physical demands.

Earlier this year, JTC assisted her through the Dislocated Worker program with retraining as a Medical Assistant through the Glenn Career Technical Education (CTE) training program. In June 2020, she successfully completed the MA program and is in the process of taking her state exam for certification. In the meantime, she secured employment as a Bilingual MA at Ampla Health in Los Molinos and will be earning \$18.00/hr.

Connie’s client was thrilled to be offered a job in a field she enjoys. But most of all she was grateful for the opportunity to pursue training and earn wages she never thought she would be earning.

## Clients Train to Fill Need for Drivers

Tehama County is always a hot spot for transportation positions with manufacturing, distribution centers, logging and cattle always needing drivers.

- A client being served as an adult client successfully completed American Truck School’s 4 week Truck Driver Training program in Redding on 09/28/20. He began work on the ZOGG fire the very next day.
- A client who is being served as a Dislocated Worker successfully completed American Truck School’s 4 week Truck Driver Training program in Redding on 07/30/20. He secured full time employment at Crain Walnuts as a seasonal truck driver in September at 50+ hours a week and \$24 per hour.

## Job Seekers Continue to be Scarce

While the pandemic continued to strain many businesses throughout this quarter, especially in hospitality and entertainment, all other sectors struggled to find job seekers in the North State.

“We’re not sure if it’s due to lack of childcare, the need to help with schoolwork, fear of COVID-19 or being comfortable on unemployment,” said Business Services Manager Kathy Garcia. “But job seekers are scarce. The worry is that our businesses can’t thrive long-term without more workers.”

Businesses have been offering hiring bonuses, raising wages, and setting up booths around the county looking for workers. Social media is filled with job postings.

In late September, Kathy Garcia taped a podcast with Public Health Officer Dr. Wickenheiser discussing employment concerns this Fall and Winter. Dr. Wickenheiser advised businesses to be ready to answer candidate concerns about protections at the worksite. He shared that businesses that follow the protocols have done well thus far. He also urged everyone to get the flu shot this year.

“The silver lining in all of this might be a better job for those who want to move up, but this is their time right now,” said Garcia.

August Hot Jobs  
**OVER 100+ JOBS**  
ONE COULD BE YOURS  
Job Training Center

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## Business Engagement in Q1

*Job Training Center works with businesses throughout Tehama County on recruitment efforts, HR issues, hiring events, labor market information and more. This quarter, staff worked with the following:*

A&R Meats, Alcatraz Restaurant and Taqueria, Andersen and Sons, Atlas HR & Staffing, Best Western Antelope Inn, Bianchi Orchards, Bickley's Heating & Air Conditioning, Bud's Jolly Kone, Business Connections, California Department of Corrections, CaptiveAire, Cardan Aircraft Painting, Casa Serenity, C.H.I.P., Circle 7, City of Red Bluff, Comfort Keepers, Comfort Suites, Compass LLC, Corning Chevron Station, Corona Transportation, Del Taco, Denny's, Dr. Datu, Durango RV Resort, DW Cabinetry, DW Powder Coating, El Camino Irrigation District, EcoShell, Empower Tehama, Evoqua, Express Personnel Pros, Fastenal, Field to Fork, From the Hearth, G&R, Glenn County Office of Education, Growney Motors, Hampton Inn & Suites, Holiday Inn Express Corning, Holiday Inn Express Red Bluff, Inspired Residential, Jewel Residential Inc., Job Training Center, Jorge's Transportation, Julio's Satellite, Kanela's Café, Lane Tractor Sales, Lassen House, Lassen Medical Clinic, Lassen View School, Lenihans Residential Care, Lentec, Lighthouse Living Services, Loves/Speedco, M&M Ranch House Restaurant, Metro by T-Mobile, Mt. Lassen Transportation, Mt. Lassen Trout Farm, NCCDI, North State Security, North Valley Services, Northern Oaks, Ohana House, Once Home Always Home, Paratransit, Park Planet, PCM, PJ Helicopters, Puckett, Red Bluff Health & Fitness, Red Bluff Elementary Union School District, REACH, Red Oaks Medical Group, Reeds Creek School, RES Environmental Services, Resource Conservation District of Tehama County, Resources for Rural Community Development, Inc., Restpadd, River Oaks HOA, Riverside Landscape, Rock R, Rolling Hills Casino, Ron's Body Shop, ROSS Dress for Less, R-Wild Horse Ranch, Sacred Heart Preschool, Sail House, Select Harvest USA, SERRF Afterschool Program, Sierra Nevada Cheese Company, Sierra Pacific Industries (Millwork), Sierra Pacific Industries (Red Bluff), Sierra Pacific Industries (Windows), Silva Landscaping, Sparrows Landing, Starbucks (Adobe), Sunsweet, Super 8, Travel Center of America, Tehama County Department of Education, Tehama County, Tehama County Health Services Agency, Tehama County Public Works, Tehama County Sheriff's Department, Tehama Floral Company, Teresa Asato OD, The Plus Group, Timios, Top Notch Commercial Cleaning, Tremont Café, Valley Vet Clinic, Villa Columba, Visser Advisors, VOLT, Walmart D.C., WestHaven



## Unique Partnership Seeks to Keep Tehama County COVID-19 Cases Low

A unique partnership formed this summer to support the efforts of Tehama County Public Health and the education community. Expect More Tehama, in partnership with Kate & Co. and with support the Community Foundation of the North State, launched a county-wide movement called Love Local. The movement uses marketing tools to help strengthen communications about COVID-19 while encouraging residents to lead by example.

“The power to reduce COVID-19 in Tehama County is in all of our hands,” said Minner Sagar, Tehama County Public Health Director. “Our strength has always been the ability to work together. We can keep businesses and schools open if we all do our part to keep the virus rate down.”

Two highlights of the Love Local movement include a weekly Wednesday podcast featuring Public Health Officer Dr. Wickenheiser and a robust social media campaign sharing both data and stories.

The Love Local campaign is nonpolitical and is solely focused on encouraging everyone to work together to keep Tehama County with low COVID-19 cases. The campaign will provide timely data and stories through a local lens.

“Tehama County small businesses are struggling to stay afloat and schools are working tirelessly to stay open safely,” said Kathy Garcia of Expect More Tehama. “Public Health is wearing so many hats. We are proud to support all of their efforts to keep this county going.”

To learn more, visit Expect More Tehama on Facebook. The October 7th podcast topic is on employment.

Podcasts are released at noon on Wednesdays. To view earlier podcasts, visit:

- Facebook: <https://www.facebook.com/ExpectMoreTehama/videos/>
- YouTube: <https://youtu.be/P1p0Wuutv58>
- Podbean (audio): <http://lovelocal.podbean.com/>

## Restaurants, Gyms, Movie Theater and Bowling Alley’s Feeling the Pinch

The COVID-19 has definitely taken its toll on restaurants and entertainment this quarter.

- Restaurants scrambled to provide take out or provide outside seating, but several chose to close their doors for the time being.
- Prime Cinemas, the Red Bluff movie theater, started a Go-fundme account to keep afloat and then decided to also invest in equipment to allow for outdoor movies to be shown in the parking lot. Their first outdoor movies were shown Labor Day weekend. They are now also showing some indoor movies and some virtual screenings.
- Both bowling alleys, one in Red Bluff and one in Corning, were forced to close, at least for now.



*Outdoor movie goes enjoying Back to Future*

## Three Part Social Marketing Series Concludes in July

One of the major needs across the northstate has been an accelerated education on social media know how for small businesses hit hard by the pandemic. This summer, NoRTEC contracted with Tehama County's Kate & Co. to produce three videos directed at businesses needing to utilize social marketing tools in more strategic ways. The videos were marketed throughout the region and featured on Facebook Premier on June 30, July 7 and July 14th.



The first two videos were focused on content, planning and photography tips. The final video featured a variety of businesses located throughout the region that each do something particularly well. From live video streaming, to events, interviews and other hacks, each business shared their unique tips.

“The series was widely shared and made the process less intimidating,” said Business Services Manager Kathy Garcia.

## JTC Receives Funding for Last Push of Census Campaign Effort

Work continues to ensure that Tehama County residents are counted in the 2020 Census.

As of October 5, Tehama County had a 63.4% complete count. The deadline for self response has been extended though October 2020.



In September, JTC received an additional \$5,000 to continue active outreach for the Census. It enabled staff to participate in the Health & Wellness Car-Hop in September where they distributed Census materials and spoke to approximately 70 families. Bilingual staff were able to address concerns and questions from numerous individuals with limited English Speaking skills.

## Goni Completes Dynamic Certification Case Management Course

In September, JTC's Christi Goni completed a Dynamic Certification Case Management course. The 7-week virtual course covered Person Centered Planning, Motivational Interviewing, SMART Goals, Case Note Excellence, Resume & Interview 101, Job Matching & Recruiting, Cultural Competency, Unconscious Bias, Trauma, and Self-care. In September, Goni also completed Brain-Based Approach to Understanding & Working with Survivors of Trauma.

## Tehama County Employer Advisory Offers Online Trainings

The TCEAC meets most third Thursdays of the month at the Tehama County Department of Education. However, for the time being, sessions are being provided via Zoom. Over 100 businesses and agencies are currently members.

- July & August: No Meeting
- September 2: Sexual Harassment Prevention Training
- October 1: Wage and Hour Law



For membership information, visit: <https://www.ceac.org/region-1/tehama-county-eac/membership/>

## Staff Zoom Meetings, Webinars

7/9	Kathy G. facilitated the Tehama County Elder Services Coordinating Council Planning Meeting
7/14	Ruth H. attended the 2020 Mid Year Labor Law Update
7/16	Christi G. attended the Tehama County Tripartite Exec Board Meeting
7/17	Kathy G. facilitated the Tehama County Nonprofit Roundtable Meeting
7/20	Various staff attended the Economic Update with Dr. Eyler & Chabin Concepts
7/27-30	Various staff attended the UNIDOS U.S. Conference
7/30	Workforce Accelerator Fund Brain-Based Approach to Understanding & Working with Survivors of Trauma
7/30	Various staff attended The Power of Three Webinar Series: Maximizing Business Engagement to Support Re-employment.
8/3	Christi G. attended the Tehama County Veteran's Collaborative Meeting
8/5	Kathy G. gave an business services update at the Homeless Coalition Online meeting
8/6	Various staff attended the NoRTEC BSR Meeting
8/10	Kathy G. attended the E2Exchange Conference with Rural on Purpose
8/12	Christi G. attended Case Management Certification Training
8/12	Sandra E. attended Customer Service Virtual Training (Express Pros)
8/20	Adrian H. and Connie O. attended Active Shooter Incident Training
8/20	Christi G. attended the Tripartite Executive Board Meeting
8/24	Various Staff attended the Economic Update with Dr. Robert Eyler & Chabin Concepts
9/10	Christi C. attended Career Advising Fundamentals
9/17	Christi Goni attended the Tripartite Board Meeting
9/17	Various staff attended the North State ACES Conference
9/19	Adrian H., Connie O. and Sandra E. at Latino Outreach Drive Thru Health Car Hop
9/22-24	Connie O., Kathy S., and Kathy G. attended a 3-day Accelerator Week Virtual Community of Practice
9/24	Adrian H. and Sandra E. attended Using CareerOneStop to Provide Virtual Career and Job Services
9/25	Kathy G. attended the North State Together Hattway Communications Training