

# OCTOBER, NOVEMBER, DECEMBER — 2020

COMMUNITY COORDINATOR REPORT—JOB TRAINING CENTER

Q2—2020

## Tehama County and Business Recovery Team Prepare for New Loan Program

Job Training Center and 3CORE have partnered to help roll out and administer a CDBG Economic Development Loan Program for the County of Tehama in early 2021. The new program will serve micro businesses with five or less employees who have been operating for 2 or more years. The loans can be forgiven if job retention goals are met. Funds are between \$10,000—\$35,000 and can include free technical assistance for social media marketing, online sales and other business development topics.

“Small businesses in Tehama County will have another avenue for covering working capital, COVID related equipment purchases and more,” said CEO Kathy Schmitz. “We’re excited to help get these funds distributed.”



*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.*

## Staff Participate in Virtual Job Fair Demonstration

On October 8<sup>th</sup> several JTC staff members attended a mock virtual job fair in anticipation of their own event being held in early February. This trial event, hosted by NoRTEC, had participants from 11 different counties attend.

The demo event was hosted on Premier Virtual, a fairly new product designed for online recruitment. Fully virtual events are new for many, but this website is designed to be easy to navigate for both employers and job seekers.

The demo helped staff identify areas where job seekers and employers might need coaching ahead of real events.

Several regional events are scheduled to take place in January and February and will be listed at [www.northstatejobs.com](http://www.northstatejobs.com). The Job Training Center will host a Tehama County Virtual Job Fair February 10th.

## Jobs Posting Numbers Remain Strong During High Covid Cases

In late August, Tehama County was put on the Governor’s Watch List as COVID-19 case numbers tipped over the threshold. However, at the same time, July through December saw a steady stream of job postings.

“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.”

“The good news is that there are jobs,” said Garcia. “The bad news is that there are very few job seekers showing up. We have to find ways to connect job seekers to these opportunities in the new year.”

For a list of current jobs throughout the region, visit [www.northstatejobs.com](http://www.northstatejobs.com).

## Medical Assistant Program Underway in Glenn County

On December 10th, the Medical Assistant Program at Glenn County Office of Education finally started after two delays. This program is designed to allow participants to meet the 360 hours of classroom time and 180-200 hours of clinical experience required to be employed in doctor's offices and clinics, but was unfortunately hampered by COVID-19.

One youth and three adult participants are being funded through JTC's Workforce Innovation and Opportunity Act funding. Their estimated completion date is now June 2021, at which point they'll be able to go on to permanent positions in the medical field.

The Medical Assistant program is being held in Willows.



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## Washington Street Productions Launches Website and Sees Positive Response

Like many organizations in 2020, JTC's Washington Street Productions was having difficulty operating under COVID-19 restrictions. End of the month sales to the public were more difficult to manage. So in October, the program created and launched a retail website.

By opening an online store, community members can now support the program while shopping safely from home. All proceeds go directly back into the organization to help buy materials.

So far, the site has done well. According to Program Manager Cheryl Carter, their other hot sellers are trays, 3 tier rounds, candle holders and lanterns.

Carter said that fans can still find information about open houses through Facebook and website updates. Find out more at [Washingtonstreetproductions.org](http://Washingtonstreetproductions.org).



*Washington Street Productions is a program created to teach valuable job skills to individuals with less job experience. Individuals hand-build locally designed products and sell them on a monthly basis.*

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## Staff Learn New Tactics from Homeless Webinar

On December 9th, various JTC staff attended the webinar "Homeless Clients: Compassionate Solutions to Problematic Behavior" featuring Ryan Dowd. This webinar went over how to empathetically manage problematic behaviors in homeless clients and encouraged staff to look deeper into their client's behaviors. He shared that a lot of the homeless community often have some kind of trauma in their background that's influenced the way their brains function, so a situation that might seem calm to the average individual can cause a flood of emotions and panic for them.

As well, time works differently for homeless clients, so a punishment that extends past 24 hours has no added detriment for them. They are in survival mode and are unable to look past that point in their future, as food, water, and shelter take priority. Thus, when a business threatens to ban a homeless client from their site for a week, the punishment is less effective in changing behavior and more detrimental to the health and safety of the client.

It was a good reminder to take in all of the factors of a situation before kicking out a client that may desperately need help. At the end of the webinar, one person in each organization was offered a chance to view the entire homeless training program free of charge. This program, and more information, can be found at [homelesstraining.com](http://homelesstraining.com).

## Opportunity for Young Adult Clients to Receive Career Counseling and Pizza

In December and January, clients between the ages of 18-24 that fill out a JTC application packet and attend an appointment with Adrian Hernandez will have an added bonus of an XL pizza.

Ideally, this offer will appeal to clients who were already interested in finding a more satisfying career, but were hesitant for one reason or another.

During the pandemic, young adults have been hard to find. The Job Training Center has multiple opportunities for jobs, internships and training. Staff has been sharing the information with partners, and on Facebook and Instagram.



## Zoom Game Show Makes Career Day a Big Hit

Due to the pandemic, the county wide Career Day for 8th graders was cancelled in November. So, Lassen View Elementary School decided to have a virtual career day instead. JTC's Adrian Hernandez joined the event as one of six speakers. Despite the many challenges that come with trying to entertain students over Zoom, JTC's Adrian Hernandez was able to give his presentation a fun twist.



Knowing that career planning information can be hard for 8th graders to retain and stay interested, Adrian introduced a fun game called the '20 second challenge'. Styled like a TV gameshow, complete with virtual flashing lights, students had to answer whatever question a spinning wheel landed on. This could be questions like "Which documents do you need to apply to a job?" or "What should you wear to an interview?"

It was a great way to keep the Zoom members focused while reinforcing the important lessons being taught. It was a major hit with both students and teachers!

## Young Client Earns Healthcare Internship

This quarter, a young client came in looking for a full time job. After meeting with JTC's Adrian Hernandez, the client decided to enroll in JTC's youth program. The client was originally attending school in pursuit of a position in healthcare, but unfortunately had to put her studies on hold due to financial hardships.

Through the program, she was considered for an internship at Elmore's Pharmacy as a Pharmacy Clerk. After a successful interview, she was offered the positions and is now halfway through her internship and is certain that she wants to work in the healthcare industry.



## New & Expanding Businesses

Several businesses in Tehama County are actually expanding during this time period. Rolling Hills Casino has been under construction since January and is planning for two new restaurants to open before December, adding 80 positions.

In Red Bluff, Reiter's Bakery and Confections opened on Main Street in late 2020.

Also on Main Street, Heritage Coffee was sold and is scheduled to open as a Legends, a coffee shop and hair salon in October

## Tehama County Unemployment Rate

October 2019 / 4.5%  
November 2019 / 4.5%

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Unemployment Rate  
October 2020 / 7.2%  
November 2020 / 6.8%

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## TCEAC Offers Online Labor Law Seminar

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.

- October 1: Wage and Hour Law
- November: Labor Law Seminar
- December: No Meeting / Social cancelled

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



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## Business Engagement in Q2

*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, Arons Chiropractic, Atlas HR & Staffing, Bennett Apiaries, Best Western Antelope Inn, Bickley's Heating & Air Conditioning, Boar Hunter BBQ, Buds Jolly Kone, Cardan, Casa Serenity, CHIP, Circle 7, City of Red Bluff, Comfort Keepers, Comfort Suites, Compass, Corning Chevron, County of Tehama, Tehama County Health Services Agency, Del Taco, Dennys, DW Cabinetry, EcoShell, Elks Lodge, Empower Tehama, Express Pros, Freedom Home Health and Hospice Care Services, From the Hearth, G & R Auto Wreckers, Grandma's Daycare, Growney Motors, Hampton Inn & Suites, Herrick Grapevines, Holiday Inn Express, Inspired Residential, Jorge's Transportation, Kanella's Café, Lassen Forest Products, Lassen Medical Clinic, Lentec, Los Mariachis, LP Building Products, Metro by T Mobile, Mt. Lassen Transportation, Mt. Lassen Trout Farm, NCCDI, New Orchard Mobile Home, NoRTEC, Northridge Eyecare, North State Security, North Valley Services, Northern Oaks, PJ Helicopter, Red Oaks Medical Group, Red Bluff Daily News, Red Bluff Gas, Red Bluff Physical Therapy, Red Bluff Union Elementary School District, Reeds Creek School, RES Environmental Services, Restpadd, River Oaks, Riverside Landscape, Rockin' R Restaurant, Rolling Hills Casino, Ron's Body Shop, ROSS Dress for Less, Sail House, Select Harvest USA, Sierra Nevada Cheese, Sierra Pacific Industries, Sierra Pacific Millworks, Sierra Pacific Windows, Silva Landscaping, Starbucks, St. John Family Farms, Superior Court of CA Tehama County, Sweet-Olsen Family Cremations, Tehama County Community Action Agency, Tehama County Health Services Agency, Tehama County Public Works Department, Tehama County Social Services, Tehama Floral Company, Tobin & Associates, Walmart DC, Westhaven Senior Living





## JTC Staff Complete TAD Grants Training

Late this December, JTC's Christi Goni and Adrian Hernandez completed TAD Grants Training to prepare those in workforce development to become Certified Career Service Providers.

This 14-week class trained staff from the East coast to the West coast, allowing people from vastly different city populations and

needs to share ideas and how they run their programs.

"The best part about [the program] is sharing different ideas and methods to try to recruit youth," said Youth Case Manager Adrian Hernandez. "Although we might be in different parts of the country, the need for recruitment strategies is still there. I really liked hearing how they have Career Service Providers at libraries, because that is where a lot of the youth go for computer or internet access."

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## Garcia Completes Business Services Certification Course

In November, Business Services Manager Kathy Garcia completed a Business Services course offered through Tad Grants. She completed the course and after submitting a case study, will be eligible for certification.

"The course was reaffirming on many levels," said Garcia. "I most enjoyed the discussion groups that included peers from around the country."

## Hernandez, Goni, and Ocampo Complete Training Online Essentials

Prior to the pandemic, workshops were only offered in person. So, thanks to professional development scholarships offered through NoRTEC, JTC's Adrian Hernandez, Christi Goni, and Connie Ocampo were able to attend a week long Training Online Essentials program through UC San Diego in October.

This provided them with fundamental strategies and tools to support online lessons and workshops.

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## Prison to Employment Program Connects with Probation Team

Early this December, JTC's Christi Goni met with Deputy Chief Greg Ulloa from the Tehama County Probation Department (Adult Division) and 4 additional Probation Officers to discuss the Prison to Employment Program.

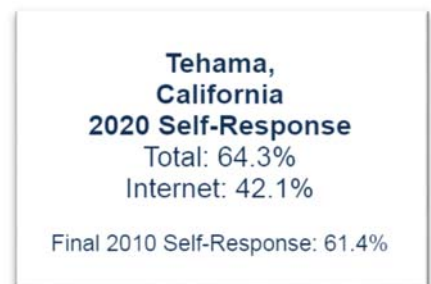
The Prison to Employment program is designed to ease the transition for formerly incarcerated and justice-involved individuals re-entering society and the labor field by creating partnerships between rehabilitation programs and California's workforce.

Everyone expressed excitement about the program and a strong commitment to partnering with JTC. Since that meeting JTC has already received 4 referrals from Probation.

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## Final Census Numbers Shows Increase

For a year and a half, the JTC has been involved in increasing Tehama County's Census response rates. Even though the original outreach plans were sidelined by the pandemic, efforts still took place. As of October 27, Tehama County showed a 64.3% self-response rate; a 3% increase from the self-response rate of the 2010 Census. California overall had a 69.6% self-response rate.



## Samantha Dunn Joins JTC Staff

Samantha Dunn joined the JTC team early in December as a Staffing Specialist Intern. She graduated in 2020 from UC Davis with her degree in sociology. She is excited to be using her degree and giving back to the community she grew up in.

*“When I went to the Job Training Center looking for a new job, I never thought I would end up getting a position there,” said Dunn. “I’m very grateful for this opportunity, and I’m really looking forward to helping support the JTC team”*

*Samantha has already jumped in to learning about job postings, workforce development, small business hiring needs and more.*



## JTC Receives Newly Painted Planters

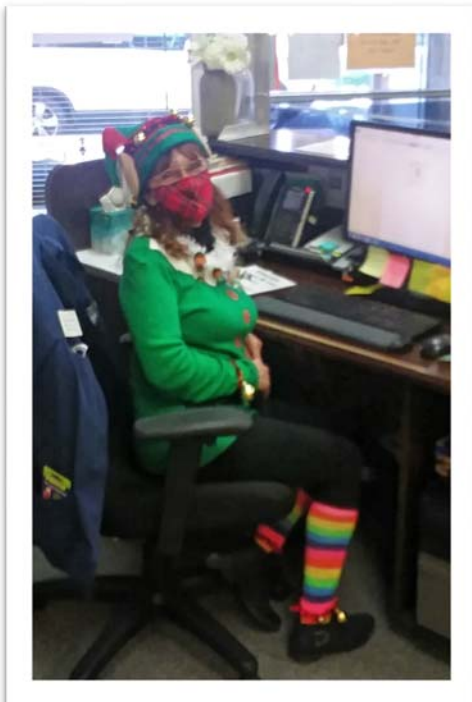
In front of the JTC building are two newly painted planters, both covered with natural images of trees, lakes, and mountains. They were a collaboration of 5 artists from Tehama Creatives, an organization dedicated to promoting Tehama County’s public art movement.

The group has been busy this past year. They first created the Red Bluff art alley, with amazing murals painted on the backside of many businesses. Painting the grey planters is another effort on Tehama Creative’s part to beautify Main Street.



## JTC Celebrates End of the Year by Solving Who Kidnapped Santa Via Zoom

Even a pandemic couldn’t stop JTC staff from celebrating the end of the year with fun and food. They even found a safe way to do so by hosting a Who Kidnapped Santa mystery game via Zoom. Prizes were awarded for best dressed elf! By the way, Santa was found and is just fine.



## Staff Zoom Meetings, Webinars

10/5	Connie O. attended UC San Diego Extension: Training Online Essentials
10/6	Ruth H. attended SB 1159—New Employer Covid-19 Reporting Requirements
10/6	Connie O. attended the LOTC Higher Education Zoom Opportunities This Week and in the Future
10/6	Kathy S. attended SB1159-Employer COVID Reporting Requirements Meeting
10/7	Christi G. attended Workforce and Career Development Certification Training
10/8	Christi G. attended Mock Virtual Hiring Fair
10/13	Rose P. and Sandra E. attended Preventing Violence, Harassment, and Discrimination in the Workplace
10/14	Christi G. attended Workforce and Career Development Certification Training
10/15	Christi G. and Connie O. attended CWA Serving the Small Business Community
10/21	Kathy S. attended Census Complete County Committee Meeting
10/21	Kathy S. and Connie O. attended Project Restore Meeting
10/21	Christi G. attended Workforce Career Development Certification Training
10/22	Ruth H. attended 6 Strategies for Successful Projects—ClearIT Academy
10/26	Ruth H. attended MIP Fund Accounting Financial Statements
10/26	Kathy S. attended Business Recovery Taskforce Meeting
10/26	Connie O. attended As an Economist: Dr. Eyler
10/27	Sandra E. and Rose P. attended Customer Service Success with Angry and Challenging Customers
10/27	Adrian H. and Christi G. attended Alameda EAC—Cannabis, Privacy, and the Workplace
10/28	Christi G. attended Workforce and Career Development Certification Training
10/29	Various staff attended the Special Initiatives, Populations, and Support Unit
11/3	Adrian H. attended Protecting your Office 365 Data in a Remote Work Environment
11/5	Connie O. and Kathy S. attended EAC: Labor Law Update
11/9	Kathy S. attended SB-1 Pre-Apprenticeship Meeting
11/10	Christi G. and Connie O. attended Reimagining Workforce Services for a Virtual World
11/10	Christi G. and Connie O. attended Prison 2 Employment (P2E) Monthly Meeting
11/10	Adrian H. and Christi G. attended Alameda EAC—Managing Across the Generations
11/18	Adrian H. attended Learning and Leading: Effectively Leveraging Experiences in the Pandemic
11/19	Adrian H. and Sandra E. attended An Educator's Guide to Teaching Over Zoom
11/19	Ruth H. attended A Primer on Financial Audits for Nonprofits
11/19	Adrian H. and Sandra E. attended Master Excel Data Reporting—ClearIT Academy
11/24	Connie O. attended Zoom Phone 101
11/25	Sandra E. attended Suicide Intervention Training
12/2	Kathy S. attended California Rural Communities Prosperity Summit
12/2	Kathy G. attended Certified Business Services Consultant Training
12/2	Connie O. attended SB1 Work Readiness Meeting with Partners Meeting
12/ 7-9	Connie O. attended NAWDP Virtual Youth Symposium Conference
12/7	Kathy S. attended Business Recovery Taskforce Meeting
12/7	Kathy S. attended Dr. Eyler Ask an Economist
12/8	Rose P. and Sandra E. attended CWA Non Traditional Job Search and Interviews Training
12/8	Connie O. attended Nortec P2E Monthly Meeting
12/9	Various staff attended Homeless: Compassionate Solutions to Problematic Behaviors Training
12/9	Connie O. attended CapJobs Training 2.0