

APRIL, MAY, JUNE — 2020

COMMUNITY COORDINATOR REPORT—JOB TRAINING CENTER

Q4—2020

COVID-19 Changes Business As Usual for Everyone

The onset of COVID-19 changed business as usual in 2020. With the start of the Shelter in Place order in mid-March, JTC staff worked from home all of April and May, returning in June to the office, but remaining closed to the public. The entire time, staff found ways to meet with clients over the phone, via email and Zoom and Facebook. Jobs continued to be posted and all kinds of key information was shared on social media daily. A safety committee was formed to make sure that staff returned to a new set of safety protocols.

Resources were made available curbside including key forms and applications. The most common concern addressed was regarding unemployment information.

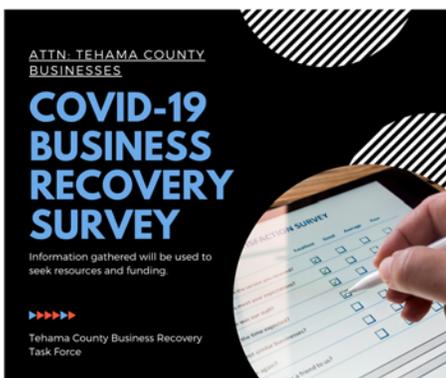
“I’m proud that our staff has been responsive and involved in the response to help the community the entire time,” said Sarmiento. “Like so many workforce teams, we’ve rolled up our sleeves and tried to be of service to businesses, job seekers and the public agencies involved.”



JTC Coordinates Tehama County Business Recovery Task Force

In late April, Job Training Center’s Kathy Sarmiento 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.

Ultimately, 594 businesses across 12 counties responded to the survey. Main areas of concern included the need for financial assistance, marketing/social media, employee issues, safety concerns and personal protective equipment needs. Many indicated a need for business planning, and rethinking their current business model.



From the survey:

- 55% of Tehama County respondents indicated they were at risk of closing permanently within the next 12 months if business disruption continues
- Almost one-third reported an actual or anticipated business loss of 70% or more of their revenue
- Approximately two-thirds did NOT receive the PPP (Payroll Protection Plan) funding and only 13% received the EIDL (Economic Injury Disaster Loan).

In response to the survey, a social media series was funded by NoRTEC and the Task Force is working with the county and cities to apply for Community Development Block Grant (CDBG) funds. The Task Force also coordinated efforts to secure a supply of masks and hand sanitizer from the State of California via 3CORE to distribute to small businesses.

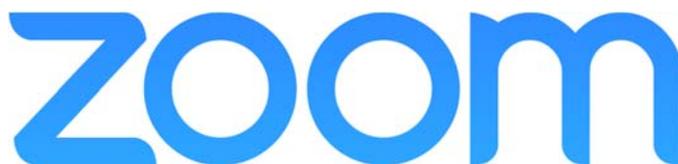
Purpose Statement: The task force will develop actions that government and business can take to help Tehama County recover as fast and as safely possible from the COVID-19 induced recession with a focus on those hardest hit by the pandemic.

Team Works to Meet 1:1 With Local Businesses

Realizing the need for immediate business engagement, Job Training Center 's Kathy Garcia has been scheduling Zoom appointments with businesses all over Tehama County representing a variety of sectors. The sessions have been in coordination with 3CORE's Patty Hess and Chelsea Irvine and Kate & Co.'s Kate Grissom to provide financial, marketing and workforce expertise. The sessions have given the team an inside look at what businesses need now and what is keeping them up at night.

"I think our worry is that summer is usually a busy time for many industries, including agriculture and food processing, tourism and hospitality," said JTC's Kathy Garcia. "If we experience a spike in COVID-19 cases this summer, or if businesses can't go months with less than normal revenues, we could see a real struggle to stay afloat."

The team hopes to continue the sessions, linking businesses to new resources, helping to find answers to questions and accessing good sources for personal protective equipment.



NoRTEC Sponsors Kate & Co. Social Marketing Series

In response to the regional COVID-19 Business Survey, NoRTEC contracted with Kate & Co., a Tehama County Marketing Company, to produce three videos directed at businesses needing to utilize social marketing tools in more strategic ways. The video were marketed throughout the region and featured on Facebook Premier on June 30, July 7 and July 14th. Kate Grissom and her team were available live to answer questions during the viewing.

The videos answered common questions and shared best practices.



The videos also addressed three components of a successful social media presence:

- Content Creation
- Content Budget & Resources
- Content Evaluation

SOCIAL MEDIA PLANNING

You're invited!

Kate & Co. has developed an insightful *three-part video series* focused on helping you break through the social media "noise" to create a strong and successful online game for your small business. Whether you have non-existent, stagnate, or sporadic posting habits, half of the battle is moving . . . and these detailed tutorials will give you that supportive nudge in the right direction.

Register Today!

Search "@KateCoMarketing" on Facebook and click the Events tab. Select our event, "Social Media Hacks: Solutions You Can Believe In" and click "Interested" to register. All three videos will stream within this specific event during the times outlined below.

Social Media Hacks: Solutions You Can Believe In (all start at 11am)

June 30th | July 7th | July 14th
VIDEO 1 | VIDEO 2 | VIDEO 3

KATE & COMPANY
marketing + collaboration
kategrissom@gmail.com | 530.624.2111

SOCIAL MEDIA PLANNING

You're invited...again!

Take a journey with us as we continue to ask and answer common questions, further share best practices, and build on affirmations for those viewers who already find themselves on a path to online success. We're going to take a closer look at the types of social media content and what typically achieves significant results.

VIDEO #2 OF 3

In this next video, we'll address the three components of social media content:

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The third video will feature a variety of businesses located throughout the region that each do something particularly well. From live video streaming, to events, interviews and other hacks. From a hair salon, to a mountain resort, owners shared their "hacks" that have brought them online success.

Learn more at:

Facebook: <https://www.facebook.com/KateCoMarketing/>
Instagram: <http://www.instagram.com/KateCollab>
Website: <http://KateCollab.com/>

Ocampo and Goni Launch Zoom Workshops

If folks weren't sure what Zoom was in February, they sure knew what it was by April. For Job Training Center staff, learning more about Zoom allowed them to return to teaching workshops to job seekers.

JTC's Connie Ocampo and Christi Goni offered *Secrets to a Successful Interview!*, *DIY: Resume Workshop*, and *Job Search Like A Pro* starting in April. In June, they added the Scholarship Workshop for those wanting to attend training.

"The Zoom format allows us to still connect with job seekers in a personal way," said Ocampo. "Participants can ask questions and receive immediate feedback."



NEW JOB

WORKSHOPS:
APRIL 29, 30
& MAY 1

**JOB TRAINING CENTER
ZOOM WORKSHOPS**

Stay proactive as you prepare for career success.

QUESTIONS? CALL 529-7000

Secrets to a Successful Interview!
Wednesday, April 29
Time: 2pm
Instructor: Christi Goni

DIY: Resume Workshop
Thursday, April 30
Time: 10am
Instructor: Connie Ocampo

NEW!! Job Search Like a Pro
Friday, May 1
Time: 11am
Instructor: Christi Goni

JOB TRAINING CENTER
A proud partner of America's Job Center of California™ Network

JTC Hosts Webinars with Dr. Eyler

Soon after the shelter in place began and the economy was struggling, Chabin Concepts in Chico invited economist Dr. Robert Eyler to lead a series of webinars. Dr. Eyler is well respected for his knowledge and speaking style, sharing data and explaining trends. Chabin Concepts also invited Job Training Center to host several similar webinars for Tehama County.

On April 17 and May 8, Dr. Eyler presented on the current economic situation and focused on Tehama County as well as the state and country. Attendees were able to ask questions during both sessions. The first webinar had over 130 in attendance. During all of his webinars, Eyler has shared a deep concern for Main Street businesses and has urged communities to be proactive in their recovery.



**TEHAMA COUNTY
WEBINAR OPPORTUNITY**

JOB TRAINING CENTER
WORKFORCE SOLUTIONS
A proud partner of America's Job Center of California™ Network

**Insights Into Our
Economic Changes
& Challenges**

Featuring Robert Eyler, Ph.D.
Facilitated by Chabin Concepts

**April 17 @ 1pm
& May 8 @ 9am**

Learn More

Unemployment Rate May 2020

Tehama County—12.6%
Butte County—13.5%
Glenn County—13.7%
Shasta County—13.1%
State of California - 15.9%
United States - 13.3%

Social Media Keeps Community in the Know

Employing social media tools gave staff the ability to keep posting jobs during the pandemic's first quarter and allowed staff to help spread important public messages. Social media was used to promote the following:

Hot Jobs Postings, COVID-19 Information, Census News and Outreach, Special Recruitments, Dr. Eyler Webinars, TCEAC webinars, Chamber of Commerce Reopening Information, JTC Zoom Workshops, VOAD and Office of Emergency Services Announcements, Public Health Announcements and Social Media Trainings and more.

Social Media Postings April—June: 131



This quarter still included a lot of business engagement opportunities. There were just 87 fewer job postings this quarter than the same time last year. Job Training Center posted **137 unique job postings**.

Business Engagement in Q4

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:

3CORE, A&R Meats, Alcatraz Restaurant and Taqueria, Best Western Antelope Inn, Bickleys Heating and Air Conditioning, Brookdale, Business Connections, Capay Farms, CaptiveAire, Cardan, Casa Serenity, Chevron, City of Red Bluff, Cold Snap Air Conditioning, Comfort Keepers, Community Action Agency of Butte County, Compass, Corning Elementary, Corning Shell, Corona Transportation, County of Tehama, D. Lopez Trucking, Del Taco, EcoShell, Elmore Pharmacy, Empower Tehama, Evoqua, From the Hearth, G&R, Glenn County Office of Education, Hampton Inn & Suites, Holiday Inn Express Corning, Holiday Inn Express Red Bluff, Inspired Residential, Job Training Center, Julio's Satellite, Kanella's Café, Kate & Co., KIXE-TV, Lane Tractor Sales, Lassen Medical Clinic, Marathon Staffing, McCurdy's Truck Shop, Metro by T-Mobile, Mt. Lassen Transportation, Mt. Lassen Trout, NCCDI, Ohana House, Once Home Always Home, PCM, PJ Helicopters, Prime Cinemas, R Wild Horse Ranch, Red Bluff Joint Union High School, Red Oaks Medical Group, RES Environmental Services, Restpadd, Riverside Landscape, Rockin R, Rolling Hills Casino, Ron's Body Shop, R-Wild Horse Ranch, Sacred Heart Preschool, Sail House, Select Harvest USA, Sierra Pacific Industries—Anderson, Sierra Pacific Industries Millworks, Sierra Pacific Industries Richfield, Sierra Pacific Industries Windows, Silva Landscaping, Sunsweet Hamilton City, Tehama County RCD, Tehama County Community Action Agency, Tehama County Department of Social Services, Tehama County Health Services Agency, Tehama County Probation Department, Tehama Tire, The Plus Group, Inc., Top Notch Commercial Cleaning Inc., U.S. Census, U.S. Forest Service, USDA, Villa Columba, Walmart, Walmart Distribution Center

Business Closures

Although not affected by a lot of COVID-19 cases, Tehama County still abided by Shelter in Place rules. In that time, several businesses made the tough decision to permanently close:

- Mercy High School
- Sugar Shack Restaurant

JTC Staff Attend Virtual CWA Conference: WorkCON 2020

The California Workforce Association hosts three large scale conferences each year. Typically, just one or two staff can attend. This year, the conference focused on front line workers. WorkCON was scheduled to take place in Palm Springs but instead was held virtually over three days. NoRTEC generously sponsored many staff in the 11-county region to attend. Job Training Center made the experience as truly conference-like as possible with prizes, Zoom bingo and more.

“It was great to have a workforce focused conference that all staff could attend,” said CEO Kathy Sarmiento. “We supported a few local businesses by bringing lunch in and making it as festive as possible. For many on staff, it was their first CWA Conference.”

Diversity and equity were major topics at this year’s conference as well as stories about how workforce is helping specific industries recruit and hire during unprecedented times.

Pictured: Sandra Estrella poses on the first day of WorkCON 2020.



Tehama County Employer Advisory Council Joins Forces with Alameda County to Offer Online Trainings

When California implemented a state wide Shelter in Place Order in March, employers and organizations faced cancelling important in person trainings. Tehama County Employer Advisory Council (TCEAC) was one of those organizations. Fortunately they were able to team up with their sister EAC in Alameda County and offer their members a series of free webinars that began on April 21st.

Members of TCEAC joined members from other EACs all around Northern California, and the Bay Area to learn about OSHA requirements during the pandemic, wage and hour issues for essential employees, how to comply with new Federal, State, and City laws, as well as exploring the tele-working workforce. Other webinars offered included leadership trainings, how to navigate the COVID-19 response and what were employers responsible for, as well as information on FFCRA updates.

From finding new ways to conduct effective internal investigations in these times of tele-working to exploring ideas on how to get back to the workplace during COVID-19, TCEAC made it a priority that though they could not conduct in person trainings, they could provide their members valuable information during these challenging times.

The TCEAC meets most third Thursdays of the month at the Tehama County Department of Education. Over 100 businesses and agencies are currently members.

Job Training Center’s Casey Holland serves as the Membership Chair. For membership information, visit: <https://www.ceac.org/region-1/tehama-county-eac/membership/>



Hernandez Completes Certification During Pandemic

New to staff and just getting a handle on all of the complexities of being a youth case manager, Adrian Hernandez was able to complete his Case Management Certification through Dynamic Works while working from home.

The certification is part of a seven-week course which covers person-centered planning, motivational interviewing, case note excellence, resume & interviewing 101, job matching & recruitment, case note excellence, case-management micro lessons, and identifying S.M.A.R.T. Goals. The class met via zoom for 2-hour sessions.

“The instructor was awesome and kept the class interactive while using examples from her past work,” said Hernandez. “She would go around the room asking for feedback about our experiences with the lessons. Even though everyone in the class was from different parts of the country, we all followed the same practices in helping clients. It was interesting to compare the same or even different methods they used to serve their community.”

“This course allowed me to experience what it feels like to be in the shoes of a case manager and why their job is so important. Case management in workforce development is not about meeting a person and pointing them towards a job for them to fill to keep the employers happy,” said Hernandez. “It is about helping the person find a job they enjoy and working towards the goal. Success in a job is easier when you actually enjoy going to work rather than viewing it as a task that you have to complete. That is why it is important to collaborate with the client in creating a pathway to their career goal that they agree with.”

The class was held online. “I was lucky enough, having no prior experience, that my classmates gave me tips on how to communicate and work with youth. A lot of the classmates had ten years or more experience. Most were just renewing the certificate or taking a refresher course because they finally had the time during the pandemic. A mutual piece of advice that the instructor and classmates gave me was to self-care. Case managers sometimes forget to care about themselves because they spend so much time caring for others. The class offered a great insight of what is to come and how I can prepare to be a better case manager.”

United States®
**Census
2020**

Job Training Center Works with Census 2020

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

As of June 29, Tehama County had a 59% complete count. Given the pandemic set back, deadline for self response has been extended though October 2020.

Most efforts have been focused on social media outreach to date.



Staff Zoom Meetings, Webinars

Perhaps one silver lining during the shelter in place period was the amount of quality professional development opportunities for staff. M=Meetings

4/1	Census Outreach Training	5/7	Humana's Develop Safe Return to Work Plans
4/1-2	Harassment Prevention for Non-Supervisors	5/8	ExpressPros' Welcoming Back Your Workers
4/1	I-9/E-Verify	5/8	Corning Promise Leadership Meeting (m)
4/3	Economic Update with Chabin Concepts	5/8	JTC Reopen Plan Committee (m)
4/6	Tehama County Business Recovery Task Force (m)	5/8	Tehama Economic Update featuring Dr. Robert Eyler
4/9	ClearIT Academy: 10 Tips on Working Remotely	5/11	Tehama County Board of Supervisors Meeting (m)
4/10	Economic Update 2/Chabin Concepts 2nd Session	5/11	Tehama County Business Recovery Task Force (m)
4/10	Case for Emotion Intelligence: Maximizing Performance During Adversity	5/12	First 5 Trauma Informed Practices
4/13	Tehama County Business Recovery Task Force (m)	5/12	Effects of COVID-19: Employment Law Compliance, Absence Management and Disability Integration
4/14	ESA: Tips for a New Workspace	5/13	Humana's Well Being In Times of Crisis
4/14	CEA: Recent Updates & Practical Solutions for the Families First Coronavirus Response Act	5/13	CEA's The 3 R's of Getting Back to Work During COVID-19
4/16	ClearIT Academy: Organize & Analyze Data with Excel	5/14	JTC Reopen Plan Committee (m)
4/16	Small Business Loan Opportunities	5/14	Collaborate & Communicate Using Microsoft Teams
4/17	Robert Eyler: Tehama County Update	5/14	Funding Resources During COVID-19
4/20	Tehama County Business Recovery Task Force (m)	5/15	The State of Manufacturing in Michigan
4/22	Business Insight, Motivation and Leadership	5/18	Tehama County Business Recovery Task Force (m)
4/23	ClearIT Academy: Take Control of Your Email with Inbox Zero	5/19	Alameda Webinar Ensuring Employee Safety and Legal Compliance with Tele-Working arrangements
4/24	Supporting the Emotional Needs of Children and Youth During the COVID-19 Pandemic	5/20	Red Bluff Chamber Zoom Meeting
4/24	ExpressPros: Welcoming Back the Workforce	5/21	UI Training with EDD
4/27	Tehama County Business Recovery Task Force (m)	5/21	Write & Format Documents with Word by ClearIT
4/28	American Express COVID-19	5/27	JTC Reopen Plan Committee (m)
4/28	Global Economy	6/1	Tehama County Business Recovery Task Force (m)
4/28	American Express COVID-19	6/2	S.H.L. Assessment (new typing test)
4/28	Economic Impact on COVID-19 on Manufacturing	6/2	Back to the Workplace During/After COVID-19
4/29	April MIP User Group: Families First Coronavirus Response Act	6/3	Red Bluff Chamber Zoom Meeting
4/30	ClearIT: One Note	6/8	Tehama County Business Recovery Task Force (m)
4/30	Preparing Your Business for a Comeback	6/22	NoRTEC BSR Zoom Meeting (m)
5/4	Tehama County Business Recovery Task Force (m)	6/24-26	CWA WorkCON 2020 Online Conference
5/5	TCEAC/Alameda EAC: In time of Tele-Work and Crisis: Conducting an Effective Internal Investigation	6/30	Social Media Video Series #1
5/6	CEA's: Recent Updates & Solutions for FFCRA	*	Unable to include all webinars and meetings