



Alliance For  
Workforce Development, Inc.  
Providing pathways to success

Lassen County  
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**Discussion Paper:  
Briefing on the Alliance for Workforce Development, Inc. operations in Lassen County**

1. **Purpose:** It is with pleasure that I take this opportunity to update you on the activities at the Lassen County Employment Center, your local America's Job Center of California (AJCC). Our mission is to serve as a common point of access for job seekers, employers and community members for the purpose of education, training, employment, referral and other supportive services. AFWD delivers federal and state Workforce Innovation and Opportunity Act (WIOA) programs for Adults, Dislocated Workers and Youth of Lassen County.

2. **Discussion:** AFWD is one of four service providers for the Northern Rural Training and Employment Consortium (NoRTEC) providing various workforce development programs in six of NoRTEC's 11 counties, Butte, Lassen, Modoc, Nevada, Plumas and Sierra counties. Supervisor Teeter represents Lassen County on the NoRTEC Governing Board. AFWD's purpose is to create an atmosphere for both the job seeker and the employer – A place where they can succeed in all endeavors by using the services available to them. We continue to put an emphasis on our "business first" philosophy, as embraced by NoRTEC and also by the new legislation, which increases the focus on business outreach and requiring that businesses be in the forefront of our service delivery models.

Successful AJCC's recognize the value of partnerships with other service agencies, job seekers, employers, and the community they serve. Staff continue to work with job seekers and local businesses to ensure that employers find the most qualified individuals for the job and our job seeking customers obtain sustainable work. All efforts are tied to enhancing the workforce development, economic vitality, and a *stable and prosperous business community* throughout Lassen County.

- Lassen County's unemployment rate for June of 2018 stood at 4.8%. This is half a percent lower than this time last year, when Lassen County's unemployment rate stood at 5.3%.
- Customers July 1, 2017 – June 30, 2018: A total of 18,727 unique visitors utilized the many services available through the Lassen Business and Career Network.
- Business Services: We provided 84 businesses with a range of services including, business retention, expansion, recruitment, job postings, labor market information, human resource support, layoff assistance and access to interviewing and meeting space. A total of 615 services were provided to these businesses, indicating that

multiple contacts/services are being provided to these employers. This demonstrates that AFWD is succeeding in what WIOA envisioned, which is the development of long-term relationships with our local employers in order to better understand their needs.

- Rapid Response Activities: For July 1, 2017 through June 30, 2018, we assisted 100 individuals who were laid off from seven businesses in Lassen County. These individuals were provided career advising, job search assistance and worked with staff on getting back into the workforce.

### **3. Program Highlights:**

Healthcare Roundtable: AFWD gathered Healthcare and Education professionals together with the goal of identifying employer workforce and training needs and improve the alignment between education and workforce resources in order to meet those objectives.

Representatives from Banner Lassen Medical Center, Northeastern Rural Health Clinics, Seneca Healthcare District, Sierra Medical Services Alliance (SEMSA), Lassen Nursing & Rehabilitation Center, High Desert State Prison, Lassen Community College and Lassen County Public Health Department took part as members of the Rural Health Care Industry Sector Partnership whose mission is to improve the accessibility of quality healthcare in Northeastern California. A major success as a result of the Healthcare Roundtable and further developed industry partnerships has been the implementation of the LVN Program at Lassen Community College. Through this partnership, AFWD provided assistance toward tuition, books, equipment, participant mileage for clinical training, fees for required testing for 27 participants. This continues to be a focus that AFWD will further collaborate to develop solutions with community partners.

Employer Based Training: AFWD worked with numerous employers throughout the county to provide employer based training to individuals who lacked all of the necessary skills for their career pathway. The On the Job Training (OJT) program reimburses employers a percentage of an individual's wages to assist with the additional costs associated with the extra training. A total of 22 clients had active OJT's that totaled \$98,438 being paid out for employer reimbursements. Placements included positions such as Licensed Vocation Nurse, Integrated Case Worker, Property Manager, Nurse Aide, Executive Assistant, and Correctional Deputy.

Internship/Career Exploration Program: Lassen county businesses hosted 5 internship participants who have had opportunity to be exposed to various career fields. These individuals had completed a multitude of career assessments to determine if their field of interest was a good match for their possible career paths. The program supports all costs of an individual's wages thus allowing the business independence from any monetary obligation to expose and explore the career areas within their field's expertise. A total of \$16,150 was expended during this fiscal year.

Classroom Training: Many of our clients require additional training and or certifications in a specific field in order to obtain full-time employment. During the fiscal year, AFWD supported 49 clients through some form of classroom training for certification. The total amount funded for classroom training leading to a certification is \$17,567. The average wage for those clients after exiting to employment is \$18.74

Temporary Job Creation/Storm 2017: In early 2017, the president signed an emergency disaster declaration for the State of California as a result of the ongoing storms and floods. With this declaration, federal funding was made available to assist with clean-up efforts in counties that were designated disaster areas. Lassen County was one of the counties included. With these funds, temporary jobs were created for long-term unemployed job seekers to assist public and non-profit organizations with their clean-up projects related to the winter storms of 2017. AFWD has provided approximately \$401,482 in salaries to workers placed at Caltrans-Susanville yard, City of Susanville, Lassen Community College, and Lassen Land & Trails Trust in Lassen County.

Microenterprise Technical Assistance Program: We partnered with Lassen County Health and Social Service to implement “Growing Rural Business in Lassen County”. Currently we are working with eleven (11) businesses to provide customized technical assistance training to assist them in their business growth and development. Funding received through the Microenterprise Technical Assistance Grant, makes this very worthwhile program successful. AFWD is currently conducting one-one-one consulting with the participants. The technical assistance program is an enormous opportunity for businesses to identify the resources (training) that they need to start, maintain, and grow their business and to receive the training at no cost. A sampling of training topics included; Advertising/Marketing, Business Planning, Bookkeeping/QuickBooks, and Legal.

Summer Jobs/STEP Program: Alliance for Workforce Development, Inc.’s (AFWD) Youth Program in Lassen County hosted their first Summer Employment Boot Camp event in June 2018. The event was a collaborative encompassing two weeks of soft skill development, employment readiness and life skills lessons. Youth were able to create professional resumes, accurately complete employment applications, and learned interviewing skills. They were also able to attend workshops on a variety of topics: Healthy Living and Crockpot Cooking, Customer Service, Elevating your Self-esteem, and Banking. In addition, the Boot Camp offered many expert guest speakers to give the attendees broad exposure to information to assist them in making good decisions with their future. A variety of vocational program instructors from Lassen Community College came and explained their programs and the related jobs that they would qualify for upon completion. Instructors from the auto, nursing, and welding programs attended, as well as experts from admissions. A guest speaker from the United States Army came and explained military career paths. Representatives from Job Corps also presented their programs concerning what they offer in regards to training and education.

Participants delved into self-reflection by learning how to reduce stress by various techniques, including yoga. They set goals for themselves and then created a visual representation of their goals on a vision board and volunteered to share them to the group.

Alliance for Workforce Development Inc. included participants enrolled in the Youth Program as well as the STEPS Grant in the Employment Boot camp. The STEPS Grant was a grant awarded by the Department of Rehabilitation and Employment Training Panel to serve students with disabilities. Twelve clients were enrolled in total. All successful clients that completed Boot Camp were put into internships following. Clients as well as business sites agreed that the program was a success.

AB74 Expanded Subsidized Employment (ESE) Program: Lassen WORKs & Community Social Services and AFWD have partnered in providing workforce preparation, including work readiness and job related skills training to eligible participants. This mentoring program allows participants who are assisted on CalWORKs to attain job specific skills through on-the-job training (OJT), while learning how to retain a job through work readiness/retention workshops provided by both Lassen WORKs and AFWD. The goal is for the participant to retain employment after the subsidized period concludes, and eventually allow the participant to maintain self-sufficiency without the support of CalWORKs.

Medical Leadership Training: “Leading in a Healthcare Environment” consisted of a four session course sponsored and brought to Lassen County by the Northern Rural Training and Employment Consortium, (NoRTEC) and AFWD. This course was developed by the Health Workforce Initiative, a program of the Workforce and Economic Development Division of the California Community College Chancellor’s office. The training was conducted by instructors from Butte College’s The Training Place. Participants from 3 Healthcare entities committed staff members to attend the training which focused on four areas of leadership: “Communicating for Leadership Success”, “Coaching for Peak Performance”, “Your Leadership Journey”, and “Maximizing Team Performance”. This partnership has created a platform for ongoing training and staff development within our local healthcare industry.

Conclusion: AFWD is pleased to continue offering Workforce Development services in Lassen County and providing valuable services to both businesses and job seekers. All of our efforts are geared towards creating a solid workforce, economic vitality and a stable and prosperous business community throughout Lassen County. If you have any questions, please feel free to contact me at (530) 257-5057.

For more information about AFWD activities, please visit our website, [www.afwd.org](http://www.afwd.org) and click on CC Reports. Here you will find quarterly reports for each of AFWD’s county operations.

Thank you for your time.

Terri Hiser-Haynes  
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