



Lassen County  
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## Lassen County Board of Supervisors - August 27, 2019

### 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 review this past year's activities at the Lassen County Business and Career 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 by the new legislation, which increases the focus on business outreach and requiring that businesses be in the forefront of our service delivery models.

In July 2018 NoRTEC launched NoRTECJobs.org, providing a valuable search engine to connect job seekers with jobs in our local communities. This site provides easy access to employer's job positions in a user-friendly program across the 11-county consortium.

- Lassen County's unemployment rate for July of 2019 stood at 4.7%. This is 1/10th of a percent higher than this time last year, when Lassen County's unemployment rate stood at 4.6%.
- Customers July 1, 2018 – June 30, 2019: A total of 13,570 unique visitors utilized the many services available through the Lassen Business and Career Network.
- Business Services: Our team supported 90 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 851 services were provided to these businesses, indicating that multiple contacts/services are being provided to these employers.

- Nine businesses have participated in AFWD's On-the-Job training program with over \$85,511.00 in reimbursements for reporting date of July 1, 2018 through June 30, 2019. 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.

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

**California Workforce Association (CWA)-Charlie Brown Award:** In May 2019 the California Workforce Association present the Northern Rural Training and Employment Consortium (NORTEC) and AFWD with the 2019 Charlie Brown Award for the significant work contributed to Camp Fire survivors. History was made not only by the devastation of the disaster, but this was the first time CWA recognized an entire organization.

**Training-Classroom and Internships:** AFWD Career Center Advisors support individuals through various client assessments and career exploration processes, to assist them in attending classroom training and internships. For reporting period of July 1, 2018-June 30, 2019 a total of thirty-nine clients have participated in these programs resulting in \$122,779.00 being expended in Lassen County. Career placements included positions such as Licensed Vocational Nurse (LVN), Peace Officer Standards Training (P.O.S.T.) Customer Service Associate, Automotive Body Technician, Office Assistant, and Maintenance Worker I.

**Microenterprise Technical Assistance Program:** AFWD partnered with Lassen County Health and Social Services to implement "Growing Rural Business in Lassen County". Sixteen (16) participants were provided 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 conducted one-on-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 they receive the training at no cost. A sampling of training topics included; business law, appropriate business structure and set up, marketing and social media, business planning guidance, QuickBooks and financial system/reports, and employee selection. A total of 359 hours has been spent on one-on-one trainings to date by professional consultants, with an additional 808 hours spent by AFWD staff in our continuing effort to ensure these businesses and entrepreneur's requests are met and the businesses thrive.

**Summer Jobs/STEP Program:** AFWD's Youth Program in Lassen County hosted a 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. In July, 2018 following the completion of the boot camp eleven (11) of the twelve (12) participants were either placed in an internship or direct employment hiring.

**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 obtain job specific skills through work placements similar to an 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.

Camp Fire/Recovery: AFWD staff assisted the Lake Almanor Chamber of Commerce and the American Red Cross with the evacuation shelters in Chester and Quincy and the Federal Emergency Management Agency (FEMA) center in Chico. Assistance provided included unemployment insurance application assistance, resume creation, job listings and staffing the shelters.

Temporary Job Creation/STORM 2017: Temporary jobs were created for long-term unemployed job seekers in Lassen County to assist with the clean-up and repair efforts from the devastating storms and flooding of winter 2017, for public and non-profit agencies. These workers have been instrumental in the many projects that continue with Caltrans-Susanville and City of Susanville-Parks and Recreation. Several workers through their experience have been able to secure full-time benefitted positions with the agency they had worked with.

Conclusion: AFWD is pleased to continue offering Workforce Development services in Lassen County. Our team continues to partner with local resources and businesses, to create opportunities for local job seekers towards their *Pathway to Success* and promote a business climate that thrives. Successful AJCC's recognize the value of partnerships with other service agencies, job seekers, employers, and the community they serve. All efforts are tied to enhancing the 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  
Supervisor of Business Services

