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**Alliance for Workforce  
Development, Inc.**  
Operations & Program Highlights  
in Lassen County

Program Year 2020—2021

Presented by:  
Amy Velazquez  
Director of Business Services  
[avelazquez@ncen.org](mailto:avelazquez@ncen.org)  
(530) 966-3859



## Purpose:

We are pleased to update the Board on the Program Year 2020-2021 activities at the Alliance for Workforce Development Lassen County Business and Career Network in Susanville. Alliance for Workforce Development is Lassen County's America's Job Center of California (AJCC) provider.

Our mission is to provide businesses and workers a common point of access for employment, recruiting, training, consultation, and other workforce services. AFWD provides federal and state Workforce Innovation & Opportunity Act (WIOA) programs to Adults, Youth, Dislocated Workers, and Veterans. Our WIOA services also provide crucial recruiting, upskilling and workforce investment resources to Lassen County businesses.



## Overview:

AFWD is one of four service providers for the Northern Rural Training & Employment Consortium (NoRTEC). We provide workforce development programs and services in six of NoRTEC's 11 counties: Butte, Lassen, Modoc, Nevada, Plumas and Sierra.

As an America's Job Center of California (AJCC) One-Stop, we maintain a "business first" philosophy, as embraced by NoRTEC and WIOA legislation. This means we emphasize business outreach and employers are at the forefront of our service delivery model.

The One-Stop model provides businesses and job seekers a single access point; ensuring that employers find the most qualified candidates, and workers obtain sustainable, long term employment. All of our efforts are tied to enhancing workforce development, promoting economic vitality, and fostering a stable and prosperous business community in Lassen County.

We would like to thank Supervisor Bridges who continues to represent Lassen County on the NoRTEC Governing Board.

# Employment Numbers at a Glance



## June 2021



Lassen County

**5.7%**



California

**7.7%**



United States

**5.9%**

### Discussion:

The COVID-19 pandemic upset the labor market in both predictable and surprising ways. In June 2020, Lassen County unemployment rate was 8.3%. The State unemployment rates were higher than Lassen County at 15.1% at that time.

The Lassen County job market showed a large number of openings in the 2020-21 program year. Many employers echoed the same dilemmas throughout the state; a difficulty in filling positions, from entry level to advanced career despite these high unemployment rates. Our analysis found that many unemployed individuals chose to remain on unemployment in light of health concerns, school and childcare restrictions and the relatively large weekly PUA benefit amounts. As anticipated, there has however been a slow uptick in job seekers returning to the job market as the PUA program has ended.

As a result of restrictions loosening and businesses reopening, the unemployment rate in Lassen County has been on a steady decline, settling at 5.7% in June 2021, down from 8.3% just one year prior. Lassen County has bounced back to rates lower than the pre-COVID unemployment rate in February 2020 of 5.9%, with August 2021 reporting 5.6% offering lots of promise.

**Program Highlights:** AFDW provides three branches of services in Lassen County: **Adult & Dislocated Workers, Youth Programs** and **Business Services**. Our broad range of employment services are tailored to individuals from all skill levels and backgrounds, from entry-level to skilled technical and management. This diversity provides Lassen County employers in all sectors with a labor pool for their hiring needs.

**Adult & Dislocated Worker Programs:** AFDW Career Center Advisors support individuals through client assessments and career exploration. We assist Adults in need of classroom retraining to obtain sustainable employment by supporting them in vocational programs that will lead to local, upwardly mobile jobs. **In Program Year 2020-2021 we provided 39 Lassen County Residents with \$18,319 in funding** for training, which included course fees & tuition, and assistance with supplies and materials for classes. Our partnership with Lassen Community College allowed us to assist with extensive support for those entering healthcare occupations.

**Youth Programs:** Youth Career Center Advisors serve individuals ages 17 - 24 years who have barriers to employment. Youth clients are provided with individualized training and employment plans and assistance with a variety of workplace readiness factors. The AFDW Youth Program helps clients navigate exit from foster care and youth detention, obtain real-world skills such as household budgeting and job market exploration and partners with Adult Education to support youth in obtaining high school diplomas and GED's. In the Program Year 2020-2021, **AFDW assisted 12 Youth Clients** in career readiness, job placement, On-The-Job Training and supportive services in Lassen County.

**Business Services:** AFDW Business Service Representatives (BSR) maintain continuous contact with the Lassen County business community to keep abreast of hiring needs, employment trends, and economic conditions. BSR's also work closely with our partners in the government, non-profit, and advocacy sectors (local Chambers and Professional Groups) in order to develop contacts and find ways to align services. In Program Year 2020-2021, Lassen County Business Service Staff engaged **113 individual businesses**. Business Service Representatives provided **11 On-the-Job Training placements** to Lassen County employers, reflecting over **\$54,400 in reimbursed wages**.

**Prison to Employment (P2E):** The P2E grant program is specific to supervised populations of justice involved individuals, and combines job search services and assistance in identifying and working within the confines of their conditions and terms. The program can also assist them with supportive service needs and allows for paid On-the-Job Training (OJT) opportunities. **21** previously incarcerated individuals were served during the 2020-2021 program year with a variety of services including job search, supportive services and On-The-Job Training placements.



# WIOA SERVICES

Lassen County Customers Served:

## 7,935

Job Search • Resume Assistance • Skills Testing • Classroom Training •  
Career Exploration • On-the-Job Training (OJT)

Unique Lassen County Businesses Served:

## 113

Recruiting • Job Fairs • Labor Market Data • HR Consultation • Access to Untapped  
Labor Pools • Rapid Response • OJT Training • **1,838** Individual Business Services

WIOA Funding Allocated to Lassen County Employers:

## \$51,452

Wage reimbursements provided directly to employers who hire OJT Participants


From July 1, 2020 to June 30, 2021, AFWD served **7,935 customers** in our One Stop Office. Support was provided to **113 unique businesses** with recruiting, retention, training, and HR support; labor market data and analysis; strategic planning for sector growth; and a variety of other services. We reimbursed **\$51,452 in wages** back to employers using **WIOA On-The-Job-Training funds**. This vital funding allows Lassen County Employers to utilize the local labor pool by providing support to train and upskill local job seekers.





# Responding to Community Needs






**Lassen County for AFWD**

**Recovery and the Future**  
**The Economy 2021 to 2024**

**January 2021**

Robert Eyler, PhD  
President, Economic Forensics and Analytics  
Professor, Economics, Sonoma State University  
eyler@econforensics.com



The COVID-19 Pandemic fundamentally changed the workforce needs of the Nation, the State, and Lassen County. AFWD responded by collaborating with county agencies and other partners to provide resource information for Covid business related programs such as the Economic Injury Disaster Loans (EIDLs) and the Paycheck Protection Program (PPP). In addition, AFWD provided support in the distribution of necessary PPE such as hand sanitizer and masks to local businesses.



**Alliance For Workforce Development, Inc.**  
*Providing pathways to success*

**PLEASE JOIN US FOR OUR FIRST**  
**NEW YEAR, NEW CAREER**  
VIRTUAL JOB FAIR | JANUARY 20<sup>th</sup> | 10AM - 1PM

**PARTICIPATING EMPLOYERS**

- A&A Concrete Supply
- Adecco Employment Services
- All Phase Landscapes
- Allstate Employer Solutions
- Alliance for Workforce Development
- Alturas Grocery Outlet
- Butte County - Human Resources
- Butte County Office of Education
- CAJFIRE
- California Correctional Center - Susanville
- California Department of Corrections and Rehabilitation
- California Highway Patrol
- California Olive Ranch
- California Vocations, Inc.
- California Water Service Group
- Caltrans
- Chico Eye Center
- Chico State Enterprises
- City of Chico
- Connecting Point
- Connecting Point Employment Services
- County of Modoc
- County of Nevada
- County of Sierra
- Curves Paradise
- DigitalPath
- Downville River Inn & Resort

- FCI Herlong
- Feather Falls Casino & Lodge
- Fifth Sun
- Fort Bidwell Indian Community Council
- Global Precision Manufacturing
- Great Basin Institute
- Hills Flat Lumber Co.
- Holiday Market - Meadow Vista
- Holiday Market - Alturas
- Holiday Market - Auburn
- Holiday Market - Paradise
- Home Instead Senior Care
- KIXE TV PBS
- Lake Almanor Country Club
- Lassen County Personnel
- Lassen Family Services
- Lundberg Family Farms
- Modoc Medical Center
- North State Public Radio
- Oakland Feather River Camp
- Paradise Lens Lab
- Partners in Care
- Patterson's Tax Practice
- Peters, Habib, McKenna, Juhl Rhodes & Cardozo, LLP
- Plumas District Hospital
- Plumas Rural Services
- ProPacific Fresh

- Quincy Natural Foods Cooperative
- Quorum Technologies
- R&B Communications
- Rodriguez Landscapes
- SafePath Products
- SawMor Foods - Quincy
- Seneca Healthcare District
- Serendipity Wines California
- Sierra Army Depot
- Sierra Business Council
- Sierra Cascade Family Opportunities
- Sierra Pacific Industries
- Sierra Pines Resort
- Solar Cowboyz
- Sunrise Motel & RV Park
- Sunset Moulding
- Surprise Valley Health Care District
- Susanville Indian Rancheria/Lassen Indian Health Center
- Susanville Supermarket IGA
- Tahoe Forest Health System
- The Inn at The Terraces
- UCCE Modoc
- United Health Group
- Valley Contractors Exchange
- Waste Management - CA/NV - Mechanics, Equipment Operators
- Waste Management - CA/NV/RI - Management, Sales & Admin
- Weiss McNeil
- Whitehawk Ranch Golf Club

A proud partner of America's Job Center of California™ network.

**America's Job Center**  
of California™

Member for Workforce Development, Inc. is an Equal Opportunity Employer Program. Applicants only. All activities are subject to your request to participate with AFWD. 7-1-21 or 7-1-21/2021

In late January 2021, we were honored to again host economist **Dr. Robert Eyler** for a follow-up webinar focused on providing the Lassen County Business Community with an informed perspective on the recovery and economic future for Lassen County for 2021-2024.

In an effort to provide innovative solutions and cast a wider net to help Lassen employers attract job seekers to the area - AFWD hosted the "New Year, New Career" and "Healthcare Heroes" Virtual Job Fairs.



*Healthcare Heroes*

**VIRTUAL HIRING EVENT**

PLEASE JOIN US  
APRIL 20<sup>th</sup> | 11AM - 2PM

Area healthcare facilities are looking for candidates just like you! Join us and learn about open positions, upload your resume and apply instantly.

Positions available include Admissions, IT, Housekeeping, Medical Records, Registered Nurses, Physicians and more!

REGISTER NOW: <https://tinyurl.com/HealthcareHeroesHiringEvent>

Questions? Chat with a representative at AFWD.org or thesmartcenterbiz

CLAY TO REGISTER




Presented in partnership with






# Conclusion & Looking Ahead

As Lassen County's America's Job Center of California, Alliance for Workforce Development's mission is to enhance economic vitality by creating a skilled, job-ready workforce, and a stable, prosperous business community throughout Lassen County. We appreciate our partners in the education, public, and private sectors who help make our mission possible.

As Lassen County residents and businesses navigate the COVID-19 pandemic and recover from the impacts of the Dixie Fire, we will continue to develop dynamic solutions to workforce and employment challenges. We continue to expand and refine our online capabilities and business support with tools like:

- ♦ **Virtual Workshops and Webinars**
- ♦ **Effective online recruitment through CalJOBS and [www.Northstatejobs.com/afwd](http://www.Northstatejobs.com/afwd)**
- ♦ **Social Media engagement with the community on Facebook, LinkedIn, Twitter, and Instagram**
- ♦ **Live assistance for job seekers and businesses on our website chat feature at [www.afwd.org](http://www.afwd.org)**
- ♦ **Partnerships and referrals with area organizations to collaborate and coordinate service delivery**

We continue to advocate on behalf of Lassen County, in order to provide ongoing OJT training assistance for employers, vocational and classroom upskilling for workers, and Temporary Job Creation programs that provide internship opportunities while charging the local economy with wages.

We thank the Board for providing us the opportunity to present today, and thank Lassen County for partnering with us in creating *Pathways to Success*.

For more information on AFWD activities please visit [www.afwd.org](http://www.afwd.org) and click 'News'. Here you will find highlights of our work in the communities throughout our service area. If you have any questions, please contact me at (530) 961-5131 or [avelazquez@ncen.org](mailto:avelazquez@ncen.org).

Amy Velazquez, Director of Business Services



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