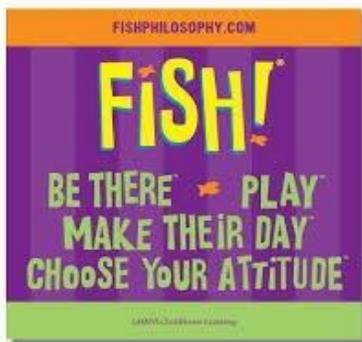


Community Coordinator Report

Lassen County
JULY – SEPTEMBER
2014



CATCH THE ENERGY.

RELEASE THE POTENTIAL.

Lassen Business and Career Network staff facilitated a fun and interactive workshop and had partner agencies attend in order to get everyone acquainted that work in the same building. This introduced the **FISH!** Philosophy; utilizing the language of **FISH!** (PLAY, MAKE THEIR DAY, BE THERE and CHOOSE YOUR ATTITUDE) and the group was able to have a day full of interaction. The concept is to create an environment in which people are truly connected to their work, to their colleagues and to their customers. The workshop began with engaging participants in honest conversation, learning how to verbally convey what they are thinking and to convey who they are and where they come from. The room was full of buzz as everyone jumped into the fun exercises.

Later, break-out sessions allowed co-workers to focus on each other, really listen to the conversations and offer constructive feedback to each other. Yvonne Hawkes, Integrated Case Worker Supervisor stated, “I have been involved with FISH! events in the past and have always come away with a better understanding of my co-workers. I am always impressed with the encouragement this process offers us to use in daily life.”

First time attendee Shakrysta Davison, Frontline Receptionist for AFWD, Inc. shared, “I went away feeling confident, and I was able to connect with people I had only spoken on the phone with, I really enjoyed this session.”



The Extra Mile

Sometimes what is required to get the job done is going the extra mile. That was literally the case with youth program participant Alaina Willis. Alaina, a recent graduate of Westwood High School worked all year with a goal in mind; to attend Shasta College to study Social Science and eventually become a Social Service Worker. This would enable her to attain her dream of working with children in order to make a difference in their lives. Due to transportation issues, Alaina found herself lacking a ride to her orientation date and counseling appointment.

Talking with her Youth Career Center Advisor about her dilemma, they planned and made arrangements to make the 230 mile round trip drive to ensure that Alaina didn't miss her appointment. This extra effort allowed Alaina to complete those needed appointments and gained her the confidence to begin her new journey in college life.

We are proud to announce that Alaina is now attending Shasta College as planned.



Change is Good

After 6 years working in case records for the California Department of Corrections and Rehabilitation, Gerrilynn Peri found herself at a crossroad. Wanting an opportunity for self-growth she left her position determined to find more meaningful employment elsewhere. Eligibility was determined and she was enrolled in AFWD, Inc. services. Working with her Career Center Advisor she updated her resume, became confident in her interviewing skills and broadened her job search. Ultimately she was seeking a position that would make a difference in the lives of others.

When a position with Lassen County Department of Child Support Services was advertised, Gerrilynn applied. Although she did not have all the skills for this newly created position, she was interviewed and it was determined that there was a skills gap.

AFWD Business Service staff worked with the employer and determined the skill gap and the need for an On-the-Job training (OJT). A plan was put in place to give her the support and ability to obtain the identified skills needed for success.

Gerrilynn successfully completed the designated OJT training plan and was pleased at the difference she was making. Supervisor, Kim Dowden stated "Gerrilynn is a joy to have working with us!" Congratulations Gerrilynn!



Networking Pays Off

Recent Lassen College graduate, Chelsea Keith, was in search of a career-oriented entry level job as a stepping stone to career advancement and further education. Chelsea was initially focused on a bi-lingual position with Lassen County, but through her networking in the local community, another opportunity surfaced.

US Bank manager approached her as they were looking to fill an In-Store Banker position at the Safeway branch. The manager encouraged her to complete their application. Chelsea then came to the Business and Career Network and eligibility was determined and she was enrolled in the program. She needed assistance with resume and cover letter development. After working with her Career Center Advisor she developed a customized a professional resume and cover letter. In addition, a mock interview was scheduled to evaluate her interview readiness. Chelsea was READY!

After a successful interview, US Bank made a job offer. Chelsea was now in need of assistance for work appropriate clothing, which AFWD was able to help her obtain. AFWD is proud to say that Chelsea has now been employed as an In-Store Banker with US Bank since July.



Welcome to Lassen College!

On August 16th, Alliance for Workforce Development, Inc. (AFWD) was invited to participate in Lassen College's New Student Orientation. Students were treated to lunch and an opportunity to gain information about college programs as well as other services available in the local community.

Career Center Advisors from AFWD provided a presentation of the services that the agency offers in the Youth Program and the job seeker services available at the Business and Career Network. Many of the students that dropped by the information table were new to Lassen County and were appreciative of learning the different services that they can access. Welcome to our beautiful community!



New Directions

After being laid off from her Certified Nursing Position with the California Department of Corrections and Rehabilitation, Lisa Parsley, found herself at a crossroads. Lisa was unsure how to start her job search or what kinds of jobs she might be qualified to do and was enrolled in the Adult program. After meeting with her Career Center Advisor (CCA), Lisa had an open mind and was willing to consider other career paths. Lisa discovered she had a wealth of transferable skills to offer potential employers.

Her CCA assisted her in creating a resume that highlighted her skills and prepared her for interviews. Lisa soon landed an interview and was offered a full-time Office Assistant position with the California Correctional Center.

Lisa is happy to announce that this new career path is a welcome change and she is eager to see where it will take her.



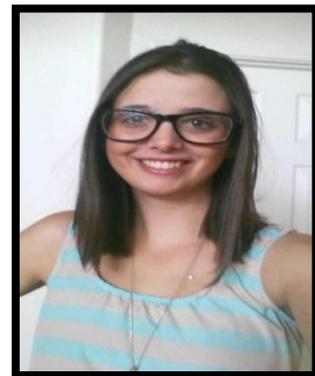
Self-Determination

In March of 2014, Cassie Kimbley met with her Career Center Advisor (CCA), after moving to Susanville. Cassie was eager to find full-time employment in the Susanville area that would allow her to showcase her customer service and sales skills. Cassie and her CCA created a new customized resume focusing on her transferrable skills.

Armed with a job-specific resume that highlighted her customer service, sales and clerical skills she decided to submit applications and resumes online and followed up with employers by visiting them in person. Cassie met with several local employers, but one in particular was very impressed with her determination.

Cassie walked into Billington Ace Hardware dressed to impress and was able to speak to the owner on the spot. She interviewed with him and was offered a full-time position as a Customer Service Representative that same day!

Cassie loves her new position with Billington Ace Hardware and attributes her success to the knowledge she gained from the services provided to her by Alliance for Workforce Development staff.





AFWD America's Job Center of California Statistics

Lassen County Visitors

5,304

AFWD Business Services

Business Served	613
Service Provided	2,014
Positions Filled	59
Training Assistance	302

Program Services

Total enrollments this quarter

Adult	159
Dislocated Worker	143
Youth	28
Employed	122

Unemployment Rate

Butte	8.1%	Plumas	7.5%
Lassen	8.6%	Sierra	8.3%
Modoc	8.2%		

