Power of Social Media

The power of a post with Shares - Likes - and people reached...

This terminology was not always associated with jobs and workforce services. However, today with social media being part of almost everyone’s life, it has become a prominent avenue for advertising job recruitments, upcoming job fairs, and community events.

When Laborers’ Local 185 decided to come back to Oroville to hold a Construction Career Day they reached out to Alliance for Workforce Development’s Business Service staff to assist in getting the word out. On February 8th, 2018 the flier was posted on AFWD’s Facebook page and received a lot of attention. There were over 41,000 people reached and over 1,300 comments & shares. This one events’ post increased Alliance’s for Workforce Development, Inc. follower count by 189.

When we shared the FB Performance statistics from that post with the Local 185 they decided they better move the event to a new location due to the anticipated number of job seekers. We are very excited to reach such a large amount of jobseekers in a short amount of time. We are hopeful that social media will further assist a larger population in finding work in the future.
Local 185 took this to heart and the reward was a huge turnout! Friday, March 16th from 11-4:00 the Local 185 Construction Career Day in Oroville was full with lines of prospective new hires waiting at each employer table. There were a total of 18 employers and 375 job seekers in attendance. Many of the job seekers were offered jobs on the spot.

DeSilva Gates Construction left at 2:00 because they had made 29 offers of employment and they didn’t need any more. A woman with her Class A driver’s license was so happy as she was leaving because she got an instant job offer to start the following week. One man on his way out the door shared an enthusiastic; “I’m going to union orientation in Sacramento on Tuesday dressed in work clothes because I’m going to work right after.” A woman that is a current member of Local 185 rushed in at the last minute while the tables and chairs were being put away and was hired on the spot by Martin Bros Construction.

Oroville Dam contractor Kiewit Construction’s Human Resource Officer Emily Lowe said they never slowed down all day. Their line of course was the longest.

Local 185 Maggie Campbell said “I don’t know how you guys got the word out, but you did a great job! We went to several stores in Oroville to post fliers and at every store we were told they already knew all about it, and had been spreading the word."

Maggie serves on the Yolo WIB (Workforce Investment Board) and will be sharing the hiring number with us so we can let our local workforce board know.

Lots of good stories! According to Local 185 rep Sean Radford, this may become an annual Construction Career Day in Oroville!
Note from Maggie Campbell...

We would like to share some statistics from our Construction Career Day in Oroville, CA on March 16, 2018. It was because of all of you that this event was a success. *(Please keep in mind, some candidates did not complete all sections and some made multiple entries.)*

Candidates signed in: 372

Candidates with 0-1 yrs experience: 52
Candidates with 2-5 yrs experience: 50
Candidates with 6-10 yrs experience: 33
Candidates with 11+ yrs experience: 44
Candidates with “Class A” license: 36
Candidates with “Class B” license: 3
Candidates with “Class C” license: 171

Heard about the event via:

- Radio: 9
- Newspaper: 23
- One-Stop: 57
- Flyer/Poster/Postcard: 63
- Jobsite: 13
- Other: 79

(Other: Friend, Paradise Library, EDD, Online, Union Members, Facebook)
To Grow or Not to Grow....

This a question that business owners’ face when they are busy but not sure that they are quite busy enough. Most people start their businesses as sole proprietors. Initially they don’t want to go to the effort or cost of incorporating until they know if the business is viable. It can be a significant financial investment and a big step to take adding on the workers comp and EIN to become an employer and then the State of California employment laws and regulations to get familiar with, and lastly add the payroll component.

Recently I came upon a business that was experiencing this exact situation. The Business Service Representative’s in Butte County’s AFWD office are tasked to oversee the AB74 Subsidized Employment Training Program (STEP). This program requires BSR’s to job develop for the participants. I had met with a participant who provided a resume with a slightly detailed, albeit hobby related experience with computers but he had no work experience or certifications. John Broome had been a care provider for a family member and had sporadic outside work experience, but in our initial meeting it was obvious he had a skill and love of computers. On one of my outreach days I decided to stop into this small office based business in Oroville. The street facing sign said ResQTech Technology Solutions. I happened to catch the owner Aron Bert as he was locking up in the middle of the afternoon in order to do his out of office calls performing systems, computer troubleshooting and repairs. I explained my mission; our services to provide businesses with employees for a 6-month training period and then I handed him John Broomes’ resume. Aron explained he was a sole proprietor who had considered hiring so that he didn’t have to lock up for 3-4 hours a day. I asked him if he could maybe interview John to give him the experience and see if they are a good fit. He said that he would. Leaving the business, I was a bit discouraged knowing that he wouldn’t be able to hire John at this time.

Much to my surprise the opportunity was ripe for Aron and John. Aron Bert interviewed John within a week, he then became a C Corp, had his EIN and Workers Comp in place and we started his new employee within 3 weeks of dropping off the resume.

Quote from Aron- “I’ve had ResQtech for about 7 years. Started off as a home based business while working other full time jobs. I came to the point with my previous full time job that I wasn’t happy there so I decided to do this full time. Still home based I did “ok” but knew I needed an office, a face, for people to really notice me. Then in August of this last year I signed a lease for my office and have been doing better and better every month since. I am doing almost 4 times the amount of business I was doing with a home based business. I then decided after talking with my CPA that it would be beneficial for me to have a C Corp to not only protect my personal assets but also for tax benefits. Having John is a big help and I think that I can probably get him a few more hours not exceeding 30 hours a week in the near future but want to take baby steps.”
Recognition Award

The Bidwell Park and Playground Commission held a public meeting on January 29, 2018 where special recognition and a presentation was given on efforts of AFWD’s Temporary Job Creation (TJC) program.

The presentation was given by Shane Romain, Park Services Coordinator. Shane has been instrumental in making this year’s special project a success. Shane covered the program overview, crewmembers and most importantly the before and after pictures of the incredible work that has been completed over the course of a few months. Everyone was impressed with the drastic differences in the areas of lower Bidwell Park, thus bringing increased safety and the restoration of natural habitats.

The crew began at The Rose Garden by the CARD center and has since moved along the creek bed past One Mile swim area. Bike and hiking trails that were covered by invasive overgrowth are now a clear, easy to access way for park goers to enjoy the wonderful Bidwell Park. Due to program limitations, all of the work carried out by the crews were solely completed by hand tools and brute strength. Shane also mentioned to the commission that many of the crew that started the project are now in full time regular employment due to the skills and references they acquired through the TJC program.
January 24, 2018 The Paradise Ridge Chamber of Commerce hosted its (76 years) Annual Installation of Board Members and Awards dinner at the Paradise Senior Center. The event this year was sold out! The event promotes local business and recognizes members of the community for achievements in business and service.

**Business of the Year**  ....Wilson Printing & Signs  
**Entrepreneur of the Year**  ....Jennifer Swiger, Paradise Rocks  
**Meritorious Service Award**  ....George Siler of Youth for Change  
**Service to the Community**  ....Carol Haskett  
**Alice Smith Award**  ....Joann and Sam Dresser for dedication to the Gold Nugget Museum  
**Business Beautification Award**  ....Dr. David Gaida of Eye Life Institute

Special recognition was given to Cal Fire and the California Conservation Corp with members from each group present to receive the accolades. Quite a long standing ovation for these folks.

Some of the fun, and fundraising events included a silent auction with some pretty generous gift contributions by local businesses and the always fun “Dessert Dash.” It continues to be a great way for AFWD to network with local businesses and show appreciation for the Paradise business community.
The Chico Chamber of Commerce hosted its 80th Annual Business Awards Ceremony and Dinner at the Sierra Nevada Brewery Big Room, on January 18, 2018. As a Visionary Partner, AFWD staff were there to help celebrate the 2017 award recipients, welcome the 2018 Officers and Directors, and represent Alliance for Workforce Development’s commitment to the Chico Business Community.

The event celebrated the civic accomplishments, community engagement, and personal legacy of several members of Chico’s business community. This year’s awards winners were:

2017 J. Pat Lappin Award for Business Excellence: Tom Dauterman, Thomas Welding
2017 Jeanne Posey Business Women of the Year: Amy Louis and Elizabeth Goldblatt, Six Degrees Coffee Service and Distribution
2017 Chairman’s Award: Gage Chrysler, Modern Building Company
2017 Business Advocates of the Year: David Halimi, Diamond W Western Wear; Tom DiGiovanni, New Urban Builders; and Tom van Overbeek, Parkside Tap House
2017 Chamber Ambassador of the Year: Don Cutler, Happy at Home
2017 Young Professional of the Year: Kelly Gibbons, Office of Brad Jacobson Farmers Insurance
Legacy Award: Presented in Memory of George Walker

The ceremony also acknowledged the efforts of the staff and volunteers that conduct the Chamber’s work and help it reach its mission of Moving Chico Forward. Chico Chamber CEO Katie Simmons recognized both incoming and outgoing Directors, Board Members, and Ambassadors, and the 2018 Officers and Directors were formally installed. There was a special “Passing of the Gavel” presentation, by outgoing Chairperson Rick Anderson, to incoming Chair Anastacia L. Snyder.

The evening was also a chance for community members, business owners, and economic development partners to engage with one another. AFWD staff members joined a broad spectrum of Chico’s private sector, government, civic, and educational communities in viewing silent auction items donated by Chico businesses, enjoying fine food and drink provided by Sierra Nevada, and generally celebrating the wealth of goods, services, talent, and opportunity that Chico’s business community has to offer. Prior to the award ceremony was a reception, where AFWD staff were able to mingle with local business owners and managers, talk about staffing, hiring, and business growth hurdles; and explain how Alliance for Workforce Development could assist them with their future personnel needs.
Additional Assistance Grant Helps Former Sears Employee

AFWD received an Additional Assistant grant specifically to offer additional help to employees who were affected by the mass layoffs at Milestone Technologies and Rideout Hospital, as well as the permanent closing of Sears. Svetlana Smith came to AFWD two months after she was laid off from her Consultative Sales Associate position at Sears in the Chico Mall when the store permanently closed on September 8, 2017. Svetlana had learned about AFWD and the services we provide to Dislocated Workers at the Rapid Response held at the store in August 2017. Svetlana’s responsibilities at Sears included primarily working in the jewelry department, providing sales, customer counseling and advice, detailed accounting and security of high value inventory, and filling in for apparel department as needed. Svetlana’s background is in Accounting, but her accounting related employment all occurred in Russia. The training she received in Russia is not widely recognized in the U.S.; therefore, it was unlikely that she would be able to secure employment as an Accountant or even an Accounting Assistant without additional training. In her prior employment, Svetlana worked as an Accountant-Economist for 8 months for The Security-Guard Unit of Russia. She also worked for 3 years as an Accountant-Cashier for Breweries Company of Russia and as a Computer Programmer for Hospital #5 in Ryazan, Russia. Lastly, Svetlana has 7 years’ experience as a Manager of Sale for Distribution Company where her main duties were analyzing and marketing to regional markets, and creating a customer base in the North-West region of Russia. Svetlana is very knowledgeable in computers, with experience in MS Office, Outlook, and 1C-Enterprise and can operate various types of office equipment. She has qualifications as a Systems Engineer in radio-electronic equipment and instrument assembly, as well as the Russian equivalent to a Kindergarten Teaching Credential. She is fluent in Russian and English. Even with all her skills and knowledge, Svetlana had been unable to secure full time self-sufficient work unassisted. Initially, she thought she would just look for employment, so she was assisted by a CCA with resume updates and cover letter development. However, after meeting with a CCA several times, Svetlana shared that she really wanted to return to school to pursue a certificate as an Account Clerk from Oroville Adult Education (OAE). An Individual Employment Plan was developed, submitted, and approved for Svetlana so that she may pursue a recognized vocational certificate. The Account Clerk Certificate from OAE is composed of four classes: Office Technology, Accounting I, QuickBooks, and 10-Key Electronic Calculator. Svetlana was enrolled in all required classes, and has been earning A’s and B’s since class began in January 2018. She is scheduled to graduate in June 2018 at which time; AFWD will assist her with looking for employment through direct hire, or On-The-Job (OJT) Training.
Success starts with that first step! For some it is a baby step, and for others a huge leap. But if you don’t take that first step, you can never start your journey.

Scott Hassian had to take both. He had owned his own company, but that venture didn’t last. He found himself caring for his elderly parents and trying to figure out in what direction he now needed to go. He discovered that he enjoyed caregiving and his baby steps led him to researching careers in the medical field. He completed his nursing prerequisites and enrolled into the RN training program at Yuba College, where he learned about the WIOA program and AFWD. He met with a Career Center Advisor (CCA) and was enrolled into this program for classroom training assistance. The CCA successfully oversaw Scott throughout the grueling program, where he consistently received straight A grades.

Once Scott had completed this training and was able to pass the NCLEX exam for his California State Licensure, his information was shared with the BSR’s, or Business Service Representatives for Butte County. It just so happened that one of the BSR’s was working with an employer in Chico, a Rehabilitation facility, that was advertising for an RN and willing to train.

Scott interviewed for this position and was consequently placed into an On the Job Training Program (OJT). To date, both employer and Scott are very happy with their employment arrangement.

Scott’s journey is full of “steps” to success, including the steps within the WIOA program through AFWD to assist clients in achieving full time, self-sufficient employment!

Congratulations Scott!
Terra Fuego has currently been participating in the Storm TJC Project and AFWD Inc. has enrolled participants to be employed for short-term temporary positions to fix the damage caused by the 2017 Storms in Butte County. The adult Laborer Crew currently employed at Terra Fuego have battled the elements such as the summer heatwave and the recent storms. Recently, they undertook a new and different challenge. This new challenge was participating in Basic Firefighting Training and obtaining certification.

The Terra Fuego Crew have been long termed unemployed and faced barriers to full-time employment. Some of the participants have been on probation and some living at the Torres Shelter in Chico. Morgan Conner, a Crew laborer, was a participant in the Butte County Probation/AFWD Inc. Job Readiness Workshops. She successfully completed the series of job readiness classes and obtained a certificate of completion. She faced barriers to employment and was determined to obtain employment. Morgan and her team recently completed Basic Firefighting Training at Terra Fuego. This training and certification will make them eligible for full-time employment with Firestorm this fire season. These participants were excited to obtain temporary employment to learn new skills and improve their work experience. Now, these participants are very excited to learn Basic Firefighting Training and obtain certification. AFWD Inc. participant, Josslyn Williams, was recently promoted to Crew Leader and now has completed the Basic Firefighter Training and certification. He stated he was very excited about the investment Terra Fuego made in his training. He also stated he was excited about his future as a potential firefighter.

The Terra Fuego Crew entered this occupation with barriers and some had lost hope in obtaining employment after being unemployed for years. Now, after completing the Basic Firefighting Training and certification, they are ready for wildfires!
In November, the California Employment Development Department announced it has awarded the Northern Rural Training and Employment Consortium $288,750 in grant funds to help laid-off workers in Butte and Nevada counties. The grant was designated to employees laid off from Butte County Milestone Technologies, Inc. and Sears as well as Rideout Health in Nevada County. The grant, authorized as a result of these mass layoffs, provides funding for an array of critical services for the laid-off workers, including increased training, basic skills training, advanced education, job search assistance and other relevant supportive services.

Butte County AFWD provided a Rapid Response, Orientation of services to Milestone Tech individuals effected by the substantial layoff, informing them how our trainitories that have been identified as having the greatest growth potential for future career growth, including healthcare, advanced manufacturing, agriculture, information technology and tourism. Through these outreach efforts we met Roque Guerrero.

Roque, a CSU Chico graduate in Computer Graphics and Manufacturing, knew he wanted to stay in the IT and or Manufacturing sectors but he was having a challenging time and requested assistance from AFWD. Initial and objective assessments determined he would benefit from Short Term Prevocational training regarding career enhancement and signed up for online Alison courses related to time management techniques. Soon thereafter an On the Job Training opportunity came to fruition and it is there he continues his success at BeetsTech being trained and working as an Electronic Technician.

Roque worked very hard consistently and was a very dedicated and tenacious job seeker throughout his many months of unemployment. He followed suggestions for resume revising and customizing as well as cover letter drafts. Roque received suggestions and coaching for interviewing techniques and notified his Career Center Advisor upon completion of every application submitted and interview appointments planned. He worked with Business Service Representatives reviewing local companies as well as the Resource staff for new job listings and seriously took advantage of all resources and services offered. Roque’s persistence and strong work ethic paid off. He is enjoying his new position, learning many new, necessary skills and looking forward to his future with BeetsTech.
**Rags to Riches**

The Partnership between Alliance for Workforce Development, Inc. (AFWD) and the Employment Development Department (EDD) and has been extremely successful especially for one particular client. Cindy Dawson was first enrolled with AFWD, Inc. August 2012 for Job Search Assistance. EDD referred Cindy to AFWD, due to a business closure. Cindy was able to secure employment with Milestone Technologies, Inc. through an On the Job Training (OJT) opportunity, and exited to full time employment.

As a Contact Center Supervisor for Milestone Technologies, Inc., she tested and Beta tested software prior to launch. Cindy was able to create company and social media marketing content for Facebook, LinkedIn and Twitter Social Media accounts. Cindy stated her greatest accomplishment was the team of 20 she supervised, working directly with Google over seeing all their contracts in Website design, Images, Logo’s and Press Releases. Google transferred their accounts back down to Fremont starting in 2014, completing the transition in 2015 causing a substantial layoff for Milestone Technologies, Inc.

Through a Rapid Response, AFWD, Inc. was able to assist and provide information in the areas of Job Search/Resume Assistance, Classroom Trainings and OJT opportunities. Cindy was affected by the transition of Contracts and lost her position. Cindy’s family purchased a local nursery in Paradise with the hope Cindy would one day take over the business. Cindy decided to return to school and complete her AS Degree in Environmental Horticulture. Cindy utilized the WIOA-National Dislocated Worker Grant (NDWG) to assist with her classroom training requirements. Cindy became a strong advocate for AFWD Inc./WIOA services, she spoke to anyone who would listen. Cindy wrote a letter to Congressman LaMalfa requesting he fully fund the Title I and Title II accounts at the level authorized by the Workforce Innovation Opportunity Act, a copy of the letter was provided to NoRTEC. Cindy wasn’t done yet, she spoke with the Butte College School Board regarding the Sector Partnership NEG program in which Butte College posted an article about the National Dislocated Worker Grant, Sector NEG-Internship program on their District Announcements to all Faculty and Staff plus Butte College tagged AFWD Inc./WIOA on their Facebook page. In addition, Cindy also encouraged her family to utilize the WIOA program(s) and secured six Internship positions through WIOA- NDWG Sector Partnership NEG. “This has been an amazing program and I/we thank you for the opportunity!”

Cindy completed her training and received her AS Degree and works part time at the Nursery as the Greenhouse Manager which falls under Agriculture and is listed as one of the Regional Priority Sectors. Cindy graduated Magna Cum Laude with an Environmental Horticulture AS degree, 9 Certificates including Nursery Technician. Cindy stated “I was incredibly busy working as an Associate Instructor in the BCIS Department, part-time Nursery Greenhouse Manager, plus I interviewed and accepted a position at Butte College in the Grants Department as the Administrative Secretary”. “During all this craziness I actually forgot to purchase my Phi Theta Kappa sash prior to graduation”.

Cindy reports Deja-Vu participated in the 2018 Local Nursery Crawl, stating “The nursery is amazing and we made the 2018 Local Nursery Crawl this year, which was a huge success” “I couldn’t have done any of this without the assistance from AFWD”, “I am thrilled with the program and I wouldn’t be where I am today without you and all your assistance!”
Isabell Boone came to the Youth Program through Butte County Office of Education (BCOE) Youth Build program. She was also a participant in the Butte County Sheriff’s Alternative Custody Supervision (ACS) program. This program was giving her a chance to get back on track after being involved in the justice system. Isabell actively participated in the classroom activities at Youth Build, and successfully completed the Welding Certificate program. After Youth Build, Isabell participated in an On-the-Job (OJT) Boot Camp, completing and participating in activities in preparation for employment. She was an enthusiastic participant and a help to the other attendees. Soon after the Boot Camp, an internship opportunity came up. Genuine DBT Inc., a local therapy office, was looking for someone who would like to be trained as a Receptionist and Billing Processor. Isabell jumped at the chance to learn about the office and their services, while gaining clerical experience. Since starting, she has shown her aptitude for the position, and hopes to be hired in a permanent position when her internship is completed.

Even though, Isabell did have some setbacks when she originally started at Youth Build, she overcame them. She was determined to better her life, gain experience, and pursue her dream career of being involved in Law Enforcement. The experience she is gaining in her Internship will help her in her future employment. She continues to work hard and accomplish things that will help her move forward.
The Workforce Accelerator Program 4.0, was funded to assist youth in Butte and Nevada Counties who are participating in the TAY/SB1004 program. Participants in this project have the opportunity to go through a year of programs and, if successful, have their criminal charges removed. Youth in this project gain workforce and pre-employment skills from Alliance for Workforce Development Inc. (AFWD), as well as gaining secondary school achievements to help them succeed in the labor market.

There were 25 youth enrolled, many that continue to work with probation and AFWD. Some participants were able to earn on-the-job training and work experience placements. Other students become forklift certified and some earned their high school diplomas or GED. In addition to educational achievements, two youth enrolled in Butte College.

AFWD is very fortunate to have great partnerships with our local employers but also probation, the juvenile hall staff, and other partner agencies. One of the many reasons why this program has been so successful is due in part to the weekly team meetings for all the staff involved with the youth, including counselors, guards, employment case managers, and the probation officers. This has been an effective way to share developments and to provide a consistent message to the youth participants. This united approach has helped the youth to know they have adults on their side wanting to help them start fresh and thrive. Upon reviewing the current participants continued success, it is noticeable to see this program is working.
AFWD America’s Job Center of California

Statistics
PY 2017 -2018

Butte County
Total Visitors
44,083

Butte County
Business Services
Businesses Served 498
Services Provided 1860

AFWD
Total Clients
Enrolled
721

Unemployment Rate
(As of: February 2018)
Butte 5.7%  Nevada 3.9%
Lassen 6.3%  Plumas 11.7%
Modoc 10.5%  Sierra 7.8%

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2445 Carmichael Drive
Chico, CA 95928
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