“Highway to Hired”

In early August, Butte County Office of Education sponsored “Highway to Hired”, a 3 day workshop for high school and college age youth to learn about careers in the Information Technology and Digital Media fields.

Alliance for Workforce Development was able to send Business Service Representative, Petra Quiroz and Youth Career Center Advisor, Griselda Lopez to the Industry Tour on the 2nd day of the workshop. They were able to tour Fafco Solar Water Heating, Airspray Airtankers and Milestone Technologies—Facebook Division.

The purpose of the tours were to learn about open positions, hard to fill positions and education requirements in these industries. At Fafco, some of the difficult positions to fill included; Extrusion Operators, Quality Inspections and Applications Engineer. For Airspray hard to fill positions included; FAA Aircraft Inspector, Electrical System Designer and NDT Operator. Milestone has positions such as; Telco Technician, GMS App Operation Technician and System Engineers.

The tours provided students an opportunity to network with the businesses and get valuable insight into the careers they offer and future partnerships with AFWD.
Alliance for Workforce Development, Inc. assisted the Northwest Lineman College with cover letter and resume review for their graduating students. Four AFWD staff members Petra Quiroz – Business Service Representative, Cathie Tirri and Sandra Wangberg – Career Center Advisors and Stephanie Larish – Youth Career Center Advisor were able to assist the college.

Each staff member was given a rubric to grade both the cover letter and resume for basic formatting and content. In addition, time was set up with each student to do a one on one review of their documents. This proved to be very valuable for the students as most of them had not written nor presented a cover letter or resume in an interview before.

The students were able to ask questions regarding formatting, content, hiring processes and interview feedback. Feedback and assistance was provided by the AFWD staff to assist the students in becoming ready for the workforce. It was an all-around great experience for everyone who participated. The NLC was very impressed with the service that were provided and are excited about furthering their relationship with AFWD in the future.
The North Valley Agriculture Association is an organization in Northern California with members who are in the farming and agriculture business. Teresa Frediani at NVAA, reached out to the Alliance for Workforce Development’s Business Services department after hearing about the programs they offered to assist businesses in their industry. She thought the information would be great to have Alliance for Workforce Development present to their members at their bi-yearly barbeque which was held at Patrick’s Ranch in Durham Ca.

The event attracted roughly 50 business leaders in farming and agriculture. Esteban Tadeo, a Business Services Representative gave a 15 minute presentation to the group about the services provided by Alliance for Workforce Development. The group was given information about recruitment services, new hire paperwork, human resource assistance and more. Those in attendance were also given information on the National Emergency Grant (NEG) which can assist with employing individuals in the agriculture sector.

The presentation was a success as it allowed the Business Services department to engage many employers within an industry that is otherwise hard to reach. The North Valley Agriculture Association was very appreciative that someone from Alliance for Workforce Development was willing to come out and speak to the group. Employers at the event were most thankful to get information that they could use to employ people through work based learning opportunities and help grow their business.
In June, several members from AFWD’s Business Services team attended the 2016 Society for Human Resource Management Conference in Washington DC. This annual event brings together over 15,000 Human Resource professionals and business leaders from around the world to take part in professional development training, networking, and are given the opportunity to hear from experts about what is happening in today’s workforce and human resource industry.

The conference theme this year was ‘Breakthrough HR’ and offered several hundred courses covering many areas within the HR field. The Business Service team focused on classes that discussed Bridging the Skills Gap, Talent Acquisition, Training and Development, Leadership Development, Communication, and California Employment Law. The courses are conducted by leaders in HR, Business, and Education. One of the best things about this conference is that many of the presenters allow attendees to download their presentations and course notes so that they may refer back to them later and share with others in their own organizations.

The Business Service team brought back valuable knowledge to share with the businesses we serve as well as new ideas for collaboration with our partners.
Alliance for Workforce Development Inc. participated in the most recent Job Fair held at Chico State this September. Amongst the many other local and out of town employers, we were there to assist students with navigating the job scene. Most students were getting the feel of what might be available when they are done with school and were excited for the opportunity to see what is available locally. With our Business Service Team and Career Center Advisors on hand, students were given feedback and tools such as accessing CalJobs and our One Stop job listing to assist them in their search.

Other organizations and businesses utilize these job fairs in order to build campus image and market their opportunities to an educated, motivated potential workforce. Numerous recruiters were onsite to discuss cultures of the business as well as target particular students for internship and entry level opportunities.
The room was full of chatter and intrigue as we embarked on our annual All Staff meeting. With a new high of fifty-six total employee’s we were all excited to be in one place at the same time! Alisa Marble (Fiscal Director) started us out by introducing our fearless leader Traci Holt and also presented her with an award for 15 years of stellar dedication to AFWD. Tears were eminent and the room rose with applause. Managers were to follow by introducing their staff with a positive recollection from the year prior. Needless to say, we all learned a little about everyone and just what a vital part each play in the organization.

Projections and goals were shared and the questions began flying from the inquisitive staff members. Following that, each manager gave a year end Power Point (even some with music) to highlight their teams efforts and successes! Last but not least, staff awards were announced by the Fiscal Team. Many individuals were surprised to see their efforts had not gone unnoticed.

We all look forward to how we can further assist our communities this year and what our successes will look like at next year’s meeting!
The value of asking “Do you have hobbies or other interests?”

I recently met with a job seeker and toward the end of our dialog about her experience, skills and abilities I asked about hobbies or other interests. I have found this area to be a good source of identifying ‘other’ transferrable skills that often get overlooked; especially where job seekers have limited paid work experience. This job seeker mentioned she enjoys photography and backed that claim up with some classes at the local community college.

We had just posted a photographer position for an Oroville employer. The employer was open to training the right person. Our job seeker, Brittany, was very interested in the opportunity. She hadn’t really thought about her hobby being a paid employment possibility although she has done some weddings and other gigs.

Brittany started her new job last week. She is happy the employer also recognizes her administrative and accounting experience and she will likely gain additional experience in that area as this business continues its expansion plans. Brittany is a STEP (Subsidized Training and Employment Program) participant, so the employer benefits from the subsidized wage from this recruitment as well.
Expanding Partnerships!

It’s always nice to formally meet a person face to face that you have previously only interacted with on the phone. That was the case when Jenn Murdock and Mary McConville from AFWD’s Oroville One-Stop met with Butte County’s HR Analyst and Recruiter Tiana Day.

The County presently has 500 jobs within its ranks and publicizing the open recruitments is a challenging task. Through our continuous partnership with Butte County departments, AFWD was able to implement (after some serious reconfiguration) a separate Butte County Job Wall in the Resource Area. AFWD receives a “Job Interest” notification from Butte County Human Resources on a regular basis. As we receive these notifications we are able to post them for public access on the Job Wall. We also post these jobs on the Butte County One-Stop Employment Centers daily Job Posting Flyer.

The partnership between AFWD and Butte County just got a lot stronger for those who are seeking employment. Job seekers can’t miss this display!
All County Adult CCA Gathering

On September 20th, the Adult Program CCA’s all gathered in Susanville for a day of training, discussion, and fun. Staff from the AFWD Fiscal Department joined in the morning for introductions, to review current processes, answer staff questions, and take part in the group discussion. As a part of ongoing training, Program Supervisor’s presented a Career Pathways & Industry Sectors Overview. At lunch, just for fun, staff were presented with individual Super Hero Award Certificates, and our Program Manager was not left out….she received the Wonder Women Award from her staff. Everyone had great fun and then settled down for an afternoon meeting when staff was provided with up to date information regarding: California Workforce Association WIOA Regulations Final Rule Analysis, AFWD Program Overview and Updates, information from a recent EDD WOTC training, and New WIOA Performance and Credentials, to name a few.

This was the first time that the AFWD Adult CCA’s from all six counties were able to take part in an in-person group meeting due to the geographic distance between offices locations. Everyone agreed that the gathering was informative, participation in the sharing of information and the group discussion were in-valuable, and the chance to have some fun and get to know each other better was a great networking experience. Overall, the consensus was that the All County Adult CCA Gathering was a great success! We hope to schedule additional gatherings in the future. A big thanks to all who assisted and participated in making this happen and bringing us together.
Celebrating Accelerator Accomplishments

The Workforce Accelerator Program 2.0 had their End of Year Celebration on June 23rd, 2016. This celebration was held to recognize the Accelerator youth participants and to showcase all of their hard work and dedication to improving their lives.

The Workforce Accelerator Grant was awarded to AFWD to partner with Butte County Probation. Youth in this project had justice involvement and were provided with services to gain workforce skills, seal their records, complete secondary education requirements, earn occupational certificates, and receive assistance with the legal processes necessary for them to succeed in the local labor market.

There were a total of 26 youth enrolled in the 2015-2016 program year. Many youth earned on-the-job training/work experience placements. Some attended courses like the North Valley Energy Watch 3-day PG&E Energy Auditing class. One of our youth, Jefferson Ingram, earned top score in his Auditing class! We also had students become forklift certified, NCCER Core certified, and earn high school diplomas/GED. One participant enrolled in the Butte College Cosmetology Program.

We are very fortunate to have great partnerships with our local employers and partner agencies. The principal from Table Mountain School, Karen Stiles, was in attendance, representing all of Butte County Juvenile Hall/Probation/Table Mountain School staff. Karen presented Youth Program Manager, Heather Alexander a Community Partners Award. This was given to Heather for “making a positive impact on the educational success of student goals in the classroom, a program, or Butte County Office of Education in its entirety.”

One of our foundation employers is Doug Hernandez from Fresh Twisted Café. Doug has been one of our biggest supporters of our youth program and is always ready to train youth in our community and help give them a second chance. Doug attended to show his support for all of our youth and was recognized and presented an award for his outstanding leadership with our youth.
Scott Gable contacted AFWD during his last semester at Butte College where he was attending the Welding Tech Program. He had been working while attending school until the program demanded a full time commitment and it was necessary to resign. Scott had been working in various positions at a local grocery store as well as at Bike and Board shop where he was assisting with store operations, sales, merchandising as well as bike repairs, trying to make ends meet. Scott qualified for the Board of Governor’s Fee Waiver as well as Cal Grant that paid his tuition and a portion of enrollment expenses. In addition, he utilized savings from prior employment for living expenses. AFWD assisted Scott with remaining training required needs enabling him to complete the program successfully. Scott earned his Certificate of Achievement as well as Certificates in all 3 Levels in the Welding Tech Program with an overall GPA of 3.89. He was hired soon after graduating as a full time Boilermaker for RF MacDonald out of the Bay Area earning $27.00 per hour. He is excited about his new career and grateful for the assistance AFWD provided in his last semester. Scott successfully completed his training enabling him this career opportunity in the welding sector doing what he was trained to do and enjoying it.
Dedication Pays Off

Jeff Linan was first introduced to AFWD through the Job Skills Workshops provided to Butte County Probationers. Jeff was struggling with securing employment due to his background issue. It was very apparent Jeff was serious about starting over and moving forward with his life. He was dedicated to his job search and took the advice offered through the workshop “Treat your job search like a job”. Jeff would be at the Carmichael Center from 8am-4:30pm daily where he was assisted with revising, editing his resume in order to apply for specific types of jobs. He attended the Interview workshop and then worked directly with CCA’s to learn how to explain his background issue if asked by a perspective employer. Jeff was willing to take any job, just to be able to prove he was worth taking a chance on. Jeff not only had a background issue, his other barriers consisted of homelessness and an illness that caused a delay with job search activities.

Once able to resume, Jeff submitted many applications and attended multiple interviews. Jeff would notify the CCA’s after each interview to express his gratitude for AFWD’s assistance. He continued to remain optimistic even with each denial and was counting on that one employer who would see the person and not the offense. Jeff holds a Class A license with an excellent driving record, so he was advised to look in that area for employment. Jeff applied at S and L Food Sales, located here in Chico. Jeff was so excited to be invited for a formal interview and requested a mock interview session with the Butte CCA’s.

Jeff was offered a part time position and within one week of his training, he was offered a full time position. Jeff was given a night “Run” from Chico-Redding-Sacramento-Chico, Monday through Friday with full benefits. Jeff has secured financial stability with this job has also found a home and is no longer homeless.
Nickles was introduced to AFWD staff while in Camp Condor in 2014. He was 16 years old. When asked where he thought he would be two years later, he said he would most likely be in prison. Nick participated in the workshops AFWD CCA’s held, sometimes participating actively and sometimes choosing not to. In February, 2015, he was released from Camp Condor and made contact with a CCA but then failed to follow through. He refused all contact and assistance that was offered at that time. One year later, Nickles contacted his CCA and asked if he could reapply to the program; that he had picked up a new charge and needed to get his life back on track. He met with his CCA and completed his eligibility.

Nickles was assisted with purchasing proper interview/job search clothing. He was coached to work more intensively on his job search, reviewing how to approach an employer and being reminded to return every few days to follow up on his applications. Nickles was somewhat resistant to this, primarily due to his shyness. With the coaching of his CCA, he pushed his shyness aside and made face to face contact with several employers, eventually landing an interview with Food Maxx. He did not get that job, but to help him keep on track, AFWD had arranged an interview for him with the Oroville One Stop to assist in resource and reception. Nickles was selected for a work experience placement at the One Stop. Within a few weeks Nickles proved he was punctual, showing up early every single day; that he was reliable, having perfect attendance for the duration of his work experience, and other staff at the One Stop sought out his CCA to comment on what a great job he was doing, both with other co-workers and the clients coming into the One Stop. His shyness was disappearing and a mature young man was emerging. Through further training by his mentors in the Resource area and front reception area, he learned to assist customers with building their resumes, how to help clients register on Cal Jobs, and shortly thereafter, one of his primary job duties was to keep the job wall up-to-date.

AFWD recently opened a recruitment for a full-time Receptionist. Nickles, through the encouragement of his CCA and other co-workers, applied for the job. He received an interview and after mastering mock interviews provided by the BSR’s, felt he was very prepared for his real interview. Nickles was offered the position which he happily accepted. Today, as I write this success story, he has shared with me Food Maxx did offer him a position the same day he was offered the WEX placement at the One Stop. He is happy he made the choice to take the WEX placement and so is all of the staff at the Oroville One Stop!
AFWD youth overcomes challenges - starts career and family

Eduardo Hurtado was enrolled in the Alliance for Workforce Development Inc. Youth program in November of 2015. Eduardo faced many challenges from being involved in the justice system, needing to obtain his high school diploma, expecting a baby, and looking for a full time job with very little work history.

The AFWD Youth Program workshops and one-on-one assistance focus on soft skills and work readiness. Eduardo took advantage of these services to become more employable. Eduardo was able to put all of the skills he had learned to use when he began interviewing for entry level positions in the community. He applied and got an interview with Jessee Heating & Air Conditioning, Inc. in August, 2016.

Eduardo was selected for the position and began full time employment as an HVAC technician. For the first few weeks, he arranged for rides to and from work and didn’t miss a day. He is happy in his new job and is now able to provide for his family and new born baby.

DANIEL TERRIBILINI – TERRA FUEGO SUCCESS STORY

Daniel Terribilni was originally from the Novato area and relocated to Chico. He was unemployed and had no chosen career path. After arriving in Chico he came to the America’s Job Center of California. He spoke to a resource specialist, who assisted him with a resume and job search. After successfully submitting applications, and after continuously coming in faithfully every day, our resource specialists suggested that he might be interested in the Temporary Job Creation (TJC), Drought program which we were taking applications for at that time. After speaking with Daniel, he was given an overview of the program and he showed an interest in applying. Daniel began work through the TJC program at Terra Fuego, which is a division of Firestorm, and includes the company About Trees. AFWD was able to provide the appropriate, required work clothing assistance for him to be ready to start work right away. Daniel spoke to his then supervisor, and mentioned he was available to work additional hours; therefore, he began working Saturdays and Sundays with About Trees. As his contract was coming to an end with the TJC program, About Trees asked him if he would be interested in a full time position with them and he said yes. About Trees then made the decision to hire Daniel full time, doing work that he didn’t have any prior experience in, but really and truly enjoys.
Kristin Ferling worked for Marinello School of Beauty as an Admissions Advisor for 5 years until the school abruptly closed its doors in February 2016. AFWD hosted a Rapid Response for the employees at Marinello to provide information on AFWD services. Kristin’s responsibilities at Marinello included meeting and conducting personal interviews with prospective students, and participating in local outreach. Kristin also worked in a similar capacity for both Institute of Technology and Western Truck School for 11 years combined. Due to a lack of vocational schools in Butte County, Kristin felt a career change would be necessary. She also felt it would be extremely difficult, due to the fact that she essentially did the same job for 3 different employers for the past 16 years. At the time of her layoff, Kristin was confident she had enough business contacts to be able to secure another job quickly through networking, and did not enroll with us for WIOA services. After 6 months of unsuccessful job searching, and exhausting her unemployment insurance benefits, Kristin came to us for job search assistance. After enrollment, Kristin received daily job leads, personal assistance with updating her resume, and interview preparation /coaching from her CCA.

AFWD was then contacted by Disability Access Consultants who was in search of an Office Manager for their Oroville office. We referred Kristin to the position and she was interviewed. They really liked Kristin and felt she would fit in with their company culture, but she was lacking several of the traits she needed to perform the job successfully. After Kristin was assessed for transferable skills, career compatibility, and she completed a Job Specific Skills test related to the position, it was determined that an On-The-Job training would be the best way to assist both Kristin and Disability Access Consultants (DAC). At Kristin’s two week evaluation, it was determined that Kristin would benefit greatly from more intense instruction on MS Excel, than the employer had time to provide, so we were able to enroll her into the upcoming 3-part Excel classroom training at Butte College’s The Training Place. After one month on the job, Kristin’s employer is pleased with her progress. Her OJT is set to run through the end of November, after which, she will be retained by DAC as a full-time employee.
Marc Roux was an Air Force Veteran specializing in aircraft control. He was also an Electrician Technician at Lares Research for over 18 years until his untimely lay-off in 2008. Since his lay-off from Lares Research, he was employed for various companies in two different states. These positions were mostly temporary. Marc has retrofitted Humvees for combat, provided preventive maintenance at Hitachi and has repaired credit card billing systems. Marc had been job searching for the past year. He has utilized job services at the Chico America’s Job Center of California. He has participated in NEG funded short-term pre-vocational services to improve his interview skills. Chico CCA-Alvidrez and BSR-Madsack had frequently collaborated in placing Marc in full-time employment. BSR-Madsack had referred Marc to various employers and was job developing for him as well. Marc was recently referred to Sel-Tec in Chico. Sel-Tec is a comprehensive manufacturing company serving the Aerospace Industry. Sel-tec specializes in precision sheet metal assemblies, weldments, machined parts, and drafting/design review services. Sel-Tech is an AS9100:2009 Rev C certified company and Sel-Tech manufactures products for the Aerospace Industry ranging from Airstair Systems for large aircraft to Aerial Firefighting Systems, control panels, wire harnesses, and much more. Sel-Tec’s existing customers include Boeing, Lockheed, Erickson Aircrane, Neptune Aviation Services, Tronosjet Maintenance, Aerocon Engineering Company, Aero Air, Airspray Aviation Services, USFS,Heico Aerospace, RSI/CRI, and Jet Avion Corporation. Marc didn’t possess all the required skills for the Electronic Technician position and was placed with the employer as an On the Job Training position. Marc began his position on September 12, 2016 and after eight years of temporary jobs in two different states, Marc had completed his goal of obtaining full-time employment.
A Certification Success!

Liauna Frazier heard about the Certified Nurse Assistant program from her sister, who was a successful graduate from the program in December of last year. She, like her sister, had always wanted to work in the nursing field, to be of assistance to those in need. Orphaned in her teens, Liauna had no money or resources to assist her. Acting on her sister’s recommendation, she enrolled with AFWD in February of 2016.

When she entered the program, staff immediately set about working to assist her with the realization of her dream. With the help of staff, she participated in a set of assessment tests which all indicated that she had a predisposition to helping and working with people. O*net’s career interest profiler firmly established that she would make a great fit working as a nursing aid. In order to prepare her for her career, staff set about helping provide her with an excellent set of interview clothing and scrubs for her upcoming training, tutoring to assist her with her basic math skills, and help guiding her through the process of enrolling with Oroville Adult School’s CNA program. By March, 29th Liauna had completed the necessary requirements to begin her CNA program.

Liauna worked very hard at school, scoring nearly 100% on all of her tests and work. She reported in to her case worker on a weekly basis, and together they reviewed her progress as well as to assist her and ensure that she continued to thrive. Not only did AFWD staff help supply her resources for her class, including materials like her stethoscope and blood pressure cuff, but they also assisted her with additional training materials designed to further her progress to getting her CA driver’s license.

In early June, a week before her graduation from the CNA program, Oroville Hospitals Post-Acute Care unit hired Liauna to begin working for them as a CNA. She had been observed by staff while she worked there during her internship, and Oroville Post-Acute Care had clearly been impressed by the dedication and caring that she displayed while there. On June 20th, Liauna triumphantly passed her State Board Exam and exited the program having raised her basic skills in math, attained her CNA certification, and been hired to a full time position.
Andrew Espinoza joined the Youth Program in May of this year. He was in high school at the time, and was looking for assistance with employment and with the CNA Program at Butte College. His career goal is to become a Registered Nurse. He is well on his way!

He graduated from Paradise High School on June 2\textsuperscript{nd}, successfully completing his high school classes as well as an ROP Medical class. On June 6\textsuperscript{th}, he began his CNA training at Butte College. This was a full-time class, five days a week, then three days a week when clinicals began. Through the entire program, Andrew maintained above a 3.0 and had perfect attendance. He completed the program August 4\textsuperscript{th} and passed his state board exams the following week.

Andrew is a very motivated individual. He works hard at everything he does. He is excited about this career as it follows the career path his mother has been on; she has been his inspiration and cheerleader, along with his father and siblings. Following the completion of his CNA program and his board exams, Andrew began job searching... and it paid off! He now has a job at a nursing care facility close to his home. He is also taking classes at Butte College this semester, then will take pre-requisite classes next semester for the Nursing Program. He hopes to get through those and into the Nursing Program within a year so he can be closer to starting his career as a Registered Nurse.
Recently Oroville obtained a new business in the downtown area, Brushstrokes. Mary McConville, Business Service Representative, and Pang Xiong, Resource Specialist/CCA for AFWD in the Oroville office attended the Ribbon Cutting ceremony for the Oroville Area Chamber of Commerce on August 22, 2016.

Brushstrokes is a collective Art Gallery and Art Studio. Ted Hanson, his wife Robyn and friend/fellow investor, Debbie Peck brought their love for art and teaching together under one roof. Ted is a retired Art Teacher with Butte County Office of Education. Together, along with other local artists, the Gallery displays and offers for sale their collective works, inspiring “would be artists” to try their hand in applying paint to canvas.

Classes are held weekly, featuring different artist instructors. Each painting project is different and unique to each instructor. They range from using different paintbrushes, spatulas, sponges and even your fingers! No matter how many attend a night class, from 6-9pm or a Saturday afternoon class, each painting by each student is different as they are. The cost of the classes are $40 per person and includes all materials and refreshments! At the end of the class, you get to walk away with your completed painting.

Mary’s enthusiasm for helping the businesses in Oroville, along with her love of art, inspired her to coordinate a “Painting Party” with her co-workers: Pang Xiong–Resource Specialist/CCA, Jenn Murdock–Resource Spec., and Cathie Tirri – CCA. Our object d’art was a “Dandelion” on a blue/green background. Ted Hanson was the instructor for this project. Ted was very attentive and patient with the “would be” artists, and his wife was very congenial and an excellent Hostess, providing refreshments. We learned what different brushes do and how to use them. We also learned how to blend and layer colors for certain effects. The four AFWDer’s had an opportunity to see a more playful and personal side to their co-workers than we normally see on a day to day business basis; quite fun and relaxing.

The Gallery host many beautiful projects for sale: Framed Art, Gift Cards, local artisan jewelry pieces, and hand crafted projects. They also have retail art supplies.

This is definitely worth checking out!

AFWD now has four new budding artists!
AFWD America’s Job Center of California

Statistics

Butte County Visitors
15,046

AFWD Business Services

Business Served 796
Service Provided 2,596
Positions Filled 415

Program Services
Total enrollments
Adult 135
Dislocated Worker 99
Youth 116
Employed 46

Unemployment Rate
Butte 6.7% Nevada 4.9%
Lassen 6.1% Plumas 7.2%
Modoc 6.6% Sierra 6.7%

Alliance For Workforce Development, Inc.
Providing pathways to success