HEALTHCARE HEROES VIRTUAL HIRING EVENT

APRIL 20th  11 AM- 2 PM

Are you looking to join the healthcare team in your community? Come explore open positions in Northern California healthcare facilities. Healthcare Heroes Virtual Hiring Event is for anyone who is considering a career in the healthcare industry.

Open positions include– Admissions, IT, Housekeeping, Medical Records, Registered Nurses, Physicians, Accounting and more!

Join the event and speak with hiring staff to learn more about open positions, company culture and career opportunities to consider.

Now is the time to consider options to become a Healthcare Hero in your community.

Please Join Us

Tuesday, April 20th from 11 AM to 2 PM

REGISTER TODAY!

HTTPS://TINYURL.COM/HEALTHCAREHEROESHIRINGEVENT

Questions and resume assistance are available by contacting https://afwd.org/ to “Chat Live” with AFWD staff.
Uncharted Waters Provide SUCCESS!

Remember your first job fair? You were dressed to the nines, portfolio in hand with dozens of resumes printed on fancy resume paper. You had spent days preparing, practicing your introduction in front of the mirror, your handshake was perfected and you were determined not to be the first to look away during your conversation with companies you hoped to become a team member of. As you approached the door your stomach was jittery with excitement and nervous at the same time.

This was the stage for companies large and small until 2020 when in person recruitment really took an avenue that previously was underutilized by most communities. Enter the “Virtual Job Fair” – an online event where employers and job seekers can interact via video conferencing, chat rooms, telephone conversations and other technology-mediated communication.

Alliance for Workforce Development, Inc. (AFWD) utilizing the Premier Virtual platform on January 20, 2021 hosting the first ever AFWD Regional Virtual Job Fair. This regional area covered Butte, Lassen, Modoc, Nevada, Plumas and Sierra Counties respectfully. Seventy-two businesses throughout the AFWD region participated in the “New Year, New Career” event providing over 1,000 openings for the one hundred and seventy-one job seekers who attended during the 10am – 1pm event window.

Company recruiters interacted with these individuals through the “chat” feature as the job seekers entered their virtual booths enabling these people to gain more insight of the company, job openings and share what skills they have and/or their willingness to learn. Job seekers had prepared for this interaction by uploading their resume which was then available to share within the virtual booths of interest. In addition, job seekers had the opportunity to attend multiple workshops to prepare for the virtual format. Recruitment teams through this quick exchange where able to schedule future interviews, request company applications be completed and have current contact information for all the people who visited their booth.

Some comments shared by the companies that attended included:

“This Virtual Job Fair was the highlight of my week. Because I have an online company, communication using online ways is so important. I collected 19 resumes today, and all of them, based on the fact they were all able to navigate the job fair, placed them all in a league of possible candidates. Not everyone chatted with me, but some chatted quite a bit. It showed me their communication skills. From those chatters, several asked for my email address for follow up afterwards. That tells me more about those candidates, namely that they have great communication skills.” – Solar Cowboyz

“Thank you for inviting us to the virtual job fair. I believe it was successful for us at a minimum for exposure that we’re out here as an employer. We had some great conversations with some job seekers. Overall, I think this was a successful event for us. Thanks again.” – Sierra Army Depot
Mel had recently aged-out of the foster care system and found herself homeless. Undaunted, and with a little help from her boyfriend, she moved to Susanville and found herself in need of a job...quick. After speaking to a Youth Career Advisor, she realized she could use all the help she could get, and was enrolled. Not wasting any time, a resume and standard job application were created, and interview and job search techniques were reviewed.

In a very short time, Mel had two job offers...and then a third. She now had a decision to make, which her Advisor was able to assist her with. Reviewing her offers, she decided to accept Walmart. Her decision was sparked by her plans to one day enroll in an out of area college and the possibility of transferring to a Walmart in that area.

Working in electronics, Mel is happy with her new job. She definitely has education in her future and knows that her Advisor will be there when it’s time to make that decision.
Returning to the Work She Loves

Angel had been underemployed in Housekeeping/Laundry at Lassen Nursing and Rehabilitation Center (LNRC) when her employer recommended she look into the Certified Nursing Assistant (CNA) program at Lassen Community College. Angel enrolled in the program and was referred to Alliance for Workforce Development, Inc. by her CNA program Instructor at Lassen Community College. She contacted a Career Center Advisor in the Susanville office for potential Workforce Innovation & Opportunity Act (WIOA) services. Prior to her job with LNRC, Angel had been having personal struggles and had not worked for 4 years. Previously, she had been certified and worked as a CNA. However, she was unable to work in the medical field again as a CNA without attending an accredited program and gaining her certification. Angel met with a Career Center Advisor (CCA) in the Lassen Office for possible classroom training assistance. Together, they completed assessments to determine her need for support and her likelihood of success in completing her training.

Angel’s assessments showed her work preferences were compatible with CNA positions in the healthcare sector, making her an outstanding match for the WIOA Adult program. Angel studied hard and completed the CNA program in December of this year, and was offered a Nursing Assistant job at LNRC just 2 days after finishing the program. She has been working fulltime at LNRC ever since, and recently passed her CNA Certification Exam and achieved her certification. Angel is off to a great start, and is gaining hands-on experience, with the additional benefit of being able to help others in need.

We wish you the best of luck, Angel! Congratulations on returning to the work that you love!
2021 Employment Law

With each new approaching year, Alliance for Workforce Development, Inc. (AFWD) collaborates with Butte College; The Training Place to provide a timely Labor Law update for businesses in our northern California counties. Ann Hicks, Labor Law attorney, presents this workshop.

This year many new changes were affecting our California businesses. Some of the topics covered this year include the new minimum wage and minimum salary updates, classification of independent contractors, the new factors of Prop 22 regulating App-based drivers, like Uber, and various exceptions to the ‘employment’ rules. While some issues are yet to be determined, the Labor Law Update for 2021 gives insight into requirements and issues facing our local businesses. There are new training requirements for Sexual Harassment Training and Prevention classes for all businesses. As a sign of our times, additional training is now required for transit companies in Human Trafficking Recognition training.

2021 Labor Law included the focus on diversity training. California leads the way with diversity in the workplace, and the new AB 979 bill requires women (2 out of 5) on boards for all publicly held domestic and foreign corporations with principal offices in California. There are changes to the California Family Rights Act (CFRA), including grandchildren and domestic partners, a positive addition to the federal Family Medical Leave Act (FMLA). A significant discussion was made concerning the Covid-19 legislation and Family First Coronavirus Relief Act (FFCRA) which expired December 31, 2020.

There are continual updates to the FFCRA as Covid-19 continues to be present in our lives and business. Much of the Covid-19 legislation continues to change and Ms. Hicks suggests all business owners keep informed by visiting Department of Labor and EDD websites regularly.

Business owners attending this workshop indicated this was one of the most necessary and impactful Labor Law Workshops. Continued changes are impacting small businesses with 5 or fewer employees. The many factors of Covid-19, including reporting policies, affects all businesses with employees. Chris Schneider, a business owner, remarked, “This workshop was so packed with information and it will take some time to digest.” Several businesses commented they were so grateful to AFWD for making them aware of this workshop. This is a vital way that we keep small businesses in our communities informed and up-to-date and will continue to do so, year after year.
Employee of the Month!

Jessica had been receiving Social Services assistance and was underemployed as an In-Home Supportive Services worker. She was looking for a career path with potential for growth that would help her to support herself. She discovered that the Certified Nursing Assistant (CNA) program was available at Lassen Community College, and enrolled herself into the program. Her Instructor there referred her to Alliance for Workforce Development, Inc. for potential assistance. She met with a Career Center Advisor in the Susanville office to see how the Workforce Innovation & Opportunity Act (WIOA) services could help her. She had been certified as a Nursing Assistant in Colorado back in 2015, but her certification was invalid once she moved to California. The only way she could work in California as a CNA was to take an accredited course and become certified through the State of California. Most of her past work experience had been as a CNA, and she had decided she would like to return to working in the healthcare sector as a CNA, as it was previously a good fit for her, and a career path to which she would like to return. With her Career Center Advisor, Jessica took assessments to determine her probability of success and need for assistance with her Certified Nursing Assistant training. Jessica’s assessments showed her to be an excellent match for a career as a Certified Nursing Assistant.

Jessica worked hard and completed the CNA program in Spring of 2020. Due to Covid-19, there was a delay in achieving her Certification through the State of California, but she was still able to begin working as a Nursing Assistant at Lassen Nursing and Rehabilitation Center. She then transitioned to a Certified Nursing Assistant position once she passed her Certified Nursing Assistant exam. She has been working fulltime at LNRC for several months now, and was even named Employee of the Month recently.

Great job, Jessica! It is good to see you are appreciated for the difficult work you do!
Essentially Working

In 2020, the State of California Public Health Officer designated a list of Essential Critical Infrastructure Workers to “help state, local, tribal, and industry partners as they work to protect communities, while ensuring continuity of functions critical to public health and safety, as well as economic and national security”. In the Food and Agriculture Sector, the essential workforce categories consist of:

1. Workers supporting groceries, pharmacies, convenience stores, and other retail that sells food or beverage products, and animal/pet food, retail customer support service, information technology support staff, for online orders, pickup/takeout or delivery.
2. Workers supporting restaurant carry-out and quick serve food operations, including food preparation, carry-out and delivery food employees.

Most would state that 2020 was an unusual year. But consider, during that unusual year, moving to a new area and attempting to find employment when so many businesses were shut down or operating at reduced capacity. This was the case for two young men who moved to Susanville; one from Oregon, another from the Sacramento Valley. And, further consider that neither were high school graduates. Andrew, who had come to Lassen County from Oregon, had an extensive resume of jobs including automotive, retail, shipping, and manufacturing. David, moving from an area outside of Yuba City, had seasonal experience in the agricultural industry.

After coming to Alliance for Workforce Development, Inc. (AFWD) and enrolling in the Youth Program, David was assisted with developing his resume. David’s transcript showed he had only completed the 8th grade so he was referred to the High School Equivalency Test program (HiSET) at Lassen College. Their HiSET, a supportive self-paced high school equivalency program, provided David with a Chromebook so that he can do coursework online. The HiSET instructor checks with David weekly on his progress. With his updated resume, David applied at Walmart. Andrew, who was assisted with redevelopment of his resume, had passed all but the Math test on the GED while in Oregon. His Youth Career Center Advisor looked at his results and offered to assist with tutoring to help him pass that final test to gain his GED.

Both gentlemen needed income to meet their expenses. David ideally wanted to apply his skills learned in agriculture to operate heavy equipment. Andrew was searching for something in the automotive field. But Lassen County needed (and still needs) workers in the “essential workforce”. David applied to Walmart and was hired quickly as a Night Maintenance Worker. He is enjoying the work as he does get to operate different types of equipment, plus, he is responsible for training new maintenance employees. Andrew stepped out of his comfort zone and applied for work at Taco Bell where he was hired as a Shift Lead, managing a group of employees on the closing shift at the Susanville location.

These gentlemen are pleased with their new responsibilities and the compensation from their new full time jobs.
Let’s Talk Careers!

Alliance for Workforce Development Inc., (AFWD), the Job Training Center and Smart Workforce Center joined forces to sponsor the Let’s Talk Careers! Virtual Hiring event for Sierra Pacific Industries (SPI) in February 2021.

Sierra Pacific Industries is a 3rd generation family-owned forest products company based in Anderson, California. SPI manages over 2 million acres of timberland in California and Washington, and is among the largest lumber producers in the United States. Operations in California include:

- Sawmills: Anderson, Burney, Lincoln, Quincy, and Sonora
- Millwork: Red Bluff and Richfield
- Remanufacturing: Richfield
- Bark Plants: Oroville and Sonora
- Chip Coloring Facilities: Lincoln and Sonora

This event was structured to allow interested job seekers to experience a “Meet and Greet” format with staff from 10 divisions of SPI to learn more about the culture of each location, positions available, career advancement opportunities and other Sierra Pacific Industries benefits. Additional information was shared on how each division accepts applications, hiring requirements and highlight positions that offered a hiring bonus. Two-time frames were provided to ensure people had an opportunity to participate.

One job seeker remarked, “I’ve never attended a virtual hiring event before. It was easy to navigate and I was glad to speak to an actual hiring person. She set me up for a personal interview right on the spot.” Another attendee mentioned, “It was a very relaxed atmosphere. The interaction through the chat feature made you feel very comfortable asking questions. SPI staff wanted you to know this can be a long-term career, not just a job.”

The use of these virtual events has extended the workforce base and is allowing individuals the chance to consider rewarding trade careers with family based companies.
Lassen County

One-Stop Visitors: 6,437
Business Served: 115
Business Services: 1,379
AFWD Clients Enrolled: 698

Unemployment Rate
(As of: February 2021)
6.9%