



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

# Community Coordinator

# Report

**Modoc County**

**JAN - MAR**

**2022**

## Coming Together to Move Forward



During the past few years, the Alturas Chamber of Commerce reported a dramatic decline in membership, which was heightened by the impacts of Covid-19 on Modoc County businesses. Faced with the possibility of having to close the Chamber on March 31<sup>st</sup>, the Board of Directors appealed to the community in January for help to keep the Chamber in business.

Chamber members were asked to consider joining the Board of Directors as the current board was reduced to only three persons in 2021. An increase to a six-person Board of Directors was the goal in order to serve the Modoc business community effectively. Additionally, community volunteers were asked to commit to assist in the planning and implementation of Fandango Days, Balloon Fest, and Winterfest. These annual events are treasured traditions in Modoc County which bring the community together and tourists to the area.

The Modoc community quickly responded to the Chamber's appeal. Alliance for Workforce Development, Inc. (AFWD) staff in Alturas shared the Chamber assistance request with business partners in the Moving Modoc Forward working group and invited the Chamber Board members to future meetings. High Grade Realty agreed to host a Chamber Mixer event at their new office location in February. AFWD staff attended the standing room only mixer which was packed with supportive community members. Chamber Board of Director's member Rose Boulade stated that this Chamber Mixer was the most well-attended in her memory. The event was staffed by excited new Chamber volunteers who shared a desire to support the community. At the March Chamber meeting, elections were held and a six-person Board was chosen to lead the Chamber forward in 2022.

## If at First You Don't Succeed...Try, Try, Try Again

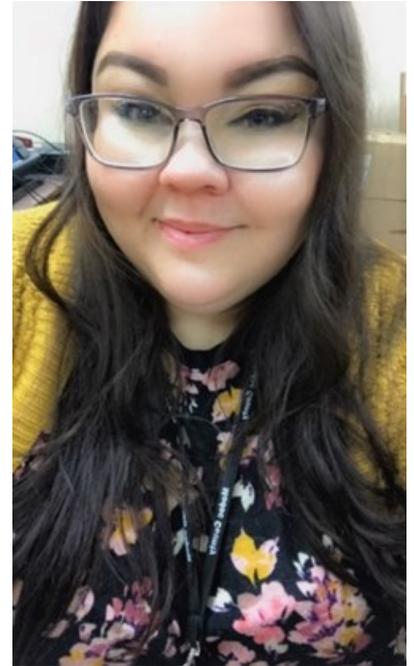
Carissa Johnson was initially referred to Alliance for Workforce Development, Inc. (AFWD) for determination of her eligibility for an On-The-Job Training (OJT) opportunity in a public service position. Carissa was excited for the opportunity and her assessments and interviews with an AFWD Career Center Advisor (CCA) indicated that the position would be a good fit for Carissa's skill set and interests. Unfortunately, after entering the training program Carissa found that the position was not a good fit for her after all. She was disappointed, but determined to find another avenue of work that would offer her the opportunity to help people in the community and utilize her office and computer skills.

Working with her CCA, they focused on identifying the skill areas that she had excelled in during the OJT experience which included office and computer work. Together, they also reviewed Carissa's Interest Profiler assessment results which were an occupational match with positions such as Customer Service Representatives, Interviewers, Patient Representatives, Child Care Workers and Social Workers. Carissa indicated that her Cal Works case

manager was encouraging her to apply for an Office Assistant position with Social Services. This position offered all of the elements that Carissa was looking for in a new career and was a good match with her skill set and Interest Profiler results.

Carissa agreed to apply for other positions as a backup plan, but her heart was set on working as an Office Assistant with Social Services. She provided an updated draft of her resume to her CCA which was revised and targeted for the Social Services position. Additionally, Carissa participated in mock interview sessions with her Cal Works case manager and her AFWD CCA. Each were able to help Carissa by offering a different set of questions and relevant feedback. Carissa shared a powerful example to her CCA in answering the question about how she handled stressful situations at work. She stated that she reminds herself to, "Turn off emotion and turn on service." This process allows her to shift her mindset and focus on helping the person in need. She was encouraged to share specific examples such as this as it paints a picture for the Interviewer and has a strong impact.

Carissa completed an interview with Social Services successfully and was offered the Office Assistant position and began working full-time shortly after. In follow-up with her CCA after a few weeks of employment, Carissa stated that she loved her new job and that everything was going amazingly well. She also shared that she has learned so much in the short time that she had worked at Social Services and was receiving great feedback from her co-workers and supervisor.



## U-HAUL Opens in Modoc



The 2022 New Year brought with it the opening of the new U-Haul Modoc in Alturas. Alliance for Workforce Development (AFWD) Business Service staff assisted owner, Bill Marker with recruitment for Customer Service staff for the new store. The AFWD office in Alturas offers free recruitment services to all Modoc County employers. These services job listing assistance on the North State Jobs and Cal Jobs websites, AFWD weekly Hot Jobs postings on various Social Media platforms, sharing within the community through email, posting on the AFWD office Job Wall and by referring qualified candidates to the employer. These recruitment efforts quickly resulted in the hiring of a Customer Service Representative for the U-Haul Modoc store.

U-Haul Modoc is located in the Marker Building at 205 N. Main Street in Alturas. The store shares space with the Modoc Business and coWork Center which is also owned by Bill Marker. U-Haul is open seven days a week and offers a variety of truck sizes for rent. The store also offers dolly rental, packing boxes and other miscellaneous supplies for purchase to help customers be equipped for a successful rental experience.

After the U-Haul store opened, AFWD staff visited with Bill Marker to identify any challenges for the new business and to provide support and assistance. In discussion, the impact of Facebook for business advertising in Modoc County was identified as there is a wide range of viewership locally and advertising is free to low cost. For a new business in Modoc County, Facebook was determined to be an attractive means to share the business with the community and build the business. AFWD staff continually builds relationships with their employers and is always available to assist with business needs. Bill Marker commented, "The recruitment process with AFWD was exactly what I had hoped for quickly offering qualified candidates for hiring consideration."

## Bringing CDL Training to Modoc County

Alliance for Workforce Development (AFWD) and TEACH Adult Education have been working with eleven Modoc County residents between their two agencies who are enrolled in the Shasta College Commercial Driver's License Permit Preparation online course. The eight week course began in January and students have been gaining knowledge in topics such as Driving Safely, Cargo, Air Brakes, Maintenance, Roadside Inspections and Truck Malfunctions. This material is provided in the DMV Commercial Driver's Handbook. Additionally, changes in the law that took place on February 7, 2022 also require that students be knowledgeable in the following areas: External Communications, Fatigue and Wellness Awareness, Trip Planning, Whistleblower/Coercion, Environmental Compliance Issues and Medical Requirements. Students are required to pass the DMV Prep Test/Final Exam at the end of the Shasta College course with a score of at least 80% in order to be eligible to move to the next step in the licensing process which is the DMV Commercial Learner Permit Exam.

AFWD has provided their Shasta College clients with funding assistance for the required tuition and fees necessary to participate in the Shasta College CDL program to those who were in need of assistance. Clients have also been provided with support and encouragement as they face challenging coursework. AFWD staff also tracks the client's progress throughout the course to make certain that they are successful in passing the class and follows up to make certain that they are up-to-date with the instructor's communication and upcoming deadlines. As the CDL Permit Prep course nears completion, AFWD staff is focusing on helping clients to complete additional requirements in a timely manner in order to ensure that they are eligible to begin hands-on driving training when the second 8-week class begins on March 25<sup>th</sup>. These requirements include scheduling required Department of Transportation (DOT) physical exams, DMV permit testing appointments and Shasta College orientation and drug testing appointments. All of these tasks must be

T.E.A.C.H. Adult Ed and Alliance for Workforce Development partner to support The Shasta College Commercial Driver's Training Program



scheduled in a specific order and must be completed in a timely manner in order for the student to be eligible to begin hands-on driver training in the second part of the semester. AFWD is also assessing the financial needs of clients and will be assisting those unable to pay for the upcoming required DOT Physical, DMV Permit Test fee and Drug Testing fee.

## Four County Virtual Job Fair

Alliance for Workforce Development, Inc. (AFWD) hosted a four-county virtual job fair on Wednesday, March 2, 2022. With the pandemic changing the way in-person events are allowed to be held, virtual platforms are becoming more popular. Forty-two employers from Lassen, Plumas, Modoc, and Sierra counties participated in the virtual event with over 200 job openings amongst them. It was the 101 registered job seekers from the four counties that made the event a success.

Virtual hiring event platforms use chat technology and video conferencing to stimulate the interaction between job seekers and employers. Job seekers were able to upload their resumes to their profiles and, with the click of a button, apply for the positions they were interested in. Businesses were able to chat directly with job seekers, schedule/conduct video interviews, view their resumes, and schedule follow-up meetings/interviews with them on the spot. In total 214 resumes were submitted at the event.

Tim Baase with Feather River College said, “I’ve talked to a ton of people and had really good engagement. I’m super impressed with the format here and it has been really fruitful.” Jennie Mathews with Seneca Healthcare District said, “Of the 30 or so people that visited our booth, I have about 5-6 contenders for potential jobs which is a win in my book!” Chris Bielecki, Forest Engineer for the Modoc National Forest remarked that the Virtual Job Fair experience was, “Definitely a good experience and worth our time to attend. We connected with a varied mix of people and work experience. We were also able to point job seekers to the USA JOBS website to apply for our open positions.” Overall businesses were happy with the virtual platform and the interaction they were able to have with job seekers.

The use of the virtual platform gives AFWD the ability to promote, manage, and effectively capture attendees and businesses from a multitude of areas regardless of their physical location. AFWD is always striving to help the employers, community, and their clients with opportunities for employment and growth.

The poster for the Virtual Job Fair features the Alliance for Workforce Development, Inc. logo at the top left, with the tagline "Providing pathways to success". A yellow banner in the top right corner says "JOB SEEKERS REGISTER NOW". The main title "Virtual Job Fair" is in large, orange, cursive font, with "LASSEN • MODOC • PLUMAS • SIERRA COUNTIES" above it. Below the title, it says "MARCH 2, 2022 | 11AM - 2PM" and "REGISTRATION IS FREE FOR THIS EVENT". A section titled "PARTICIPATING EMPLOYERS" displays a grid of logos for various organizations, including Blue Creek, Cassette Station, Feather River College, digitalpath.net, Modoc National Forest, Plumas District Hospital, Sierra Nevada Journeys, Seneca Healthcare District, and Whitehawk Ranch. At the bottom, it says "JOB SEEKERS REGISTER NOW" and provides the link <https://pvopi.premiervirtual.com/s/xoADMx> along with a QR code. The footer includes the text "A proud partner of America's JobCenter of California" and "Alliance for Workforce Development, Inc., is an Equal Opportunity Employer Program. Auxiliary jobs and services are available upon request to individuals with disabilities. 7 1 1 or TTY users."

## California Conservation Corp

The California Conservation Corp (CCC) is the oldest and the largest conservation corps in the nation. Created in 1976 by Governor Jerry Brown, it was soon made a permanent state department under the umbrella of the California Natural Resources agency. The CCC's mission is to protect and enhance California's resources and communities while empowering and developing young adult through hard work and education...and it was just the thing that Nickolas was looking for.

Living in Alturas without a diploma or personal transportation, he had limited resources for education and employment. Working with the TEACH Adult Education program, he was referred to Alliance for Workforce Development. After completing comprehensive personal assessments to determine skills and aptitudes, they developed a plan. He really liked the idea of a culinary career path. Having never worked, they looked at options and determined that CCC had everything that he was looking for: culinary training, GED assistance and income! Nickolas starts in February and is looking forward to this new adventure. In the meantime, he continues to work with his Adult Education Coordinator, Sarah, on his GED and just recently passed his Language Arts portion! Congratulations Nickolas!

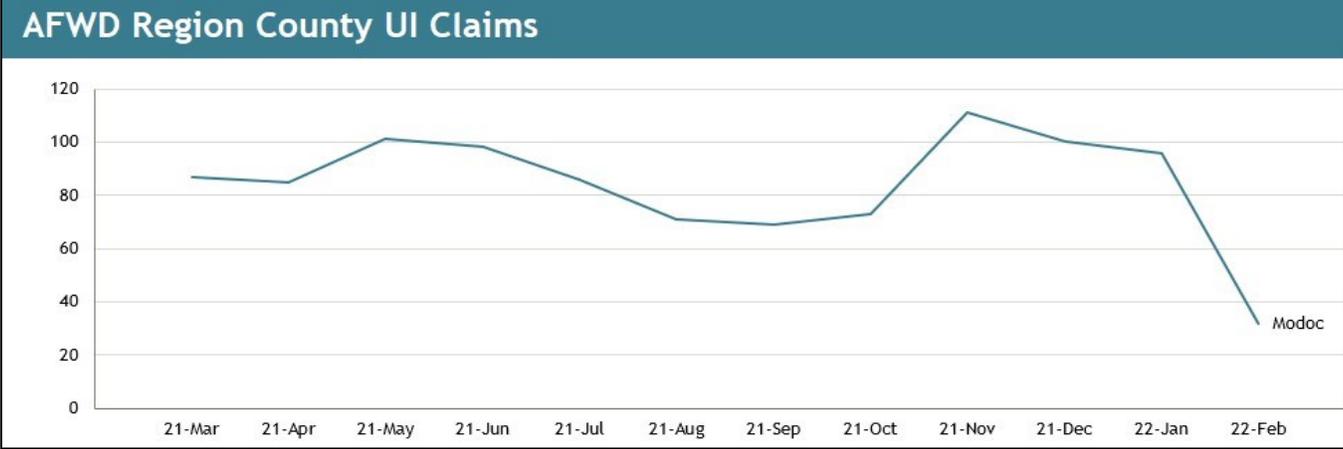




# AFWD - America's Job Center of California Statistics

**Unemployment Rates**  
(As of: Feb. 2022)  
**California 4.8%**  
**Modoc 7.1%**

## Unemployment Information



**Top Affected Industry Sector**  
**Modoc County**  
Agriculture, Forestry,  
Fishing, and Hunting

**Modoc County - Through 3rd Quarter**  
One-Stop Visitors: 927  
Businesses Served: 40  
Business Services: 1,049  
**AFWD**  
Clients Enrolled: 1,862



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