

Community Coordinator

Report

Nevada County

APRIL - JUNE

SPREADING THE WORD



Nevada County has an area of 974 square miles and boasts a population around 100,000. It's our goal to make sure as many people within its borders know about Alliance For Workforce Development, Inc., and what it can do to help those with employment needs.

Outreach efforts were ramped up throughout the spring months as Youth Career Center Advisor Walter Ford traversed the historic pine-covered community, going from Lake of the Pines in South Nevada County to Truckee in the Eastern most section of the territory and everywhere in between, spreading the word about AFWD's services. The outreach efforts included visits to local high schools, social services offices, popular youth hangout spots, the

Truckee-Tahoe Job Fair, the Raise Them Up Fair and more. Through the process Walter met with county officials, high school counselors, representatives from like-minded agencies, employers and job seekers who were learning about AFWD and its many offerings for the first time. Walter touted the outreach efforts as a highly valuable experience in which connections were made, and business cards, promotional flyers, vital information and smiles were exchanged freely.



INTRODUCING MARYANNE NEVADA COUNTY'S NEW BSR



Alliance For Workforce Development, Inc.
Providing pathways to success



Maryanne recently joined Alliance For Workforce Development as a Business Service Representative (BSR), working out of the Grass Valley office and serving Nevada County. The Bay Area native migrated to Nevada County in the 90s when the first of her four sons was starting school. Her family's move was the start of 26 years of extensive volunteer work and the continuation of her real estate career. Maryanne supported her sons' schools from vice president of their preschool to site council at Nevada Union High School.

She knows that the quality of life in her community is directly in line with the incredible amount of volunteerism. Maryanne could be found serving the homeless at Divine Spark, or the Yuba River as an Ambassador for SYRCL, or helping out at KVMR's largest fundraiser the Celtic Festival, and many others. Maryanne is also a strong proponent of quality education in all aspects of life. For the past 8 years, she was the top Admissions Advisor at a local vocational Ayurvedic college. Maryanne honed her listening skills to determine the best path for her students to earn a high level of education in starting their practices to help others live their happiest, healthiest lives. Maryanne has now brought her expertise to AFWD and is ecstatic to join such a high-quality and devoted staff in creating pathways to success for businesses, organizations, and job seekers.

EXCELLENT START TO A MANUFACTURING CAREER

This spring, Alliance for Workforce Development had the opportunity to assist Autometrix with a great On-The-Job Training (OJT) opportunity for a fine young man in Grass Valley, CA!

Autometrix is a local manufacturer of incredibly sophisticated precision CNC cutting machines for industrial materials, including canvas, insulation, sail cloth, foam, fabric, leather, vinyl, carbon fiber, and more. They've pioneered automation technologies in the industry, including AutoCad imaging software, PatternSmith waste reduction mapping software, and four varieties of amazing cutting systems.

Jacob Johns applied for the Assembler position with Autometrix fresh out of high school without many of the hard skills needed to qualify and Autometrix provided him with the opportunity to train from the ground up. The complexity of the job and Jacob's skillset made this a perfect opportunity for an On-the-Job Training program. Jacob is now well into his training, is excited and eager, and is learning rapidly.

AFWD very much looks forward to serving Autometrix in future employment efforts. This OJT is an awesome opportunity for an excellent start to a promising manufacturing career!



TIME FOR BIGGER TOYS



Justin came to Alliance for Workforce Development to request assistance with obtaining his Class A Commercial Driver's License. As a veteran, Justin doesn't shy away from hard work and long hours, but after working 100-hour weeks in his current position he knew he couldn't keep going at this pace forever. A promotion opportunity with his current employer became available and Justin was told that if he could get his Class A CDL, he'd have the job. AFWD was able to enroll Justin into the Workforce Innovation and Opportunity Act program as a working adult, get him set up with Anthony Soto's Center for Human Development of California's Class A CDL program, and assist with tuition. Justin is making great progress in his training and is looking forward to his promotion.

FITTING IN

Cassidy came to Alliance for Workforce Development requesting assistance in finding full-time self-sufficient employment where her hard work would be valued. She had previously worked as a Fit Stylist before the pandemic forced her employer to permanently close the location Cassidy had been working at. Cassidy was enrolled into the Workforce Innovation and Opportunity Act program as a dislocated worker. Her resume was added to the applicant pool and she attended our Successful Interviewing workshop. AFWD's business service representative, reached out to Cassidy about an opening at a local production plant and forwarded her resume to TruRoots in Chico. Cassidy interviewed at TruRoots and was offered a job as an operations technician. We just checked in with Cassidy and she reports that her new job is going well and she is really enjoying it.



WOMEN'S BUSINESS SUMMIT—SBA



This March, AFWD had the opportunity to witness the first ever Small Business Administration's Women's Business Summit! The Small Business Administration (SBA) is a cabinet-level

federal agency dedicated to igniting change and sparking action so small businesses can confidently start, grow, expand or recover. This first annual event featured prominent Women in business, such as Assistant SBA Administrator, Natalie Madeira Cofield; SBA Administrator, Isabella Casillas Guzman; Deb Haaland, Secretary of the Interior; Vice President of the United States, Kamala Harris, and so many more.

Day one of the event was full of inspiring and eye-opening discussions. Executive Director Nicola Corzine with the Nasdaq Entrepreneurial Center delivered stellar statistics on the women in business. She reported, "there are 114% more women entrepreneurs today than there were twenty years ago". Also, 64% of businesses started last year are owned by women of color. Additionally, women-owned US businesses generate \$1.8 trillion each year and employ 9.4 million people.

VP Kamala Harris spoke as well on day one. She addressed the challenges of women in business, particularly minority-women-owned businesses, in terms of wealth disparities, access to capital loans and banking services, and the like. VP Harris talked about the COVID-19 Hate Crimes Act to protect women-owned businesses of Asiatic, Native Hawaiian, and Pacific Islander descent. One quote from VP Harris that stuck with me was a tribute to those who have "the ambition to see what can be without the burden of what has been". She revealed plans to expand access to banking services, community lenders, business development funds, affordable childcare, paid leave, and more.

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WOMEN'S BUSINESS SUMMIT—SBA



Day one culminated with excellent discussions. Melody Hobson, Co-CEO and President of Ariel Investments, discussed the 3P's of investment: People, Purchasing, and Philanthropy. A panel discussion on Building an Equitable Recovery Framework for Women Entrepreneurs featured strategies to mend the disproportionately female-affected economic recovery from business closures and job loss. Another panel discussion, "From Essential Worker to Essential Entrepreneur: CARE Economy Entrepreneurship Opportunities" addressed issues and opportunities in the caregiving industry and revealed a goal to secure \$1 billion in funding for childcare for moms. Other important topics included Innovation and Investment, Contracting Opportunities for Women-led Firms, Exporting & E-commerce, and the Changing Landscape of the Entertainment Industry.

Day two of the Women's Business Summit featured excellent "Ask An Expert" sessions on several topics, including Innovation and Investment, Certification and Contracting, Accessing SBA Resource Providers, International Trade, and Accessing Loans & Micro Finance.

The entire event was recorded and is available online, along with resource links and relevant information. Visit https://thecenter.nasdaq.org/womens-business-summit-sba-nec/?utm_medium=email&utm_source=govdelivery to watch this epic event.

AFWD's mission of providing pathways to success and meeting the needs of job seekers and employers is fully aligned with the mission of the SBA, and women in business has long been a focus of our efforts. AFWD is proud to partner with SBA and was honored to attend this wonderful conference.



Photo top left: Vice President Kamala Harris; Photo bottom left: Natalie Madeira Cofield, Assistant Administrator of SBA's Office of Women's Business Ownership

CWA WORKCON—REIMAGINING THE WORLD OF WORK

This May, Alliance for Workforce Development (AFWD) had the opportunity to attend the largest annual workforce development event in the state of California, the California Workforce Association's WorkCon. After being virtual for two consecutive years, everyone was very excited to attend the conference in person this year. And what an incredible conference it was!

Shawna Wright, Principle and Chief Possibilities Officer for We Are Growing Big Dreams, presented the Pre-Con session: "How Workforce Boards Can Advance Race, Equity, Diversity, Inclusion, and Belonging (REDI-B)." REDI-B approaches to fostering equity and inclusion can be adopted in the workplace, with partners and clients, and in our communities. In the words of Shawna Wright, "As the hub of the system, workforce development boards are uniquely positioned to connect and fuse institutions towards creating a movement towards a more anti-racist and equitable community."

Mohammed Bilal, Diversity Consultant, Assistant Dean & Director of DI Programs at Stanford University, provided the Opening Keynote Presentation: "Reimagining Work and Equity – 12 Steps to Appreciating Diversity." His riveting performance of various poems and raps was captivating while opening our eyes to how we possess such commonality as a collective species. Bilal's message resounded with a theme: True change starts from within.



Motherlode Workforce Development Board Director Dave Thoeny, CDWB's P2E & CWP Lead, and colleagues presented the remarkably successful P2E program titled: "Prison to Employment – Changing the System". Motherlode's challenge with applying for P2E funding in their area: almost all of their eligible population are in custody and will leave once released.

They strategized to create a plan to foster reentry of its two-state prison populations by introducing CalJOBS into prison facilities for the first time, working with participants to holistically prepare them for success after release, and creating short videos to familiarize participants with AJCC services by playing them throughout facilities regularly. Great work, Motherlode!

CA Secretary of Labor, Natalie Palugyai, and CWA Executive Director, Bob Lanter presented "Reimagining California's Workforce Development System – Vision from the Labor & Workforce Development Agency". Secretary Palugyai discussed her vision for CA workforce development: "to re-constitute the workforce system so that it leaves no one behind, that we truly break cycles of inequity and articulate to our communities' pathways that lead individuals and families to economic self-sufficiency".

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Photo middle right: Mohammed Bilal, Diversity Consultant, Assistant Dean & Director of DI Programs at Stanford University

CWA WORKCON—REIMAGINING THE WORLD OF WORK

David Shinder, Workforce Development Consultant, and Bradley Williams, VP of Operations at Equus Workforce Solutions presented: “How the Marketplace of the Future will Drive the Workforce System.” This seminar discussed worker shortages and what the future may bring. They argue that the factors contributing to worker and talent shortage include low birthrate, decreased immigration, early retirement age, climate change, inadequate workforce preparation, and changing perceptions about work.

Chief Executive Director of Business U, Christine Bosworth, presented “The Employer Lens to Demonstrate Business Services’ ROI,” a thought-provoking session on approaching business services not from a features perspective but a *benefits* perspective. Bosworth discussed the importance of considering what is of value to businesses to meet current and future talent needs to sustain competitiveness and expand opportunities for job seekers.

On the final morning, some of the greatest in CA workforce development joined in a panel discussion about what is possible as we look to reimagine the world of work and, more specifically, the public workforce development system. Panelists addressed calls for income and gender equity, racial reckoning, the need for clear pathways out of poverty, and the demand by our labor force for higher wages and better working conditions. This discussion was both engaging and inspiring.

“Putting CA on the High Road: A Jobs & Climate Action Plan for 2030”, presented by CWDB’s Interagency Policy Specialist Shrayas Jatkar, Program Analyst Kerry Chang, and High Road Field Specialist Rafael Aguilera, was an interesting session on California’s plans for transitioning to carbon neutrality and how it will affect our economy and workforce.

In the final presentation, Tressa Dorsey talked about “time.” She discussed the obsessive relationship our society has with time and how it can be a focal point of stress in our daily lives. She challenged us to think about what we’re doing with the limited moments we have to make our time or someone else’s time *better*. She stressed the idea that we should both be present and be of service to ourselves and actively let go of the little things that can wreck our daily lives.

In the hustle and bustle of this three-day conference, AFDW colleagues had the opportunity to team-build, reflect on the conference, share laughs, and ponder the idea of reimaging the world of work. This was a truly rewarding training experience.





AFWD - America's Job Center of California

Unemployment Rates
 (As of: JUNE 2022)
 California 4%
 Nevada 2.9%

Unemployment Information



Nevada County - 4th Quarter
 One-Stop Visitors: 3,165
 Businesses Served: 117
AFWD
 Clients Enrolled: 1,009

The Business and Career Network
 988 McCourtney Rd. Grass Valley
 (530) 265-7088
The Business and Career Network
 10075 Levon Ave. Truckee
 (530) 550-3015

