

Community Coordinator

Report

Nevada County

JULY - SEPTEMBER

2020

Community Help During Shutdown



During the trying times of the COVID-19 pandemic, employers had to struggle with temporary closures, reduction in staff, and shortages on personal protective equipment (PPEs). Businesses had to patiently work through changing direction on social distancing guidelines and creatively find ways to safely accommodate their patrons while adhering to parameters intended to prevent the spread of the virus. As the economy paused to retool, employees were laid off or had hours reduced, and with PPEs in short supply business owners had to find ways to creatively offer service, keep employees on staff, have an adequate supply of PPEs, all while

trying to serve their patrons.

Business Services Representative, Kari D'Aloisio, was able to assist with the County of Nevada to market the distribution of PPEs in Eastern and Western Nevada County provided by 3Core Economic Development District. Kari continues to support employers with up-to-date information on safe opening guidelines, assists with finding candidates in a market that has more jobs than job seekers. Including, placing community members, who have lost their jobs to COVID-19, in temporary positions with Nevada County Facilities and community shelter Hospitality House. Alliance for Workforce Development, Inc. staff continues to rise to the occasion by supporting the labor market during even the most challenging of times.



Social Media Strategies During Economic Shutdown



With the increased needs of our business clients due to economic shutdown, Northern Rural Training and Employment Consortium (NoRTEC), staff and Service Provider Directors implemented an action plan to enhance and support our businesses throughout the NoRTEC region. Recent surveys indicated that an area that needed

more light shed on it was adapting business models and practices to new business realities. A relationship was established with a north state firm; Kate & Company Marketing + Collaboration. Because NoRTEC listened to the business's needs and in their continuing efforts to promote economic stability; small business owners in the north state region were invited to a series of no-cost Social Media Strategies presented by Kate & Co.

Social Media Marketing does turn sales. Facebook is the biggest of all the social networks, Instagram is second. 87.1% of U.S. marketers will use Facebook in 2020, and 75.3% will use Instagram. It's a constantly evolving platform based on algorithm changes, new tools, and shifting demographics. Effective Facebook marketing requires an understanding of the latest Facebook statistics and how they apply to social marketing strategy. In three video sessions, Kate and her crew took attendees on an in-depth virtual look at social media marketing focused on how small businesses can break through the social media "noise" to create a strong and successful online game.

Video One: Social Media Planning – Three essential themes were addressed that dismantle personal challenges and support the creation of a solid social media action plan. Advice to construct a "business story," (aka brand), then they shared systems for a manageable posting plan, outlined effective evaluation techniques, and more.

Video Two: Social Media Content - Explored the social media content areas that provide small businesses with the best value and walked through proven practices that not only motivate and engage customers but also grow a digital presence.

Video Three: Social Media Hacks – Kate & Co pulled out all the stops in the final video, sharing countless game-changing hacks. They shared how to engage influencers and specific posting guidelines, using cross-promotion and helpful apps, and showcased all sorts of juicy insider tips. Then they proved its effectiveness by taking viewers on a virtual tour of six Northern California businesses to pull back the curtain on a unique collection of best practices and social media "wins."

Thank you to NoRTEC and Kate & Co. it was a win for everyone that attended.

The logo for Kate & Company features the word 'KATE' in large, white, bold, sans-serif letters, with '& COMPANY' in smaller, green, bold, sans-serif letters below it. Underneath that, the tagline 'marketing + collaboration' is written in a smaller, white, sans-serif font. The entire logo is set against a dark blue background.

KATE
& COMPANY
marketing + collaboration

Patience during the Pandemic



Martin Whitley was enrolled into the Statewide Rapid Response Additional Assistance COVID-19 grant after being referred to Alliance for Workforce Development, Inc. (AFWD) by the Veterans' Affairs office. His previous position was dissolved due to a company buy out which left him struggling to obtain employment due to coronavirus restrictions. Martin has extensive experience and finds joy in building and equipment maintenance, which makes him a great candidate for the Work Experience (WEX) program with Nevada County Facilities Management Division as a Temporary Facilities Worker. There, he performs routine maintenance, heavy cleaning duties, and is responsible for sanitation of all surfaces in public spaces as well as county vehicles.

Mr. Whitley feels this WEX program is a great opportunity during this time of uncertainty. This WEX program will provide supplemental income while he is searching for full-time, unsubsidized employment. Not only does this help with his income it also brings upon the opportunity of learning. This will help keep a closed gap on his resume along with providing new skills that will bring him more employment opportunities in the building maintenance and service sector. He enjoyed his first day on the job, mentioning that "...it was nice to be doing something helpful again."



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Opportunity and Success during COVID-19

The COVID-19 Additional Assistance grant received by Alliance for Workforce Development, Inc. (AFWD), in May 2020, provided funds to employ workers who lost their jobs, or had hours reduced, due to the pandemic. Temporary positions were created with government and non-profit agencies, including



the County of Nevada and Hospitality House, a community shelter, to assist with efforts such as sanitizing surfaces, setting up social distancing markers, contact tracing, and assisting at COVID-19 testing sites. The extra help has been, and continues to be, beneficial to the safety of the community.

Seven candidates were placed in opportunities, but continued working with AFWD Career Center Advisors (CCAs) to find gainful employment as the temporary assignments ended. Some individuals were offered permanent positions with those employers. One candidate who had been placed with County of Nevada was encouraged to apply for an opening that became

available in the Grass Valley AFWD office, just as his assignment was winding down.

Casey Martinson, who started with County of Nevada in July was hired in September 2020 as a Career Center Advisor. In his new role, as CCA, he is able to apply his experience, as a client, to help others with their job searches. The COVID-AA grant helped to provide positive outcomes and opportunities for employers, individuals like Casey, and AFWD in support Nevada county's workforce.



One Door Closes and Another Opens



Marianna was referred to the Business and Career Network by the hiring manager of the County of Nevada's Public Works Department. She had been a small business owner and was forced to close her business, due to the COVID-19 pandemic and state-mandated closure of all non-essential businesses. She was interested in making a career transition. She wanted to learn about opportunities available within Nevada County. During her search she was able to find out about temporary positions that could add to her skills and experiences to help her gain full-time employment as well as, provide her with insights into alternative career options

With the closure of businesses due to the COVID-19 Pandemic, there were new sanitation and various other protocols required for re-opening. This had created several employment positions to assist with these efforts. Marianna met with a Career Center Advisor at the Business and Career Network, and after completing an assessment, discussing options, reviewing the position available with the county, then determining potential eligibility for the Work Experience (WEX), she expressed an interest in learning more about the Government Support Workers employment sector. A position in this sector was available and she was selected to fill one of the positions with the Nevada County Public Works Department.

This WEX position would provide Marianna insights and experience into the Environmental Services occupation by providing working knowledge as a facilities worker. She would be assisting with clean-up and sanitization efforts of public spaces and facilities, while at the same time assisting her community during the COVID-19 Pandemic.

This appealed to both her interest and sense of community. She met all of the eligibility criteria for the COVID-19 Additional Assistance Grant, was enrolled, and placed in the work experience position. Marianna was excited to take on this role, to gain experience and skills to broaden her knowledge and increase her chances of finding permanent full-time employment. The Public Works Supervisor was more than pleased with her performance and attitude, it was becoming clear that this Work Experience would not be enough time to have her as a part of their team. Upon completion of her WEX contract, the County of Nevada offered Marianna her permanent employment with the county.



Nevada County
Community Development

Tried and True



Rhom was a previous client of the Business and Career Network, he had been enrolled and completed an On the Job Training in the Retail Sector. When the COVID-19 pandemic hit, and businesses were forced to close their doors due to the Governor's executive order. He again was faced with being unemployed, and with no return date in sight. Although some retail establishments have slowly been able to open, social distancing protocols and health guidelines have allowed for only limited staffing, reducing drastically the opportunities for employment in this sector. Rhom realized he would need to look for opportunities elsewhere.

He remembered the assistance he received in the past at the Career Center and contacted his previous Career Center Advisor (CCA) for job search assistance. After completing both an initial and comprehensive interest assessment, and reviewing labor market information, he showed an interest in learning more about occupations in the Public Health/Social Services sector.

He felt strongly about helping his community during this time and showed interest in a possible Work Experience (WEX) position available with Nevada County Facilities Department as a Testing Site Worker. He met all the qualifications for the COVID-19 Additional Assistance Grant, he was enrolled, interviewed, and placed in a Work Experience (WEX) with the County of Nevada Public Health Department, as the greeter at the COVID-19 testing site. He was excited about this position and his role in helping his local community in the recovery of the pandemic, as well as, learning about this sector's occupations. As Rhom's contract was coming to an end, his team of coworkers and worksite supervisors realized what a great asset he was to the worksite and the community, he was offered employment with the County of Nevada's Public Health Department and will continue to be employed with them.



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





AFWD-America's Job Center of California Statistics

PY 2020-2021 Q1



Nevada County

One-Stop Visitors:

805

Businesses Served:

95

Business Services:

374

AFWD

Clients Enrolled:

130

Unemployment Rate

(As of: August 2020)

8.0%



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