

Community Coordinator Report

Plumas County

APRIL – JUNE
2015

We Welcome New Career Center Advisor Mary Lou Stokes

The Alliance for Workforce Development, Inc. (AFWD) would like to welcome Mary Lou Stokes as a new Career Center Advisor with the Business & Career Network team in Plumas County. Mary Lou has raised her family while living in Plumas County most of her life, attending elementary and high school in Quincy. She comes to us after working for a local dentist for the last 25 years. When Mary Lou is not working, she enjoys spending time with her grandkids, working in the yard, camping, and traveling with friends. Mary Lou will assist job seekers with long-term employment goals, along with providing job skills support and resources. She will also provide job skill workshops for the Daily Reporting Center (DRC) for those participating in court ordered probation. She is very excited to start a new adventure/opportunity working for AFWD.



May 2015 Employment Snapshot

Plumas County
Unemployment Rates*
(Unadjusted)

Plumas
9.2%

Labor Force
8,360

People Employed
7,590

People Unemployed
770

*Source California Employment
Development Department
Labor Market Information Division

Technical Assistance Program Going Strong!

This quarter, AFDW has provided several technical assistance workshops and hours of one-on-one assistance to eligible small businesses and entrepreneurs through the Plumas Microenterprise Technical Assistance (TA) program.



On April 25th, Marketing Consultant, Jennifer Petersen facilitated an Online/Offline Marketing Workshop. Jennifer covered requested subjects such as branding, website design, Google analytics, SEO basics, and free websites for business use. After the workshop she scheduled one-on-one appointments for further assistance.

On May 30th, eager to learn, participants received finance and bookkeeping information in a hands on Workshop from Financial Consultants, Pezzullo & Gussett CPA's LLP.



The participants are thrilled with the assistance they are receiving!

Entrepreneur, Diane Fisher, expressed her gratitude in an email:

Hi Joelle.
I hope this beautiful morning finds you well.
I want to give you an update on my progress. I got my permit, fictitious business name, and small business account yesterday. YAY!
My time with Jennifer was awesome. I will meet with her again on April 14.
Today I am researching packaging and I will tune up my shopping list. I also need to work on pricing.
It's all going well.
Thank you so much for all your work. I hope you know how much this all means to me.
Sincerely,
Diane

Program made possible by Plumas County Microenterprise Assistance Program

AFWD America's Job Center of California Statistics

Plumas County Visitors

3,520

AFWD Business Services

Business Served	1,534
Service Provided	8,374
Positions Filled	2,265
Training Assistance	602

Program Services

Total enrollments

Adult	274
Dislocated Worker	195
Youth	104
Employed	525

Unemployment Rate

Butte 6.9%	Plumas 9.2%
Lassen 7%	Sierra 8.1%
Modoc 8.2%	

Plumas DRC Job Readiness Workshops



Alliance for Workforce Development, Inc. has partnered their efforts in assisting those on formal probation to address their barriers to employment. AFWD provides participants with comprehensive services that include workshop materials created to educate participants in job readiness, job search strategies, interviewing and are designed to prepare participants for employment. AFWD staff connect Day Reporting Center (DRC) attendees/participants with community employment opportunities. The Plumas AFWD staff strive to excel in their capacity to provide employment training as part of the PCCCP program. Additionally, all DRC participants are invited to utilize the AFWD Business and Career Network job-seeker resources, and make appointments for individual assessment and other job seeker assistance either at the DRC or AFWD Business and Career Network locations.

Highlights: Through the guidance of AFWD staff, DRC participants have increased their knowledge and ability to:

- Assess and identify their skills
- Set goals
- Develop their resumes and cover letters
- Complete a standard application
- Job search and follow-up
- Interview effectively
- Retain employment

AFWD's objective with the DRC continues to be with implementing and expanding vocational training practices to improve employment outcomes, reduce offender risk and recidivism, and make a positive contribution to public safety.

Excellent and Up-building Customer Service Workshop



On June 17th, the Alliance for Workforce Development, Inc. presented a workshop aimed at encouraging youth to answer some valid questions in their lives. What kind of life do you want to have? How will you make it happen? What gets in the way of our success? How do you find and keep a great job? With the aid of consultant Laurie Wann, this workshop brought to the forefront some very pertinent information for our young listeners, while being a positive and enlightening experience.

AFWD staff assisted in helping the youth to look down the road five years: where do you want to be? How to get positive things to come your way and to understand that life is not linear: it is a rollercoaster ride of loops, windfalls, and high rises! But we can recognize the fears that might hold us back and overcome them, embracing our own existences and living life to the fullest! It was our wish that the young people came away from this presentation with a bit more drive to accomplish their goals and strive for success.



This Quarter's Success Stories

Busy but Rewarding

Alyssa Davis is a girl on a mission. Originally her focus was completing her education and obtaining a certification and Associates Degree in Early Childhood Education. After taking some classes and participating with her Youth Advisor on an industry tour, she decided maybe that wasn't the profession for her after all. Determining education was still part of the plan, she decided that employment would be a good way to get a feel for what she may enjoy and enable her to later focus her education. She also teamed up with her Youth Advisor and did extensive career assessments to determine what type of work may interest her. Creating a solid employment plan, they went to work. They updated her resume, completed applications, printed customer service certificates and purchased some professional job search clothes. They left no stone unturned, even going so far as to get advice on professional hairstyles. Their efforts paid off quickly and she was soon in an uncomfortable, but desirable position of having multiple job offers. Deciding that Safeway, Inc. – Deli sounded fun and challenging, and knowing that Safeway offered multiple career paths, Alyssa took the position. She is now working and going to school for General Studies.

"Life is busy but rewarding," says Alyssa.



Can't Keep a Good Man Down



Michael Cadena would be the first to admit that he hasn't always been considered an exemplary example of citizenry. He would also quickly point out that people mature, circumstances change, and given a second chance, people can soar. This is the plan. Knowing ultimately finishing his college education was paramount, he also realized that occupational skills could help in that endeavor. Working with his Youth Advisor, he was able to enroll in Plumas County Forest Service's Wildland Firefighter program, get his required training gear, pass the classes, get his Wildland firefighter certificates and get a job on their Occupational Crew. His hope is to be able to work this summer and future summers, enabling him to fund his future educational plans. He is excited about the challenge of a new career and the prospects of finishing his college plans.

