

# Community Coordinator

## Report

**Sierra County**

JANUARY-MARCH

2020



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention

### Responding to a Crisis: COVID-19

The COVID-19 pandemic is a public health and economic crisis that has impacted the world, and demands both a global and local response to mitigate. In Rural Northern California, partners in the Government, Private, and Nonprofit sectors have acted quickly to suppress the effects of the pandemic on our community health, regional economy, and local workforce. Alliance for Workforce Development, Inc. (AFWD) is doing our part by providing crucial services, information, and resources to impacted workers and employers.

On March 19, 2020 California Governor Gavin Newsom issued a Stay at Home Order for all Californians as a measure to curb the spread of the Novel Coronavirus. While employers deemed “essential services” were permitted to remain open, the vast majority of worksites were forced to implement systems that allowed workers to work remotely, or close operations entirely. AFWD has responded by providing Rapid Response services to businesses and employees. These services consolidate information and programs from the State EDD, the Federal Department of Labor, and the Small Business Administration to provide a comprehensive emergency remediation for COVID-19 affected worksites. Using technology tools like web conferencing and web linked document sharing, we are able to safely provide employers and workers the tools and information they need to navigate temporary layoffs and furloughs.

We have updated our website, [www.afwd.org](http://www.afwd.org), with live links to valuable services for businesses and workers impacted by COVID-19. We have increased the number of staff devoted to our website chat feature, so that customers can communicate with a live Resource Specialist regarding EDD applications, SBA business loans, and other relief programs. We are providing the public with job leads from critical sector employers who are staffing up in response to the crisis. We are utilizing social media to provide the latest information from federal, state, and local agencies to our sizeable digital audience.

AFWD is committed to helping our partner businesses and workforce customers navigate this challenging time. By providing access to the resources and information our community needs we will continue to ensure that businesses and workers in Nevada, Butte, Plumas, Lassen, Modoc, and Sierra counties have access to the resources they need to weather this crisis.



## 2020 Census California

Every ten years the U.S Census Bureau attempts to count every person in the United States. This critical count determines how federal funds are allocated to communities, how and where infrastructure improvements are made, and even how many representatives a state has in Congress. Performing a complete census can be particularly difficult in regions like Rural Northern



California, as communities are often geographically remote, and many people live in isolated homes. One formidable task has been to recruit the large number of Census Workers required to count persons and households in Rural Plumas, Lassen, Modoc and Sierra counties.

Census Recruiters contacted Alliance for Workforce Development, Inc. (AFWD) offices in Plumas, Lassen, Modoc, and Sierra counties for assistance. AFWD Business Service staff met with Census Recruiters to assess how they could help recruit local citizens to become Census Workers. Census Recruiters prepared each AFWD office with flyers showing prospective candidates how to apply for positions online. AFWD staff also hosted Census Recruiters in their offices. The Recruiters spent several days talking with walk-in job seekers, answering questions, and helping them complete applications. AFWD staff assisted these efforts by directing job seekers to the Recruiter stations and facilitating introductions between walk-in customers and Census Recruiters.



Recruiters came to the Sierraville AFWD office leaving their flyers and contact information. They stated that this is an excellent opportunity to bring people who have not worked in a while back to the workforce. Reaching job seekers throughout Sierra County presents geographic challenges, with mountain ranges separating towns of Pike from Sierraville or Loyalton. Each AFWD office in the four counties was able to assist recruiters meeting and/or exceeding the hiring expectations. AFWD is proud to be assisting those individuals who want to take part in this civic activity for the 2020 Census count. Census Recruiters in Sierra County stated, “These are excellent opportunities to bring people who have not worked in a while, back in to the workforce.” While reaching job seekers in Sierra County presented challenges due to the geographic isolation of Pike, Sierraville, and Loyalton, Sierra County AFWD staff were able to assist Census Recruiters in meeting their hiring expectations.

## A Step in the Right Direction

What do you do when a job seeker walks in the door of the Sierra office of Alliance for Workforce Development, Inc. (AFWD) and states, “I need a job, can you help me?” Where do you begin? This individual relayed that she had just relocated back to the Sierra County area and needed to get back to work as soon as possible.

Initially, the client was shown the computer lab where they could create or update their resume. Taking it a step further, they were introduced to what Sierra County offered in the way of online job search and application processes. Over the course of a couple of weeks, she reported to the Career Center Advisor that, while she had put out many applications and resumes, she was not getting any offers and requested more assistance.

The client’s resume and job history were reviewed to help determine a course of action. It was observed that she could be providing more information on the applications and her personal resume and some adjustments could be made in her approach. One of our local resume experts stepped in and helped the client understand how to prepare a resume that would make her stand out in a crowd and focus on what the employers are looking for. They also went through a tactic called mock interviewing, preparing her for questions she might face and how to answer appropriately. She was also interested in moving into a new field, in

which she did possess some training and certification in, but no hands-on experience.



The client did not give up and continued to come into the Sierra AWFD Business and Career Network office to use the computer lab to apply for jobs and check the status of the previous applications.

Not long after, she excitedly came back in and advised the Career Advisor that she had secured a job at a pharmacy. While it may not have been the exact dream job they were searching for, it was a step in the right direction in the field she hopes to work in the future. Here’s to finding a successful path to the future she is seeking!



# AFWD America's Job Center of California Statistics

PY 19-20 Q3



## Sierra County

*One-Stop Visitors:*

**79**

*Business Serviced:*

**13**

*Business Services:*

**65**

## AFWD

*Clients Enrolled:*

**788**

## Unemployment Rate

(As of: February 2020)

**6.7%**

