THANK YOU!

Alliance for Workforce Development, Inc. would like to extend a huge THANK YOU to our businesses, organizations, and community partners for the support this past year. Our programs and partnerships provide employment opportunities for residents and educational training programs towards career pathways. This supports our local economy, improves lives, and helps the business community thrive.
On Friday, April 30th, the California Workforce Development Board hosted The 2021 High Road Summit - Taking the High Road to Equity and Economic Recovery: Investing in California's Workforce. This event was filled with information regarding the innovative design and strategies currently being implemented to get California back to work. There were many speakers at the conference but most notably, Mariann Johnson and Dr. Mike Chavez.

Dr. Mike Chavez is the Executive Director of the Inland Empire Labor Institute (IELI), the largest Labor Council, geographically with 27,269 square miles and 133 cities. Dr. Chavez has been pushing for the large-scale employers in his area to go green and has been politically active in protecting workers' unions and rights. The IELI has also been developing more apprenticeship programs to ensure the high school graduates are leaving with trade skills. With an apprenticeship, the paywall barrier is removed for these young candidates, making the participating labor markets more equitable.

Mariann Johnson is in charge of GenerationGo! Career Pathways. This program ensures enrollees get real-world work experience before graduating from high school. GenerationGo!’s goal is a future where students are afforded opportunities that assist them on the journey through college. Alliance for Workforce Development (AFWD) has a program very similar to this. AFWD’s Youth program provides services for qualifying participants between the ages of 17 and 24. Whether they need help finding a job, finishing high school, or getting more training, a Career Advisor is ready to help.

The 2021 High Road Summit was an optimistic look at effective workforce development happening around California as we emerge from a pandemic that wreaked havoc on our economy. America’s Job Centers of California are out in the community ready to help everyone back to work into gainful employment.

Photo courtesy of: UCLA Labor Center
Caleb Lief came to AFWD looking for work after discovering a financial issue would delay his retirement plans. So, he reached out to Alliance for Workforce Development to help him secure a position that would allow him to move forward and support his needs. As a WIOA Adult client, he was provided assistance with updating his resume, to best showcase his skillset, as well as, Job Search and Career Guidance Assistance. He attended AFWD sponsored virtual workshops and job fairs. Caleb had worked long-term as a custodian and grounds-keeper at Feather River Community College.

His goal was to get his foot in the door with Sierra County, so Caleb applied for the custodian position at the Sierra County, Sierraville Community Center (the old school), although the hours are limited at this time, he allowed envisioned the possibility of advancing, and/or applying for other positions as they became open, and that is exactly what happened. Caleb’s hours were just increased and he has been in training to substitute at the Loyalton Waste Station and also the Sattley Waste Station as needed.

Caleb is very pleased with these steps forward on his pathway to success. He is looking forward to finding a place in town for himself and his two dogs. He is very grateful to AFWD for all the assistance. Caleb mentioned”, Thank you for helping me find a new career path in the county I love”.
As California begins to return to business from the Covid-19 shutdown, many facets of recovery are being discussed. This year’s workforce conference addressed the state of recovery with the online WORKCON 2021: An Equitable Recovery. Several Business Services Representatives from Alliance for Workforce Development (AFWD) attended this year’s online conference.

The WORKCON 2021 included talks pertinent to California opening up from Covid-19 closures. There are many challenges facing businesses and job seekers. WORKCON 2021 speakers presented best practices and timely solutions to issues facing both. Topics included job creation, equity and diversity within industry sectors, various training programs, and presenting creative recruitment solutions.

Speaker Matt Sigelman, CEO of Burning Glass, spoke of initiatives that businesses are developing around equity, diversity, and income equality. Best practices for positioning workforce organization were addressed in a presentation by Patience Ofodu and Celina Shands of the Contra Costa County Workforce Development Board. The Prison to Employment program offers new avenues of recruitment, thus creating a win for businesses, a win for justice-involved job seekers, and a win for workforce programs throughout the State of California.

Author Trudy Arriaga facilitated a panel discussion about women leading workforce development. Conference attendees were able to participate, ask questions, and hear a lively discussion regarding women leaders in all aspects of the workforce.

The speakers of WORKCON 2021: An Equitable Recovery, presented innovative strategies, knowledge, and experiences for this new era in workforce development. AFWD staff gained insights which when applied to our communities, will help ensure an equitable economic recovery in 2021 and beyond.
HEALTHCARE HEROES VIRTUAL HIRING EVENT

As hospitals and clinics fully open, the need for staffing is increasing across the county. Healthcare facilities in rural communities are having a difficult time reaching job seekers due to the restrictions brought on by Covid-19. To meet this growing need of healthcare professionals in our local rural communities, Alliance for Workforce Development, Inc. (AFWD) held the Healthcare Heroes Virtual Hiring Event on April 20, 2021.

The online event encompassed Lassen, Modoc, Plumas, Shasta and Siskiyou counties with 12 healthcare facilities and over 82 job seekers signing on to participate. There were a variety of job openings from medical positions, housekeeping, administrative, and maintenance. The full range of openings allowed participants the opportunity to explore many options in the healthcare field.

Job seekers could enter a virtual booth and begin chatting with recruiters directly. Participants typically want to understand not only the type of openings, but the culture of the firm as well. By talking with hiring managers and department staff, participants have the chance to chat in a relaxed atmosphere. The Virtual Hiring event platform is easy to navigate and job seekers can go quickly from one “booth” to another.

Carolina Martin, an LVN student exclaimed “This was a great experience. The format was easy and just by clicking a few buttons I was chatting with potential hiring staff.”

Gemma Prado, just arrived in Plumas County and had never attended an online hiring event. She commented “This was so easy to explore my career options in this beautiful town. The recruiters were so helpful and nice. One even set me up with an interview after the event.”

Hospital staff were on hand at their booths to answer questions about department positions and also the firm’s culture.

The recruiters were grateful to have this platform to safely and easily meet qualified job seekers. Several comments made by the recruiters included that this type of job fair gave them a lot more “foot” traffic than a standard in-person job fair.

Samantha Nelson, HR Coordinator from Plumas District Hospital said, “This is a great way to let people know about our hospital. We were able to talk to several candidates and set up interviews. We hope to hire from this event.”

Recruiters and staff alike spoke very favorably about this event, giving high marks for reaching many job seekers in a challenging market. After following up a couple months after the event, AFWD Business Services Representatives spoke with those same healthcare recruiters and it was discovered that there were several positions filled as a direct result of the Healthcare Heroes Virtual Hiring Event. AFWD is once again at the forefront of meeting the challenges of this new environment.
AFWD-America’s Job Center of California

Statistics

Unemployment Information
June 2020 - May 2021

Unemployment Rate
(As of: May 2021)
4.8%

Weekly Initial Claims by County

Weekly Initial Claims by County

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