

Community Coordinator

Report

Sierra County
JULY - SEPTEMBER

Deciding to Serve

2020

Malcolm had wanted to be a Law Enforcement Officer for a very long time. Law Enforcement Officers are required to complete the Peace Officer Standards Training (P.O.S.T. Academy). He applied for a position as a Deputy Sheriff I Trainee with Sierra County Sheriff's Office and was selected to attend the P.O.S.T. Academy at the College of the Siskiyou's. He was referred to Alliance for Workforce Development, Inc. (AFWD) by the Sierra County Sheriff's Office for potential assistance with the P.O.S.T. program .

Malcolm had gone on ride-alongs with the Nevada County Sheriff Departments, which gave him first-hand exposure to the type of work he would be doing and allowed him to observe the vast activities of law enforcement. He also did informational interviews with Deputy Sheriffs.

These things fueled Malcolm's desire of going into a career in law enforcement even more. He met with a Career Center Advisor (CCA) and was enrolled in the Adult program. Together, they created a customized financial, educational, and employment plan that outlined all of the necessary steps Malcolm needed to take to make his career goal come true. Malcolm requested and received assistance with his required uniforms for the program.

Malcolm began attending the P.O.S.T. Academy in January of 2020. There were some setbacks in the program when it was forced to close for 2 months due to restrictions related to Covid-19. At that time, he was allowed to begin his Field Training with Sierra County Sheriff's Office. Malcolm returned to the P.O.S.T. program and completed it in August of 2020, achieving A's in all aspects of the program.

Malcolm has been sworn in as a Deputy Sheriff with Sierra County Sheriff's Office and feels the position is a really good fit for him. We wish you much success in your new career!

Thank you, Malcolm, for your selfless decision to serve the public as a sworn law enforcement officer in these difficult times!





Alliance For
Workforce Development, Inc.
Providing pathways to success

Job Search Resources are Invaluable

Sierra Alliance for Workforce Development, Inc. (AFWD) office for general career services, which are utilized by a variety of customers. Many Sierra County employers are seasonal positions due to the large tourism sector. Sierra staff witness an influx of customer activity because of this yearly employment flow.

At AFWD, the resources available for the general public are many. Anything that is related to one's livelihood can be addressed here with these resources. The computer lab is available; whether you are in the beginning of the season and finishing your on-boarding paperwork, or it's the end of the season and time to file for your unemployment claim. Faxing, copies, scanning, to name a few, are also some of the services available at AFWD. Paperwork is available for the Employment Development Department (EDD). Since not everyone has access to internet and a computer in this rural area, the general career services are invaluable for many.

A person is able to create resumes, cover letters, and reference sheets using the templates kept on the public computers in the lab. Or maybe they find formatting they prefer. Having a second or third set of eyes to proof something for you is also quite helpful, and the staff at the Sierra AFWD office assist whenever possible. A jump drive or Google One can be utilized to save their work, among a few different ways to keep their work. While the job board is not up at this time, due to the current pandemic, we do offer a listing of the many jobs that are available in the area as well as placing the jobs on CalJOBS and North State Jobs, for client perusal. The AFWD staff will print or email a copy of the current job listings to anyone inquiring about available positions.

CalJOBS Features

- Access to thousands of job listings
- 24 hours a day, seven days a week
- Create and post multiple versions of your résumé
- View Labor Market Information
- Set up email and text message alerts

America's **JobCenter**
of CaliforniaSM

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.



Zooming into CWA 2020

As California moves into Phase 3 of COVID-19 reopening, many group meetings are held online. California Workforce Association (CWA) held its first WORKCON 2020, a Virtual Response! Online event. From the Opening Keynote and Plenary sessions to speaker presentation and into the evening networking sessions, the entire WORKCON 2020 was conducted online through Zoom and conference software. Participants could chat online with one another and the speakers. In between talks, one might enter the exhibitor section where you could browse the various vendors' offerings and talk with representatives as well as other attendees. Though not in person, this venue was dynamic and interactive.

Most of the conference was centered around how people and businesses were dealing with the [COVID-19](#) crisis. The California Labor Secretary, Julie Su, spoke about this being the most challenging time for Californians. COVID-19 brought on unprecedented Unemployment, adding to the economic crisis. Ms. Su suggested a three-prong approach to solving some issues brought on by COVID-19: React, Reinvent, and Recover. By focusing on job creation to meet the needs of the changing economy, workforce industry professionals might help to solve some of the issues. COVID-19 created a need to bring food to vulnerable populations. As restaurants closed, they transferred their focus into cooking for vulnerable populations. This is just one example of how Californians reinvent business models to meet the changing environment.

Many speakers offered innovative ways to continue doing business. Elisabeth Sanders-Park spoke about the workforce today. Ms. Sanders-Park believes everyone is employable and there is a job for everyone. Training for careers is paramount, even in a COVID-19 environment.

Though the venue was very different this year, the speakers continued to inspire and present innovative approaches to solving issues never before encountered. By the very nature of this virtual conference, people were thinking out of the box, exchanging ideas with thought leaders in the workforce industry. As we embrace the technology tools of today, we find we can continue working and serving the job seekers and businesses alike. This WORKCON 2020 opened doors to new pathways of success while engaging professionals and experts in the workforce industry.



Welcome Christy

Christy Cota has joined Alliance for Workforce Development Inc. in the Sierra County office as the new Resource Coordinator. Christy comes from a varied work background; 20 years of food service and 13 years in healthcare and the last 5 years working for nonprofit “Plumas Crisis Intervention and Resource Center.” With this solid connection in customer service her skills will benefit all who enter the office doors.

Christy enjoys assisting individuals navigate through the various challenges they face, her knowledge of the resources available is wide and she works diligently in keeping this up to date as changes are made. Additionally, her familiarity of the rural communities, both in the employment and recreation arena provide an excellent means to assist customers, businesses and the community.

Hiking and exploring the many trails from Donner Summit, the Buttes and to the top of Crystal Peak keep Christy and her dog Lupo busy. As a High Sierra Mountain native Christy has seen the growth and diversity of the community in which she is dedicated in serving.

Welcome Christy!





AFWD-America's Job Center of California

Statistics

PY 2020-2021 Q1



Sierra County

One-Stop Visitors:

10

Businesses Served:

1

Business Services:

1

AFWD

Clients Enrolled:

130

Unemployment Rate

(As of: August 2020)

7.7%

