

# Community Coordinator

## Report

Plumas County

JULY– SEPTEMBER

2020

### Hard Work and Determination Pays Off

Christen had been working at Plumas District Hospital as a Licensed Vocational Nurse (LVN) for quite a few years. She had self-initiated applying for the LVN to RN Step UP program at Butte College and was accepted. The hospital where she worked was actively recruiting Registered Nurses, and this had always been a long-term career goal of Christen.



She was thrilled to have this opportunity, but was unsure of how she would manage to pay for all of the required training items that she would need to complete her classes. Christen met with a Career Center Advisor (CCA) at Alliance for Workforce Development, Inc. (AFWD), who assessed her need for training assistance. Christen was determined eligible, and a plan was developed to help her successfully complete the program. She received assistance from AFWD in purchasing required textbooks and uniforms as well as some fees associated with the required classes. This offered her the chance to attend the LVN to RN Step up program. Christen did extremely well in her courses.

This training has given Christen the opportunity she needed to advance along a career pathway in her nursing career. Now that the training is complete, Christen is working as a Registered Nurse at Plumas District Hospital, in the Healthcare Sector. Christen told her CCA, “This training was not easy, but it was well worth the dedication to make it through. I’m thankful for the opportunity to be able to advance in my career with the assistance I received from AFWD.”

## Job Search Resources are Invaluable

Nathanial, a regular cyclical worker, has been using the Plumas Alliance for Workforce Development, Inc. (AFWD) office for general career services, for some years now. Many in Plumas County are seasoned seasonal workers, and he's no stranger to this way of life.

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 EDD and Disability. 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 eyeballs to proof something for you is also quite helpful, and the staff at the Plumas 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 northstatejobs.com, for client perusal. The AFWD staff will print or email a copy of the current job listings to anyone inquiring about available positions.

Recently, when Nathanial was finishing some final paperwork for his current job, he commented, "This place is a life saver. I don't know where I'd be without it." For Nathanial, it's been a valuable tool these many years. And even better, the current job he just acquired may not be seasonal! He may get to work through the winter this year. Way to go, Nathanial!

America's **JobCenter**  
of California<sup>SM</sup>



Alliance For  
Workforce Development, Inc.  
Providing pathways to success

*A proud partner of America's Job Center of California<sup>SM</sup> network.*

## 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.



## Childhood Dreams Come Alive

Alan had come into the Plumas office of Alliance for Workforce Development, Inc. (AFWD) looking for assistance in obtaining a full-time job. After being given an overview of the America's Job Center of California (AJCC) One-Stop services and the Workforce Innovation Opportunity Act (WIOA), he felt he might benefit from services offered. He had previously been laid off at a seasonal job, and was in search of full-time, year-round employment. Allan was interested in receiving individualized services assistance from a Career Center Advisor (CCA) as he was having difficulty finding employment on his own. His most recent job had been working as a journeyman with a local contractor. He applied for several different jobs, but had not heard back from any of them. At this time, he learned there was an opening at DuPont Power Tool as a Small Engine Repair Technician, and he put his application in.



DuPont Power Tool set him up for an interview; they were very interested in hiring him and thought he would be a good fit for their company. However, they were concerned with his lack of hands on

experience in this field and felt he would need training. The CCA spoke with the Business Services Representative (BSR) and asked her to reach out to DuPont Power Tool to discuss the possibility of doing an On-The-Job (OJT) Training. DuPont Power Tool agreed to participate in an OJT, as it would benefit their business as well as the new employee. Allan was enrolled into the WIOA Dislocated Worker program and worked with both his CCA and DuPont Power Tool to put together an employment plan that would provide him with the skills and knowledge required to become a successful Small Engine Repair Technician.



Allan recently completed his OJT. They are happy with his ambition and drive, and how far he has come since the OJT started. Allan loves his job; it reminds him of working on small engines with his father when he was a child. He is very grateful for the opportunity that the OJT, through AFWD and partnered with Dupont Power Tool, has given him. Way to go Allan!





## 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.



## Personal Protective Equipment Countywide



Small businesses throughout Plumas County were able to receive Personal Protective Equipment (PPE) of disposable masks and hand sanitizers in the early part of August 2020. The California Governor's Office of Emergency Services (CalOES), in a special collaboration with the Office of Small Business Advocate (CalOSBA,) provided a 30-day supply of disposable masks and hand sanitizer. Several locations for pickup were made throughout the county, to better facilitate the distribution for Plumas County business.

As businesses open up, owners were finding it difficult to obtain both masks and hand sanitizers for employees, which are a requirement. Seeing this need, the CalOES provided a 30-day supply of masks for each employee at no cost. Alliance for Workforce Development, Inc. (AFWD) along with staff from the Chamber of Commerce, City and County officials, and other volunteers helped tirelessly in the distribution.

On August 5<sup>th</sup>, 96 business came by the drive-through distribution site in Quincy's Plumas/Sierra County Fairgrounds, Serpilio Hall. AFWD staff assisted in the documenting and distribution of the equipment. Many businesses were so thankful. One business owner said she had been washing and using the same mask for more than 30 days because she wanted to be sure her employees had the new ones. Plumas Physical Therapy gave a shout out on social media, expressing their gratitude for the no cost PPE for the community businesses.

Portola drive-through distribution was held at the Veterans Hall, right on Sierra Ave, the main thoroughfare as you entered the town from Quincy. Councilwoman Pat Morton and Portola City Manager Lauren Knox assisted handing out supplies as AFWD staff documented the persons picking up for each business. Bob Price, the owner of Les Schwab Portola, was grateful for the hand sanitizer, observing, "I was unable to find sanitizer anywhere. This will certainly help our employees be safe." Councilwoman Morton exclaimed, "I am very pleased this event was so well attended. The businesses are so grateful for this. I am happy to be a part of this."

On August 6<sup>th</sup>, a drive-through distribution site was held at the Memorial Hall in Chester. Members of the Lake Almanor Chamber of Commerce and AFWD staff served 57 businesses that day. Grateful words of thanks could be heard all day long as local businesses picked up their supply of disposable masks and four bottles of sanitizer per business. Portola and Chester ran out of masks as a steady stream of businesses came through the site. A list of businesses needing masks was made for later distribution.

Having multiple distribution sites throughout the county made it easier for local businesses to obtain the needed PPE while not disrupting their day to have to travel many miles to participate.





# AFWD America's Job Center of California Statistics

PY 2020-2021 Q1



## Plumas County

*One-Stop Visitors:*

**959**

*Businesses Served:*

**38**

*Business Services:*

**261**

## AFWD

*Clients Enrolled:*

**130**

## Unemployment Rate

(As of: August 2020)

**8.2%**

