



OCTOBER, NOVEMBER, DECEMBER — 2023

COMMUNITY COORDINATOR REPORT—JOB TRAINING CENTER

Q2—2023-24

First Annual Trades Day at Rodger's Ranch

Over the last 20 years, construction and building trades industries have experienced a steep decline in the availability of skilled labor. This crisis has garnered national attention due to the impact construction and building trades have on many facets of the U.S. economy including driving Gross Domestic Product.

To address this critical workforce shortage, Job Training Center partnered with the Northeastern Building Trades Association, Corning High School and 10 regional construction trade employers to host Tehama County's first Trades Day. The event was hosted on October 30th at Corning High School's Rodger's Ranch and was attended by students from nine Tehama County schools.



"This was the best event I've ever attended" shared an 11th grader after scaling the ironworkers climbing wall. "I didn't even know about the trades, and now I know what I'm gonna do after high school."

Tehama County is well-positioned to address this workforce gap. The local high school campuses offer robust and high quality Career Technical Education (CTE) programs for students, which often include industry-recognized credentials, work experience and job skills. Moving forward, Job Training Center will focus on bridging CTE students directly into work or school. "This industry sector is essential to the success of our regional economy, and Job Training Center is proud to serve as one of the leaders fostering this workforce partnership" says Carrie Ferchaud, Executive Director of Job Training Center. For more information on workforce partnerships or to become involved, please contact Carrie Ferchaud at CFerchaud@JobTrainingCenter.org

JTC Makerspace Lab Opens

On November 6th, a new Makerspace opened for Project Restore participants on Main Street. The Makerspace allows for afterschool drop-in access for eligible youth through Project Restore, referred by River Cities Counseling. Project Restore is a wrap-around, justice diversion program that JTC has proudly participated in since 2019.

This is a space that is an open canvas for youth to create, learn, and connect. At this time there is focus on projects using the Cricut tool, a very accessible smart-cutting machine that is used to create projects with vinyl, cardstock, and so much more. Finished projects include personalized keychains, tumblers, iron-on designs for towels and tote bags, paper flowers, succulent plants, etc.

Participants have the opportunity for drop-in making with their program mentors and they have the option to apply for an internship within the Makerspace. This environment is meant to serve as a safe place to fail, troubleshoot projects and ideas, and learn essential skills in a work setting. Time management, staying on task, accountability, interpersonal communication, and basic design principles are all important skills that participants will gain by working in the Makerspace.

In Q1 of 2022, Tehama County was awarded a third round of Project Restore funding in the amount of \$6 million. The program provides supports to prevent Tehama County youth and young adults from re-offending. Makerspaces provide a site and equipment where people can work on projects while sharing ideas and knowledge. The new makerspace offers clients a hands on space to learn new skills and equipment, and be creative in a supportive environment.



Expect More Tehama Summit—Focus on CTE

On November 2nd, JTC staff attended the 15th Annual Expect More Summit held at Rolling Hills Casino. This year's theme was "Expect More to the Story." Stakeholders from across Tehama County gathered to learn more from the guest speakers, create new connections, and have meaningful discussions.

The event was well attended by individuals representing local organizations including Tehama County Department of Education, Empower Tehama, and Shasta College. While listening and learning from the speakers, attendees had the opportunity to try their hand at operating hands-on equipment from local Career Technical Education programs.

The event focused on the need for increased Career Technical Education programs in Tehama County in addition to traditional college courses to ensure that all students have the opportunity to obtain the skills necessary for a successful career after high school. Tehama County has a disproportionate number of disengaged youth between the ages of 18 – 24 who are neither working nor going to school. The Summit focused on efforts around the country to capture these disengaged youth and provide the resources and opportunities needed to ensure their success as adults.

Washington Street Productions— New Products & Safety Enhancements

Washington Street Productions is a job training program that designs, creates and sells handmade, home goods in a creative makerspace/production environment. The program is designed to equip participants with work and life skills that prepare them to succeed in their next job. Participants are at Washington Street Productions for 90-days and are referred from the Tehama County Department of Social Services. Washington Street Productions is operated by the Job Training Center and funded by the Tehama County Department of Social Services.



This year, WSP has focused on two priorities: enhancing safety training and increasing job placement rates. WSP has implemented some improved safety measures over the last quarter. Fire drills are conducted every month, with the most recent drill on 12/21/23. There is now taped-off red safety boxes around machines to keep Specialists safe while operating the machines so that others do not get too close while machines are in use. WSP conducts safety meetings with all specialists and workers every month to cover standard procedures and any updates.

In this past quarter, workers have created new products to sell such as decorative sleighs, tractors, and wagons. They have made new table trays, wooden wall décor with cut out stencils and have been excelling in using the Cricut for their lettering and stencils to have a cleaner more professional looking product.



WSP workers have been working diligently on their job search techniques. This has helped more workers attain jobs before they exit the program. The success of these participants continues to show that the collaboration between Job Training Center and Social Services is important and effective. From October through December 2023, Washington Street Productions served 37 participants and celebrated 8 graduations.



Hybrid Medical Assistant Program at Shasta College Tehama Campus

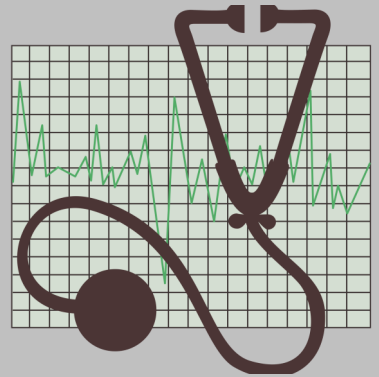
The Shasta College Tehama Campus held an informational meeting in October for the new Hybrid Medical Assisting Program beginning in Spring 2024 at the Tehama Campus.

The Hybrid Medical Assisting course is a 2-semester course. Each semester will be split into 8-week blocks, with the theory portion of each block being online three days per week. Students will then attend class in person two days per week for the clinical lab portion of the program. The first semester is 12 units and the second semester is 9 units. If the Medical Terminology course is taken during the second semester, students will carry 12 units, allowing them to maintain full-time status for financial aid purposes.

Once the first semester is completed, students will complete the second application packet and will be required to provide proof of vaccination, clear a live scan background check, and proof of CPR certification. Students will be required to complete a Medical Terminology course at any time during the 1st or 2nd semesters or during the summer break between semesters.

Students will complete a 160-hour unpaid externship during the second semester of the program with all efforts made to obtain externship sites within Tehama County. Externships will be determined by the availability of existing sites to accept students.

The Hybrid Medical Assisting Program is scheduled to begin at the Tehama Campus on 1/16/2024. Class size is planned for 20 people. Program graduates will be eligible to sit for state/national certifications, such as the CCBMA (California Certifying Board for Medical Assistants) or the A.M.C.A (American Medical Certification Association) to become a certified Medical Assistant. JTC is actively recruiting participants to attend this training opportunity.



JTC Hosts Booth at 8th Grade College &

An exciting event for 8th grade college and career exploration was hosted at the Rolling Hills Equestrian Center. Approximately 800 students were in attendance coming from over 10 different middle schools. Students were asked to gather information about the different booths including occupations, colleges, and CTE programs that were in attendance. Adrian Hernandez and Elia Hernandez from JTC both attended the event, hosting a booth for JTC that highlighted the different positions held by staff at the Job Training Center. They shared JTC staff quotes regarding their education and what they liked most about their role.

Students were asked to fill out a short survey that asked about their soft skills, dream jobs and plans after high school. A lot of students seemed to have thought about their plans after high school and answers included attending college, entering the workforce, and joining the military. Several students had interests in the medical field, culinary, and technology-related career paths. Other booths in attendance included Butte College, Probation Department, Shasta College, Empower Tehama, Department of Social Services, and Sierra Pacific. This event features the collaboration of four Northstate counties committed to the development of these youth and sharing opportunities for the next generation of scholars, workers, and business-owners.



New Staff Welcome—JTC

Obed Garcia Joins JTC as Accounting Manager

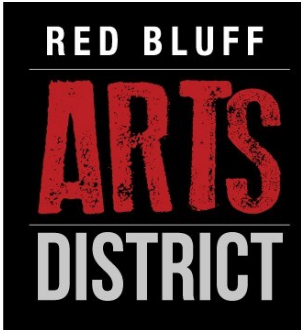
In October, Obed joined the Job Training Center as the Accounting Manager. He worked in the Agricultural Field in Accounting and Human Resources sectors for a Custom Orchard Services company for nearly 10 years. Obed has experience training new employees and implementing programs to help bridge the gap between field and admin functions. He was born and raised in Tehama County.

“I enjoy connecting the numbers to the real operational world to contribute to a Company’s success. I truly enjoy helping others and that’s why working at JTC is a privilege since I contribute my small share to helping my community get trained to find jobs.”

In his new role, Obed manages the fiscal side for the Job Training Center. He oversees Finance, HR, Facilities, Accounting, and Compliance functions for JTC. In his free time, Obed enjoys watching and playing sports (Go Kings!) and outdoor activities.



Work of Art Grant—Red Bluff Arts District & Community Art Classes



Fall of 2023 saw the emergence of the new Red Bluff Arts District, including beautiful mural installations and low-cost community art classes. Funded through Job Training Center’s Work of Art grant from Upstate California Creative Corps, Red Bluff Arts District is intended to be a hub for local artists in the Red Bluff area while fostering entrepreneurship and connection through creativity.

Art classes were hosted in collaboration with Job Training Center, Tehama Creatives, and the Tehama County Arts Council. JTC Program Manager, Shannon Mendonca, coordinated with the Arts Council to secure use of their beautiful new gallery/studio space to host weekly art classes for the community. Subjects ranged from jewelry making, graphic design, acrylic painting, and video marketing. Classes were consistently attended by students both young and old as well as those looking to apply the content to their various businesses, event marketing, and group causes.

The mural installation at Cone & Kimball Plaza in downtown Red Bluff is quite a sight to behold. Experienced muralist, Carl Avery took the lead on making the design come to life. Featuring a sunset glowing Mt. Lassen, a soaring flicker-bird, and a band design of the Paskenta Band of Nomlaki Indians, this mural adds a much needed vibrancy to the plaza and is an addition to the thriving set of murals spanning central Red Bluff. A ribbon cutting ceremony was held in November to mark completion of the mural and to acknowledge the additional contributors.

The RBAD website is currently being built and will be launched in 2024. The website will include an interactive map of all artistic installations in the Red Bluff community, a local artist directory, and an evolving calendar listing all art-related events throughout the year. Heather Vine and Phillip Moller are significant contributors to this project with the design of the Arts District logos, website, and mural catalog. Abigail Stockinger is the accessibility advocate to assist with exploring, defining, and listing accessibility info on the RBAD website.

This project could not have been completed without the funding and guidance through Upstate California Creative Corps and the California Arts Council. The addition of these classes, murals, and artist resources encourage community health, engagement, and pride in the Red Bluff community. Job Training Center looks forward to the launch of the Red Bluff Arts District website and the continued invigoration of the creative community here in Tehama County.



Soroptimist Event — Dream it, Be it: Career Support for Girls

In November 2023, JTC was invited to participate in a career event hosted by Soroptimist of Red Bluff. Held at the Department of Education on Lincoln St, the event was geared towards 8th-12th grade girls in Tehama County. The goal of the event was to give young women the tools needed to achieve their educational and career goals by empowering them to break cycles of poverty, violence, and abuse. It was a six hour event with inspirational activities including a dream board, goal setting, identifying healthy relationships and coping mechanisms, and career exploration. There were many professional women that showed up to share information about their career pathways. The girls had an opportunity to visit each booth to speak with experts and learn about different occupations. Lunch was provided and community donated items were raffled off throughout the event. Shannon Mendonca from JTC emceed the event and Elia Hernandez was a table mentor to help the girl with worksheets and keep the sessions moving smoothly. This was the first year the event was held in Tehama County, and Soroptimist looks forward to hosting again in 2024.

Annual Pumpkin Decorating Contest

In October, JTC staff participated in the annual pumpkin decorating contest put on by Express Employment Professionals. The contest includes many Red Bluff businesses and gets everyone into the holiday spirit. This year, JTC staff found an excellent opportunity to promote Tehama Trades Day while decorating pumpkins for the contest. Staff made an early morning trip to Julia's Fruit Stand to source extra pumpkins for the display. Washington Street Productions quickly put together a lined sandbox frame to act as the 'construction zone' for the various pumpkin workers. JTC staff decorated pumpkins meant to represent various roles on a construction site as an example of the types of jobs that would be featured at the upcoming Trades Day event. Even though Job Training Center didn't win the decorating contest with Express, the whole team was very proud of the display and there were many passers-by both young and old that stopped to admire the adorable pumpkin display in the window and learn more about the JTC-sponsored Tehama Trades Day.



New Grants Support Probation Department and Formerly Incarcerated

Job Training Center is proud to announce an incredible partnership with the Tehama County Probation Department and Mike Shafer's Woodworking and Welding Facility. Job Training Center will offer paid work experience to community members who are formerly incarcerated, on active probation and ready to re-enter the workforce. The program utilizes restorative justice to provide support with accountability to help each client transition into employment and offers career assessments, goal setting, job search assistance, and logistical support to get participants back to work. During the paid work experience, clients earn a wage while receiving job training and work skills making them a valuable asset to local employers. Following the paid work experience, the program goal is for clients to enter employment and attain their goal of self-sufficiency.

This program is made possible by funding from the California Workforce Development Board (CWDB) via Northern Regional Training Employment Consortium (NoRTEC) and the Board of State and Community Corrections (BSCC) via the Tehama County Department of Education.

Work Based Learnings from Q2

Employer	Job Title	Completion
WSP	Shop Assistant	10/31/23 Successful Completion
Sip Coffee Bar	Barista	10/11/23 Successful Completion
Kotasik Daycare	Classroom Aide Intern	11/30/23 Successful Completion
Valley Vet Clinic	Kennel Attendant	11/24/23-Accepted other employment
Vine Design Studio	Graphic Design/Website Intern	In progress
Crown Cleaners & Tuxedos	Laundry Technician	In progress
Mike Shafer	Laborer	In progress
Mike Shafer	Laborer	In progress
Mike Shafer	Laborer	In progress
Job Training Center	Facilities & Program Assistant	In progress

Labor Force Data

Tehama County Labor Force Data

	November 2022	November 2023	Annual Percentage Change
Labor Force	25,760	25,350	-1.6%
Unemployed	1,220	1,430	+ 3.6%
Unemployment Rate	4.8%	5.6%	+ .8%

Unemployment Rate

	November 2022	November 2023	Annual Percentage Change	November 2023 Rank by Rate
California	4.0%	4.9%	+ .9%	N/A
Tehama County	4.8%	5.6%	+ .8%	36/57
Glenn County	5.2%	5.8%	+ .6%	40/57
Shasta County	4.4%	5.2%	+ .8%	31/57

Business Engagement in Q2

Job Training Center works with businesses throughout Tehama County on recruitment efforts, HR issues, hiring events, labor market information and more. This quarter, staff worked with the following businesses:

HEALTHCARE—23

AMJaMB, Compass, Adventist Health, All About Seniors, Amundson Physical Therapy, Dr. Datu, Greenville Rancheria, Lee Street, Serenity & Raven Residential, Lighthouse Living Services, North Valley Services, Once Home Always Home, Puckett Residential Services, Rachel Chavez, Red Bluff Healthcare Center, REMI VISTA, Ready Set Goal, Red Bluff Physical Therapy, Red Bluff Senior Living, Red Oaks Medical Clinic, Rolling Hills Clinic, Sail House, West-Haven Assisted Living

MANUFACTURING, AGRICULTURE & CONSTRUCTION—21

Capay Farms, DW Cabinetry, DW Plumbing, EcoShell, G&R Auto Parts, Bickley's Heating and Air, Evoqua, Herrick Grapevines, LiUNA Labor Union, Mt. Lassen Trout, Northern Cabinets, Pacific Wood Tech, PCM, Red Gate Farm, Wild R Horse Ranch, Salco, Sierra Pacific Millworks, Sierra Pacific Richfield, Sierra Pacific Windows, SRM Energy, Triple Creek Ranch

HOSPITALITY/RETAIL/FOOD SERVICE—29

Ace Hardware, Adobe Rd. Chevron, Arco-AM/PM, Arby's, Bud's Jolly Kone, Casa Ramos, Circle 7 Days, Corning Chevron, Cost U Less, Dibble Creek Outpost, Fast Break, Hampton Inn & Suites, Holiday Inn Express, Jack in the Box, Kaloca's Mexican Grill, Kevin's Donuts, Lariat Bowl, Main St. Deli, M&M Ranch House, Red Bluff Shell, Rockin' R Restaurant, Rolling Hills Casino, Safeway, Shari's Café, SIP Coffee Bar, The Gold Exchange, Travelodge, Wendy's

OTHER—14

Grandma's Daycare, Growney Motors, Home Depot, Jiffy Lube, Marathon Staffing, MAXIMUS, McCurdy's, North State Security, Paratransit Services, Phil's Automotive, Ron's Body Shop, Top Notch Commercial Cleaning, Valley Veterinary Clinic, Waste Connections

GOVERNMENT/COUNTY/EDUCATION—33

CA Dept. of Corrections and Rehabilitation, City of Corning, City of Red Bluff, Corning Cemetery, Corning Water District, County of Tehama, Empower Tehama, Glenn County Office of Education, Green Waste of Tehama County, NCCDI, Paskenta Band of Nomlaki Indians, PATH, Red Bluff Cemetery, Red Bluff Fire Dept, Red Bluff Union High School, Richfield Elementary, Shasta College, Superior Court of California, Tehama County Child Support Services, Tehama County Community Action Agency, Dept. of Education, TeLA, Tehama County Health Services Agency, Tehama County Library, Tehama County Personnel Dept., Tehama County District Attorney's Office, Tehama County Probation, Tehama County Public Works, Tehama County Resource Conservation District, Tehama County Sheriff's Dept, Tehama County Solid Waste Management Agency, Dept. of Social Services, US Dept. of Agriculture—Forest Service

Total Businesses Served FY23-24 Q2: 123