

OCTOBER, NOVEMBER, DECEMBER — 2024

COMMUNITY COORDINATOR REPORT—JOB TRAINING CENTER

Q2—2024-25

Rapid Response & Targeted Outreach Across Tehama County



This quarter JTC staff proudly engaged in 12 outreach events, 9 of which offered bilingual services.

The Job Training Center is dedicated to connecting employers with job seekers and sees targeted community engagement as an essential strategy to make this happen. Through community events, employer hiring events, industry tours, pop-up career centers, remote outreach, Spanish services and expanded digital outreach we seek to inspire and inform our community of the wide range of industries, jobs, programs and services available to help their careers. Below is the list of events hosted from October—December 2024.

- October 14th: Corning High School Career Fair in Corning (Spanish/English)
- October 16th: Centennial High School in Corning (Spanish/English)
- October 18th: Salisbury High School in Red Bluff
- October 22th: Hosted a table at the North State SHRM Annual Conference in Anderson
- October 23rd: Sierra Pacific Hiring Event hosted at Job Training Center in Red Bluff (Spanish/English)
- November 14th: Rapid Response Resume Workshop (Spanish)
- November 5th: Tehama County 8th Grade Career Day in Corning, CA (Spanish/English)
- December 4th: Rapid Response Job Search Workshop (Spanish)
- December 6th: Pacific Wood Tech Tour with Rapid Response Clients (Spanish/English)
- December 9th: Sierra Pacific Industries Employer Tour
- December 10th: Rapid Response Interview Workshop (Spanish)

Main Street Productions Celebrates Successful Grand Opening



On December 4th Main Street Productions celebrated its 10-year anniversary and ribbon-cutting ceremony for its new facility on Main Street. The event was a huge success, with overwhelming support from the community and the wonderful Red Bluff Chamber of Commerce, making it a memorable occasion for everyone involved.

This exciting step forward also included a newly created Retail Specialist position that teaches customer service, retail and merchandising. Job Training Center is grateful for the community support and proud of the great workforce development being done at Main Street Productions.

MSP in Action: From Art Walk to LIFT Event

Main Street Productions played an active and meaningful role in two community events this Fall by giving back to the local area.

On November 1st, the team served as a site for the Red Bluff Art Walk, welcoming visitors into the store and sharing about the workforce program and unique wood products created onsite through the work-based learning program. It was a great chance to connect with the community and showcase the talent and craftsmanship behind each product.

On November 21st, the team volunteered at the Lift Event held at the Tehama County Fairgrounds to serve the homeless community. The team served by organizing clothes for the "Recycle the Warmth" initiative, distributed towels and hygiene products in the showers, and acted as runners to assist attendees in finding the service booths they were looking for. Thank you to Main Street Productions for making a difference in our community!



Chamber of Commerce Dinner

Job Training Center & Main Street Productions entered the table decorating contest with a beautiful manzanita fall tree centerpiece and gift bags with handmade maple wood leaf coasters. It was a beautiful and fun night of team building with Job Training Center and Main Street Productions getting to network with local employers and enjoy the night.



Career Success for Bilingual Rapid Response

In July 2024, after 4 years as an IT Engineer at Andersen & Sons Shelling, a JTC client with a Bachelor's degree from Mexico and limited English experienced a sudden layoff. Unsure of where to start, and lacking the credit for prior learning earned in Mexico he acted quickly by connecting with Job Training Center. He received the full suite of services including bilingual assistance for identifying transferrable skills, resume customization to highlight his IT skills, navigating the EDD Unemployment Insurance process, completion of job applications, and interview preparation. With Job Training Center's recommendation to contact former IT colleagues and persistence to follow-up he landed a job at Telecom & Surveillance, Inc. in Redding. He is excited about his future and actively expanding his IT and English skills.

Expect More Tehama Summit

On November 7, 2024, JTC staff, educators, and changemakers gathered at Rolling Hills Casino in Corning for the annual Expect More Tehama Summit, an event brimming with energy and optimism. This year's theme, "Fun and Games," underscored the power of creativity and collaboration in building a brighter future for Tehama County and beyond. The event highlighted two transformative initiatives:

- **The McConnell Foundation Scholars Program:** A beacon of hope for students aspiring to create positive change, this program showcases the impact of community-driven support in education. With a 91% four-year graduation rate, far surpassing averages in California's university systems, the program equips school aged students with a \$30,000 scholarship, mentorship, and opportunities for personal and professional growth. The program serves many first-generation college students with significant financial need and recipients are chosen for their resilience, dedication to education, and a deep commitment to giving back. Special recognition goes to those who have triumphed over adversity, including homelessness, foster care, and multi-generational poverty. These scholars exemplify the transformative power of opportunity and the enduring value of service.
- **The Corning Promise Initiative:** This innovative program, co-created by the Paskenta Band of Nomlaki Indians-Corning Promise and the Tehama County Department of Education Early Language and Literacy Development Initiative, envisions a Cradle-to-Career path for Corning's children and families. By investing in the community's youngest members, the initiative fosters hope and opportunity, building a foundation for lifelong success.

The Expect More Tehama Summit served as a catalyst for inspiration and action, bringing together individuals passionate about shaping the future. Attendees left empowered to embrace challenges and invest in the potential of every community member, knowing that together, they can turn dreams into reality.



Success Continues for REALM

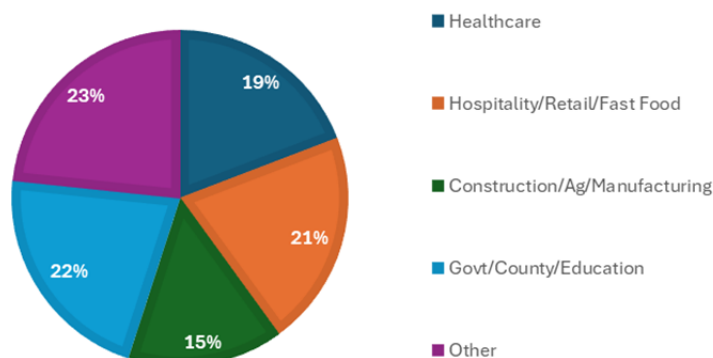
A NoRTEC project is paving the way for rural Northern California residents by launching a grant to increase the path to great jobs in manufacturing for people with limited English! This innovative pilot project is designed to increase manufacturing employer's capacity to recruit, hire, and train people with limited English, a much-needed set of services for Tehama County's economy.

Since July 2024, Job Training Center has been able to offer more than 15 new program services due to this innovative opportunity! Services include industry tours for client hosted in Spanish, bilingual job search workshops (with fully translated materials), JTC interpreted interviews for employers, language skills training, and so much more! Thank you to NoRTEC for providing pilot funds to innovate and propel our services forward.

Tehama County Businesses Served in Q3

Job Training Center works with businesses throughout Tehama County on recruitment efforts, HR issues, hiring events, work-based learning, labor market information and more. This quarter, staff worked with **120 Unique Businesses**. Below is a graph that represents the business services by industry sector.

BUSINESS SERVICES BY INDUSTRY SECTOR



14 Work Based Learnings at Job Training Center October—December 2024

Employer	Job Title	Status as of 12/31/2024
Pacific Wood Tech Corporation	Utility Worker—Laborer	In Progress
Pacific Wood Tech Corporation	Utility Worker—Laborer	In Progress
Pacific Wood Tech Corporation	Utility Worker—Laborer	Landed promotion at different company
Pacific Wood Tech Corporation	Utility Worker—Laborer	Did not complete WBL
Elmore's Pharmacy	Pharmacy Clerk	In Progress
Main Street Productions	Retail Specialist	In Progress
Main Street Productions	Wood Working Specialist	Completed WBL
Main Street Productions	Wood Working Specialist	Completed WBL
Main Street Productions	Wood Working Specialist	In Progress
Main Street Productions	Wood Working Specialist	In Progress
Main Street Productions	Production Worker	Completed WBL
Main Street Productions	Production Worker	In Progress
Main Street Productions	Production Worker	Did not complete WBL
Main Street Productions	Production Worker	Did not complete WBL

Labor Force Data: Year-Over-Year

Tehama County	October 2023	October 2024	Annual Change
Labor Force	26,780	26,720	-0.2% / 60 fewer people in labor force
Employed	25,350	25,120	-0.9% / 230 fewer people employed
Unemployment Rate	5.3%	6.0%	+0.7%

