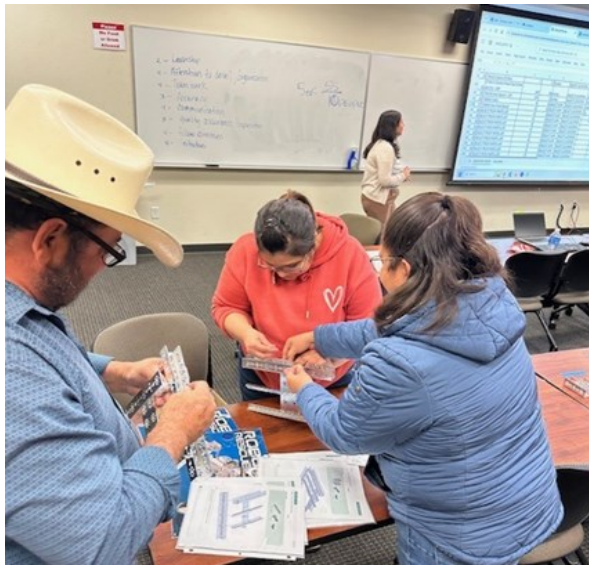


JANUARY, FEBURARY, MARCH — 2025

COMMUNITY COORDINATOR REPORT—JOB TRAINING CENTER

Q3—2024-25

JTC Launches Manufacturing Upskilling for English Learners



In February, Job Training Center (JTC) launched REALM (Rural Access for English Learners in Manufacturing)—a new pilot project funded by NoRTEC designed to connect English Language Learners (ELL) with manufacturing jobs by providing training and employer outreach. The program kicked off with hands-on workshops at The Butte Training Place in Chico, where participants engaged in communication assessments, production line simulations, and industry certifications such as Forklift Training, CPR/First Aid, and OSHA 10.

Participants worked through a structured curriculum that mimicked real-world manufacturing environments. They assembled and sorted materials, measured components, and recorded data using Excel to improve their workplace readiness. The production line training included workstations where participants learned to identify, sort, collect, count, and inventory materials—providing them with a comprehensive understanding of the precision and organization required in a manufacturing setting.

With the support of bilingual staff, job seekers also received assistance with resume building, mock interviews, and job search strategies. The project goal is to provide a strong foundation for sustainable careers while educating local businesses on the advantages of hiring from this labor pool. REALM equips participants with technical skills, builds English skills and fosters stronger workplace communication and confidence with the goal of long-term career growth.



Community College Career Summit



JTC staff attended the North Far North (NFN) Community College Career Compass Summit on February 5 to explore Career and Technical Education (CTE) pathways and their role in workforce development. Keynote speaker Kevin Flemming highlighted the changing landscape of employment, emphasizing that a four-year degree is not the only route to success. Career-based learning programs can equip students with in-demand skills and long-term earning potential while avoiding student debt and employment delays.

Job Training Center's CEO, Carrie Ferchaud also presented on the recently funded Youth Apprenticeship Pilot Project along with Expect More Tehama's Kathy Garcia, and Tehama County Department of Education's Patrick Mair. The project will launch a high school youth apprenticeship and a Work-Based Learning toolkit for the North State to help create seamless pathways from

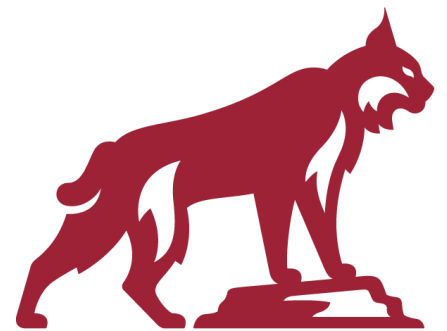
high school CTE programs into higher education, apprenticeships and great jobs. The conference highlighted the evolving workforce landscape, emphasizing the need to strengthen K-12 CTE programs and expand access to hands-on learning experiences. Industry leaders shared insights on partnership models that effectively integrate classroom education with real-world applications.

Neurodiversity and Disability Symposium

In February, The Job Training Center of Tehama County staff attended professional development training at Chico State's Neurodiversity and Disability Symposium. Staff gained insights into the increasing number of people with disabilities in the workplace and gained awareness on evidence-based ways to improve workplace inclusion for neurodivergent individuals. Experts presented data on employment barriers faced by adults with autism and shared success stories for increasing positive workplace communication, confidence and long-term employability.

Jennifer White, an acclaimed artist and advocate, shared how she channels her neurodivergence into creativity and education, illustrating how organizations can embrace and support neurodivergent talent. Producer and autism advocate Alex Plank spoke about his film *Ezra* and his efforts to increase authentic representation in Hollywood, demonstrating how storytelling and media can play a role in fostering greater inclusion.

The symposium is part of Job Training Center's professional development priorities to equip staff with the necessary tools to serve and empower people of all backgrounds, including the growing number of people with disabilities. As workplaces evolve, recognizing and accommodating neurodivergent employees will be essential in fostering a truly competitive, inclusive and effective workforce.



**California State
University Chico**

Tehama County Probation Resource Fair

Job Training Center's Christi Goni participated in the Tehama County Probation Resource Fair on February 20, providing job search assistance to individuals on probation and parole. The event was an opportunity to connect justice-involved individuals with employment resources and community services that can support their reintegration into the workforce.

One of the most impactful moments came from a guest speaker who shared his personal journey from incarceration to employment. Now a full-time supervisor at the Resource Conservation District, he credited programs like this for helping him rebuild his life. His story underscored the transformative power of employment in providing stability and second chances.

The event brought together key organizations such as Shasta College Step-Up Program, Tehama County Behavioral Health, and CalFresh, ensuring that attendees had direct access to job opportunities, vocational training, and social support systems. JTC remains committed to fostering pathways for success, regardless of background or past experiences.

NDWG Storm Clean-Up Crew

Job Training Center completed recruitment for the final phase of the NDWG Severe Storm Grant, placing three new temporary employees at the Tehama County Resource Conservation District (RCD). These employees received comprehensive services and supports before starting their paid position including safety training, PPE, work attire and employment planning services.

Each participant's journey reflects the robust opportunities available through workforce programs. One employee is participating in his first job through the Youth Program, while another was affected by a mass layoff and is now seeking long-term employment. The hands-on nature of this work allows employees to build valuable experience while contributing to the community. RCD has praised the crew for their dedication and hard work, highlighting the real-world impact of workforce development initiatives in fostering career readiness and personal growth.

NeXt Gen Career Expo & Welcoming Nayeli to JTC

Job Training Center participated in the BEAM 2025 Business Expo and NeXt Gen Career Expo, connecting with over 60 businesses and job seekers from across Tehama County. The NeXt Gen Career Expo, featured networking sessions, a job fair, and employer presentations on hiring trends and workforce development strategies. This event was a perfect debut for Job Training Center's fantastic new **Young Adult Career Navigator, Nayeli Gonzalez!**

Nayeli's background in tribal administration and youth leadership makes her the ideal person to guide young adults through career and education transitions. In her role, she will focus on equipping young people for their future careers and educational paths through teaching, mentoring, and guidance. Passionate about empowering youth, Nayeli is dedicated to helping them build confidence and providing the resources they need to achieve their goals. As Nayeli shared, "My greatest passion is empowering youth and reminding them that they have a voice. I want them to know that their dreams are achievable. Together, we can create a future where they feel seen, heard, and successful."



Her presence at NeXt Gen Career Expo allowed her to connect with both young adults and employers, reinforcing JTC's commitment to creating opportunities for young professionals in the community. We are so excited to have Nayeli join Job Training Center, and help equip the next generation for their next steps!

High School Outreach & Career Fair Engagement



Job Training Center staff helped to spark new career interests for over 109 career fair students at Los Molinos High and Red Bluff High. Staff used an interactive board to engage in fun conversations about future career paths where students shared their dream jobs, asked questions about local employers, and received guidance on industry trends, apprenticeships, and great local job opportunities.

Beyond career exploration, JTC staff worked with students to develop actionable plans for achieving their career goals. Many students expressed interest in fields such as healthcare, construction, and technology, prompting discussions about training opportunities, scholarships, and internships. For students still uncertain about their next steps, JTC provided resources on skill-building programs, workforce readiness, and local career support services.

Welcome New Team Member: Elvira Herrera

JTC is excited to welcome **Elvira Herrera** as our new **Career Center Navigator**! With over a decade of experience in agriculture and business administration, Elvira brings a deep understanding of workforce challenges and opportunities. Her bilingual skills and background in sales, human resources, and office management make her an incredible asset to the team.

In her new role, Elvira will assist job seekers with resume writing, interview preparation, and career exploration while also working on case management for specific grants. She is eager to help individuals gain confidence in their job search and navigate career transitions successfully.

"I enjoy being part of an organization that helps people reach their goals in every way," says Elvira. "I love that in this new career, I get to help my Latino community, and I can't wait to see what my future at the Job Training Center will bring."

We are thrilled to have Elvira on board and look forward to the positive impact she will have on job seekers and the community.



Shining Bright Parent Choice Conference



Job Training Center's Elvira Herrera and Adrian Hernandez attended the Parent Choice Conference, an event designed to help parents access career resources and training programs. Staff provided information on the REALM Grant, High Roads Construction Training, and other opportunities designed to support individuals entering the workforce. The event highlighted the role of family involvement in career development and the importance of accessible educational and employment pathways for all members of the community.

The conference also provided a space for parents to engage directly with career advisors, educators, and industry professionals, giving them the tools to better support their children's future career choices. Discussions emphasized the growing demand for skilled labor and how vocational training programs can create pathways to stable, well-paying jobs. By fostering open conversations about career planning and training options, the event helped families understand the importance of early preparation and proactive decision-making in building long-term career success.

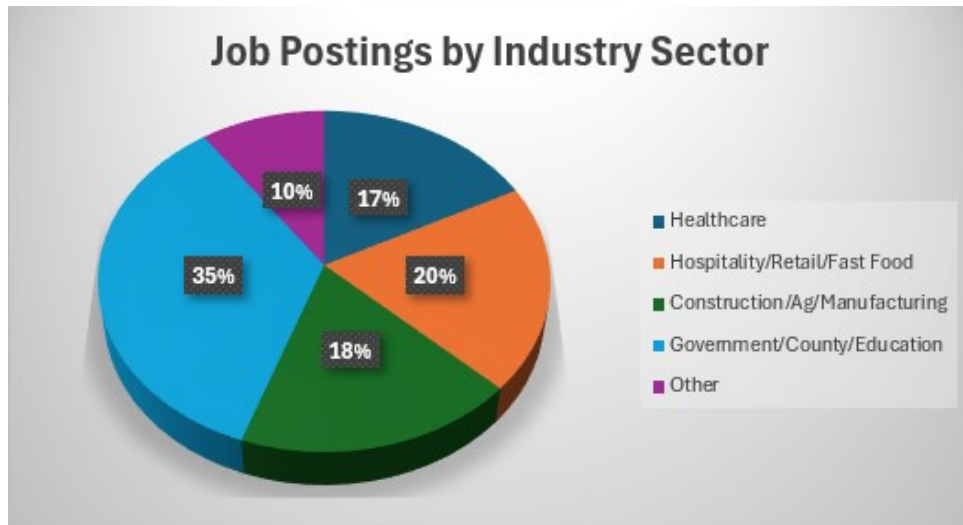
Main Street Productions Update

Main Street Productions continues to grow with the expansion of more job readiness programs for CalWorks and Project Restore Participants. The program now offers training in both Retail and Woodworking Specialist roles, providing participants with hands-on experience in customer service, merchandising, and production techniques.

Participants are also learning to use the Cricut for custom sign-making and home décor production. Through these work-based learning opportunities, participants not only gain technical skills but also develop confidence in their abilities, preparing them for long-term careers in customer service, retail, and manufacturing. The success of this program underscores the importance of hands-on training in a caring and structured work environment to help them launch into the workforce with marketable skills.

Tehama County Businesses Served in Q3

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 92 Unique Businesses in the following industry sectors:



Tehama County Work Based January—March 2025

Learnings

Employer	Job Title	Status as of 3/31/2025
TC Resource Conservation District	Crew Member	In Progress
TC Resource Conservation District	Crew Member	In Progress
TC Resource Conservation District	Utility Clerk I – Laborer	In Progress
Pacific Woodtech Corporation	Retail Specialist	In Progress
Main Street Productions	Utility Clerk I - Laborer	In Progress
Pacific Woodtech Corporation	Utility Clerk I - Laborer	In Progress
Pacific Woodtech Corporation	Utility Clerk I - Laborer	In Progress
Pacific Woodtech Corporation	Utility Clerk I - Laborer	In Progress
TC Resource Conservation District	Crew Member	In Progress
Pacific Woodtech Corporation	Utility Clerk I - Laborer	In Progress

Tehama County Labor Force Data

Tehama County	January 2024	January 2025	Annual Change
Labor Force	26,900	26,940	-0.2% / 40 less people in labor force
Employed	25,250	25,050	-0.8% / 200 less people employed
Unemployment Rate	6.4%	7.0%	+0.6%

Source: EDD LMI Division

Data is not seasonally adjusted