

WORKFORCE IN MOTION

LOCAL PEOPLE. LOCAL TALENT. LASTING OPPORTUNITY.



COVER FEATURE / YOUTH APPRENTICESHIP

CAREERS ARE BUILT TOGETHER

Tehama County is connecting classroom learning to paid careers through an employer-led industrial maintenance apprenticeship. Students gain hands-on experience while local companies build a pipeline of skilled talent.

The pilot grew from an ambitious idea into a working partnership among high schools, businesses and workforce leaders. Its early results point to a model other rural communities can adapt.

4

PAID APPRENTICES

15

QUALIFIED CANDIDATES

25+

EMPLOYERS ENGAGED

Pilot milestones through September 2026 • Read the story on page 2



LOCAL TALENT. REAL OPPORTUNITY.

4 Apprentices - 15 Qualified Candidates - 25+ Employers



THE MODEL IN ACTION

The Tehama County Youth Apprenticeship Program is creating new career opportunities for local students while helping businesses develop the skilled workers they need. Through paid Industrial Maintenance Technician apprenticeships, students gain hands-on experience, learn from experienced professionals, and build careers close to home.

By September 2026, four apprentices had been hired, 15 qualified candidates recruited, and more than 25 employers engaged in shaping the program. Participating employers include Crain Walnut, PJ Helicopters, Bell-Carter Foods, and Red Bluff High School District.

Employers have played a leading role in developing the program, identifying the skills students need, connecting classroom learning to real jobs, and establishing training standards. Students earn while they learn, and businesses invest in the next generation of local talent.

A Major Milestone: Federal Registration

On July 20, 2026, the program reached a major milestone when it became officially registered with the U.S. Department of Labor.

The Job Training Center serves as the program sponsor and lead agency, bringing together local employers, high schools, and community partners to create lasting career opportunities for young people. This initiative was made possible through investments from NoRTEC's California Opportunity Youth Apprenticeship (COYA) program and Chico State's California Jobs First initiative, helping establish an apprenticeship model that can grow and serve rural communities throughout Northern California.

EARLY PILOT RESULTS

4 paid apprentices • 15 qualified candidates • 25+ employers engaged

Employers include Crain Walnut, PJ Helicopters, Bell-Carter Foods and Red Bluff High School District.



A CAREER IN EARLY EDUCATION

Strong partnerships turn career goals into reality.



A partnership between the Job Training Center and the California Department of Rehabilitation is helping local residents gain valuable work experience, build careers, and achieve greater independence.

One recent success involves a young woman who turned her passion for working with children into a job as an Associate Teacher.

After graduating from high school, she had already completed five Early Childhood Education courses at Shasta College and gained hands-on experience with Northern California Child Development, Inc. (NCCDI).

Through a partnership with the Department of Rehabilitation and funding from NoRTEC, the Job Training Center helped her continue building her skills by continuing her paid work experience at a local preschool. Working closely with her supervisors and support team, she gained confidence and valuable experience caring for young children.

Her hard work paid off! NCCDI offered her an Associate Teacher position with a \$2.75-per-hour raise. She continues working toward her associate degree and her dream of becoming a credentialed teacher.

This success highlights the value of NoRTEC's investment and the strong partnership between the Department of Rehabilitation, Job Training Center, and local employers. By working together, these organizations are helping residents overcome employment barriers, gain practical skills, and build meaningful careers while strengthening our local workforce.



FROM HOMELESSNESS TO A NEW CAREER



For one Tehama County resident, the journey from homelessness to employment was about more than finding a job. It was about rebuilding his life, one determined step at a time.

With a goal of becoming a truck driver, he found the support he needed through a powerful partnership between PATH, the Job Training Center, and American Career Training.

PATH provided temporary housing, meals, and transportation, helping him meet his basic needs while he focused on building a better future. The Job Training Center helped him access a four-week commercial driver's license (CDL) training program through American Career Training.

His determination quickly paid off. Just two weeks into training, his instructors connected him with Mayflower Trucking, where he received a job offer before graduation. He went on to pass his driving test and begin his new career.

He describes himself as “blessed” by the support he received.

His story is a powerful example of what happens when personal determination meets strong community partnerships. By combining PATH's essential housing and support services with JTC's career advising and training resources and connections to employers, this partnership is helping people overcome barriers, find meaningful work, and transform their lives.

TEMPORARY HOUSING / FOOD / TRANSPORTATION / TRAINING / EMPLOYMENT



FROM WORK EXPERIENCE TO HEALTHCARE

Danika Lands a job as a Certified Medical Assistant at Shasta View Care Home.



Danika is celebrating an exciting milestone: turning her hard work and determination into a new career in healthcare.

Her journey included valuable work experience at Main Street Productions (MSP), a social enterprise operated by the Job Training Center for more than 10 years. Through its retail store and woodworking shop, MSP helps people prepare for employment by building workplace skills, confidence, and real-world experience. Every sale is reinvested into the program to help more people succeed.

During her time at MSP, Danika strengthened her employability skills, set career goals, and received personalized job-search assistance. With encouragement, hands-on experience, and growing confidence in her abilities, she took the next step toward a career in healthcare.

Her hard work paid off! Danika secured a position as a Certified Medical Assistant at Shasta View Care Home, opening the door to professional growth and greater financial independence.

Danika's success reflects the mission of Main Street Productions: helping people gain the skills and confidence to move from work experience into meaningful employment.

Congratulations, Danika, on your new career!



AN INTERNSHIP WITH A FUTURE

A local Conservation Technician has found work he loves—and an employer that wants him to stay.



A partnership between the Job Training Center, SMART Workforce Center, and the Tehama County Resource Conservation District is connecting local talent with meaningful employment opportunities.

A local worker has found a job he loves—and the Tehama County Resource Conservation District plans to hire him directly when his paid internship ends.

As a Conservation Technician, he is gaining valuable hands-on experience while contributing to local conservation efforts. He enjoys the work, and the Resource Conservation District is thrilled to have him on the team. Their plan to keep him offers a promising next step toward long-term employment.

This opportunity was made possible through SMART Workforce Center's investment in the HiRE program, which funds paid internships through the Job Training Center. JTC worked closely with the employer to develop the job opportunity, prepare the participant for the workplace, and provide ongoing coaching and support to help him succeed.

By combining paid work experience with job preparation, personalized coaching, and employer support, the partnership gives individuals an opportunity to demonstrate their abilities while helping local businesses train and develop future employees.

The partnership is a win for everyone. He has found meaningful work he wants to continue, and the Resource Conservation District has found a valued worker it plans to retain.

This success highlights how strong employer partnerships and investments in workforce development create pathways to lasting employment while helping Tehama County businesses find the talent they need.

A WIN FOR WORKERS. A WIN FOR LOCAL EMPLOYERS.



CONNECTING STUDENTS TO CAREERS

MEETING STUDENTS WHERE THEY ARE



≈50

STUDENTS REACHED

The Job Training Center joined Shasta College's Tehama Campus Welcome Day on August 27, 2026, connecting with approximately 50 students to share career resources and employment opportunities.

Through our ongoing partnership with Shasta College, JTC is bringing career services directly to students, making it easier to access job-search assistance, career planning and training opportunities.

By meeting students where they are, JTC and Shasta College are helping bridge the gap between education and employment, ensuring students have the support they need to take their next step toward a successful career.



BUILDING A STRONGER WORKFORCE, TOGETHER



Behind every successful career is a person willing to work hard, an employer willing to invest, and a community ready to help.

This quarter's stories demonstrate the power of those connections. A young woman turned her passion for working with children into a teaching career. A resident experiencing homelessness completed truck driver training and secured employment. Others gained valuable experience through paid internships, apprenticeships, and hands-on training, opening doors to lasting careers.

Tehama County's economy continues to create opportunities, but workforce challenges remain. In August 2026, the county's unemployment rate was 6.2%, with approximately 25,710 residents employed and 1,690 looking for work. Statewide, employers added 39,400 jobs in August, led by growth in healthcare and education. These trends reinforce the importance of connecting local residents with the skills and experience employers need.

At the Job Training Center, we believe a strong workforce is built through strong partnerships. Working alongside NoRTEC, local businesses, educators, and community organizations, we're connecting people with opportunities while helping employers find and develop talent.

Our commitment remains simple: help people build meaningful careers, help businesses succeed, and strengthen the economic future of Tehama County.

AUGUST 2026 / TEHAMA COUNTY LABOR MARKET

25,710

Residents employed

6.2%

Unemployment rate

1,690

Residents unemployed

Source: California Employment Development Department, August 2026 preliminary labor market data. September county figures scheduled for release October 16, 2026.

Job Training Center • A proud partner in the NoRTEC workforce system