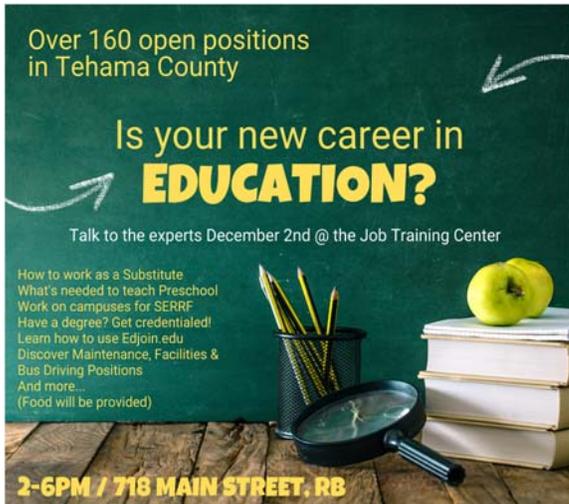


OCTOBER, NOVEMBER, DECEMBER — 2021

COMMUNITY COORDINATOR REPORT—JOB TRAINING CENTER

Q2—2021



Over 160 open positions in Tehama County

Is your new career in EDUCATION?

Talk to the experts December 2nd @ the Job Training Center

- How to work as a Substitute
- What's needed to teach Preschool
- Work on campuses for SERRF
- Have a degree? Get credentialed!
- Learn how to use Edjoin.edu
- Discover Maintenance, Facilities & Bus Driving Positions
- And more...
- (Food will be provided)

2-6PM / 718 MAIN STREET, RB

JTC Works with Early Childhood Education to Address Pressing Needs

In September, JTC staff met with Alyssa McCombs, Director of Early Childhood Programs for the Tehama County Department of Education and Heidi Mendenhall, Executive Director of First 5 Tehama to discuss concerns over a lack of substitute teachers for age 0-5 classrooms as well as pending retirements. The discussion centered on multiple ways to attract more candidates to open positions and keep all preschools open.

Throughout the pandemic, education at all levels has experienced a talent shortage. Edjoin.org, the website used to post open positions in education, has regularly listed over 100 postings representing 160+ open positions for schools in

Working with young children, even as a substitute, requires obtaining college units. Working with 0-3, requires even more specific coursework, so linking those interested with upcoming classes is vital.

Several strategies emerged from the meeting including starting an immediate outreach campaign, hosting an event to connect students with resources in the early childhood education (ECE) world, encouraging job seekers to take ECE classes and looking at the bridge from high school ECE classes to Shasta College and local, open positions. *(Continued ECE, page 9)*

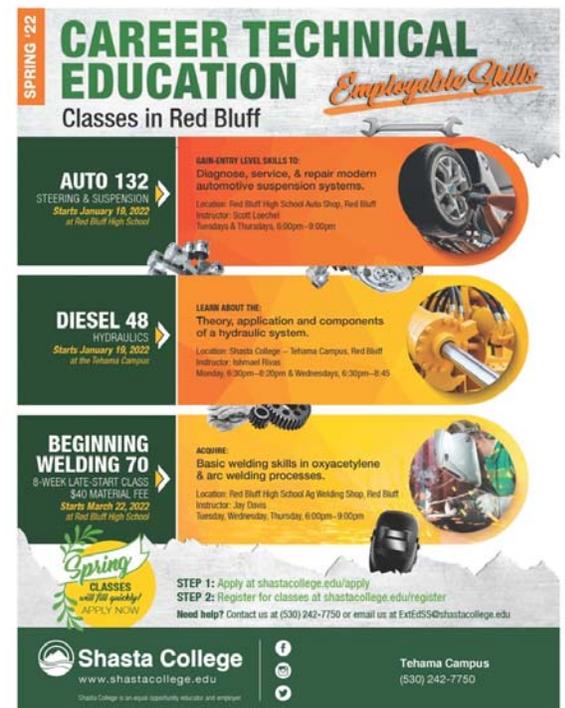
Career Technical Education (CTE) Opportunities Expand in Tehama County

The new year promises to bring opportunity to Tehama County in the form of three brand new Shasta College Career Technical Education (CTE) classes as well as the return of a commercial truck driving class and the expansion of a popular Early Childhood Education course. There is also a six week Employee Success online series perfect for new employees (see page 2).

“The timing is perfect for providing these skill building opportunities,” said Carrie Ferchaud, JTC Executive Director. “The jobs are available, and these courses will help meet the needs of our businesses.”

Auto 132, a steering and suspension course, and Diesel 48, a hydraulics course, both start in January. Auto 132 is being taught by Scott Loechel, who currently teaches Auto Shop at Red Bluff High School. Beginning Welding 70 is just 8 weeks long and starts in March. Shasta College is able to utilize Red Bluff High School's updated facilities for auto and welding. Diesel 48 will be held at the Shasta College Tehama Campus.

The commercial driving course includes two courses: Cons 140A, a permit preparatory course completed online, and Cons 140B, a weekly in-person, behind the wheel class. *(Continued CTE, Page 9)*



CAREER TECHNICAL EDUCATION *Employable Skills*
Classes in Red Bluff

AUTO 132
STEERING & SUSPENSION
Starts January 18, 2022 at Red Bluff High School

MAIN-ENTRY LEVEL SKILLS TO: Diagnose, service, & repair modern automotive suspension systems.
Location: Red Bluff High School Auto Shop, Red Bluff
Instructor: Scott Loechel
Tuesdays & Thursdays, 6:00pm-8:00pm

DIESEL 48
HYDRAULICS
Starts January 18, 2022 at the Tehama Campus

LEARN ABOUT THE Theory, application and components of a hydraulic system.
Location: Shasta College - Tehama Campus, Red Bluff
Instructor: Inmanuel Flores
Monday, 6:30pm-8:20pm & Wednesday, 6:30pm-8:45

BEGINNING WELDING 70
8-WEEK LATE-START CLASS
\$40 MATERIAL FEE
Starts March 22, 2022 at Red Bluff High School

ACQUIRE: Basic welding skills in oxyacetylene & arc welding processes.
Location: Red Bluff High School Ag Welding Shop, Red Bluff
Instructor: Jay Davis
Tuesday, Wednesday, Thursday, 6:00pm-9:00pm

Spring CLASSES will fill quickly! APPLY NOW!

STEP 1: Apply at shastacollege.edu/apply
STEP 2: Register for classes at shastacollege.edu/register
Need help? Contact us at (530) 242-7750 or email us at ExtEdSS@shastacollege.edu

Shasta College
www.shastacollege.edu

Tehama Campus
(530) 242-7750



Goodwill Prepares to Open in Red Bluff

Numbers Indicate Uptick in Job Seeker Interest

Rumor that a Goodwill was coming to Red Bluff have circulated for several years. However, this Fall, the rumor became reality as the nonprofit, that provides job training and community-based programs for people with barriers, claimed the empty anchor store in Bell Mille Landing in Red Bluff. Seeking 60+ employees, Goodwill saw applicant interest that surprised everyone.

“The interest in these jobs was the best we’ve seen since before the pandemic,” said Kathy Garcia, JTC Business Services Manager. “We were happy to host hiring events and see so many interested job seekers interview.”

The new location is scheduled to open in late January. It will join Chico and Redding as local options for folks wanting to donate used items as well as shop gently used clothing and home goods. To learn more, visit www.goodwill.org.

Businesses Continue to Seek Workers

Job Seekers Slowly Returning

Businesses and workforce development professionals were cautiously optimistic that more job seekers would return to the workforce in September after extra federal unemployment benefits expired. However, with schools still dealing with student quarantines and Covid numbers remaining steady, job seekers remained elusive. Businesses continued to struggle to find talent and job openings remained high.

Over this quarter, the Job Training Center consistently hosted just over 200 unique visitors to the career center each month. Requests about training options have increased. JTC helped promote over 225 job postings representing hundreds of open positions across all industries and a broad scope of skills and abilities.

Although slow to come back, successful hiring events for the new Goodwill gave staff hope that more positions will be filled.

Unemployment Rate	January 2021	July 2021	November 2021
California	9.0%	7.6%	6.9%
Tehama County	8.1%	7.5%	5.1%
Shasta County	7.9%	7.0%	4.9%

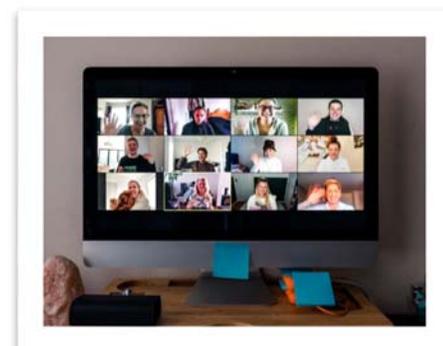
Source: EDD/LMID

Shasta College Offers Online Employee Success Training Series

Shasta College is offering a six week online series perfect for employees who might be new to the world of work or new to their industry. Each session is held from 11:30am to 12:30pm on Wednesdays via Zoom and features a local facilitator. Tehama County’s Kate Grissom is the facilitator for the February 23rd session! Cost is \$49 per person.

- February 9: Communication
- February 16: Collaboration
- February 23: Analysis Solution Mindset
- March 2: Resilience
- March 9: Social Diversity and Social Awareness
- March 19: Adaptability

[Click here for more information](#)



New Community Development Director Kicks Off General Plan Visioning Sessions

Red Bluff's New Community Development Director Tom Westbrook started off his new position by kicking off a much needed 18-month General Plan process.

To help with the project, the City developed a website dedicated to just the General Plan (redbluffgeneralplan.org). According to the site, "Each city in California is required to have a General Plan which serves as a guiding document for the City's long-term growth and development. Red Bluff's previous General Plan dates back to 1993, and a lot has changed. New housing developments have been built, business and industry are changing, and the city has grown."

The General Plan addresses a range of important community topics like land use, housing, economic development, transportation, parks and recreation, public safety, and more. City staff, elected and appointed officials, business owners, developers, and citizens can reference the General Plan for guidance on what the community values and its priorities."

The City contracted with De Novo Planning Group to assist with the 18-month process. In November, the group led a community visioning workshop. JTC's Kathy Garcia participated. The De Novo team explained the process and led the group through several activities focusing on assets, needs and visions for the future.

More sessions are planned and residents can sign up for a newsletter to stay up to date. Visit redbluffgeneralplan.org for more information or email Tom Westbrook at twestbrook@cityofredbluff.org



General Plan Elements

Land Use	Circulation
Conservation	Open Space
Safety	Noise
Housing* (updated in 2020)	Economic Development (optional, but included)

Construction Pre-Apprenticeship Class Accepting Applications for February

Folks looking to start a career in the construction trades have an opportunity to explore becoming an apprentice and hearing about the various specialty trade areas.

North State Builds and California's State Building and Construction Trades Council partnered with career centers throughout the northern counties, including the Job Training Center, to present four, 5-week construction career exploration programs. Free of charge, the goal is to introduce the construction trades to hundreds of new workers, substantially expand the construction workforce in the North State, and connecting motivated local residents to good paying, middle class jobs.

The Job Training Center partnered with the SMART Center in Redding to host two classes in 2021 and two classes in 2022. The next session is scheduled to start February 28, 2022. Those who attend receive job readiness coaching, a math refresher, and a detailed inside look at what it means to be an apprentice and work in the construction trades. Participants must be 18+ to attend.

The training follows the Multi-Craft Core Curriculum (MC3), a comprehensive pre-apprenticeship training curriculum that was developed and approved by the Building Trades. Learn more at northstatebuilds.com.

IS A CAREER IN THE CONSTRUCTION TRADES FOR YOU? COME EXPLORE.

North State Builds and the America's Job Center of California present
140-Hour Pre-Apprenticeship Training
 February 28 - April 1, 2022

To learn more and apply, contact your local AJCC:

SMART Shasta, Siskiyou, Trinity County 530-246-7911 | **JOB TRAINING CENTER** Tehama County 530-529-7000



This program is a partnership between North Central Counties Construction Workforce Board, Butler County Career Center, Shasta/Siskiyou/Trinity County's America's Job Center and local Apprenticeship Programs. This is an Equal Opportunity Employer Program. Auxiliary aids and services are available upon request to individuals with disabilities.

Client News

Staff work with clients in groups and 1:1, helping them attend training, prepare for interviews, research industries, prepare application materials and meet key deadlines. They also monitor progress and coach along the way. The following are examples of client outcomes:

- After being contacted by the **Red Bluff Round-Up Association**, an On-the-Job Training (OJT) was coordinated for an **Administrative & Marketing Assistant** in December.
- A **Domestic Violence Advocate** started an On-the-Job Training (OJT) at **Empower Tehama** in November.
- After being contacted by **Dolling Insurance** to help recruit a **Licensed Agent Trainee**, staff found the right candidate who started an On-the-Job Training (OJT) in December.
- A client successfully completed the **Law Enforcement Academy** at **College of the Siskiyou** in June 2021 and has secured fulltime employment as a **Deputy Sheriff**.
- A client successfully completed a transitional job at Washington Street Productions in December and started a new job as a **Chain Puller** at **Sierra Pacific Industries, Windows Division**.
- Staff assisted a client with job search assistance. He is now employed fulltime as a **Route Driver**.
- A client successfully completed the **SB1 Construction Pre-Apprenticeship Training** last summer and is now employed as a **fulltime Driver**.

New Drivers Take to the Roads

For many clients, obtaining their Class A driver's license leads to immediate full time work and good pay. The pandemic has only increased pressure on the transportation sector, and drivers are constantly in demand. This quarter, several clients successfully attended training, received their license and landed a great job.

- A client interested in driving was sponsored to attend **CHD ASET Center in Willows**. He started his full-time job at **J & S Transportation LLC** in late November.
- Another client completed her Class A training at **American Career Training in Redding**. She started a full-time job at **Blackwell Consolidation** in early December.
- Another client successfully completed training at **American Career Training in Redding** and was hired by **CRST** as a full-time truck driver in November.
- Three additional clients attended **American Career Training**. One is employed full time. The other two just passed their exams.

Young Adults Finding Their Way

A young adult came to the Job Training Center searching for a job with more hours and better pay. He was interested in pursuing a job in the construction field. Previously, he had been employed part-time as a maintenance worker at a residential care facility in Red Bluff. Youth Case Manager Elia Hernandez assisted him with job search, building a resume and interview tips. In October, the young man found a new position with a construction company in Corning as a yardman with fulltime hours and higher pay. He is excited about this new position and the opportunity for growth. According to the young man, the employer is willing to train him on operating heavy machinery on site.

Another young adult came to JTC with interest in obtaining financial aid to attend a Medical Assisting program. Her work history consisted of warehouse production, farm labor, cleaning and customer service. She worked with JTC and attended the Medical Assistant Program through Glenn County Office of Education in June. As of October, the young woman was employed full time as a Medical Assistant earning over \$20 per hour. She is now studying to pass the state certification exam and is thoroughly enjoying her position and the team she is working with.

Working with 18-24 Year Olds

Hernandez Busy with Youth & Partner Outreach

Elia Hernandez joined JTC as a Youth Case Manager last summer and invests a lot of time in connecting with local youth and partner agencies.

College and Career Fair: Nov 2, 2021: Christi Goni and Elia Hernandez attended the College and Career Fair at Corning High School. This was an opportunity for students to explore career and educational opportunities in the area. Other presenters included Shasta College, Butte College, Chico State, Dignity Health, Rolling Hills Casino, Tehama County Sheriff's Department, and Caltrans.

Hernandez spoke to students about the youth program. The majority of students did not have knowledge about the services offered by JTC and several took information for their family members. Several students that approached the booth were Spanish speaking and were glad to hear JTC offered bilingual services.

Career Day: Nov 16, 2021: Samantha Dunn and Elia Hernandez attended the College and Career Day event held at the Tehama County Department of Education. This event was for all 8th graders in the County. Students were encouraged to go around to the different booths and ask about the organizations/businesses and learn about job duties/responsibilities. JTC also offered information on different occupation depending on level of education/training and as well as the different services offered.

Salisbury High School: Nov 5, 2021 - Connie Ocampo, Carrie Ferchaud, and Elia Hernandez met with Salisbury High School staff to learn about the needs of students and setting educational and career goals after obtaining their high school diploma. JTC agreed to partner with teachers to offer a career exploration course covering resumes, interviews, and job search. Hernandez returned to present three workshops in December.



Elia Hernandez at College & Career Day at Corning High School

Career Exploration Workshop for Project Restore: Dec 16, 2021 – Christi Goni and Elia Hernandez presented a career exploration workshop for 5 Project Restore high school students and their advocates at JTC.

The Project Restore Program is a diversion program for youth that has produced great results. The program uses college students and non-professionals as mentors to institute positive changes as well as professional counseling services. Employment services have been added to the list of Project Restore services.

The workshop consisted of hands-on activities to help students think of possible career interests. Students participated in a card sort activity that helped them identify skills that they were interested in and wished to continue improving as well as motivational skills. Students then had an opportunity to look at industry sectors and identify their top 3 interests and top 8 occupations. Students enjoyed the hands-on activities and were engaged throughout the workshop.

Lift Event Returns to Tehama County Fairgrounds in November

The annual Live Inspired For Tomorrow (LIFT) event returned to the Tehama County Fairgrounds November 19th. The event provides a wide array of services in one location for those in need.

JTC hosted a booth and distributed workshop calendars and information about jobs, training and the youth program. They also provided orange juice, water and granola bars to families attending the event.

Other providers included Project Homeless Connect, Recycle the Warmth, DMV, Social Security and medical providers. Hair cuts, pet services, flu shots and COVID vaccines were also made available.



Ocampo and Marroquin Join Latino Outreach of Tehama County

In November, JTC's Connie Ocampo and Christy Marroquin joined Latino Outreach of Tehama County

Ocampo joined as the new Job & Career Chair—Board Member. This is a new position which will consist of promoting and connecting job and career opportunities for the Latino community. The Chair works with job/career related agencies and organizations, and secures funding related to job/career opportunities.

Marroquin joined as the Treasurer and is responsible for receiving, tracking, and issuing funds for LOTC.

The mission of Latino Outreach of Tehama County is to uplift our local multicultural community through equitable access to services.

The organization strives to connect people in our community to existing services and enrich the lives of our families.

Ocampo Joins NoRTEC Access & Equity Regional Workgroup

JTC's Connie Ocampo is representing the organization on the newly formed Access & Equity Regional Work Group formed by NoRTEC in the Fall.

Tehama County Employer Advisory Council Hosts Labor Law Seminar

The Tehama County Employer Advisory Council (TCEAC) provides low-cost monthly workshops on topics important to our area small business owners. The TCEAC is led by volunteers from the local community who represent a wide variety of industries.

This quarter, the TCEAC hosted a Customer Service workshop in October and a well attended labor law seminar in November. For more information or to become a member, visit their website at: Ceac.org/region-1/tehama-county-eac. JTC's Kathy Garcia will be presenting Getting Creative With Hiring at the February 3rd meeting via Zoom.



Washington Street Productions Holds Weekly Sales in December



The holiday season is one of the busiest for Washington Street Productions. This year, gnomes were the hot item, and the team was busy creating unique gnomes of all sizes.

“Our crew showed such dedication to all of their projects and were delighted and encouraged when their items sold,” said Supervisor Cheryl Carter. “We received lots of great feedback on our holiday items and the sales were a hit!”

Washington Street Productions is a program created cooperatively by the Tehama County Department of Social Services and the Job Training Center. Led by Cheryl Carter and her team, they teach valuable job skills to cohorts of clients in a production type facility. Each month a new cohort of workers creates a variety of handcrafted products that are then sold at regular sales open to the public. All proceeds go directly back into replenishing materials to support the program.

Follow Washington Street Productions on Facebook!

Staff and Partners Explore Options for Creating a Future Youth Space

Youth disconnection, when young adults are neither in school or working, is a major area of concern for both education and workforce development professionals. In October, Job Training Center staff lead a team of youth service providers on a two stop tour in Chico to explore different models of youth friendly spaces with the hope of someday having a safe, healthy space in Tehama County.

The group first toured [6th Street Center for Youth](#) which opened in 2008 and serves young adults, ages 14-24, that are homeless, marginally housed or runaways. The center was full of essential items as well as shower facilities, areas for pets, and regular meals. The center serves over 300 each year and is staffed by a team of professionals and volunteers. The goal of the center is to *provide a safe place where youth experiencing homelessness can acquire the skills, resources and opportunity they need to transition into healthy independent living and adulthood.*

The group then toured Stoble Coffee on Broadway Street. Stoble is more than a coffee shop. It's a place where community meets and engages. The very design of the space is conducive to meet ups and discussion. The facility opened in 2021 after several years of careful renovation and today serves students, businesses, and community members. Part café, part workspace, Stoble is a unique "place" that makes visitors feel welcome.



The tours were followed by group discussion about what is needed in Tehama County and what level of involvement different partners could commit to. Talks will continue in 2022.

Business Engagement in Q2 (Business Served: 125)

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:

ACE Transportation, All About Seniors, AM/PM, American Thai Pepper Café, AMJaMB, Andersen & Sons, Arons Chiropractic, AutoZone, Bell Carter Foods, Best Western Antelope Inn, Bickley's Heating & Air, Casa Ramos Mexican Restaurant, Chef It Up Catering, City of Corning, City of Red Bluff Personnel, Compass LLC, Corning Cemetery, Corning Chevron, Corning High School, County of Tehama Personnel, Crain Walnut Shelling, D. Lopez Trucking, Del Taco, Dignity Health, Dollar General, Dolling Insurance, Dr. Daniel King, DW Cabinetry, DW Plumbing, EcoShell, Elite Universal Security, Elks Lodge, Empower Tehama, ESSEL, Gallagher's Heating and Air, Geographical Information Center, Glenn County Office of Education, Goodwill, Grandma's Daycare, Growney Motors, Hall Brothers Corning Mortuary, Herrick Grapevines, Holiday Inn Express, Ikkyu Japanese Restaurant, Jack in the Box, Job Training Center, Jorge's Transportation, Kanela's Café, KIXE TV, Lariat Bowl, Lassen House, Lassen Medical Clinic, Lassen View Elementary, Laurel Ag & Water, Legendary, Louisiana Pacific Corporation, Marathon Staffing, MAXIMUS, McCurdy's Truck Shop, Mojave Electric, Mountain Mike's Pizza, Mt. Lassen Transportation, Mt. Lassen Trout Farm, NCCDI, North State Security, North Valley Services, Paratransit, Phil's Automotive, PJ Helicopters, Precision Private Security, Puckett, R Wild Horse Ranch, Rachel Chavez—Therapist, Red Bluff Health & Fitness, Red Bluff Cemetery District, Red Bluff High School, Red Bluff Physical Therapy, Red Oaks Medical Group, Reeds Creek School, Restpadd, Reynolds Consumer Products, Rolling Hills Casino, Rolling Hills Clinic, Richfield Elementary, River Oaks, Rockin R Restaurant, Ron's Body Shop, Roslyn Home Care, RUSH Personnel, R-Wild Horse Ranch, Saint Lorenz, SAS Retail Services, Shari's Café and Pies, Silva Landscaping, Smart Tech Appliance, Sparrows Landing, Sierra Pacific Industries (Millworks); Sierra Pacific Industries (Richfield), Sierra Pacific Industries (Windows), SRM Energy, St. John Family Farms, Starbucks, Tehama County Health Services Agency, Tehama County IHSS Public Authority, Tehama County Library, Tehama County Public Works, Tehama County Probation, Tehama County Sheriff's Department, Tehama County Department of Social Services, Tehama County Solid Waste Management Agency, Tehama County Treasurer-Tax Collector, TeLA, Tractor Supply Company, Travelodge, Trinity River Lumber Company, Triple Creek Ranch Therapy, United Way of Northern California, Valley Veterinary Clinic, Victor Community Support Services, Walmart Distribution Center, Walmart Store, Washington Street Productions, Wendy's, WestHaven, Wilcox Golf Course

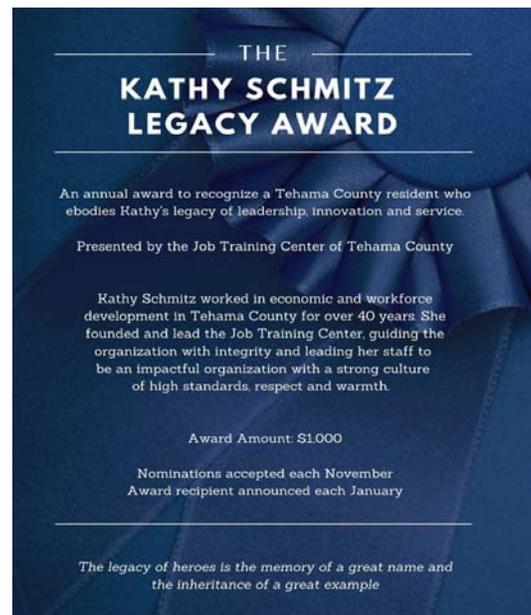
JTC Accepts Legacy Award Nominations

In July, JTC Board Member Kendall Pierson and Executive Director Carrie Ferchaud surprised Kathy Schmitz by announcing the Kathy Schmitz Legacy Award. The award will be given to a person or organization who emulates the values that Kathy exhibited throughout her years of leadership.

Schmitz retired in July after leading JTC for over 30 years.

Nominations were officially accepted during December. The inaugural award will be announced and presented in January 2022. The recipient will also receive \$1,000.

For more information, contact Kathy Garcia at kgarcia@jobtrainingcenter.org or call 530-529-7000.



Handcrafted Mountain Village Comes to JTC Windows on Main Street



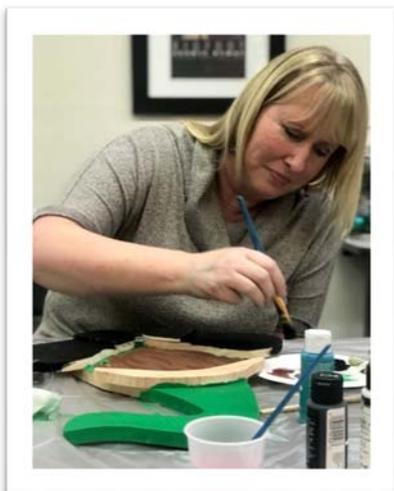
In November, the Tehama County Department of Education contacted Job Training Center about displaying a handmade winter village, modeled after German “putz” houses, in JTC’s large windows on Main Street.

During the pandemic the year before, Department of Education employees had wanted to do something that would bring that sense of community back to their organization but could be worked on during personal time, without gathering together. They printed different templates for folks to take home to fold and decorate if they chose to do so. This year, they wanted to display the village where more people could enjoy it.

Washington Street Productions, a workforce program of the Job Training Center, helped create a snowy, mountain foundation for the village in time for the display to be ready for the Red Bluff Christmas Parade.

Staff Celebrate the Holidays

JTC staff celebrated the end of a very full year by sharing a meal and enjoying some craft time, thanks to Cheryl Carter and her team at Washington Street Productions. One of the most popular décor items this year has been gnomes, so staff got to paint their own. The office was closed from December 24—January 2.



Murals Created Throughout Red Bluff

In October, the Tehama Creatives held a special week-long mural painting event called Red Bluff Bold. The Tehama Creatives is dedicated to fostering and supporting public art in Red Bluff. This group of local artists believes that cultural, social, and economic value is gained through public art.



For over a week, 6 large scale walls were painted by artists as well as smaller supporting walls. Much to their delight, Artist Toni Gaylord painted one mural around the corner from Job Training Center (Main and Pine Street).



Mural by JTC—Toni Gaylord, Artist

The Tehama Creatives have transformed alleys around town over the past few years as well. Learn More: tehamacreatives.org



Pictured: Artists Phillip Moller and Heather Vine

Become a Substitute Teacher in State Preschool!

Tehama County Department of Education is looking for Substitutes.

Help give young children the tools they need to enter school with a foundation of knowledge and skills to be successful throughout their school experience!

Go to EDJOIN for more information and to apply.
OR
Use your smart phone to scan the QR code:

A QR code is located in the bottom right corner of the advertisement. The background of the ad features a young girl with colorful paint on her hands and face, smiling.

ECE—Continued from Page 1

In December an event was hosted at the Job Training Center that included Shasta College, Chico State University, NCCDI (Head Start), First 5 Tehama, and the Tehama County Department of Education. Action News and the Red Bluff Daily News each covered the event.

CTE Classes—Continued from Page 1

“CTE accessibility is key to building the workforce we need,” said Ferchaud. “We are thrilled about Shasta College’s investment in expanding CTE in Tehama County.”

Shasta College was also able to add additional seats to an Early Childhood Education Course (ECE-28-S5293—Teaching in a Diverse Society) offered in Corning to accommodate both the need by education and a waiting list. The class was expanded to 35 seats.

Most classes start January 19, 2022.

For more information, visit www.shastacollege.edu or contact the Shasta College Student Success Center at (530) 242-7671.

Happy New Year