

America's **Job**Center

COMMUNITY EMPLOYMENT CENTERS



NORTEC



Alliance For
Workforce Development, Inc.
Providing pathways to success

A Step Toward Success

An introduction to the services offered through NoRTEC and America's Job Centers

WHEN ASKED WHY THE ALLIANCE FOR WORKFORCE DEVELOPMENT'S AMERICA'S JOB CENTERS ARE IMPORTANT RESOURCES FOR NORTH STATE RESIDENTS, BUTTE COUNTY DIRECTOR LUIS MORENO OFFERED A CONCISE EXPLANATION.

"We help people get back into the workforce and help people upgrade their skills through training," he said. "Anything to get people back into the workforce."

AFWD operates seven of NoRTEC's fourteen Job Centers in Northern California—three in Butte and one each in Plumas, Lassen, Modoc and Sierra counties—offering a host of services for local job-seekers and business owners alike. In addition to providing job listings, résumé workshops, interview training, in-depth counselor-led assessments and highly specialized training for job-seekers, the agency is an equally valuable resource for owners of businesses big and small. Employers go to AFWD for recruitment, human-resources services, employer workshops and labor-law guidance.

"Over 90 percent of the businesses in

Butte County are considered small businesses [fewer than 10 employees]," Moreno said. "Many do not have human-resources departments; they know very little about HR. If there are labor laws issues they have questions about, we provide them the information necessary for them to make the best decision, and that's huge for them."

"By offering both business and job-seeker services, we're helping create that stable, prosperous community because everyone benefits," said Traci Holt, executive director of the AFWD. "We see both sides to it—you have happy employers and job-seekers to put to work. It's just a win-win for everybody."

Funding from the Department of Labor comes through the state and is allocated between 49 "local workforce investment areas" in California, Moreno explained. Each workforce investment area is determined by several factors, including population density. As 11 Northern California counties are too small to be considered workforce-investment areas on their own, the Northern Rural Training Employment Consortium (NoRTEC) was formed in 1983 to oversee workforce development programs in Northern California.

Moreno noted that much of his organization's success is due to partnerships with the Department of Employment and Social Services, the Employment Development Department and Butte College. "Although we are all separate agencies that fulfill different needs, it's important to have these partnerships in order to maximize the services available to our clients."

And with Butte County's unemployment rate hovering around 11 percent and roughly 7,500 job-seekers walking through AFWD's doors every month, both Moreno and Holt agree the services offered through their agency continue to be critical for both the community's unemployed or under-employed individuals.

"We have many clients who come in under-employed," Moreno said. "Maybe they're working part-time, maybe it's not a self-sufficient wage for them. Our services are not just for people who are unemployed."

The career counselors at AFWD aim to avoid placing clients in temporary positions, Holt said. Rather, they strive to identify an individual's particular skills and help apply them to sustainable, career-oriented positions in a field they find stimulating.

While AFWD connects clients to on-the-job training opportunities, certification programs and classes applicable to an individual's career goals, funding for such training is limited. As a result, career counselors conduct rigorous assessments to determine a client's likelihood for success.

"You've got to make sure, if you're going to pay for someone to go through paramedic training, this

"By offering both business and job-seeker services, we're helping create that stable, prosperous community because everyone benefits."

person can do it; that they meet the qualifications," Moreno said. "You don't want to set them up to fail in training."

Career counselors follow up with clients up to a year after they gain employment, checking in on clients on a quarterly or monthly basis to ensure they are on the right course. And clients often contact their career counselors long after finding a job to express gratitude, Holt said.

"You can be having the worst day in the world, and then you get one of those success stories, and its like, 'OK, this is why we're here,'" she said. "You work with someone who is completely down-and-out, just struggling, and it gives me chills when they come back and say, 'You changed my life.'"

NoRTEC: Northern Rural Training & Employment Consortium

NoRTEC's 11 counties include roughly 724,620 North State residents (2 percent of California's population)

NoRTEC covers an area of more than 31,500 square miles (20 percent of the area of California)

NoRTEC counties:

- Butte
- Del Norte
- Lassen
- Modoc
- Nevada
- Plumas
- Shasta
- Sierra
- Siskiyou
- Tehama
- Trinity



Moving Up the Ladder

Local man steadily improves his career prospects with guidance from AFWD career counselor

IMMEDIATELY AFTER GRADUATING FROM CHICO STATE WITH A BACHELOR'S DEGREE IN PSYCHOLOGY, 31-YEAR-OLD CHICOAN LEO MORTLET STRUGGLED TO FIND WORK.

"I know it's a little harder in Chico," he said. "It's a small town and there are so many graduates competing for jobs. I knew what I was going up against."

After learning of the Alliance for Workforce Development, he began using their job listings database to keep an eye out for possible opportunities. He jumped on the first job available—a general labor position in Oroville—because his girlfriend and 8-year-old son "had to eat."

"It was real labor-intensive," he said. "It was a dangerous, it was loud, there was sawdust everywhere. It was real fast-paced, there's lumber and heavy equipment being operated."

"Imagine working an eight-hour shift, you go home, go to bed, and then you wake up to the same ache and you know you're just going to do it again, day in and day out," he continued. "That's miserable."

Suffice it to say, it was not the kind of work Mortlet envisioned for himself when he enrolled at Chico State. For years, he'd aspired to teach social sciences in high school, a goal he continued working toward when he sat down with a case manager at AFWD.

Despite not having much work experience outside of physical labor, Mortlet's case manager helped him identify his marketable skills, like speaking both English

and Spanish, and helped expand the scope of his search.

"We established a real good relationship where [his career counselor] would scout for jobs," he said. "She knew what I was bringing to the table and she matched my energy. She really coached me, made [the job search] more efficient."

With the help of his career counselor, Mortlet was able to leave his position in favor of a substitute position with Migrant Education, a division of the Butte County Office of Education.

Not long after, he was hired as a counselor by Butte County Behavioral Health Crisis Services, an organization dedicated to crisis-intervention services for mental-health patients. Mortlet finds his position fulfilling, he said, and he's thankful not to wake up sore from the previous day's work.

"Progressively, my job situation has been getting better."

Mortlet added that anyone unhappy with his or her working life should look into the employment services offered by AFWD.

"It's the first step I recommend," Mortlet said. "[AFWD] can generate more ideas—you might be a little basic in your search and they can expand on that."

"Progressively, my job situation has been getting better."



The Numbers for Adult Job-Seekers

In 2012, throughout the counties included in NoRTEC, 1,500 job-seekers were enrolled in the Adult program for job services, 650 of whom were enrolled in specialized training. Of those:

76.2%

percent entered employment

80%

percent of those who entered the workforce retained employment

\$12-\$14/hr

the average adult using job-seeker services earned

A Career at New Heights

Local pilot's career progresses with help from AFWD

FOR THE LAST THREE DECADES, DANIEL MATHERN'S WORKING CAREER HAS BEEN SPENT MOSTLY IN THE SKY.

Mathern retired from a 20-year career as a B-3 Orion flight engineer in 2003, having achieved the rank of petty officer. He found a unique opportunity in the civilian sector shortly after, flying the same planes to fight fires for the only civilian outfit to operate the B-3, Chico's late Aero Union. But the August, 2011, closure of that company found him, for the first time in a long time, grounded.

While considering his options, Mathern decided he would like to combine two things he loved—flying and teaching. He explained he'd served as Aero Union's training manager in the company's off-season, teaching maintenance crews the ins and outs of the B-3, but lacked the certification necessary to train pilots.

"[AFWD] offered me some assistance in obtaining some further ratings I needed for my flying career by offering to help fund the adventure of going out to get all my instructor certificates," Mathern said.

After being approved for funding, he was able to attend a month-long pilot-certification course in Santa Monica. It cost about \$10,000, he said, and a combination of AFWD and VA benefits made it possible for him to attend.

After obtaining the certification, an old colleague from

Aero Union suggested he look into IASCO Global, Ltd., a flight-instruction school based out of the Redding airport that teaches international students to become air-line pilots. He did, and shortly after was hired on.

Now, Mathern is back in the air four to five hours a day, his current assignment preparing future Air China aviators to fly.

"There are several Chinese airlines that sponsor kids to come over here and get all their initial flight training in the United States, because it's a lot cheaper," he explained. "Then they go right back to China and do their transition training into the big jets and work for the airline.

"Usually when they get here, the only time they've ever been on a plane is on a 747 from China to San Francisco, and then we throw them in a Cessna 172, a small single-engine, four-passenger plane."

Mathern said the pilots arrive with some ground school, and work their way to bigger planes in IASCO's 32-plane air fleet. The courses last 12 to 15 months, and the pilots go home with the prerequisite instrument, private pilot, commercial and multi-engine ratings to continue their careers.

FLYING INSTRUCTOR DANIEL MATHERN POSES WITH A CHINESE FLIGHT SCHOOL STUDENT.



The final step at IASCO is 20 hours of turbine-transition training in the company's Beechcraft King Air 90, a twin-turboprop aircraft.

Mathern couldn't be happier to be back in the cockpit, where he said he belongs.

"Flying is my life and my career."

"While considering his options, Mathern decided he would like to combine two things he loved—flying and teaching."

The Numbers for Dislocated Workers

In 2012, throughout the counties included in NoRTEC, 1,300 dislocated workers were enrolled in job-seeker services, 300 of whom were enrolled in specialized training. Of those:

78.6%
percent entered employment

83.7%
percent of those who entered the workforce retained employment

\$14-\$16/hr
the average dislocated worker using job-seeker services earned

Out in the Real World

Fresh out of high school, young Oroville woman learns invaluable lessons about looking for work

AT THE AGE OF 17, PROSPECT HIGH SCHOOL STUDENT CLARISSA KEVIL FOUND HERSELF FACING THE TRANSITION FROM HIGH SCHOOL TO THE SO-CALLED REAL WORLD, AND DECIDED SHE WANTED TO BE AS PREPARED AS POSSIBLE.

“They told us about the [AFWD Work Experience] program at school,” the now 19-year-old said in a recent interview at her Oroville home. “I wanted to get a job straight out of high school, so that interested me.”

Kevil signed up, and said the five-session classes provided her with invaluable knowledge about the whole employment process, from how to find a suitable job to how to present herself to potential employers. She learned to always dress professionally—even when just asking for an application—how to follow up after submitting her application, and other essential job-seeking skills.

Kevil noted the interview preparation was especially helpful.

“It made me feel a lot more at ease with going into an interview,” she said. “That’s something I wasn’t very good at. I have a hard time talking to people and answering questions, and they helped me be able to do that.”

“They also teach you things that aren’t just about finding a job,” she continued, “like buying a car and getting an

apartment. They teach you how to manage your money.”

After completing the classes, AFWD helped place Kevil into an actual workplace—Oro-

“I have a hard time talking to people and answering questions, and they helped me be able to do that.”

ville’s Grocery Outlet—to get hands-on training: “You work for 10 weeks, and if you do a good job, sometimes they hire you on. I guess I did a good job, because they hired me and I’m still there.”

Kevil said she loves her job at the store and has worked up to a cashier position. She also began attending Butte College with an eye towards studying acting and theater arts, planning to stay at Grocery Outlet for the immediate future.

As she’s expecting a baby this summer, Kevil said her AFWD training and current job are more important than ever. Her fiancé Riley Turner, also 19, has followed her lead

CLARISSA KEVIL, 19, OUTSIDE HER HOME IN OROVILLE.



and also recently completed the program. Turner already had a job interview lined up a few short days after finishing his final class.

“I feel like it’s made me a lot more responsible,” Kevil said of her Grocery Outlet and AFWD experience. “I’ve learned a lot about the workplace, which I knew nothing about in the beginning. It’s an all-new experience, and I love it.”

The Numbers for Youth Job-Seekers

In 2012, throughout the counties included in NoRTEC, 600 youths were enrolled in job-seeker and education-placement services. Of those:

65.2%

percent earned employment or placement in an educational institution

54.5%

percent attained a degree or certificate

70.7%

percent improved their literacy or numeracy (ability to reason and apply simple numerical concepts)

Building the Right Team

Small-business owner describes recruiting through AFWD



KATHERYN SCHIFFERLE, OWNER OF THE VIRTUAL COMPANY WORK TRUCK SOLUTIONS.

KATHERYN SCHIFFERLE, A SELF-DESCRIBED “SERIAL ENTREPRENEUR,” LAUNCHED WORK TRUCK SOLUTIONS LAST YEAR. AND THOUGH THE VIRTUAL COMPANY—WHICH OFFERS CLOUD-BASED SERVICES TO IMPROVE THE EFFICIENCY OF WORK-VEHICLE FLEETS

IN SERVICE TRADES—OPERATES ON A NATIONAL LEVEL, SCHIFFERLE LOOKED LOCALLY TO BUILD HER TEAM.

“We were starting the company with very few staff,” she said and “wanted to grow quickly, but didn’t have the resources to do everything ourselves. We had a broad strategic plan, but needed help implementing it.”

That’s where AFWD’s Chico One-Stop came in, Schifferle explained.

“They’ve done our job recruitment, initial screening and interviewing, all of which are time and labor-intensive activities, particularly for a small business,” she said. Schifferle also described the benefits of having access to template tools, workshops and human resources consulting.

Since beginning its partnership with AFWD’s Chico One-Stop in April 2012, Work Truck So-

lutions has expanded from two to nine employees, four of whom qualified through AFWD’s On-The-Job-Training Program. Schifferle even hired a handful of referral candidates who, despite not meeting the program’s requirements, she found impressive.

“They know the market and what kind of employee work force is here.”

AFWD reimburses a portion of a recruit’s salary in return for job training provided on-site. Generally, referrals have been laid off from previous jobs and don’t have experience working in their new field, Schifferle said.

“The One-Stop staff has coached us on the writing of job descriptions, which is almost an art form,” says Schifferle. “They also helped us set the specifications for particular jobs based on the needs of that job.”

“They know the market and what kind of employee work force is here,” Schifferle continued, adding that AFWD has helped Work Truck Solutions identify candidates with the most relevant and appropriate skill set as well as alternative recruitment strategies for highly specialized positions.

“We’re confident we can build the right team here in Chico,” Schifferle added, “especially with the support of the Chico One-Stop and the AFWD program.”

De-Risking the Hiring Process

Founder and CEO of Build.com describes benefits of recruiting through AFWD



CHRIS FRIEDLAND, FOUNDER AND CEO OF THE WEB-BASED HOME IMPROVEMENT COMPANY BUILD.COM.

“ALLIANCE FOR WORKFORCE DEVELOPMENT HAS BEEN A GREAT RESOURCE FOR US,” SAID CHRIS FRIEDLAND, FOUNDER AND CEO OF THE HOME-IMPROVEMENT WEBSITE BUILD.COM, DURING AN INTERVIEW AT THE COMPANY’S NEW LOCATION IN SOUTH CHICO. “WE’RE USING THESE TAX DOLLARS TO DE-RISK HIGH-RISK HIRES.”

As CEO of an ever-expanding business with hundreds of employees, the subsidized on-the-job-training program offered by AFWD

is particularly appealing to Friedland. Indeed, when he was first being introduced to AFWD at a business-networking event hosted by Innovate Northstate, he thought “it was too good to be true.”

“They said, ‘We’re going to give you new hires and subsidize the payroll cost,’” he said. “So, what’s the catch? Well, the catch is that they target people who aren’t working and try to bring them back into the workforce.”

“If they don’t work out, or business goes south, they don’t necessarily have to stay,” he continued. “From our standpoint, it de-risks

hiring and allows us to hire people who are less qualified since we get this subsidy to spend time, money and resources training them. And we give them higher-value jobs than they would have gotten just walking in the door.”

A Build.com recruiter couldn’t provide an exact figure, but estimated the company has hired dozens of employees through AFWD, including some who have risen to high-level positions.

Friedland said the relationship between Build.com and AFWD not only makes good business sense, but he also finds it personally

satisfying to help workers develop valuable skills.

“It’s a double-win,” he said. “We’re helping people, they’re helping themselves, and, in turn, helping us be a more successful company.”

“We’re helping people, they’re helping themselves and in turn, helping us be a more successful company.”

The Numbers for Employers & Businesses

4,300

Total number of employers/businesses served

21,500

Total number of business services provided

3,700

Total number of jobs filled (new and existing)

These figures are based on reports through the first three quarters of the current program year. They have been averaged to project end-of-the-year statistics.



Ask Luis

Luis Moreno, Alliance for Workforce Development's director of Butte County operations, answers questions commonly asked by job-seekers and business owners

FOR JOB-SEEKERS:

DO I HAVE TO PAY FOR SERVICES OFFERED THROUGH AFWD?

No, all our services are federally funded at no cost to the public.

DO I NEED TO BE ENROLLED IN AN AFWD PROGRAM TO USE THE LOBBY COMPUTERS FOR A JOB SEARCH?

No, all we ask is that each customer signs in at the front desk in order to track the number of people who use our services on a daily basis.

I NEED TO PROVIDE MY EMPLOYER WITH A TYPING CERTIFICATE. CAN I GET ONE THROUGH AFWD?

Yes, you can take a typing test and we can provide you with a typing certificate. We also offer certifications for 10-Key and Data Entry and programs like Excel and Microsoft Word. You don't need to make an appointment.

WHAT KIND OF WORKSHOPS DO YOU OFFER?

We offer workshops for resume writing, how to interview, how to properly complete job applications, and how to better conduct job-search activities.

DO YOU HELP WITH TRAINING COSTS, AND DO I HAVE TO PAY AFWD BACK?

We can assist you with some training costs, depending on the program and other factors you would have to discuss with a Career Center Advisor. All training assistance is decided on an individual basis and may not be the same for each client. You don't have to pay AFWD back for the cost of approved training.

DO YOU OFFER ANY PROGRAMS THAT SPECIFICALLY TARGET YOUTH?

AFWD administers a youth program for those between 17 and 21 years old who need assistance completing secondary education, finding employment or completing a college or training program. Elements of the youth program include basic skills improvement, career counseling, guidance and assessment, and workshops designed for youth entering the job market.

I AM STILL IN HIGH SCHOOL. CAN I STILL PARTICIPATE IN AFWD'S YOUTH PROGRAM?

Yes, if you are at least 17 years old. We can assist you in completing high school and making a plan for college, training or a job after graduation.

CAN I GET A JOB THROUGH THE YOUTH PROGRAM?

With our one-on-one assistance, we can provide you with the tools to get a job. Our staff will help you with applications, your resume, interviewing and job-search skills as well as career assessment, job leads and work experience opportunities.

HOW LONG WILL IT TAKE ME TO FIND A JOB IF I ENROLL IN AFWD'S PROGRAMS?

That depends on how hard you work and the kinds of jobs you will consider. But, working together, making a strong Job Search Plan, and a willingness to try different approaches will reduce the time you are unemployed.

FOR BUSINESS-OWNERS:

HOW MUCH DOES IT COST FOR ME TO POST A JOB POSITION ON YOUR JOB BOARD?

Nothing—assisting with employee recruitment is a free service to businesses.

WHAT IS THE ON-THE-JOB-TRAINING PROGRAM?

It's a training program that provides a reimbursement to employers for an employee hired through AFWD. We'll cover up to 50 percent of a hired employee's wages for up to six months.

DO I HAVE TO PAY BACK THE JOB-TRAINING REIMBURSEMENT?

No, it's considered a training cost that's being paid back to you for training our client to become fully employed with your company.

I DON'T HAVE TIME TO LEAVE MY BUSINESS TO GO TO YOUR OFFICES. CAN WE MEET AT MY BUSINESS?

Yes, our Business Service Representatives will visit you at your business, or wherever is most convenient for you.

IF I OWN A SMALL BUSINESS, CAN YOU HELP ME CREATE AN EMPLOYEE HANDBOOK?

Yes, we have software available to help assist in writing customized employee handbooks.

WHO CAN I CONTACT TO FIND OUT WHAT OTHER SERVICES ARE AVAILABLE TO BUSINESS OWNERS?

Employers in the Butte County Area can contact the Business Services Manager, Nicole Clift, at the Chico One-Stop at (530) 895-4364.

Providing Pathways to Success

THE ALLIANCE FOR WORKFORCE DEVELOPMENT OFFERS SERVICES FOR BOTH BUSINESS OWNERS AND JOB-SEEKERS.

BUSINESS RESOURCES

- Job postings
- Job-ready applicant pool
- Customized recruitments
- Human resources services
- Outplacement assistant
- Employer workshops
- On-the-job training

JOB-SEEKER SERVICES

- Résumé assistance
- Finding employment
- Career development
- Workshops
- Job skills upgrade
- Job fairs
- Assessment testing
- Youth employment opportunities

America's Job Centers Locator

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BUTTE COUNTY:
Chico Community
Employment Center
2445 Carmichael Dr.
Chico, 95928
(530) 895-4364
www.butteonestop.org

Oroville Community
Employment Center
78 Table Mountain Blvd.
Oroville, 95965
(530) 538-7301
www.butteonestop.org

Employment Development
Department
2348 Baldwin Ave.
Oroville, 95965
(530) 538-2228
www.butteonestop.org
- 2

DEL NORTE COUNTY:
Rural Human Services
286 M St.
Crescent City, 95531
(707) 464-7441
www.ruralhumanservices.com
- 3

LASSEN COUNTY:
Business &
Career Network
1616 Chestnut St.
Susanville, 96130
(530) 257-5057
www.afwd.org

Truckee One-Stop Business
& Career Center
10075 Levon Ave., Ste. 105
Truckee, 96161
(530) 550-3015
www.nevadacountyonestop.org
- 4

MODOC COUNTY:
Business & Career Network
221 North Main St.
Alturas, 96101
(530) 233-4161
www.afwd.org
- 5

NEVADA COUNTY:
Grass Valley One-Stop
Business & Career Center
715 Maltman Dr.
Grass Valley, 95945
(530) 265-7088
www.nevadacountyonestop.org
- 6

PLUMAS COUNTY:
Business & Career Network
270 County Hospital Rd., Ste. 107
Quincy, 95971
(530) 283-1606
www.afwd.org
- 7

SHASTA COUNTY:
Smart Business Resource Center
1201 Placer St.
Redding, 96001
(530) 246-7911
www.thesmartcenter.biz
- 8

SIERRA COUNTY:
Business & Career Network
306 First St., # 1
Loyalton, 96118
(530) 993-4295
www.afwd.org
- 9

SISKIYOU COUNTY:
Siskiyou Training &
Employment Program
310 Boles St.
Weed, 96094
(530) 938-3231
www.stepoffice.org
- 10

TEHAMA COUNTY:
Job Training Center of
Tehama County
718 Main St.
Red Bluff, 96080
(530) 529-7000
www.jobtrainingcenter.org
- 11

TRINITY COUNTY:
Smart Business
Resource Center
790 Main St., Ste 618.
Weaverville, 96093
(530) 623-5538
www.thesmartcenter.biz

