

WDB

Kern, Inyo & Mono

**WORKFORCE
DEVELOPMENT
BOARD**

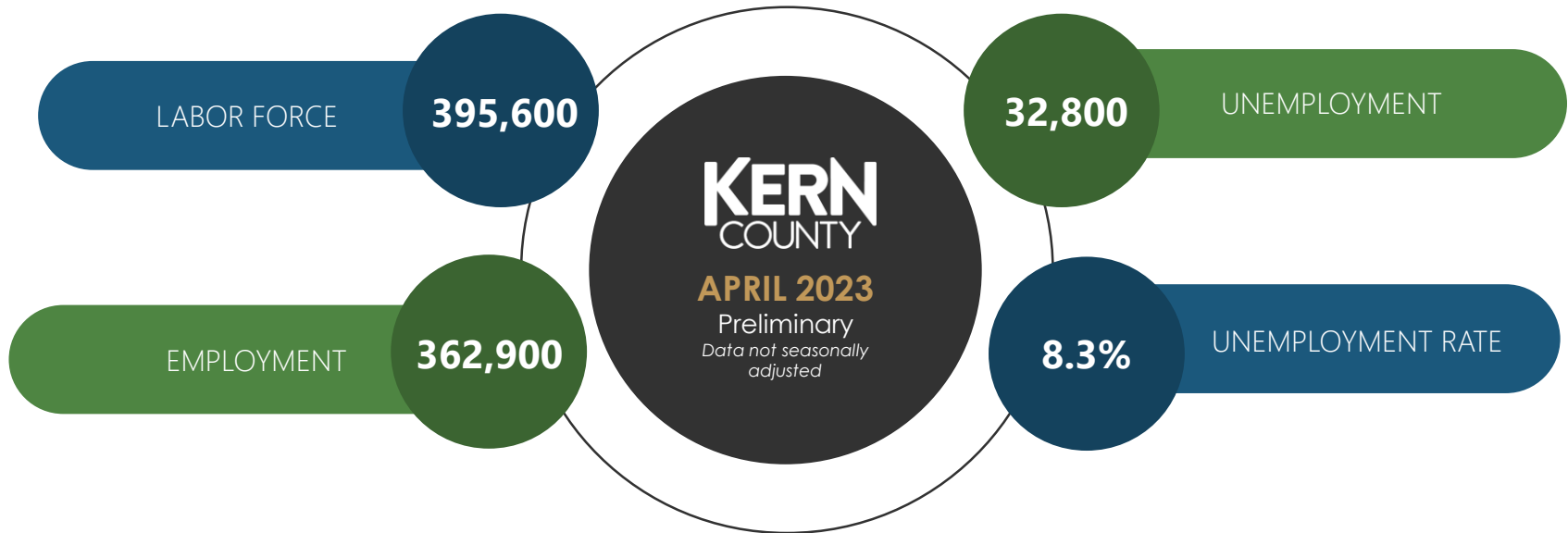
**MARKETING
PRESENTATION**

MAY 2023

LABOR MARKET INFORMATION - APRIL

www.labormarketinfo.edd.ca.gov

The unemployment rate in the Kern County was 8.3 percent in April 2023, down from a revised 9.6 percent in March 2023, and above the year-ago estimate of 7.0 percent. This compares with an unadjusted unemployment rate of 4.3 percent for California and 3.1 percent for the nation during the same period.



LABOR MARKET INFORMATION – APRIL

www.labormarketinfo.edd.ca.gov

Top Employers



Top Employment Sectors

- Health Care & Social Assistance
- Retail Trade
- Private Educational Services Manufacturing
- Accommodation & Food Services
- Public Administration
- Finance & Insurance
- Professional, Scientific & Technical Services
- Administrative and Support and Waste Management & Remediation Services
- Transportation & Warehousing

CURRENT GRANTS & TRAINING PROGRAMS

KERN EMPLOYERS'
COUNTY TRAINING
RESOURCE
A proud partner of America's Job Center



MICROBUSINESS COVID-19 RELIEF GRANT



The California Microbusiness COVID-19 Relief Grant Program is **FINISHED!**

- **369** applications got approved
- **\$922,500** was the total awarded to Microbusiness in Kern County

Applications Denied: 271



REGIONAL EQUITY & RECOVERY PROGRAM

Grant Term

12/1/2022 – 9/30/2025

College	# of Cohorts	# of Students	Start Term	Completion Date	Medical Program	Estimated Outcomes	Career Adv	New Employee
Bakersfield College	1	15	Aug 2023	May 2025	VN (24 Months + Prerequisites)	11	11	/
Bakersfield College	1	20	Aug 2023	June 2024	LVN to RN (1 Year)	15	15	/
Bakersfield College	2	45	Aug 2023 Aug 2024	Dec 2023 Dec 2024	NA / HHS (1 Term)	34	/	34
Cerro Coso	2	20	Jan 2023 Jan 2024	Dec 2023 Dec 2024	MA Admin & Clinical (1 Year)	15	/	15
Taft College	2	10	Sept 2023 Sept 2024	Dec 2023 Dec 2024	EMT Basic (1 Term)	8	/	8
Taft College	1	10	Jan 2024	Dec 2024	MA Admin & Clinical (1 Year)	8	/	8
Total Served		120				91	26	65

RERP GRANT PARTNERSHIP

BAKERSFIELD COLLEGE



- Nurse Assistant & Home Health Aide
- Vocational Nurse *Training Programs*

New Classes Start [August 19, 2023](#)

BAKERSFIELD COLLEGE

KERN EMPLOYERS' TRAINING RESOURCE
A proud partner of America's Top Colleges



NURSE ASSISTANT & HOME HEALTH AIDE *Training Programs*

The Nurse Assistant Training Program (NATP) prepares the student to provide health care services and the role of:

- Caregivers
- Healthcare environment
- Healthcare safety
- Adult needs in health & illness
- Basic care giving skills

Upon successful completion of the NATP, students are eligible to take the competency exam as a CNA

Course can range from 8-16 Weeks, depending on the semester and classes chosen

The Home Health Aide (HHA) Program is a (40-Hour) training that expands on the content taught during NATP

- **MUST** have a current CNA Certificate
- The program consists of (20-hours) of theory and up to (27-hours) of clinical work
- It is designed to train CNAs in the basic concept of home healthcare by providing the skills and knowledge to competently meet the needs of clients in their home

All students must complete a certified background check before participating in the program. These programs are only open to individuals who have completed the prerequisite and have been accepted into the program by BC Allied Health Program.

Classes Start
AUGUST 19, 2023

FUNDING & ASSISTANCE IS AVAILABLE TO THOSE WHO QUALIFY FROM AN ETR GRANT PARTNERSHIP*

Must register at [CALJOBS.ca.gov](#) and complete an "Eligibility Explorer" application



BAKERSFIELD COLLEGE

KERN EMPLOYERS' TRAINING RESOURCE
A proud partner of America's Top Colleges

Classes Start
AUGUST 19, 2023

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Must register at [CALJOBS.ca.gov](#) and complete an "Eligibility Explorer" application



- COMPUTER TABLET
- TEXTBOOKS & SUPPLIES
- CASE MANAGEMENT (during Training)
- JOB PLACEMENT & ON-THE-JOB TRAINING OPPORTUNITIES & MORE

*The Federal Work and Recovery Training Act is a contribution from the U.S. Dept. of Labor to the state of California. The program is not eligible for private education funding.

For more info contact

Our Bakersfield College Nursing Advisors

Venessa Reyes

venessa.reyes@bakcollege.edu

Giovanni Garcia

giovanni.garcia@bakcollege.edu

VOCATIONAL NURSES *Certificate Program*

The Vocational Nursing Program prepares entry-level vocational nurses as providers of care across the health/illness continuum and as members within the profession

Upon completion of the program the student is eligible for a Certificate and further licensing and training

Program Length is **3 Semesters**

This program is **ONLY** open to individuals who have completed the prerequisites and have been accepted into the BC - Nursing / Allied Health Program

Students must complete a certified background check and all prerequisites must be completed prior to the start of the Program



Scan for more information on BC Nursing Programs

USDA - FARM & FOOD WORKERS RELIEF PROGRAM



- \$600 payment to Farmworkers who worked during the COVID-19 pandemic. The purpose of this program is to defray worker expenses incurred preparing for, preventing exposure to, and responding to the pandemic
- 3,125 applications have been completed as of end of May
- Per the USDA we are **NOT** accepting any applications at this time, but continue to process them
- The grant period ends – October 31, 2024



HIGH ROADS CONSTRUCTION CAREER GRANT

Multi-Craft trade unions pre-apprenticeship training program with ValleyBuild (MC3)



VALLEYBUILD

- **18** participants graduated from the past cohort, which ended on March 24th
- New Cohort Starts: **June 26, 2023**
23 spots available
Register at valleybuild.net



SHORT TERM JOB READINESS & TRANSITIONAL JOBS

**ON-GOING
PROGRAMS**



KHSD - Café 1600

12 Participants

1/9/23 – 5/19/23

New Cohort – August



Recycling Lives

12 Participants

3/20/23 – 6/27/23

New Cohort – August



Bitwise - Founders

4 Participants

1/23/23 – 7/28/23

SHORT TERM JOB READINESS & TRANSITIONAL JOBS

**COMPLETED
PROGRAMS**



CityServe

12 Participants
9/6/22 – 2/10/23



Laborers of the Harvest

13 Participants
9/12/22 – 3/10/23



Bitwise Web Developer

10 Participants
1/17/23 – 4/14/23

CALFRESH – EMPLOYMENT & TRAINING



WORKSHOP ROOM

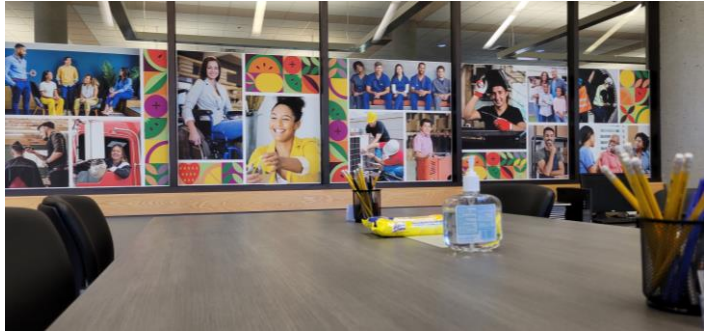
Beale Memorial Library
2nd Floor

Orientations	Times	Schedule
Orientations	By Appointment	Monday through Thursday

Workshops	Tuesday & Thursday Modules	Monday, Wednesday & Friday
Virtual or By Appointment*	<u>Workshop # 1</u> : How to Effectively Job Search <u>Workshop # 2</u> : How to Build an Effective Resume <u>Workshop # 3</u> : How to Sell Yourself in an Interview <u>Workshop # 4</u> : Master Applications	Supervised Job Search 11:00 AM - 2:00 PM

Must have a CalFresh E&T referral from DHS Social Worker

CALFRESH – EMPLOYMENT & TRAINING



EMPLOYER SERVICES

America's **JobCenter**
*of California*SM



2023 EMPLOYER RECRUITMENTS

1	Amazon
2	Bakersfield Family Medical Group
3	Buttonwillow Warehouse Co.
4	Care N Compassion
5	E&E Foods
6	Exact Staff
7	Kern County Sheriff's Office
8	Kern County Probation Dept.
9	Kern Health Systems
10	Key Staffing
11	NAVFAC

12	NAWS - China Lake
13	OnPoint Gym
14	Opportunities For Learning
15	Panama-Buena Vista USD
16	Quinn Company
17	Recology
18	Sunrise Brands
19	The Burlington Assisted Living & Kern Village
20	USDA - Forest Service
21	Valley Achievement Center
22	Wonderful Company



ON-THE-JOB TRAINING NUMBERS



JANUARY - MAY 2023

- Employers with OJT Contracts: **138**
23 Employers have 50 or less employees
- Encumbered: **\$1,071,280**
- Reimbursed: **\$58,497**
- Average Wage: **\$30.26 / Hour**

Top OJT Employers

Bakersfield Memorial Hospital	30
Hall Ambulance	18
Dignity Health dba Mercy Hospital	18
San Joaquin Community Hospital	14
Bakersfield Family Medical Group	13

RN Wages: \$40.63 - \$50.00 / Hour

RAPID RESPONSE NUMBERS

Rapid Response Numbers	WARNS	# of Affected Employees	Rapid Response Orientations
January 2023 - March 2023	4	674	7
April 2023 - May 2023	5	1,198	0
Totals	9	1,872	7



Rapid Response is a proactive, business-focused program designed to assist companies facing potential layoffs or closures. Rapid Response teams provide early intervention assistance to help avert potential layoffs, and immediate on-site services to assist workers facing job losses.

MARKETING ADVERTISING & SOCIAL MEDIA

America's **JobCenter**
of CaliforniaSM



CONNECT WITH US ON SOCIAL MEDIA

America's Job Center

We post recruitments, job opportunities, training opportunities, workshops & Job Squad Live on Facebook

Facebook @AmericasJobCenter

Instagram @AmericasJobCenterKern

Twitter @AJCCKern

LinkedIn @ America'sJobCenterofKern

YouTube @AmericasJobCenterKern

Employers' Training Resource

We started ETR social media pages this year and we have been posting about our career services, hiring events, partner workshops, training programs, and more

Facebook @KernCountyETR

Instagram @KernCountyETR

LinkedIn @KernCountyETR

NEED TRAINING?

We offer training to qualified applicants at **NO-COST**

- Bookkeeping
- Medical Assistant
- Nursing
- Trucking
- Welding
- Barber School
- & more

Contact Us:
(661) 325-HIRE

@KernCountyETR

KERN COUNTY EMPLOYERS' TRAINING RESOURCE
A proud partner of America's Job Center

CONNECT WITH US ON SOCIAL MEDIA

Envision-Plan-Innovate-Connect (EPIC)

*All EPIC events, workshops, job fairs, trainings and more
for young adults ages 18-24*

Facebook @KernEPIC
Instagram @EPICKern
Twitter @EPIC_Kern
YouTube @EPICKern



A flyer for an EPIC workshop. The background shows a group of young adults in a classroom setting. The EPIC logo is at the top right. The main title 'Workforce Readiness' is in a large, white, cursive font. Below it, 'WEEKLY WORKSHOPS' is in a smaller, white, sans-serif font. The event details are listed in white, sans-serif font: 'APRIL 25 | 10 A.M.' followed by 'SOFT SKILLS/HOW TO KEEP YOUR JOB', and 'APRIL 27 | 1 P.M.' followed by 'COMMUNICATIONS'. At the bottom, there are social media icons for Instagram, Twitter, Facebook, and YouTube. Below the icons, it says 'Enrolled Clients Only' and provides contact information: 'Call (661) 336-6460 or Text (661) 742-2812 to Register' and '2211 H Street Bakersfield, CA 93301 | AmericasJobCenterofKern.com'.

America's Job Center
EPIC
ENVISION-PLAN-INNOVATE-CONNECT

Workforce Readiness
WEEKLY WORKSHOPS

APRIL 25 | 10 A.M.
SOFT SKILLS/HOW TO KEEP YOUR JOB

APRIL 27 | 1 P.M.
COMMUNICATIONS

Instagram Twitter Facebook YouTube
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2211 H Street Bakersfield, CA 93301 | AmericasJobCenterofKern.com

EPIC YOUNG ADULT SERVICES



Do you want to get paid while you train?

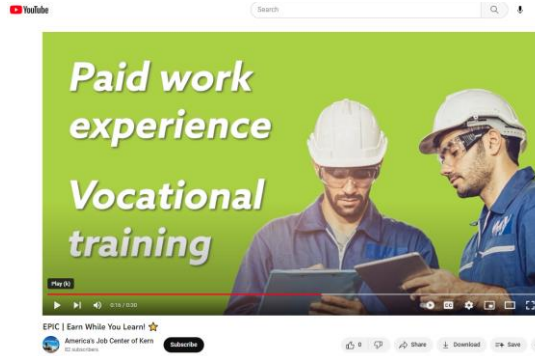
ENVISION
PLAN
INNOVATE
CONNECT

America's JobCenter
EPIC

2211 H Street
Bakersfield, CA 93301
Call 336-6460 | Text 742-2812
www.americasjobcenterofkern.com

- Paid Work Experience
- Vocational Training
- Career Exploration
- Referrals to Employers
- College / University
- Application Assistance
- Interview & Resume Tips
- Networking Opportunities
- Internships & More

AJCC & WCA are an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.



Paid work experience
Vocational training

EPIC | Earn While You Learn! America's Job Center of Kern

- EPIC Van Wrap
- New Commercial / Video
- Billboards
- High School Radio Remotes
- Mall Kiosk Ads
- Social Media Posts
- Materials / Flyers
- Monthly Workshops
- Outreach / Events

FARMWORKER SERVICES

- New TV Spots with Telemundo, UniMás & Univision
- Radio Commercials
- Social Media Posts
- Outreach
- Community Events
- \$600 | USDA Farm & Food Worker Relief Grant Program

America's **Job**Center

Ayudando a las Familias
agrícolas con sus necesidades
de Empleo y Entrenamiento



LLAME HOY:

(661) 800-8429

EMPLOYERS'
TRAINING
RESOURCE

- Entrenamientos Vocacionales
Soldadura, Conductor de Camiones, Peluquero, Empleado de Oficina, Contabilidad, Enfermería, Asistente Médico, Certificación de Montacargas y otros más
- Talleres de Búsqueda de Empleo
- Experiencia Laboral Pagada
- Programa de Asistencia de Libros para Estudiantes Universitarios
- Diploma de High School / GED *(En Línea)*
- Asistencia de Renta y Utilidades
- Servicios y Recursos Adicionales

CLIENT SUCCESS STORY

Randall Esford Jr.

**Airstreams Renewables, Inc.
Wind Turbine Training**





Randall Esford Jr.

Randall was an undergraduate student at CSU San Bernardino; during his Sophomore year, he decided to take a sabbatical after the COVID-19 pandemic hit. In the Spring of 2021, he visited the Lake Isabella AJCC office for assistance, and shortly after was enrolled in the Wind Turbine Training through Airstreams Renewables, Inc., where he received his Renewable Energy & Communications Tower Technician Certificate.

After the 7-week training and a few months of job searching, he was hired at Pramira as a Tower Climber Technician, where he is currently employed earning \$25 an hour plus benefits.

UPCOMING & PAST COMMUNITY EVENTS

America's  JobCenter
*of California*SM



EMS INFORMATION & JOB FAIR

Coming in July or August of 2023

- In partnership with Kern County Public Health, Bakersfield College, Taft College, Cerro Coso Community College, Trinity Safety , Pro Safety, Hall Ambulance, Liberty Ambulance & ETR
- **EMT & Paramedic** training and information
- Job opportunities for those already licensed



LEADERS IN LIFE CONFERENCE

Youth Conference for Teens.. By Teens

- March 9th at Mechanics Bank Arena
- For Students grades 6th-12th & their advisors
- Motivational Speakers: Dr. Julia Garcia & Juan Bendaña
- Workshops & Resource Fair
- CareerLabsVR - EPIC
Interactive career simulation experience



LAUNCH YOUR CAREER 2023



Young Adult Conference & Job Fair

- April 19th at the Bakersfield Marriott
- Conference for **138** WIOA enrolled clients
- Keynote Speaker Eric Fan from Squarage®
 - *Student Success*
 - *Job Search Prep*
 - *Mental Health*
 - *Employability*
 - *Job Retention*
 - *Interview Skills*



LAUNCH YOUR CAREER – JOB FAIR

- **40** Employers & Community Partners
- **200+** Job Fair Attendees
- **CTEC/ROC** provided an Employment & Career Readiness Workshop



Employer List

#LaunchYourCareer2023

- Amazon
- America's Job Center of Kern
- AppleOne Employment Service
- Bakersfield College Career Education Department
- Bakersfield Family Medical Center
- Bakersfield PACE
- Bakersfield Police Department
- Biomat
- California Highway Patrol
- Cazador Consulting Group
- Cintas Corporation
- Community Support Options
- Continental Labor & Staffing Resources
- Denny's
- Employment Development Department - Youth Employment Opportunity Program
- EPIC Center
- Exact Staff
- FIELD Institute
- Grand Canyon University
- Grimmway Enterprises, Inc.
- H&R Labor Contracting
- Hall Ambulance Service Inc.
- Job Corps
- Kern County Animal Services
- Kern County Employers' Training Resource
- Kern County Human Resources
- Kern County Sheriff's Office
- Kern Regional Center
- North Kern South Tulare Hospital District
- North Kern Water Storage District
- North of the River Recreation & Park District "NOR"
- Process-Instruments, Inc.
- Randstad
- Ready Work, Inc
- Special Explorers Center
- Standard School Explore After School Program
- Stria A Bitwise Industries Company
- The Open Door Network
- United States Air Force
- Valley Achievement Center
- Wonderful Orchards




LAUNCH YOUR
CAREER
Conference & Job Fair

BAKERSFIELD WOMEN'S BUSINESS CONFERENCE



Bringing Business Back

- April 27th at the Mechanics Bank Arena
- Keynote Speaker: Daymond John
- **1,000+** Women in Attendance
- **40+** Exhibitor Booths
- **12** Speaker Workshops & Coffee Talk
- **ETR** Career Consultants Area



VETERANS JOB & RESOURCE FAIR



Celebrating our Heroes

- May 25th at Kern County Veterans Service Office
- In partnership with EDD, Amazon, Bakersfield Vet Center, Kern County Veterans Service, and ETR
- **40+** Veterans
- **30** Employers & **16** Service Providers



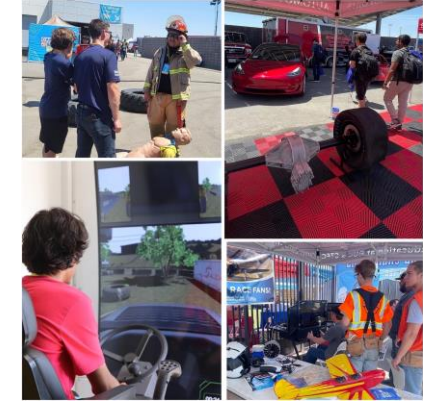


CAREER & STEM EXPO 2023

Building Career & STEM Awareness for Tomorrow's Workforce

- April 28th at CTEC
- **3,800+** students from **60** different schools
- **137** Community Exhibitors
- Speaker Series & Makers Space
- Save-the-Date: **April 26, 2024**





Next Video is provided by
former CTEC Student
Erubiel Monterrosa
BakoMedia

YouTube

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2023 Career and STEM Expo



Kern Economic Development Foundation
1 subscriber

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Save



www.youtube.com/watch?v=VXBucu7C0Us