

Work Readiness Events

Shasta County Health and Human Services Agency, United
Way of Northern California's Prosperity Initiative & SMART
Business Resource Center Collaboration



https://www.youtube.com/watch?v=xWqnN-_IDXE



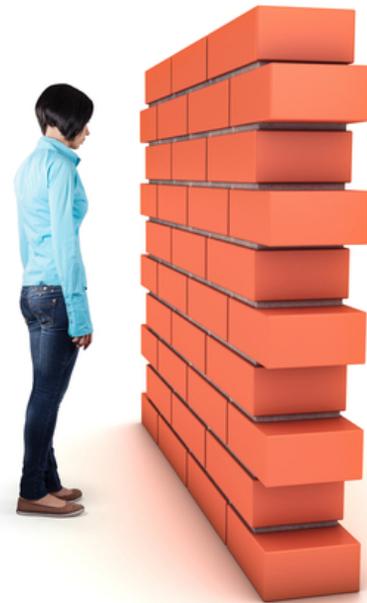
Community Identified Problems

- High Countywide joblessness and homelessness
- Employers report many people are unprepared for job interviews
- Most job seekers appear to be unaware of resources available to them
- Statistics indicated that approximately 65% of those who showed up to local job fairs arrived unprepared



Purpose

- To prepare County residents for local job fairs and employment or interviews
- Educate County residents about the community services and resources available to help obtain employment
- Break down barriers to employment



What is a Work Readiness Event

- A collaborative event hosted by the county and community partners held one to two weeks before the local Job Fair to assist community members with overcoming barriers to employment
- Prosperity Initiative



Services provided

- Hair cuts
- Hygiene kits
- Interview clothing or vouchers for interview clothing
- Help with resume writing or resume tips
- Workshops on dressing for success, Interviewing tips, Job Search strategies, The expungement process, How to get and keep a job and many others
- Mock Interviews
- Eye exams



Community Partners

Included but not limited to

- Health Care providers
- Behavioral Health Providers (Mental Health & Substance Abuse)
- Child Care Providers
- Educational Institutions
- DMV
- Housing Services
- Domestic Violence Services
- Employment Resource Centers
- Beauty Salons
- Low Cost/No Cost business attire providers
- Legal Services
- Food Banks
- Low cost/No Cost Phone providers
- VA Services
- Social Services



Community Partner Perspective

- Greater Community Connections allow us to partner to create a larger community-wide impact
- Using a collective impact framework together we can assist in strengthening workforce development
- This event helps build self-esteem and self-confidence to begin the job search
- The event provides a variety of resources from the community providing a one stop shop for individuals struggling to find employment



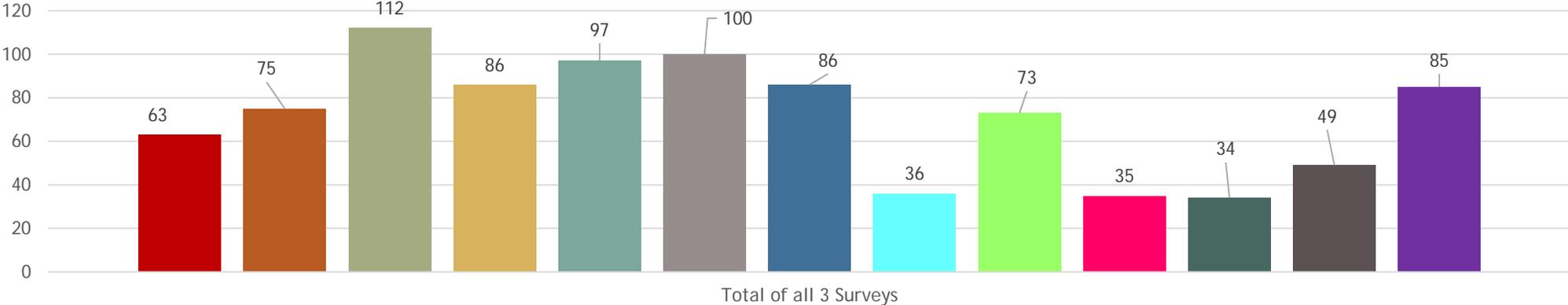
Number of Participants

- 1st Event = 53
- 2nd Event = 120
- 3rd Event = 79



Barriers to Job Readiness

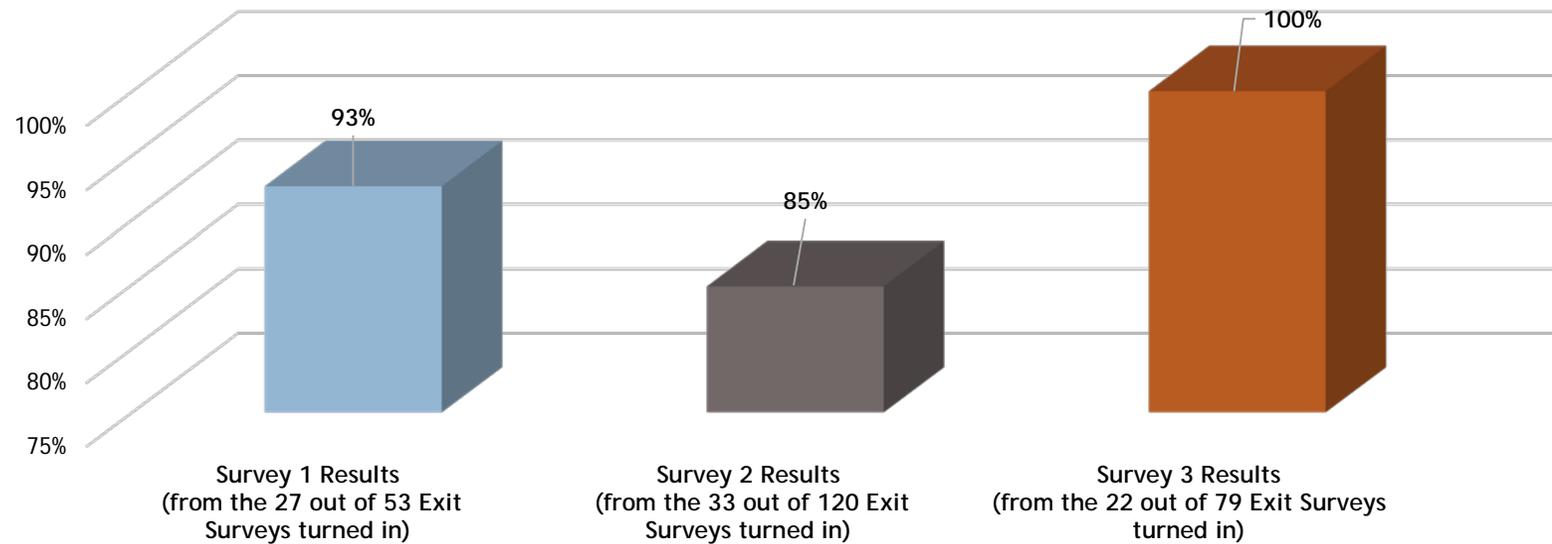
Readiness Survey--Barriers on Entry



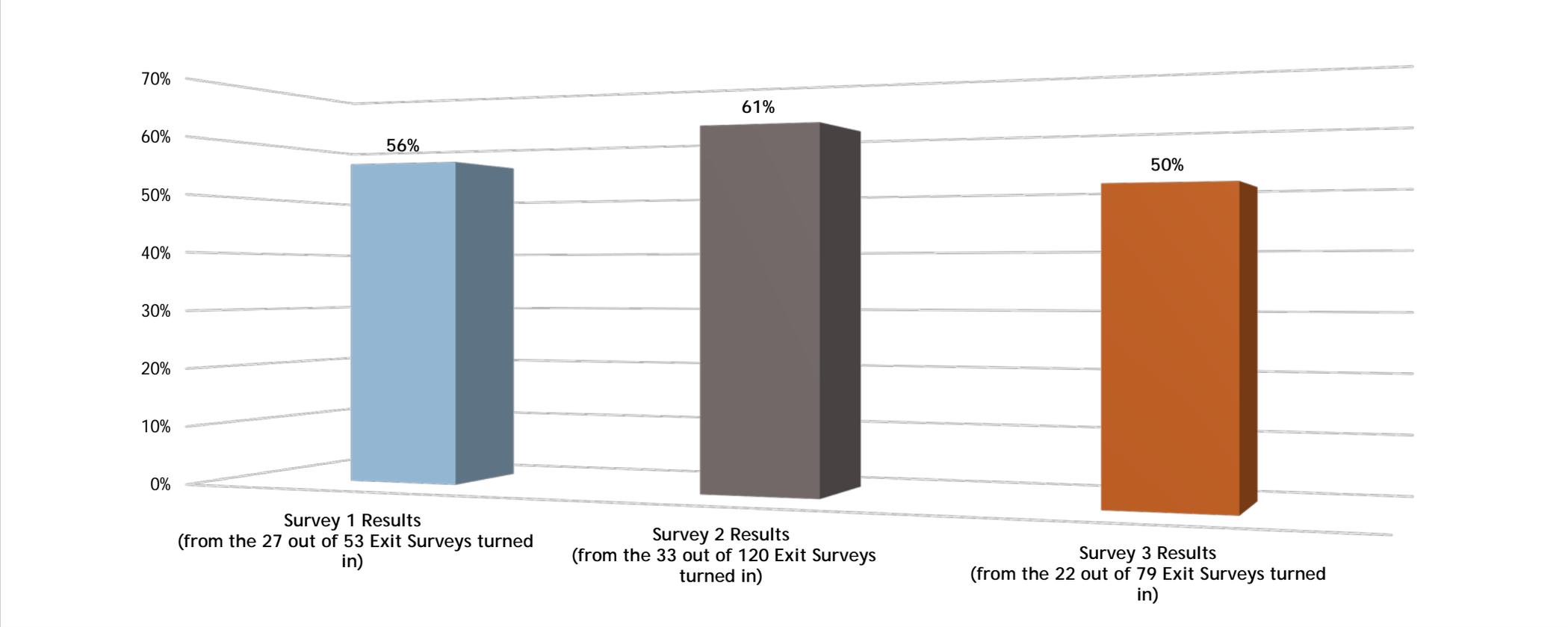
- Proper completion of an application
- Proper creation of a resume
- Interviewing skills
- Unsure what to wear
- Not having proper clothing for interviews
- Unsure of area resources
- Lack of Transportation
- No childcare
- Lack of experience
- No picture ID
- No social security card
- No High School Diploma/GED
- Unsure of where to start



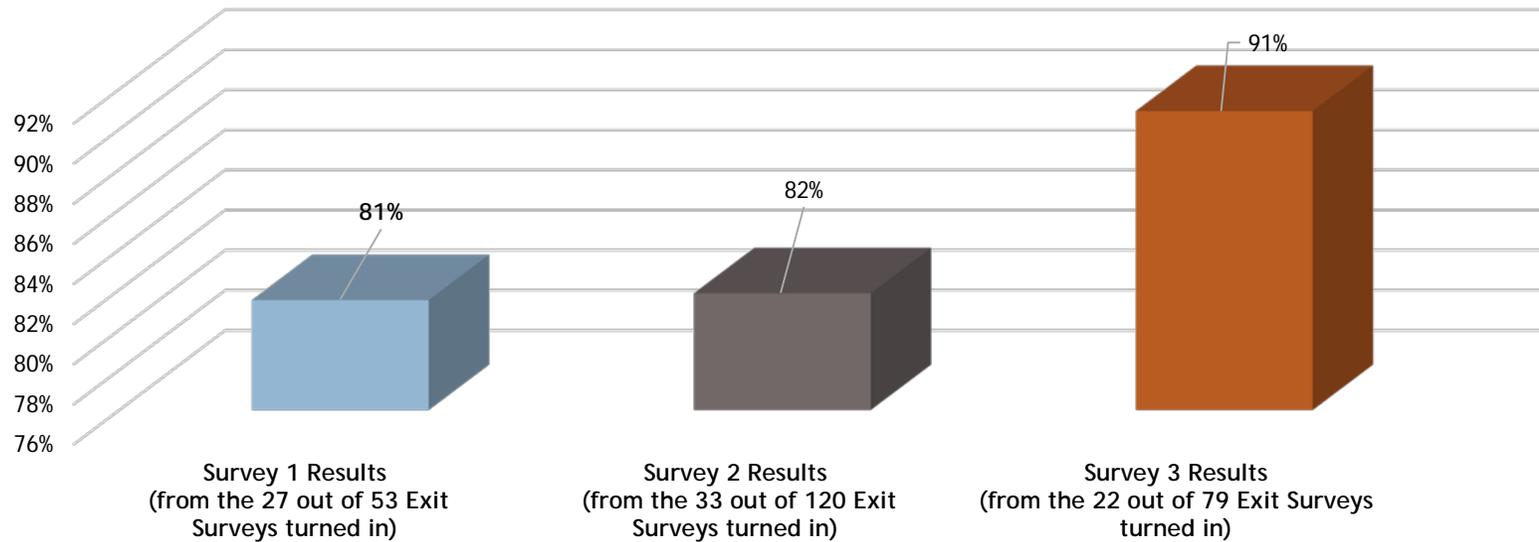
Were your needs met?



Did you attend a Workshop



Do you feel job ready?



Outcomes

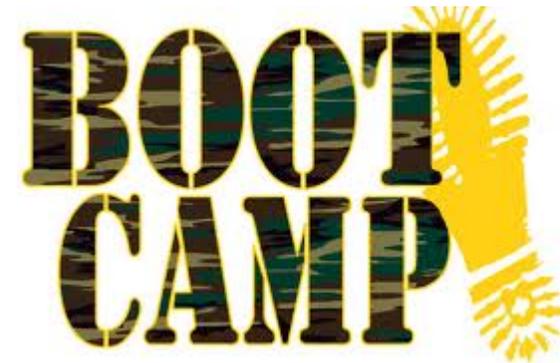
- While difficult to track we know that at least half of the event attendees also attended the Job Fair due to the Fast Pass given to event attendees
- Employers reported that job seekers were more prepared for the Job Fairs than in prior Job Fairs



Next Steps



- Work Readiness Boot Camp - a 4 hour event with rotating workshops and community partner booths



https://www.youtube.com/watch?v=cVg_U1kyVvo



QUESTIONS

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