



Serving the employment needs of
 Mendocino County since 1992!

August 2011
 Edition 1
 Inside this issue:

New Look, New Strategies ~ Same Vision

<i>Veteran Services</i>	2
<i>VEAP Program Overview</i>	2
<i>Success In Action Rebecca Rodgers</i>	3
<i>Hiring Events Job Fairs</i>	3
<i>Job Loss to Opportunities Clark Pearson</i>	4
<i>Action in Resource Room</i>	4-5
<i>Message from Executive Director</i>	6
About the Editor	6
Ed2Go - On-Line	7

Since 1992 Mendocino Private Industry Council, Inc. (MPIC), has proudly embraced our workforce development role in Mendocino County. MPIC provided vocational training and job development services for job seekers as program provider for Job Training Partnership Act (JTPA). In 1998, the Workforce Investment Act (WIA) replaced JTPA as the country's major job training program. These changes expanded the program priorities and performance outcomes. More specifically WIA implemented a One-Stop system that brought together other agencies with similar workforce missions to create a "seamless service structure".

From July 2000 to June 2011, MPIC, funded through the Mendocino County WIB, was designated as the One-Stop Operator. Responsibilities included facilitating a strong partnership with over 16 agency partners resulting in creation of the Mendocino Works One-Stop Resource Centers. The first One-Stop Center was established in Ukiah, and shortly thereafter, Mendocino Works Partners established centers in Willits, Fort Bragg, Covelo, Laytonville and Point Arena. Though three of these sites were satellite centers, the County gained an advantage by having three strategically located comprehensive One-Stop Centers

(Ukiah, Willits and Fort Bragg). Unfortunately, over time it became necessary to close the satellite centers leaving the three main centers to serve all of Mendocino County.

MPIC has enjoyed the role of One-Stop Operator for 10 years as well as the ability to work with partners who have played a pivotal role in meeting the employment and business needs of Mendocino County. Due to funding issues experienced by the WIB, decisions were made last Fall to adopt a consortia model for the One-Stop beginning July 2011. Members of the consortia include the Mendocino Co. WIB, Mendocino Co. Dept. of Social Services (TANF Program), EDD, WEST Company and Mendocino College.

MPIC supports this change and remains a partner of Mendocino Works, continuing as the WIA program provider and facilitator of services through the Resource Rooms and for all universal customers. This change allows MPIC a greater opportunity to focus on the delivery of services that strengthen our workforce while serving our local businesses. MPIC embraces this challenge, and though we too have experienced considerable cuts in funding, plans to develop strategic solutions for continued services to our community remain our prime focus.

This change allows MPIC a greater opportunity to focus on just the delivery of services to strengthen our workforce while serving our local businesses.

Workforce Services for Veterans

In January 2010, MPIC received \$672,849 through the American Reinvestment Recovery Act (ARRA) to provide services to veterans of Mendocino and Lake County. **The Veterans Employment Assistant Program (VEAP)** goal was to serve at least 114 veterans with intensive services including case management, transitional services, employment counseling, career exploration and assessment, vocational training through assistance with tuition, books and other supportive services, job search assistance including job development, paid Work Experience, On-the-Job Training, and job placement assistance.

Successful Program Outcomes. Workforce development services provided to 138. Enrollment and service delivery exceeded plan expectations by 129%

This funding came as quite a surprise. Previously in 2008, MPIC in partnership with the WIB submitted a proposal to the State of California for a similar program to serve Veterans but was not

funded. In late February 2010, more than a year later, MPIC was notified we were funded for a VEAP Special Project serving both Mendocino and Lake Counties which began January 1, 2010!

MPIC moved quickly in response by establishing partnerships with other agencies such as EDD (EDD's Welcome Home Program), Department of Rehabilitation, Veterans Administration, VA Clinic, Mendocino College, and other partners including the WIA Lake One-Stop Center in Lakeport.

The energy and coordination demonstrated by MPIC staff and partners getting this pro-

gram operational in a short time was amazing and provided an awesome opportunity to serve veterans.

In November of 2010, MPIC and Mendocino Works partners coordinated a Veterans Resource and Job Fair. Employers came on site to take job applications and explain career opportunities within their companies. Several employers conducted interviews during the event. The Veteran Mobile Unit came from Eureka and met with veterans, providing them with intake and a program services overview. The Job Fair was like a mini Stand-Down for Lake and Mendocino County.

2010-2011 VEAP Program Overview Services Recap and Performance Outcomes

MPIC has always maintained a priority of service for Veterans. The VEAP project provided an opportunity to specifically focus on the workforce needs of service men and women while also providing additional resources to better recruit, evaluate and provide a more dedicated effort for addressing the many difficulties experienced by veterans seeking employment.

Early on, it was realized that traditional recruitment efforts were not as effective with Veterans. They are typically conditioned to not draw attention to their needs, but instead are trained to meet the needs of others. While self reliance is a Veteran's greatest strength and a trademark for many, it may also be a cause for missed opportunities.

It was soon realized that different tactics were needed in conveying what resources were available for a vast majority of vets. Unfortunately this caused enrollments to come in slower than anticipated, thus leaving less time for many to complete their training plans. However,

MPIC achieved enrollments of 129% of plan once the word got out, and many veterans came in for services. The grant projected services to 114 veterans, but 138 were enrolled.

\$264,361 was spent for training, supportive services, and other activities resulting in 42.3% of the grant award going directly to our enrolled veterans.

The program planned to exit 78% of the enrolled veterans into unsubsidized employment. Because several veterans were late enrollees, 65% have actually entered into employment as of July 30th, 2011. However, 39 veterans were carried into formula programs and it is expected that the number of Veterans enrolled into the VEAP program will reach 100% of the planned employment goal by September 2011 and 112% by December. 2011.



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Success in Action - Rebecca Rodgers

Rebecca Rodgers worked for Redwood Children Services where she worked extensively with foster kids living in a group home setting. In February of 2010, due to funding issues, she was laid off. She then began to work on her dream of becoming an Equine Therapist for troubled youth.

With Rebecca's previous service in the military, she qualified for the VEAP Program. MPIC was able to refer her to WEST Company and pay for Entre-

preneurial training, Building a Better Business Workshop and several private consultations that helped her develop a business plan. Funds were available for Rebecca to attend several equine therapy courses along with other necessary trainings and to assist her with transportation costs for travel to out-of-state training.

Rebecca and her horses will soon be open for business. She will then pursue her dream of helping kids in trouble through her love for children and amazing horsemanship skills.



Rebecca will soon be open for business and continue with her dream of helping kids in trouble.

Hiring Events

Job Fairs Serve both Businesses and Job Seekers



businesses conducted job fairs utilizing the large conference room which has wireless on-line access, interview rooms, etc.

Resource Staff and Mendocino Works partner staff were pivotal in spreading the word to their job seeking customers and assisting them

to prepare for these events. Adecco conducted two orientations which resulted in 19 enthusiastic job seekers ready with

prepared resumes, right to work documents in hand, dressed for success and ready for interviews.

Earlier this month, EDD arranged another successful hiring event for Wal-Mart.

This service is beneficial for both job seekers and businesses and is encouraging to the communities at large.

Many employers enjoy the benefits of utilizing Mendocino Works for their recruitment needs. In just the month of August, two

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Job Loss Due to Company Closure Leads to New Opportunities ***Submitted by Clark Pearson, Previous Employee of Trinity School***



In August of 2009 after being laid off from my job, I realized that an opportunity presented itself for me to reinvent myself. I was working as a night supervisor for at-risk youth when Trinity Youth Services in Ukiah closed. This caused many of us to lose our jobs. I went to MPIC to apply for assistance and

spoke initially to Program Director Pam Harpster. As a dislocated worker, my Training and Employment Specialist, Laura Bianchi, helped me out with valuable assessment and career exploration. This helped confirm my goals and defined a plan for me to complete my A.S. degree in Radiology through Yuba College. This had been a long term goal of mine, and today I am a licensed R.T. (R)(ARRT). I am excited about my new future in radiologic imaging.

Don't get me wrong. Going to school for my degree took hard work and sacrifice. There were long hours of study and time spent away from my family; however I knew that my team at MPIC was invested in me and continued to encourage me to the completion of my degree and to becoming employed in my new career. I did my part in getting the best grades I could and they

did their part in making sure that resources I was eligible for were available to me in order for me to concentrate on my course work.

While I was in school I made some good contacts and earned the respect of the professors and my fellow students. I learned a new profession and I am ready to start my new career. An exciting part of being a radiologic technologist is that I can continue to learn and it is a field that is advancing in new technologies all the time.

The best advice I can give to anyone who has lost their job is not to get discouraged, but to look at this time to reinvent yourself. Find a career you can be passionate about and make sure you have the support of your family. Stay the course until you complete it. Keep in constant contact with your representative at MPIC-- they are there to help you. They enjoy hearing about your successes and will brainstorm to help with problems that may come up. I found that the staff at MPIC care a great deal about my success and are genuinely excited for me at every milestone. I am pleased to announce my success and encourage others to embrace opportunities that are available to you through MPIC. Your successes are theirs also.

- Written and submitted by Clark A. Pearson R.T. (R) (ARRT)

Action in the Resource Room

Comments from Job Seekers

Rebecca Daniels

"Relocating can be a challenging and intimidating experience for just about everyone. Here at Mendocino Works I was warmly welcomed, patiently directed and steadily encouraged in my job search process.

From the receptionists Ed and Michelle (MPIC) to Bob Flores (EDD) and other staff passing by in the resource room, their enthusiasm and per-



severance quickly helped me bridge the gap and make new friends.

Getting involved, staying on the vanguard of current openings can make anyone a winner in the race for life (in job search). Simply walk in and say yes to a better life!"

Rebecca is seeking a professional or paraprofessional work environment where she can utilize her counseling experience, problem solving skills, mentoring experience, teaching and writing skills to offer people guidance and hope.



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What's Happening at Mendocino Works



This Resume Lab was packed out and even the staff computers were utilized during this popular event at Mendocino Works!

Workshops like these are provided to Job Seekers who access services provided by partners of Mendocino Works.

Come into any one of the Mendocino Works Resource Centers for an Events Catalog and calendar of these valuable workshops and seminars!

Job Search Made Easy

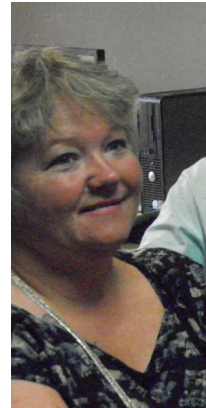
When is being laid off humorous? When you have Paul Clayton, of P.E. Clayton and Associates (www.motivation1.com) giving you advice on how to job search. Laughter could be heard coming out of a conference room at Harbor Lite Lodge in Fort Bragg on June 20, and then again in Ukiah on the 21st at Mendocino Works in Ukiah as Paul used his sense of humor to help local veterans and laid off workers learn some valuable tools for job searching.



Mendocino Private Industry Council (MPIC), Inc. brought Paul Clayton from Key West, Florida, to help local veterans and laid off workers. Paul is a motivational speaker who shows people how to take responsibility for them selves while gaining more control over their lives. His sense of humor and laughter was contagious!

Working with the group, as well as giving individual attention, Paul was able to create a great atmosphere for learning. When asked what could be improved about this training, one participant said, "Nothing! I really liked how personal it was and how he worked with each person."

As another participant put it, "I got a new perspective on how to approach the job search."



Emma Wright *Resource Center, Ukiah*

"I'm here to stay focused , get empowered keeping up with my computer skills, practice interviews, get answers and stay informed about new job openings.

Tacara Miller *Resource Room, Ukiah*

Tacara works with her MPIC Employment/Training Specialist, Nina Crumrine in reviewing her registration classes at MCC for Fall 2011.

Tacara is an impressive 25 year old young lady that has completed 40.5 units on her own and is getting help from MPIC to complete her AS Degree in Business Management. Her ambition and drive have caught the attention of many.



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On-Line Classes Now Available

New Service Provided from MPIC, Inc.

MPIC, Inc. now offers 100's of Online Courses

Ukiah, CA-August 1, 2011 -

MPIC, Inc. is pleased to announce it now has a program that makes it easy for you to take high-quality, noncredit online courses no matter where you are located. Through a partnership with ed2go., MPIC offers hundreds of courses on just about every topic.

Through well-crafted lessons, expert online instruction, and interaction with fellow students, you'll gain valuable knowledge at your

convenience. You'll have the flexibility to study at your own pace combined with enough structure and support to complete the course. The courses can be accessed 24/7 from anywhere with an Internet connection.

New sessions of each six-week online course start monthly, with two lessons released weekly (for a total of 12). Each high-quality course includes comprehensive lessons, quizzes, assignments, and a discussion area. Dedicated instructors facilitate every course; pacing learners, answering ques-



tions, giving feedback, and facilitating discussions.

Popular course titles include: Creating Web Pages, Accounting Fundamentals, Speed Spanish, Grant Writing, Medical Terminology, and Real Estate Investing. New courses are introduced monthly, so there's surely something to fit your needs.

To learn more, call MPIC, Inc. at (707) 964-6396 or visit us online at www.ed2go.com/MPIC.

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A Message from our Executive Director, Candy De Los Santos

In 2012 MPIC will celebrate 20 years as a non-profit corporation dedicated to providing exemplary programs and services to the workforce of Mendocino County. Since 2000 we have been providing program services in Mendocino County under the Workforce Investment Act. We love what we do. Over the past year MPIC has suffered layoffs and endured furloughs like many of the customers and business we serve and as we begin our 11th year providing WIA program services we are faced with many more changes and challenges. I am proud to be a part of this awesome organization and to work with such talented, dedicated and capable staff.

As of July 1, 2011 MPIC will no longer be the Operator of Mendocino Works, Mendocino County's One-Stop Employment Centers. A consortium of One-Stop partner agencies will now be providing the administrative support necessary to operate the 3 one-stops located in Ukiah, Willits and Ft. Bragg. The Consortia model, while new to Mendocino County, is not a new concept and many one-stops across the nation operate very successfully under this model. MPIC will continue to provide universal and WIA program services to all customers who visit Mendocino Works and MPIC supports the Consortium and looks forward to the fresh, new ideas the members will bring to the Centers.

As we move forward meeting the many challenges of helping the job seekers and businesses in this struggling economy, MPIC is constantly looking for new programs and better ways to meet our customers' needs. One way we will be able to assist the community is through our new partnership with Education to Go (ed2go). MPIC has partnered with Ed2go to offer over 300 short term non-credit courses online to anyone interested in learning or improving skills for the workplace or exploring new areas of interest for personal growth and achievement. These instructor-lead classes are fun and informative. Something for everyone! Visit our website at www.ed2go.com/mpic today. New classes start September 21, 2011.

Thank you for the great support MPIC has always received and continues to receive from the community; job seekers, businesses and our great partner agencies. With your support we will continue to meet the challenges and provide the best services possible to our customers for another 20 great years..

About the Editor ~ Pamela Harpster

The Newsletter has been written and produced by Pamela Harpster, Program Director/Business Services Coordinator for MPIC, Inc. Pam has over sixteen (16) years experience implementing workforce development services through JTPA and WIA funding for Mendocino and Lake Counties, providing direct services to job seekers, businesses, employers and partner agencies. She joined MPIC, Inc. in 2005 after working for the Lake County Office of Education as an Employment Counselor in the Lake Co. Career Center, now known as the Lake One-Stop Center.

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MPIC is funded in part through the Mendocino County Workforce Investment Board..



Mendocino Private Industry Council, Inc.

Visit us on our web site: www.mpic.org

August 2011

Page 6

Learn
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comfort of
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> Instructor-Facilitated Online Courses

Our instructor-facilitated online courses are informative, fun, convenient, and highly interactive. Our instructors are famous for their ability to create warm and supportive communities of learners.

All courses run for six weeks (with a 10-day grace period at the end). Courses are project-oriented and include lessons, quizzes, hands-on assignments, discussion areas, supplementary links, and more. You can complete any course entirely from your home or office. Any time of the day or night.

How to Get Started:

1. Visit our Online Instruction Center:
2. Click the **Courses** link, choose the department and course title you are interested in and select the **Enroll Now** button. Follow the instructions to enroll and pay for your course. Here you will enter your e-mail and choose a password that will grant you access to the Classroom.
3. When your course starts, return to our Online Instruction Center and click the **Classroom** link. To begin your studies, simply log in with your e-mail and the password you selected during enrollment.

Introduction to Microsoft Excel

Discover the secrets to setting up fully formatted worksheets quickly and efficiently.

Introduction to Microsoft Access

Store, locate, print, and automate access to all types of information.

Introduction to Microsoft Word

Learn how to create and modify documents with the world's most popular word processor.

Introduction to PowerPoint

Build impressive slide presentations filled with text, images, video, audio, charts, and more.

Creating Web Pages

Learn the basics of HTML so you can design, create, and post your very own site on the Web.

Accounting Fundamentals

Gain a marketable new skill by learning the basics of double-entry bookkeeping, financial reporting, and more.

Speed Spanish

Learn six easy recipes to glue Spanish words together into sentences, and you'll be speaking Spanish in no time.

A to Z Grantwriting

Learn how to research and develop relationships with potential funding sources, organize grantwriting campaigns, and prepare proposals.

Introduction to QuickBooks

Learn how to quickly and efficiently gain control over the financial aspects of your business.

Grammar Refresher

Gain confidence in your ability to produce clean, grammatically correct documents and speeches.

Real Estate Investing

Build and protect your wealth by investing in real estate.

Computer Skills for the Workplace

Gain a working knowledge of the computer skills you'll need to succeed in today's job market.

Introduction to PC Troubleshooting

Learn to decipher and solve almost any problem with your PC.

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Requirements:

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