



Report to Economic Development Sub-Committee

TO: Economic Development Subcommittee

FROM: Keith Gemmell, Acting Economic Development & Housing Director

AGENDA DATE: March 11, 2025

TITLE: BUSINESS & EMPLOYMENT RESOURCE CENTER UPDATE – JANUARY 2025

The Economic Development & Housing Department operates the award-winning Moreno Valley Business & Employment Resource Center (BERC) in partnership with the Riverside County Workforce Development Board. Program activities that occur at the BERC include employment services for job seekers and business services for Moreno Valley-based businesses. Each month, the staff publishes the Business & Employment Resource Center Update with information about programs and activities occurring.

Staff will provide a verbal update to the Economic Development Subcommittee regarding the performance and key milestones of business development, workforce development, and outreach events.

ATTACHMENTS

BERC Program and Outreach Events Report – JANUARY 2025

Prepared By: Keith Gemmell, Acting Economic Development & Housing Director

Approved By: Keith Gemmell Acting Economic Development & Housing Director

BUSINESS & EMPLOYMENT RESOURCE CENTER PROGRAM & OUTREACH EVENTS REPORT



January 2025

The award-winning Moreno Valley Business & Employment Resource Center (BERC) is a compromise America's Jobs Center of California and is operated in partnership with the Riverside County Workforce Development Board. Program activities exist within two main categories, namely, employment services for job seekers and business services for Moreno Valley-based businesses.

The following report provides an overview of activities that occurred during the month of January 2025.

Program Highlights	
Workforce Workshops	
<ul style="list-style-type: none"> ▪ 1/7/2025 Resume Writing Workshop ▪ 1/14/2025 Federal Resume Writing Workshop ▪ 1/21/2025 Interview Skills Workshop ▪ 1/21/2025 Financial Literacy Workshop: Intro Into Banking ▪ 1/28/2025 Negotiate Like a Pro Workshop 	
Hiring Events	
<ul style="list-style-type: none"> ▪ 1/13/2025 Procter & Gamble Hiring Info Session (Jobs Available: 30) ▪ 1/16/2025 Riverside County Sheriff Department Hiring Info Session (Jobs Available: 60) ▪ 1/23/2025 IHSS Hiring Event (ENG & SPA) (Jobs Available: 35) ▪ 1/30/2025 Solaris Paper Hiring Event (Jobs Available: 28) 	
Business Workshops & Partner Events	
<ul style="list-style-type: none"> ▪ 1/8/2025 Understanding the 5 most common Legal Forms of Business ▪ 1/8/2025 Launch Your Business with Customer-Focused Marketing Workshop ▪ 1/9/2025 Google Analytics for small business- How to Improve Your Website Traffic ▪ 1/15/2025 Compliance and Financial Planning for Small Businesses ▪ 1/22/2025 Make Better Business Decisions with Analytics ▪ 1/22/2025 Corporate Transparency Act: What You Need to Know to Stay Compliant ▪ 1/29/2025 How to Get a Business License Workshop ▪ 1/29/2025 Tax Planning for Self-Employed Business Owners ▪ 1/29/2025 Community Health Systems, Inc (Staff Training) 	
Outreach Events	
<ul style="list-style-type: none"> ▪ None 	
Career Coaching and Partner Sessions	
Riverside County Career Coaching: 407 MoVal Youth Opportunity Center: N/A CBU Academic Counseling: N/A	Moreno Valley College-CTE: N/A Riverside Legal Aid: 19 Small Business Development Center: 13

Google Career Scholarships

The BERC Google Certificate Scholarship Program has been extended through 2027. With this program, 500 rotating licenses will be available to residents who encounter education and employment barriers can complete one (1) Google Career Certificate for free and receive job placement support for 18 months after completing their certificate.

Activity Report

	January	YTD
Total Served through BERC Programs	2,102	2,102
Number Assisted Over the Phone	486	486
Number of Unemployed Assisted	721	721
Number of Moreno Valley Residents Assisted	865	865
Number of Veterans Assisted	112	112
Number of Hiring Events	4	4
Total Positions Available at BERC Hiring Events	153	153
Businesses Served (Unique per Month)	172	172
Number of Workforce Workshops/Training	5	5
Number of Small Business Workshops/Events	26	26

Email and Marketing Highlights

	January	YTD
Total Number of Email Blasts Sent	31	31
Number of Hire MoVal eBlasts (Jobseeker)	17	17
Number of ED News eBlasts (Business)	14	14
Hire MoVal Jobseekers List	59	59
Hire MoVal Veterans List	37	37
ED News Small Business List	237	237
Total Social Media Posts (Facebook, Instagram & LinkedIn)	23	23
Total Social Media Followers	64	64

For questions regarding this report or the BERC, please contact BERC@Moval.org or call 951-413-3928. The BERC is located at 12625 Frederick St., Suite K-3. Open Monday through Thursday 8 a.m. to 5 p.m.



Activity Calendar | January 2025

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
		1	2
6	7	8	9
10a-12p: Moreno Valley Youth Opportunity Center Partner Hours	9a-2p: Moreno Valley College Office Hours 9a-11a: Moreno Valley Adult School Partner Hours 9a-10:30a: Resume Writing Workshop	9a-12p: CBU Office Hours 9a-5p: SBDC Business Consulting 9a-10a: Launch Your Business with Customer-Focused Marketing	
13	14	15	16
10a-12p: Moreno Valley Youth Opportunity Center Partner Hours 10a-2p: P&G Hiring Info Session	8a-12p: Veteran and Military Spouse Employment Services EDD Partner Hours 9a-2p: Moreno Valley College Office Hours 10a-12p: U.S. Vets Partner Hours 9a-11a: How to Write a Federal Resume Workshop	9a-12p: CBU Office Hours 9a-5p: SBDC Business Consulting 10a-12p: Compliance and Financial Planning for Small Businesses	9a-10a Riverside County Sheriff Hiring Info Session



Activity Calendar | January 2025

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
20	21	22	23
	<p>9a-2p: Moreno Valley College Office Hours</p> <p>9a-10:30a: Interview Skills Workshop</p> <p>11a-12p: Financial Literacy Workshop - Intro to Banking</p>	<p>9a-12p: CBU Office Hours</p> <p>9a-5p: SBDC Business Consulting</p> <p>9a-10a: Make Better Business Decisions with Analytics</p> <p>10a-11a: Corporate Transparency Act: What you Need to Know to Stay Compliant*</p> <p>12p-1p: Export Readiness Assessment: Are You Prepared? *</p>	<p>9a-10a: IHSS Hiring Info Session</p> <p>10a-11a: Taller de Solicitud de Empleo para IHSS</p>
27	28	29	30
<p>10a-12p: Moreno Valley Youth Opportunity Center Partner Hours</p>	<p>9a-2p: Moreno Valley College Office Hours</p> <p>9a-10a: Negotiate Like a Pro Workshop</p>	<p>9a-12p: CBU Office Hours</p> <p>9a-5p: SBDC Business Consulting</p> <p>10a-11a: Taxes for Self-employed Business Owners Workshop</p> <p>10a-11:30a: Accelerating Business Growth: Data-Driven Strategies*</p> <p>11a-12p: How to Get a Business License Workshop</p>	<p>10a-4p: Solaris Paper Hiring Event</p>

Schedule an appointment with a WIOA Career Coach Monday through Thursday to create a resume, learn about job training opportunities or practice interview skills.

Sign up today at: www.jofform.com/EDTeam/careercoach

All workshops start promptly at the start time, with doors closing 5 minutes after the event begins