



Report to Economic Development Subcommittee

TO: Economic Development Subcommittee

FROM: Cruz Esparza, Economic Development & Housing Director

AGENDA DATE: October 8, 2024

TITLE: **BUSINESS & EMPLOYMENT RESOURCE CENTER UPDATE
-AUGUST 2024**

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, staff publishes the Business & Employment Resource Center Update with information about programs and activities occurring in the preceding month.


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 – AUGUST 2024



Prepared By:
Keith Gemmell
Business & Workforce Development Division Manager



Department Head Approval:
Cruz Esparza
Economic Development & Housing Director

BUSINESS & EMPLOYMENT RESOURCE CENTER PROGRAM & OUTREACH EVENTS REPORT



August 2024

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 August 2024, a BERC Google Career Scholarship Program update, and planned events for 2024.

Program Highlights	
Workforce Workshops	
▪ 8/6/2024	Resume Writing Workshop
▪ 8/6/2024	MVC Workshop - Moreno Valley College 101
▪ 8/13/2024	California Benefits for Veterans by CalVet
▪ 8/13/2024	Off Base Transition Training - Your Next Move
▪ 8/13/2024	Off Base Transition Training - Understanding Resume Essentials
▪ 8/20/2024	Interview Skills Workshop
▪ 8/27/2024	Financial Literacy: Introduction to Banking
▪ 8/27/2024	MoVaLEARNS Orientation
Hiring Events	
▪ 8/15/2024	IHSS Hiring Info Session [English & Spanish] (Jobs Available: 40)
▪ 8/19/2024	Procter & Gamble Hiring Event (Jobs Available: 23)
▪ 8/22/2024	CalTrans Hiring Info Session (Jobs Available: 80)
Business Workshops & Partner Events	
▪ 8/7/2024	Employment Law Pitfalls for Restaurants & Food Businesses
▪ 8/14/2024	Rev Up Your Revenue - Understanding Your Financials
▪ 8/27/2024	Dutch Bros. Coffee Training (Internal Meeting)
▪ 8/28/2024	Community Health Systems, Inc. Training (Internal Meeting)
▪ 8/28/2024	Crafting a Powerful Pitch-Perfect Introduction
Outreach Events	
▪	Not Applicable

Career Coaching and Partner Sessions

Riverside County Career Coaching: 303
 MoVal Youth Opportunity Center: N/A
 CBU Academic Counseling: 0

Moreno Valley College-CTE: 0
 EDD Veteran DVOP: 1
 Small Business Development Center: 9

Google Career Scholarships

The second program cycle of the BERC Google Certificate Scholarship Program officially ends on Dec. 18, 2024. With this program, 500 individuals 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. Scholarships are open to any Riverside County resident and employees of Moreno Valley businesses.

Activity Report

	August	YTD
Total Served through BERC Programs	1,410	17,040
Number Assisted Over the Phone	391	3,889
Number of Unemployed Assisted	591	5,781
Number of Moreno Valley Residents Assisted	710	6,896
Number of Veterans Assisted	70	903
Number of Hiring Events	4	41
Total Positions Available at BERC Hiring Events	143	9,434
Businesses Served (Unique per Month)	111	TBD
Number of Workforce Workshops/Training	8	94
Number of Small Business Workshops/Events	6	155

Email and Marketing Highlights

	August	YTD
Total Number of Email Blasts Sent	26	261
Number of Hire MoVal eBlasts (Jobseeker)	12	146
Number of ED News eBlasts (Business)	14	115
Hire MoVal Jobseekers List	761	34,647
Hire MoVal Veterans List	67	2,775
ED News Small Business List	(2)	10,318
Total Social Media Posts (Facebook, Instagram & LinkedIn)	33	386

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 | August 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
			1
			10a-11a: Riverside County Sheriff Hiring Info Session
5	6	7	8
10a-12p: Moreno Valley Youth Opportunity Center Partner Hours 6p-7:30p: IEWBC Entidades Legales*	9a-2p: Moreno Valley College Office Hours 9a-11a: Moreno Valley Adult School Partner Hours 9a-10:30a: IEWBC Coffee with a Counselor* 10a-11a: IESBDC From Surviving to Thriving* 10a-11a: Resume Writing Workshop 12p-1p: MVC Workshop - Moreno Valley College 101	9a-12p: CBU Office Hours 9a-5p: SBDC Business Consulting 10a-11:30a: ICLS Employment Law Pitfalls for Restaurants & Food Businesses	
12	13	14	15
10a-12p: Moreno Valley Youth Opportunity Center Partner Hours 12p-1:30p: IEWBC AI Simplified: Enhancing Business Efficiency*	8a-12p: Veteran and Military Spouse Employment Services EDD Partner Hours 10a-12p: U.S. Vets Partner Hours 10a-11a: California Benefits for Veterans & their Families Workshop 12p-2p: Veterans: Your Next Move Workshop 2p-4p: Understanding Resume Essentials Workshop 12p-1:30p: IEWBC Smart Marketing: Making Every Dollar Count*	9a-12p: CBU Office Hours 9a-5p: SBDC Business Consulting 10a-12p: IESBDC Understanding Your Financials Workshop 10a-11:30a: IESBDC Leasing 101: For Today's Brick & Mortar* 5p-6:30p: IEWBC AI Simplified: Enhancing Business Efficiency*	9a-10a: IHSS Hiring Info Session 10a-11a: Taller De Solicitud De Empleo Para IHSS 12p-1:30p: IEWBC Brand Harmony: Strategies for Cohesive Marketing*

Key:
 Business Workshop Job Readiness Information Session Partner Office Hours Hiring Event Webinar Only Event*



Activity Calendar | August 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
19 10a-12p: Moreno Valley Youth Opportunity Center Partner Hours 12p-3p: P&G Hiring Info Session	20 9a-2p: Moreno Valley College Office Hours 10a-11a: Interview Skills Workshop	21 9a-12p: CBU Office Hours 9a-5p: SBDC Business Consulting 3p-5p: IESBDC Veteran Entrepreneurs Business Start*	22 10a-12p: Cal Trans Hiring Info Session
26 10a-12p: Moreno Valley Youth Opportunity Center Partner Hours	27 9a-2p: Moreno Valley College Office Hours 10a-11a: Financial Literacy Workshop: Introduction to Banking	28 9a-12p: CBU Office Hours 9a-5p: SBDC Business Consulting 9a-12p: Business Emergency Resilience Training (BERT) Symposium 6p-7:30p: Crafting a Powerful Pitch Workshop	29

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