

Report to Economic Development Subcommittee

TO: Economic Development Subcommittee

FROM: Mike Lee, City Manager

AGENDA DATE: May 9, 2023

TITLE: BUSINESS & EMPLOYMENT RESOURCE CENTER UPDATE
– MARCH 2023

The Economic Development Department operates the award-winning Moreno Valley Business & Employment Resource Center (BERC) in partnership with the Riverside County Workforce Development Center. 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 – MARCH 2023



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Department Head Approval: Mike Lee
City Manager/Economic Development Director

BUSINESS & EMPLOYMENT RESOURCE CENTER PROGRAM & OUTREACH EVENTS REPORT

March 2023



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 March 2023, including the launch of the BERC Google Career Scholarship Program.

Program Highlights	
Workforce Workshops	
▪ 3/7/2023	Moreno Valley College "College Application Workshop"
▪ 3/7/2023	Resume Writing Workshop
▪ 3/14/2023	Veteran Tuesday Workshop: Veteran Benefits Overview
▪ 3/15/2023	OBTT Veteran Workshop
▪ 3/21/2023	Digital Skills Workshop: Design Thinking
▪ 3/21/2023	Moreno Valley College "MVC 101"
▪ 3/28/2023	Financial Literacy Workshop- Your Money Values and Influences
▪ 3/28/2023	Interview Skills Workshop
Hiring Events	
▪ 3/1/2023	Moreno Valley Regional Job Fair (Jobs Available – 4,807)
▪ 3/23/2023	IHSS Hiring Info Session (Jobs Available – 100)
Business Workshops	
▪ 3/21/2023	Digital Transformation Study (Small Business Majority Focus Group)
▪ 3/21/2023	What You Need to Know This Tax Season for Small Childcare Providers
▪ 3/22/2023	Doing Business with the Metropolitan Water District
Outreach Events	
▪ 3/9/2023	Moreno Valley Chamber Connections
▪ 3/15/2023	Library Monthly Outreach
▪ 3/22/2023	Citrus Hills High School Career Fair
Career Coaching and Partner Sessions	
Riverside County Career Coaching: 172	Moreno Valley College-CTE: 5
MoVal Youth Opportunity Center: 11	US Vets – Inland Empire: 5
CBU Academic Counseling: 0	Small Business Development Center: 11

Google Career Scholarships

In July 2022, the BERC Google Certificate Scholarship Program officially launched. Through this program, 100 Moreno Valley residents who encounter education and employment barriers can complete one (1) Grow with Google (GwG) Career Certificate for free and receive job placement support for 12 months after completing their certificate. Certificates are available in six (6) high-growth, high-demand fields such as Data Analytics, Digital Marketing & E-Commerce, IT Automation with Python, IT Support, Project Management, and User Experience (UX) Design.

To date, **88 residents** have been enrolled and started the program.

Activity Report

	March	YTD
Total Served through BERC Programs	1987	4,849
Number Assisted Over the Phone	446	1,307
Number of Unemployed Assisted	803	1,493
Number of Moreno Valley Residents Assisted	911	1,998
Number of Veterans Assisted	157	370
Number of Hiring Events	2	7
Total Positions Available at BERC Hiring Events	23	70
Businesses Served (Unique per Month)	4,907	5,017
Number of Workforce Workshops/Training	15	33
Number of Small Business Workshops/Events	12	45

Email and Marketing Highlights

	March	YTD
Total Number of Email Blasts Sent	30	87
Number of Hire MoVal eBlasts (Jobseeker)	16	48
Number of ED News eBlasts (Business)	14	39
Hire MoVal Jobseekers List	176	30,458
Hire MoVal Veterans List	49	2,143
ED News Small Business List	49	9619
Total Social Media Posts (Facebook, Instagram & LinkedIn)	34	116

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.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>20</p> <p><u>10a-12p: Moreno Valley Youth Opportunity Center Partner Hours</u></p> <p><u>11a-12pm: UCR Extension Apprenticeship Info Session</u></p>	<p>21</p> <p><u>9a-2p: Moreno Valley College Office Hours</u></p> <p><u>12:30p-1:30p: Moreno Valley College "MVC 101"</u></p> <p><u>10a-11a: Digital Skills Workshop- Design Thinking Skills</u></p> <p><u>10a-12p: IESBDC - Webinar Home Based Food Business Series Class 3*</u></p>	<p>22</p> <p><u>9a-12p: CBU Office Hours</u></p> <p><u>9a-4p: SBDC Business Consulting</u></p> <p><u>10a-12p: Moreno Valley Youth Opportunity Center Partner Hours</u></p> <p><u>10a-12p: IESBDC - Doing Business with the Metropolitan Water District</u></p> <p><u>10a-11a: Google Career Certificate Info Session</u></p>	<p>23</p> <p><u>9a-12p: IHSS Hiring Info Session</u></p>	<p>24</p> <p>Closed</p>
<p>27</p> <p><u>10a-11p: Moreno Valley Youth Opportunity Center Partner Hours</u></p>	<p>28</p> <p><u>9a-1p: Moreno Valley College Office Hours</u></p> <p><u>10a-11a: Financial Literacy Workshop – Your Money Values and Influences</u></p> <p><u>2p-3p: Interview Skills Workshop</u></p> <p><u>10a-12p: IESBDC - Webinar Home Based Food Business Series Class 4*</u></p>	<p>29</p> <p><u>9a-12p: CBU Office Hours</u></p> <p><u>9a-4p: SBDC Business Consulting</u></p> <p><u>10a-11p: Moreno Valley Youth Opportunity Center Partner Hours</u></p> <p><u>10a-11:30a: IEWBC – Challenging Transition*</u></p>	<p>30</p>	<p>31</p> <p>Closed</p>

Schedule an appointment today to meet with a career coach Monday – Thursday to:

Create a resume, receive job training, practice interview skills, or enroll in financial assistance for job training.

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

Key:

Business Workshop

Job Readiness

Information Session

Partner Office Hours

Hiring Event

* Webinar Only Event