

February 2025

MARKETING

PRESENTATION



KERN EMPLOYERS'
COUNTY TRAINING
RESOURCE

A proud partner of America's Job Center

EMPLOYER SERVICES



ON-THE-JOB TRAINING

PY 2024-2025

33 Employers with OJT Contracts

82 Total OJT Contracts

\$20.93 Median Wage

\$387,490 Encumbered

Top (5) Employers with OJT contracts:

Hall Ambulance Services, Inc.
Bakersfield Family Medical Group, Inc
Premier Family Healthcare
Victory Family Service
Wonderful Pistachios and Almonds, LLC



RAPID RESPONSE SERVICES

January – February 2025

6 Companies affected

639 Employees affected by closure/layoff

41 Attended a RR Orientation

Note: For a full list of affected companies, please see WDB Board Packet – 2/19/25



2025 RECRUITMENTS

10 EMPLOYERS ASSISTED *January - February*



KERN MEDICAL

**Environmental Service Worker
Recruitment (1/14/25)**

Number of attendees: 45

Number hired: 8

RANDSTAD

**Ice Cream Production Workers
for Dreyer's (2/6/25)**

Number Interviewed: 159

Looking to hire: 70 now & 300 total





KERN EMPLOYERS'
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TRAINING PROGRAMS & GRANTS

TRAINING PROGRAMS



391 Enrolled in Training

13 Training Providers

48 Vocational Programs

*Note: For a full list of current providers and programs,
please see WDB Board Packet – 2/19/25*

AVIATION MAINTENANCE TECHNOLOGY PROGRAM

18-MONTH PROGRAM

Hands-on and career training to be an entry-level
AIRFRAME & POWERPLANT (A&P) TECHNICIAN

Graduates eligible to take FAA Exams

Funding & assistance to those who qualify

Start date is scheduled for March 18th



DISPLACED OIL & GAS WORKERS GRANT FUND

143 Enrollments

15 in training programs and 4 in OJT

35 candidates have received supportive services for utilities; tools; work related clothing; transportation; and other forms of assistance

NEW TV, radio, and digital campaigns

<https://youtu.be/RY8qiZgey5Y>



DOGWF UPCOMING EVENTS

2/19 Law Enforcement Information Session
with the Delano Police Dept & KC Sheriff's

2/24 Orientation & Information Session

Law Enforcement Job Fair (TBD)

- California Highway Patrol
- CA Dept of Corrections & Rehabilitation
- Bakersfield Police Department
- Delano Police Department
- Taft Police Department
- Kern County Sheriff's Office
- Kern County Probation





KERN EMPLOYERS' COUNTY TRAINING RESOURCE

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EVENTS & MARKETING

PAST OUTREACH & EVENTS



Head Start | CAPK
Fatherhood Conference

January 11, 2025



KCSOS 2nd Annual
CTE Summit

January 30, 2025



BKRHC Homeless
Readiness Workshop

January 30, 2025

CAU AVIATION CAREER DAY



February 7, 2025



UPCOMING OUTREACH

- 2/25 Ridgeview HS Career Fair
- 2/26 The Fleet & Family Support Center
Job Fair (Ridgecrest)
- 2/21 Wasco Independence HS Career Fair
- 3/13 Foothill HS Career Fair
- 3/26 Del Oro HS Career Fair



UPCOMING EVENTS



2/18 BKRHC Job Fair for the Homeless

3/12 Bakersfield JobFest

3/13 Leaders in Life Youth Conference

4/4 Career & STEM Expo 2025

4/24 Bakersfield Women's Business Conference

5/1 Kern County Economic Summit

ETR ADVERTISING



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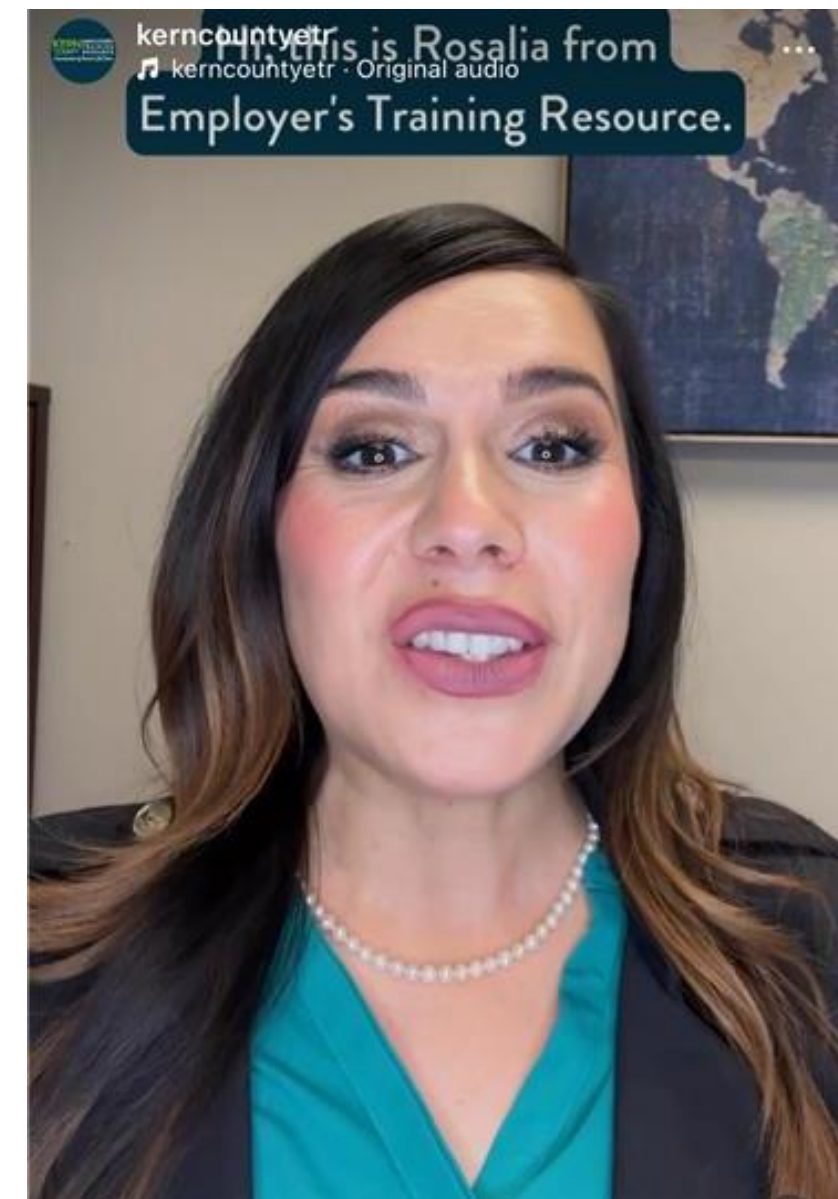
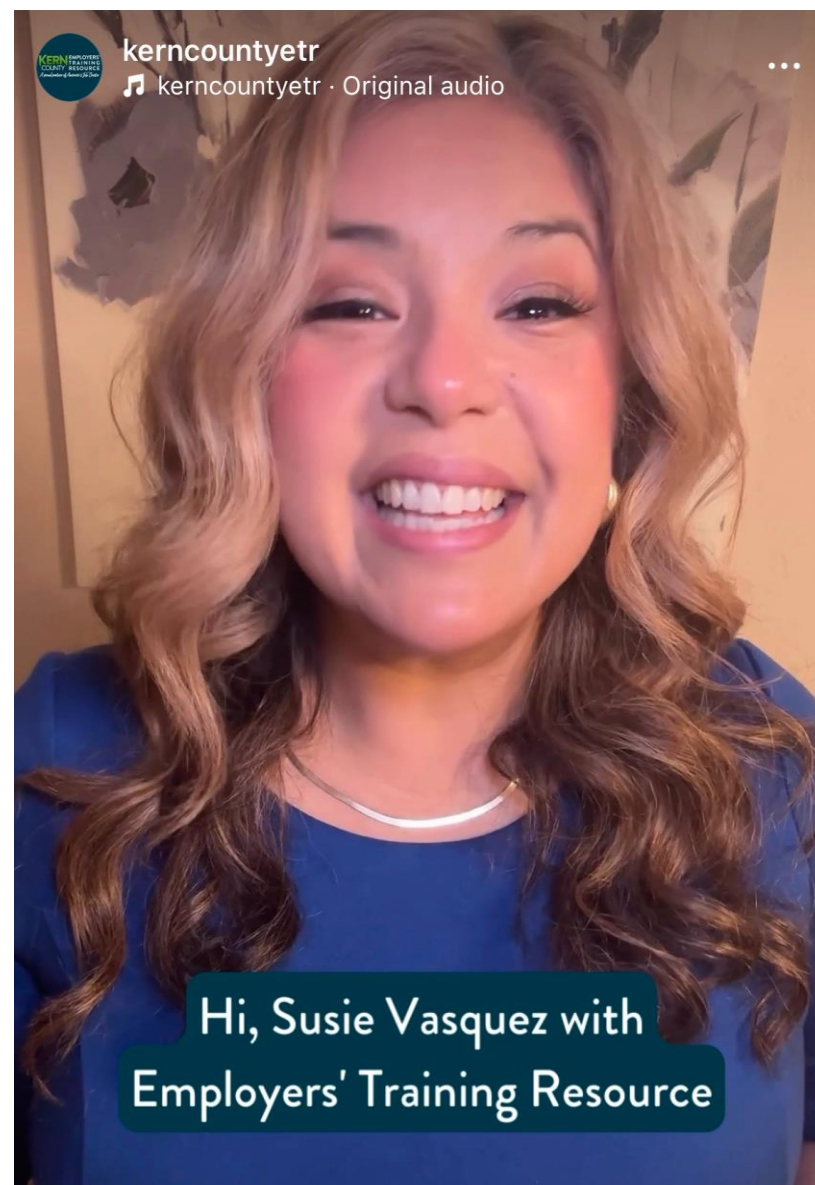
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ETR ADVERTISING



SUCCESS STORY



Pablo S. Muro, OHST
Loss Prevention Specialist
Kern County Risk Management

<https://youtu.be/RY8qiZgey5Y>

THANK YOU

