

MAY 2025

MARKETING

PRESENTATION



KERN EMPLOYERS'
COUNTY TRAINING
RESOURCE

A proud partner of America's Job Center

EMPLOYER SERVICES



EMPLOYER NUMBERS

181 Individual Employers served from January 2025 to present

790+ Entered Job Orders representing **1,168** Job Openings

1,422 Referrals for open positions **207** Placements



ON-THE-JOB TRAINING

January – April 2025

24 Employers with OJT Contracts

99 Total OJT Contracts

\$27.00 / Hour Median Wage

\$631,226 Encumbered



Top (5) Employers with OJT contracts

- Hall Ambulance Services, Inc.
- Kern Regional Center
- Bakersfield Family Medical Group
- Bakersfield Memorial Hospital
- Dignity Health dba Mercy Hospital

RAPID RESPONSE SERVICES

January – April 2025

16 Companies affected

421 Employees affected by closure/layoff

90+ Attended a RR Orientation

Note: For a full list of affected companies, please see WDB Board Packet – 5/28/25





KERN EMPLOYERS'
COUNTY TRAINING
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TRAINING PROGRAMS & GRANTS

TRAINING PROGRAMS



261 Enrolled in Training

16 Training Providers

29 Training Programs

*Note: For a full list of current providers and programs,
please see WDB Board Packet – 5/28/25*

PARTNER TRAININGS



CAFÉ 1600

Culinary Arts Program

Careers for Success



8 students completed training in the last semester and the program is scheduled to re-open early September with a new cohort

PARTNER TRAININGS



MC3 | VALLEYBUILD *Pre-Apprenticeship Program*

Cement Workers, Plumbers, Pipefitters,
Steelworkers, Electricians & more

23 students graduated February 28th
from the previous cohort

18 will participate in a Graduating
Ceremony May 30th at Hodel's

New cohort is scheduled to start June 9th



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



CERTIFIED UTILITY WORKER PROGRAM

10-WEEK PROGRAM

Upon completion students will be certified as an entry-level
GROUNDMAN & UTILITY WORKER

Included with the program are also

2-Week | Climbing Certification

4-Week | Behind the wheel training for Class “A” CDL

Funding & assistance to those who qualify for the DOGWF



DISPLACED OIL & GAS WORKERS FUND GRANT

235 Enrollments (July 2024 – April 2025)

30 in training programs and **12** in OJT

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



DOGWF FOCUSED EVENTS

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



4/23 | 5/21 | 6/25 Orientation & Info Sessions

4/30 ETR Law Enforcement Career Fair

- CA Highway Patrol
- Delano Police Department
- Kern County Human Resources
- Kern County Sheriff's Office
- Kern County Probation



LAW ENFORCEMENT CAREER FAIR



KERN EMPLOYERS' TRAINING RESOURCE
COUNTY A proud partner of America's Job Center

Protect. Serve. Join the Force.

LAW ENFORCEMENT CAREER FAIR

Join Us!

 **9:00 AM - 12:00 PM**
Wed. 4/30/2025

Pre-Registration is encouraged at
tinyurl.com/ETR43025

 **ETR Recruitment Center**
1215 Olive Drive, Suite C
Bakersfield, CA 93308

For more information, please call **325-HIRE** or scan the QR code



25+ attended the
4/30 Career Fair

NEW DOGWF HEALTHCARE COMMERCIAL



Digital Campaigns | Mobile Conquesting Ads |
OTT Video Ads | Online Audio | Social Mirror Ads
TV Ads: KGET 17 | KERO 23 | KBAK 29 | KBFX 58
Radio: HOT 94.1 | HITS 93.1 | BIG FM 101.5 |
KUZZ 107.9 | KCWR 107.1 | GROOVE 99.3 | LIVE 95.3

**NEW DOGWF HEALTHCARE
COMMERCIAL**

youtu.be/9lXtflgwphw



KERN EMPLOYERS' COUNTY TRAINING RESOURCE

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EVENTS & MARKETING

JOB FAIRS, CONFERENCES & OUTREACH EVENTS



**Leaders in Life
Youth Conference**



**2025 Kern County
Career & STEM Expo**



**Bakersfield Women's
Business Conference**



**Mock Interviews
at CTEC and BC**



**KC Community
Partnerships Events**

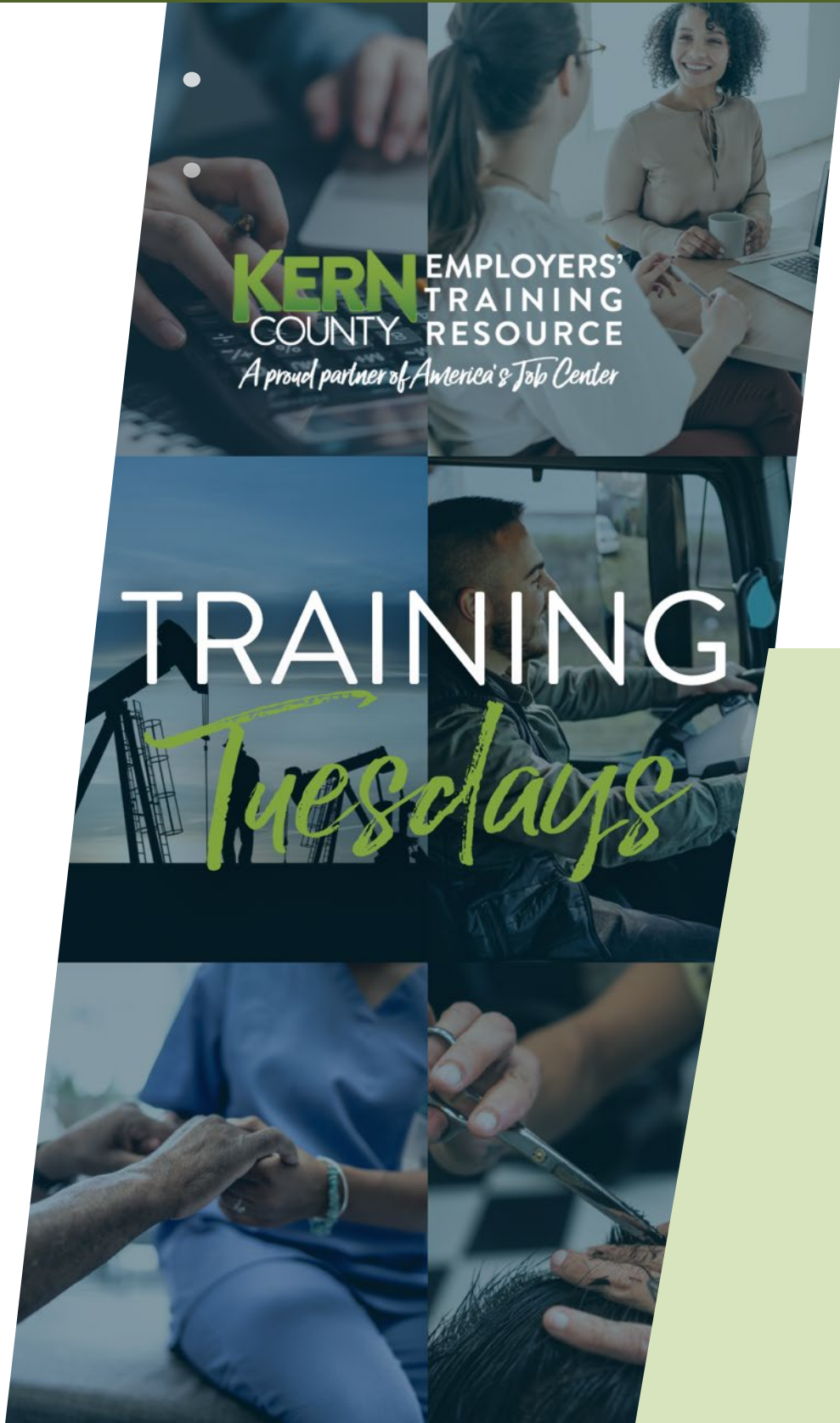
**ETR participated in 27+ events
from March – May 2025**

For a full list of events, please see WDB Board Packet – 5/28/25

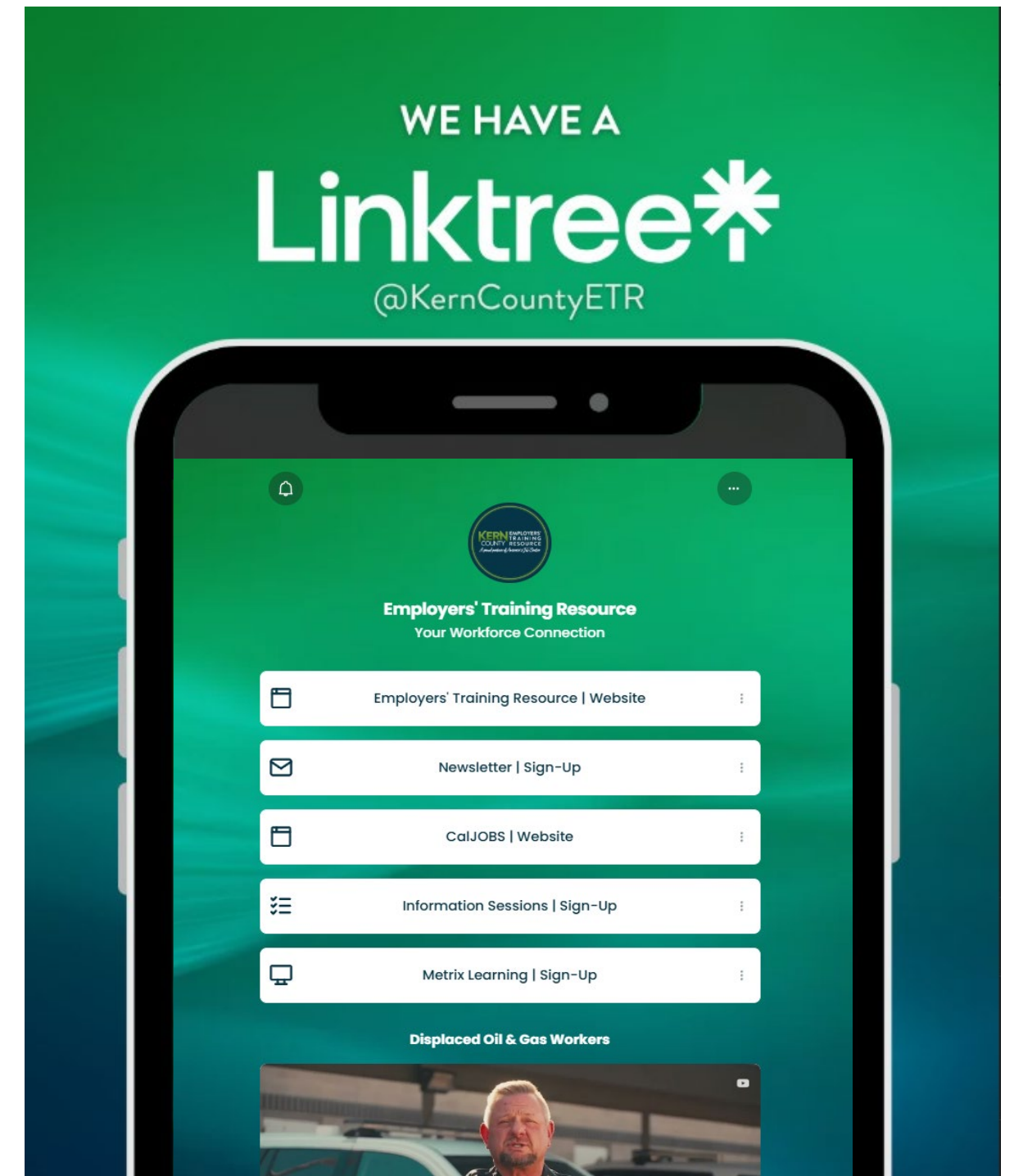


**H.S. and College
Job & Resource Fairs**

ETR ADVERTISING



Linktree.com/kerncountyetr



JOB HUB | IN-PERSON



Every Tuesday
9:00AM
Recruitment Center
1215 Olive Dr., Suite C, Bakersfield



This Workforce Innovation and Opportunity Act Equal Opportunity Employer/Program is funded by the U.S. Department of Labor's Employment and Training Administration. For full federal funding disclosure details, visit employertrainingresource.com/wdb/federal-funding-disclosure. Auxiliary aids and services available upon request.

GUEST EMPLOYERS

20
MAY

KEY
STAFFING
& CONSULTING

27
MAY

KERN
REGIONAL
CENTER

3
JUNE

CAZADOR
CONSULTING GROUP INC.

17
JUNE

LABOR
FINDERS

For more information, call **(661) 336-6650**

9 Events | Average attendance is **28**

MARKETING INTERN



Zoe Prendez

Centennial High School
Class of 2025

Digital Marketing + Media
Design Student at CTEC

THANK YOU

