

Community-Based Job Training Grants

Rural Human Services

Grantee: Del Norte County Workforce Center (Rural Human Services, Inc.)

Industry Focus: Hospitality

Key Partners: Del Norte Workforce Center; College of Redwoods at Southwestern Oregon Community College; Elk Valley Rancheria; Crescent City/del Norte Chamber of Commerce; Brookings-Harbor Chamber of Commerce; Del Norte County Unified School District; Brookings Harbor School District; Curry County Economic and Community Development Department; and the Northern California WIRED region

Grant Amount: \$2,142,263

Leveraged Amount: \$140,000

Location of Grant Activities: Del Norte County, California and Curry County, Oregon

Challenge: America's Wild Rivers Coast is a sparsely populated region with numerous state parks, Redwood National Park, and three tribal casinos. Given the region's low level of educational attainment, high poverty rate, geographic limitations, and the relatively few courses available through local community colleges, demand for trained hospitality workers is outstripping supply.

Addressing the Challenge: The Del Norte County Workforce Center proposes the America's Wild Rivers Hospitality Training Project -- a job-training program for the region's hospitality industry. The program will modify the American Hotel & Lodging Association's (AH&LA) industry-recognized curriculum to suit local needs and to build the capacity of community colleges to deliver required training (such as customer service and soft skills). Case managers will be available to help students both during training and following completion of the program. Necessary equipment, such as computers, will be leased or purchased. All training will lead to certification by AH&LA. The project will also conduct an aggressive outreach and marketing campaign targeting potential employees including: the youth labor pool; existing workers in need of training; older workers; transitioning military and their spouses; veterans; individuals with disabilities; ex-offenders; and dislocated workers transitioning from other industries.

Projected Outcomes:

- 680 individuals will be enrolled in training activities
- 578 individuals (85%) will complete training
- 462 individuals will earn certification by American Hotel & Lodging Association