

**Regional Plan Implementation Summary**  
**Regional Planning Unit (RPU): North Coast – Humboldt**  
**LWDB within RPU: Humboldt County**

**Regional Plan Goals**

Humboldt County is a sparsely populated region located on the Northern California Coast. The region's rural character and geographic isolation foster a community and culture of inter-reliance and cooperation demonstrated by the strong relationships and coordination among the workforce development partners. These partners work diligently to ensure services are comprehensive and streamlined by identifying and addressing gaps, and providing the community with a strong workforce development system. Geographic isolation restricts the number of commuters in and out of the region, requiring many employers to rely on the local population to meet their workforce needs. The region has a vast population of lower skilled and less educated workers that remain with few options other than to take jobs offering lower wages, which compromises their ability to secure housing, support families, and achieve a comfortable standard of living. The industry clusters that reflect the greatest career and entrepreneurship opportunities for local residents include: Diversified Health Care, Building & Systems Construction, Specialty Food, Flowers & Beverages, Investment Support Services, Management & Innovation Services, and Niche Manufacturing. Forest Products and Tourism are included as Comprehensive Economic Development Strategy identified industries as they also offer high paying replacement jobs and opportunities for entrepreneurs.

The Regional Plan goals are aligned with and prioritize the needs of the top six fast growing, high wage-paying industries for the Redwood Coast region.

- Build upon strong partnerships and fostering collaboration amongst partners
- Identify and define career pathways in healthcare (*Aligned with SlingShot Compact*).
- Market/elevate industry valued credentials in high schools to ensure that more high school graduates enter good paying jobs.
- Implement the Multi-Craft Core Curriculum pre-apprenticeship that will lead to middle skilled jobs in construction.
- Train workforce to meet the needs of local employers and participants.

**Regional Plan Implementation Project Focus**

**RPI 1.0 Project Focus:**

- Work with K-14 Education to:
  - Develop a Humboldt Regional Trades sector initiative in the high schools, with the Humboldt County Office of Education, College of Redwoods, industry partners and the Building Trades Council.
  - Create the Health Care Exploration Summer Institute
  - Provide a Health and Science Pipeline Initiative
  - Promote and increase health literacy
  - Train local teachers to meet the CPR-AED requirements
- Work with College of the Redwoods and Humboldt State University to:
  - Create a RN to BSN Bridge Program
  - Create flexible options for career advancement without leaving the workforce.

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- Work-Based Learning – Phase 1 Research and Exploration
- Hire Regional Trades Program Liaison
- Create marketing campaign for Trades program
- Intensify Traveling Trades Academy
- Offer MC3 Pre-Apprenticeship Certification that will include: NABTU MC3, OSHA 10, First Aid CPR, HazWoper 40, and a Final Community Project
- Two apprenticeship programs, Operating Engineers and Carpenters are represented--priorities are rebranding Trades Careers, sustainability of program and developing a regional building trades training program.

**RPI 2.0 Project Focus**

- RPU will build on healthcare sector partnerships developed with SlingShot by expanding the sector strategy to include a Dental and Oral Health Project.
- An additional committee will be formed with membership to include Dental Assistants and Hygienists, Doctors of Dental Surgery, an Orthodontic Surgeon, Chamber of Commerce and College of the Redwoods Dental Program.
- A Regional Healthcare Liaison will lead the effort and create an Oral Health Career Exploration Summer Institute, develop a Dental and Oral Health Training Model in four (4) high schools and one (1) charter school, and will:
  - Promote Dental and Oral Health careers at the high schools and community college.
  - Identify work-based learning and apprenticeship opportunities.
  - Encourage dual enrollment opportunities for high school students at College of the Redwoods Dental Health Program.

**RPI Project Demand and Supply Side Outcomes**

**Demand Side Outcomes:**

**RPI 1.0**

- Partnered with the College of the Redwoods, the Building and Trades Council and the Laborers to offer the first round of the MC3 program. A variety of certificates were earned by the participants, including: MC3, OSHA 10, Traffic Control, First Aid and CPR, Confined Space, Blueprint Reading, Labor History, Hazardous Waste Initial and Fundamentals of Construction. These certificates improve job opportunities for participants.
- Developed a Medical Assisting Certification Review course at College of the Redwoods Workforce & Community Education to allow those Medical Assistants who are working, but not certified, to prepare for and take the National Healthcare Association’s Certified Clinical Medical Assistant (CCMA) exam. The class has been offered 3 times with 66 students enrolling, 52 sat for the exam and 47 passed. Other students chose to take a different exam, therefore there are no statistics on the entire results.
- The Youth Apprenticeship Model was embraced by the Humboldt County Office of Education and other community partners.
- Implemented Humboldt Healthcare Endorsement, and the Health-Careers Exploration Summer Institute (HESI).
- Provide a Soft skills training for healthcare agencies.

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<ul style="list-style-type: none"><li>• A marketing campaign including billboards, trades posters and gear was promoted throughout the high schools to ensure that more high school graduates enter the trades and other professions offering mid to high paying jobs.</li></ul>
<b>RPI 2.0</b>
<b>In-Progress</b>
<b>Supply Side Outcomes:</b>
<b>RPI 1.0</b>
<ul style="list-style-type: none"><li>• Strengthened labor union and non-union industry partnerships/shops.</li><li>• Worked with the Humboldt County Office of Education and the healthcare industry to offer health seminar classes.</li><li>• Humboldt County Office of Education hosted a career panel with guest panelists from the trades and the Career Education Dean at College of the Redwoods.</li><li>• The Trades Academy and its Mobile lab worked to enhance student knowledge through high quality hands-on learning, industry field trips, access to industry professionals and opportunities to earn certifications.</li><li>• Enhanced industry champions by putting industry at the center.</li><li>• Produced a series of videos that are featured on the Career Zone blog so that students and the community have access to understanding and appreciating the benefits of working in the trades.</li><li>• Hosted career panel sessions with laborers and business owners.</li><li>• Reestablished the RN to BSN program, hired a Nursing Director and purchased telepresence equipment for it.</li></ul>
<b>RPI 2.0</b>
<b>In-Progress</b>