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## **Report to Economic Development Subcommittee**

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**TO:** Economic Development Subcommittee

**FROM:** Cruz Esparza, Economic Development & Housing Director

**AGENDA DATE:** September 10, 2024

**TITLE:** **BUSINESS & EMPLOYMENT RESOURCE CENTER UPDATE  
- JULY 2024**

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The Economic Development & Housing Department operates the award-winning Moreno Valley Business & Employment Resource Center (BERC) in partnership with the Riverside County Workforce Development Board. 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 – JULY 2024**

  
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Prepared By:  
Keith Gemmell  
Business & Workforce Development Division Manager

  
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Department Head Approval:  
Cruz Esparza  
Economic Development & Housing Director

# BUSINESS & EMPLOYMENT RESOURCE CENTER PROGRAM & OUTREACH EVENTS REPORT



July 2024

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 July 2024, a BERC Google Career Scholarship Program update, and planned events for 2024.

Program Highlights	
<b>Workforce Workshops</b>	
7/2/2024	Moreno Valley College (MVC) 101
7/2/2024	Resume Writing
7/9/2024	Federal Resume Writing
7/16/2024	Interview Skills
7/16/2024	MVC: Your Application Process
7/17/2024	Moreno Valley Regional Job Fair Speed Workshops (x5)
7/23/2024	Digital Skills for Everyday Task
7/30/2024	Navigate a Career Change with Confidence
<b>Hiring Events</b>	
7/1/2024	Harbor Freight Hiring Event [Invitation-only] (Jobs Available: 1)
7/11/2024	Procter & Gamble Hiring Event (Jobs Available: 35)
7/17/2024	Moreno Valley Regional Job Fair (Jobs Available: 3,221)
7/18/2024	Riverside County In-Home Supportive Services Hiring Information Session [English & Spanish] (Jobs Available: 40)
<b>Business Workshops &amp; Partner Events</b>	
7/3/2024	Grow with Google Workshop: Collaborate, Meet, and Work Remotely
7/10/2024	How to Start a Small Business
7/24/2024	Introduction to QuickBooks
7/31/2024	Business Emergency Resiliency Training (BERT): Symposium
7/31/2024	Community Health Systems Internal Training
<b>Outreach Events</b>	
7/17/2024	Moreno Valley Regional Job Fair

### Career Coaching and Partner Sessions

Riverside County Career Coaching: 438  
MoVal Youth Opportunity Center: N/A  
CBU Academic Counseling: 5

Moreno Valley College-CTE: 1  
EDD Veteran DVOP: N/A  
Small Business Development Center: 9

### Google Career Scholarships

The second program cycle of the BERC Google Certificate Scholarship Program officially ends on Dec. 18, 2024. With this program, 500 individuals who encounter education and employment barriers can complete one (1) Google Career Certificate for free and receive job placement support for 18 months after completing their certificate. Scholarships are open to any Riverside County resident and employees of Moreno Valley businesses.

### Activity Report

	July	YTD
<b>Total Served through BERC Programs</b>	2,167	15,537
<b>Number Assisted Over the Phone</b>	476	3,498
<b>Number of Unemployed Assisted</b>	953	5,190
<b>Number of Moreno Valley Residents Assisted</b>	1,060	6,186
<b>Number of Veterans Assisted</b>	128	833
<b>Number of Hiring Events</b>	5	37
<b>Total Positions Available at BERC Hiring Events</b>	3,297	7,668
<b>Businesses Served (Unique per Month)</b>	126	TBD
<b>Number of Workforce Workshops/Training</b>	12	86
<b>Number of Small Business Workshops/Events</b>	9	134

### Email and Marketing Highlights

	July	YTD
<b>Total Number of Email Blasts Sent</b>	30	235
<b>Number of Hire MoVal eBlasts (Jobseeker)</b>	16	134
<b>Number of ED News eBlasts (Business)</b>	14	101
<b>Hire MoVal Jobseekers List</b>	(39)	33,886
<b>Hire MoVal Veterans List</b>	29	2,708
<b>ED News Small Business List</b>	58	10,320
<b>Total Social Media Posts (Facebook, Instagram &amp; LinkedIn)</b>	57	353

For questions regarding this report or the BERC, please contact [BERC@Moval.org](mailto: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.



# Activity Calendar | July 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<p><b>1</b></p> <p>10a-12p: Moreno Valley Youth Opportunity Center Partner Hours</p>	<p><b>2</b></p> <p>9a-2p: Moreno Valley College Office Hours</p> <p>9a-11a: Moreno Valley Adult School Partner Hours</p> <p><b>10a-11a: Resume Writing Workshop</b></p> <p><b>12p-1p: MVC Workshop: Moreno Valley College 101</b></p>	<p><b>3</b></p> <p>9a-12p: CBU Office Hours</p> <p>9a-5p: SBDC Business Consulting</p> <p>9a-10a: GWG Collaborate, Meet, and Work Remotely</p> <p>6p-7:30p: IEWBC Como Iniciar Una Pequeña Empresa*</p>	<p><b>4</b></p> <p><b>Closed in Observance of INDEPENDENCE DAY</b></p>
<p><b>8</b></p> <p>10a-12p: Moreno Valley Youth Opportunity Center Partner Hours</p>	<p><b>9</b></p> <p>8a-12p: Veteran and Military Spouse Employment Services EDD Partner Hours</p> <p>9a-2p: Moreno Valley College Office Hours</p> <p>10a-12p: U.S. Vets Partner Hours</p> <p><b>10a-12p: Federal Resume Writing Workshop</b></p> <p><b>12p-1:30p IEWBC Lunch &amp; Learn: Human Resources*</b></p>	<p><b>10</b></p> <p>9a-12p: CBU Office Hours</p> <p>9a-5p: SBDC Business Consulting</p> <p>9a-11a: How to Start a Small Business</p> <p><b>12p-1p: IESBDC Mastering Logistics for Small Business Importing and Exporting*</b></p>	<p><b>11</b></p> <p><b>12p-3p: P&amp;G Hiring Event</b></p> <p>4p-5p: IESBDC The New Search Evolution: AI is taking over. Is your website ready? *</p> <p>5p-6:30p: IEWBC Crafting Your Elevator Pitch*</p>
<p><b>15</b></p> <p>10a-12p: Moreno Valley Youth Opportunity Center Partner Hours</p>	<p><b>16</b></p> <p>9a-2p: Moreno Valley College Office Hours</p> <p><b>10a-11a: Interview Skills Workshop</b></p> <p><b>12p-1p: MVC- Your Application Process Workshop</b></p>	<p><b>17</b></p> <p>9a-12p: CBU Office Hours</p> <p>9a-5p: SBDC Business Consulting</p> <p>9a-1p: Moreno Valley Regional Job Fair</p>	<p><b>18</b></p> <p>9a-10a: IHSS Hiring Info Session</p> <p>10a-11a: Taller De Solicitud De Empleo Para IHSS</p> <p>10a-11:30a: IESBDC SBA Certifications and Contracting Programs*</p> <p>4p-5p: IESBDC The New Search Evolution: AI is taking over. Is your website ready? *</p>



Business & Employment Resource Center  
America's Job Center of California



Moreno Valley Business & Employment Resource Center  
12625 Frederick Street, Suite K-3, Moreno Valley  
Open: Mon-Thurs. 8 am-5 pm | (951) 413-3920  
www.morenovalleybusiness.com/events  
Email: BERC@moval.org

# Activity Calendar | July 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<p><b>22</b></p> <p>10a-12p: Moreno Valley Youth Opportunity Center Partner Hours</p>	<p><b>23</b></p> <p>9a-2p: Moreno Valley College Office Hours</p> <p><b>10a-11a: Digital Skills for Everyday Task Workshop</b></p>	<p><b>24</b></p> <p>9a-12p: CBU Office Hours</p> <p>9a-5p: SBDC Business Consulting</p> <p>10a-11:30a: IEWBC Introduction to Quickbooks</p> <p>4p-5p: IESBDC Unlocking Behavior Analytics on Your Website to Capture Lost Sales*</p>	<p><b>25</b></p>
<p><b>29</b></p> <p>10a-12p: Moreno Valley Youth Opportunity Center Partner Hours</p>	<p><b>30</b></p> <p>9a-2p: Moreno Valley College Office Hours</p> <p><b>10a-7p: CBU Virtual On-the-Spot Admissions Day</b></p> <p><b>12p-1p: IESBDC Work Smarter, Not Harder: Work Automation for Your Small Business Using AI *</b></p> <p><b>1p-2p: Navigate a Career Change with Confidence</b></p>	<p><b>31</b></p> <p>9a-12p: CBU Office Hours</p> <p>9a-5p: SBDC Business Consulting</p> <p>9a-12p: BERT Symposium</p> <p>10a-11:30a: IESBDC Writing an Effective Business Plan: Leveraging AI and Other Tools*</p> <p>12p-1p: IESBDC Identifying the Best Distribution Channels for Your Small Business*</p>	

**Schedule an appointment with a WIOA Career Coach Monday through Thursday to create a resume, learn about job training opportunities, or practice interview skills.**

Sign up today at: [www.joinform.com/EDTeam/careercoach](http://www.joinform.com/EDTeam/careercoach)

*\*All workshops start promptly at the start time, with doors closing 5 minutes after the event begins\**