

Report to Economic Development Sub-Committee

TO: Economic Development Subcommittee

FROM: Keith Gemmell, Acting Economic Development & Housing Director

AGENDA DATE: April 8, 2025

TITLE: BUSINESS & EMPLOYMENT RESOURCE CENTER UPDATE – FEBRUARY 2025

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, the staff publishes the Business & Employment Resource Center Update with information about programs and activities occurring.

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 – FEBRUARY 2025

Prepared By: Keith Gemmell, Acting Economic Development & Housing Director

Approved By: Keith Gemmell Acting Economic Development & Housing Director

BUSINESS & EMPLOYMENT RESOURCE CENTER

PROGRAM & OUTREACH EVENTS REPORT

February 2025



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 February 2025.

Program Highlights

Workforce Workshops & Partner Events

- 2/4/2025 Moreno Valley College 101
- 2/11/2025 Loma Linda VA HUD VASH Info Session
- 2/11/2025 Understanding Resume Essentials
- 2/11/2025 Creating Your Resume - Writing Workshop
- 2/18/2025 Interview Skills Workshop
- 2/25/2025 Manage Your Online Presence
- 2/25/2025 Financial Literacy Workshop: Goals, Budget, and Savings
- 2/25/2025 Moreno Valley College Application Process
- 2/27/2025 Moreno Valley Regional Job Fair Speed Workshops
 - Resume Writing Workshop
 - Interview Skills Workshop
 - VA Benefits 101
 - Apprenticeship Opportunities
 - How to Start a Small Business Workshop

Hiring Events

- 2/10/2025 Procter & Gamble Hiring Info Session (Jobs Available: 25)
- 2/13/2025 IHSS Hiring Event (ENG & SPA) (Jobs Available: 30)
- 2/20/2025 CalTrans Hiring Info Session (Jobs Available: 80)
- 2/27/2025 Moreno Valley Regional Job Fair (Jobs Available: 2,150)

Business Workshops & Partner Events

- 2/5/2025 Understanding Entrepreneurship Workshop
- 2/6/2025 Advanced Auto Parts Rapid Response (Internal)
- 2/12/2025 Make Your Small Business More Accessible
- 2/19/2025 Payroll for Business Workshop
- 2/26/2025 Intro to Networking & Relationship Building

Outreach Events

- 2/8/2025 Community Day of Service (Beautify MoVal)
- 2/22/2025 National Trio Day - Moreno Valley College

Career Coaching and Partner Sessions

Riverside County Career Coaching: 293
 MoVal Youth Opportunity Center: N/A
 CBU Academic Counseling: N/A

Moreno Valley College-CTE: 0
 Riverside Legal Aid: 18
 Small Business Development Center: 15

Google Career Scholarships

The BERC Google Certificate Scholarship Program has been extended through 2027. With this program, 500 rotating licenses will be available to residents 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.

Activity Report

	February	YTD
Total Served through BERC Programs	2,733	4,835
Number Assisted Over the Phone	480	966
Number of Unemployed Assisted	1,064	1,785
Number of Moreno Valley Residents Assisted	1,234	1,785
Number of Veterans Assisted	155	267
Number of Hiring Events	6	10
Total Positions Available at BERC Hiring Events	2,285	2,438
Businesses Served (Unique per Month)	143	TBD
Number of Workforce Workshops/Training	15	20
Number of Small Business Workshops/Events	21	47

Email and Marketing Highlights

	February	YTD
Total Number of Email Blasts Sent	33	64
Number of Hire MoVal eBlasts (Jobseeker)	21	38
Number of ED News eBlasts (Business)	12	26
Hire MoVal Jobseekers List	489	35,396
Hire MoVal Veterans List	37	2,979
ED News Small Business List	206	13,536
Total Social Media Posts (Facebook, Instagram & LinkedIn)	42	65
Total Social Media Followers	179	5,667

For questions regarding this report or the BERC, please contact 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 | February 2025

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<p>3</p> <p>10a-12p: Moreno Valley Youth Opportunity Center Partner Hours</p>	<p>4</p> <p>9a-2p: Moreno Valley College Office Hours</p> <p>9a-11a: Moreno Valley Adult School Partner Hours</p> <p>9a-10:30a: Resume Writing Workshop</p> <p>12p-1p: MVC Workshop - Moreno Valley College 101</p>	<p>5</p> <p>9a-12p: CBU Office Hours</p> <p>10a-11a: Understanding Entrepreneurship Workshop</p>	<p>6</p> <p>10a-12p: SBDC Startup Series Launch Webinar*</p> <p>3p-5p: Riverside County MADE Series Launch Webinar *</p>
<p>10</p> <p>10a-12p: Moreno Valley Youth Opportunity Center Partner Hours</p> <p>10a-2p: P&G Hiring Info Session</p>	<p>11</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>10a-11a: Loma Linda VA HUD VASH Info Session</p> <p>11a-1p: Understanding Resume Essentials</p> <p>12p-1p: Using Custom GPT to Enhance Your Business Performance Webinar *</p> <p>1:15p-3:15p: Creating Your Resume</p> <p>6p-7:30p: Simplifying Taxes: A Guide for Small Business Owners Webinar *</p>	<p>12</p> <p>9a-12p: CBU Office Hours</p> <p>9a-10a: Make Your Small Business More Accessible Workshop</p> <p>10a-11:30a: Transform Your Small Business Marketing with Innovative Strategies Webinar*</p> <p>12p-1p: International Pricing Strategies for Successful Global Expansion Webinar *</p> <p>12p -1p: I Need Capital for My Business Webinar *</p>	<p>13</p> <p>9a-10a: IHSS Hiring Info Session</p> <p>10a-11a: Taller de Solicitud de Empleo para IHSS</p> <p>12p-1p: Unleashing The Power of AI in Financial Analysis Webinar *</p>



Activity Calendar | February 2025

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<p>17</p> <p>CLOSED</p> 	<p>18</p> <p>9a-2p: Moreno Valley College Office Hours</p> <p>9a-10:30a: Interview Skills Workshop</p> <p>11a-1p: Contracting 101 Series Launch Webinar *</p> <p>12p-1p: Social Media on Autopilot: Automate Your Social Presence Using Meta with AI Webinar *</p> <p>12p-1p: I Need Capital for My Business: Understanding & Preparing for Capital Webinar *</p>	<p>19</p> <p>9a-12p: CBU Office Hours</p> <p>9a-5p: SBDC Business Consulting</p> <p>10a-12p: Payroll for Business Workshop</p> <p>10a-12p: Human Resources: Best Practices for Tomorrow's Workforce Webinar *</p> <p>12p-1p: Demystifying Cash Flow Webinar *</p> <p>3p-6p: Level Up Webinar *</p> <p>6p-7:30p: Digital Marketing: Tools & Tactics for Success Webinar *</p>	<p>20</p> <p>10a-12p: Caltrans Hiring Info Session* (webinar only)</p> <p>12p-1p: Contracting Over Lunch: Conversations that Matter — Locating Local Bids Webinar *</p>
<p>24</p> <p>10a-12p: Moreno Valley Youth Opportunity Center Partner Hours</p>	<p>25</p> <p>9a-2p: Moreno Valley College Office Hours</p> <p>9a-10a: Manage Your Online Presence</p> <p>10a-11a: Money Skills- Goals, Budget & Savings</p> <p>11:30a-1p: LLC and Corporate Documents Compliance for Small Business Owners Webinar *</p> <p>12p-1p: MVC Workshop - Moreno Valley College 101</p> <p>1p-2p: MVC Your Application Process Workshop</p>	<p>26</p> <p>9a-12p: CBU Office Hours</p> <p>9a-5p: SBDC Business Consulting</p> <p>5:30p-7:00p: Intro to Networking and Relationship Building Workshop</p>	<p>27</p> <p>9a-1p: MORENO VALLEY REGIONAL JOB FAIR (Moreno Valley Conference & Recreation Center - 14075 Frederick St.)</p> <p>12p-1p: The New Search Evolution: AI is taking over. Is your website ready? *</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.jofform.com/EDTeam/careercoach

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