

Community Focus Statement D: Provide a thriving and vibrant local small business environment.

D5

Action Statement D.5: Establish regional collaborative relationships mountain-wide between employers and high schools and local public or local non-profit junior colleges such as San Bernardino Valley College and Crafton Hills College to offer low-cost credentialing and certification programs to increase educational opportunities for employees to gain job skills.

Benchmark: A certification program for extended learning opportunities is created.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: \$25,000 - \$100,000 dependent upon staffing needs.



Photo source: [U.S. Department of Agriculture \(USDA\)](https://www.usda.gov/)

vocational programs, San Bernardino Valley College, or Crafton Hills College. Several for-profit institutions also offer credentialing programs, but recent studies have shown their effectiveness is questionable due to high rates of student loan debt, non-acceptance of credentials or certificates by employers, and low completion rates. However, this is not true of all for-profit programs, and partnerships should assess the tuition fees and performance of any prospective partner training provider. The Mountain Counseling and Training, Inc. a non-profit organization, has obtained grants for additional services and coordinates with colleges to provide seminars and training programs to the Crest Forest communities.

Case management should follow the participant from initial enrollment through the job placement process. Some programs actually include internship opportunities prior to full-time job placement for on-site worker training and experience.

Credentialing and certifications are fast becoming an important gauge for employers in terms of overall hiring qualifications. The high school diploma can no longer command a living wage. Developing targeted credentialing or certification programs allows secondary schools and local colleges to match skilled workers with open positions, thus providing employers with a larger pool of highly skilled candidates and individuals with career skills and access to higher-wage employment opportunities.

These programs often include a link between training, certification, and job placement. Typically the programs partner with individual businesses or business coalitions. Training and certification is usually done through existing training providers like local high school

These programs can be coordinated by local school districts, chambers of commerce, or labor unions. The County of San Bernardino County Workforce Investment Board (WIB) is charged with coordinating workforce development for the County under the auspices of the federal Workforce Investment Act. Collaboration with the WIB will be important to developing a successful, effective, and sustainable program.

The Competency Model Clearinghouse (www.onestop.org) has developed a hospitality, tourism, and events competency model for workforce training and credentialing in the tourism and hospitality industry. The model identifies and tiers the specific knowledge, skills, and abilities needed at various levels of industry workers and lays out programs for curriculum development and life-long learning.

Action	Action Leader	Timeline	Resources
1. Hold a meeting to create an Education Committee.	Champion	Month 1	Crestline/Lake Gregory Chamber of Commerce
2. Identify a representative who is responsible for coordination with local schools.	Educational Committee	Month 1	http://www.crestlinechamber.net/
3. Create marketing materials with research on existing programs and case studies to share with potential school sites.	Educational Committee with Crestline/Lake Gregory Chamber of Commerce	Months 2–3	Mountain Counseling and Training, Inc. http://www.mountaincounseling.org/
4. Establish points of contact with local schools to develop interest and identify key stakeholders.	Educational Committee	Month 3	San Bernardino County Office of Education http://www.cde.ca.gov/re/sd/details.asp?cde=3610363000000&public=Y
5. Develop a pilot program, including topic, professor, location, time, and duration (number of weeks).	Educational Committee with Crestline/Lake Gregory Chamber of Commerce	Months 3–6	CSU San Bernardino Extended Learning Programs http://bulletin.csusb.edu/extended-learning/
6. Publicize the program three months ahead of the start date.	Educational Committee with Crestline/Lake Gregory Chamber of Commerce	Months 6–9	Educational Materials http://www.knappinternational.com/assets/uploads/pages/designing(1).pdf
7. Evaluate the full schedule of classes and determine whether expansion is possible.	Educational Committee with Crestline/Lake Gregory Chamber of Commerce	On-going	