

# KERN HIGH ROAD COALITION

## FOR IMMEDIATE RELEASE

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## Coalition to Host Public Workshops on Bringing High Road Jobs to Kern County after Receiving State Funding

**Kern County, CA** -- The Kern High Road Coalition will hold several public workshops over the coming weeks as it begins to develop the Kern Strategic Workforce Plan, a two-year effort that will guide development of educational offerings and training resources in the county over the next two decades. The coalition's convening members include Kern Community College District, Bakersfield College, Center on Race, Poverty & the Environment and the UC Merced Community and Labor Center.

Community members, stakeholders, and organizations are encouraged to attend to learn about the process and provide input. The goal is to ensure community voice and input in the development of a workforce plan that takes into account economic changes brought on by technology, climate and market demand.

This coalition will engage community members, experts, workers and industry leaders to assess training needs and identify opportunities to develop a "High Road" workforce. High Road employment is a term used by the California Workforce Development Board (CWDB) to describe high-quality job opportunities that benefit workers, communities and the environment. These jobs pay family-supporting wages, provide stable work hours, health insurance and paid time off, and are accessible to all.

Over two years, the coalition will conduct work in three major areas:

- industry and workforce research
- coalition-building to deepen regional collaboration
- identification, implementation, and expansion of High Roads training programs.

The process will have a special emphasis on including participants who have historically been left out of the mainstream economy -- such as rural residents, members of low-income communities and Black, Indigenous, Latinx communities, along with other communities of color.

The public is invited to register for one of the following virtual workshops to learn more at [bit.ly/kernhighroad](https://bit.ly/kernhighroad).

- Wednesday, November 3rd | 6:00 P.M. - 7:30 P.M.
- Friday, November 5th | 12:00 P.M - 1:30 P.M.
- Saturday, November 6th | 10:30 A.M. - 12:00 P.M.

For more information, visit the Bakersfield College website [here](#).

**Below, members of core coalition partners of the High Roads Training Partnership Kern offer some statements regarding the need for this partnership:**

"This collaborative work is part of the key to unlocking a bright and sustainable future in Kern County. Not only is there a focus on job quality, worker voice, equity and sustainability but the goal is to guide holistic transformation and ensure we are providing opportunities for all communities through innovative and high road workforce options," **said Norma Rojas-Mora, Bakersfield College's Director of Communication and Community Relations.**

"We're excited to host these community workshops with Bakersfield College and University of California Merced Community and Labor Center to offer a space for Kern residents to create a vision for a more sustainable future, both for its environment and its economy. We look forward to helping build a Kern County that pays workers livable wages and has a more stable and diversified economic tax base while reducing greenhouse gases and local pollution." **said Ingrid Brostrom, Assistant Director for the Center on Race, Poverty & the Environment.**

"The Central Valley is on the forefront of economic and environmental changes facing working communities. The Kern H RTP is a bold partnership for bringing those same working communities together for shared prosperity and well-being for all," **said Ana Padilla, Executive Director of the UC Merced Community and Labor Center**

Kern High Road Coalition is part of the California Workforce Development Board's High Road Training Partnership, which is funded through California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health, and the environment — particularly in disadvantaged communities.



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