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Workforce Investment Board of Tulare County Expands Its Workforce

New regional grants, and changes in the local economy prompts the Workforce Investment Board of Tulare County (WIB) to create new roles for existing staff, and openings for new team members.

As the economy continues to evolve and grow, it's essential for communities to invest in their workforce. This is especially true in Tulare County, where the Workforce Investment Board of Tulare County (WIB) plays a crucial role in leading workforce development efforts to support economic growth and ensure that residents have access to high-quality jobs.

With the expanding role of the WIB in regional and local workforce development initiatives, the organization has created four new positions to provide increased support for the work of the WIB within Tulare County.

"We believe the best path to economic growth is ensuring workers have the skills necessary to fill high-quality jobs," said Adam Peck, Executive Director of the WIB. "By expanding our role in regional and local workforce development initiatives, these new positions will enable us to better serve the workers and businesses of our community."

The new positions include:

- Lisa Martinez, Training Services Coordinator: responsible for overseeing WIOA training investments and coordinating two large regional grants (Good Jobs Challenge and Regional Economic Resiliency Partnership) focused on increasing training opportunities in Tulare County. Through her work, Lisa will develop and foster partnerships with education and industry to ensure investments are made to support relevant training for in-demand occupations and industries.
- Sam Williford, Strategic Initiatives Coordinator: responsible for sub-regional coordination of the California Economic Resiliency Fund (CERF) initiative for Tulare and Kings Counties and coordinating the WIB's work related to strategic initiatives, partnerships, and other special grants. As the WIB adapts to the dynamic needs of the workforce, Sam will work closely with the other sub-regional convenors to develop local plans that bring economic development opportunities to the two-county region.
- Laurel Hernandez, Career Services Coordinator: responsible for coordinating WIOA-funded Career Services throughout Tulare County, managing subrecipient agreements for operation of Employment Connection Centers in Visalia, Porterville, Tulare, and Dinuba where job seekers



can go to increase their skills and get assistance securing a high-quality job. Additionally, she will oversee the contracting and implementation of state and local funded specialized grant projects.

- Nicola Wissler, Communications Coordinator: responsible for developing consistent messaging and branding for the WIB and the Employment Connection, Nicola will coordinate the development of communications policies, and develop outreach strategies to increase access and awareness of the resources and services the WIB provides to the community.

As a result of the internal promotions, the WIB will soon be seeking three highly motivated Workforce Development Analysts, and a Business Resource Specialist to join the dynamic and fast-paced team. For more information about these positions go to: www.tularewib.org/blog, or follow the WIB on social media.

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This project is funded by the Workforce Investment Board of Tulare County, an equal-opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.