



SMART Workforce Center Community Coordinator Report



Q1-2022

DEL NORTE COUNTY EDITION

IN THIS ISSUE



THIRD TIME'S A CHARM! NORTH STATE BUILDS OFFERS PRE-APPRENTICESHIP TRAINING

Back by popular demand North State Builds offered a 3rd pre-apprenticeship program this quarter in Redding, in partnership with the North Central Counties Consortium Workforce Board, serving Butte, Colusa, Glenn, Humboldt, Shasta, Sutter, Tehama, and Yuba County's America's Job Centers, and local apprenticeship programs. This program is offered to anyone interested in learning a new trade.

The course introduces participants to various fields of construction. After completing a 5-week course, students can choose to apply to an Apprenticeship program which further trains them to become skilled in building trades including electrical, mechanical systems, plumbing, and more.

The SMART Workforce Center held class (Week 1) on February 28. This module covered Work Readiness,

Career Exploration, job expectations, building a resume, and Math preparation. Students then started Pre-Apprenticeship training held at Shasta College in Redding. North State Builds represents workers and contractors in 14 Northern California Counties, in construction and development advocacy.

The Pre-Apprenticeship Multi-Craft Core curriculum includes Construction Trade Awareness, Construction Health & Safety (OSHA & CPR), Tools and Materials, Construction Math, Heritage of the American Worker, Diversity in the Construction Industry, Blueprint Reading, Green Construction, and Financial Responsibility. Students earn a certificate and receive a stipend for completing each week of class.

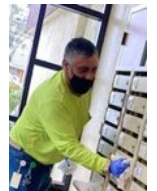
The Redding class currently has 11 students, set for completion on April 1. Exciting outcomes for students in

previous SB-1 classes in Shasta County are as follows: Two in post secondary education at Shasta College for Equipment Operations, one in training at American Career Training for Class A license, and nine employed including companies such as Laborers Union-Highway Specialty and Painters Union-Standard Drywall, Inc.

Inside This Issue

Meet Rosendo, another SMART Success

Read on page 4



New Faces at SMART

SMART hires a new supervisor, read her story on Page 6



Employee Appreciation Day!

On March 4th the Siskiyou, and Trinity offices joined the SMART Workforce Center/Shasta office in Redding for a day of fun sponsored by SMART, to celebrate National Employee Appreciation Day. Because of the distance unfortunately our Del Norte team wasn't able to join us here in Redding but had the opportunity to enjoy 'Lunch on SMART' as well, in appreciation of all they do!

Lunch was brought in from Casa Ramos, adding a festive vibe. Various rooms were set up with games including cornhole, Giant Jenga, Dance Dance Revolution, Karaoke, card games, dice games and of course an all-office Ping Pong Tournament. It was a great time to enjoy each other's company, relax, and have a few laughs. Thank you SMART for helping us feel valued.

SMART CEO Wendy Zanotelli said, "Our team works extremely hard supporting workforce and economic viability in our communities. We so appreciate everyone of them and we were happy to celebrate them on this important day."



On the Job Training and Work Experience Partners:

Impact Solutions
Shasta Beam High Speed Internet
Printopya
Pelanconi Landscape
SunMedica Inc.
Pro Garage Doors
Cerami & Browning
Redding Fashion Alliance
APEX Technology Management
McEntire Landscaping Inc.
Bryant Automotive
Taste & See Creamery
Cinders Wood Fired Pizza
Roberson & Sons Insurance
Aspire Real Estate
Turtle Bay
Yates Gear
Hampton Painting
Beard's Custom Cabinets
Redding Chamber of Commerce
Carys Redding Tire Auto Repair
Shasta YMCA
McHale Signs
Sunshine Lawn Care
Bargain Books
Catalyst Mentoring
Brew Craft Coffee

SMART Partners of the Quarter: Hambro Group

Hambro Forest Products and Waste Solutions Group has been a great training partner for SMART in Del Norte County. Hambro has helped to train multiple Workforce Center clients throughout the years, from our Young Adults to our Dislocated Worker programs. Hambro offers a wide range of training opportunities from entry-level labor jobs at the CRV Buy Back Center to Security at the storage facility to Class A truck driver opportunities. Thank you Randy Scott, General Manager of Hambro Forest Products, for always being willing to partner with SMART



SMART Attends Chamber Of Commerce Annual Awards

The SMART Del Norte team, along with SMART CEO Wendy Zanotelli, attended the Del Norte Chamber of Commerce annual awards dinner at Lucky 7 Casino on March 19th. They were thrilled to hear from so many community leaders and be able to witness several impressive business and individual award winners. Award winners included Alexandre Family Farms, CASA, Cristina's Restaurant, and Schmidt's House of Jambalaya, to name a few. The theme of the night was that the County of Del Norte is a close-knit community, with businesses and community leaders constantly helping each other with a hand up in times of challenge. SMART is very proud to be a part of this amazing and resilient community!



LETS GET SOCIAL

Facebook

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LinkedIn

<https://www.linkedin.com/company/smart-business-resource-center>

Instagram

https://www.instagram.com/the_smartcenter

Point in Time Count

SMART staff attended Del Norte County's Point-In-Time (PIT) count event, held at the Recreation Center. The PIT count is a survey of sheltered and unsheltered people experiencing homelessness on a single night in January. Department of Health and Human Services staff, along with other community partners, conducted surveys of the homeless both at the event and throughout the county. SMART Workforce Center was one of the many community partners tabling at the event, to share resources available to all individuals within our community.



Outreach to businesses for E3

SMART Program Supervisor, Christy Hernandez, and Sunset High School Principal, Tony Fabricius, started outreach to the business community regarding the E3 (Experience, Education, Employment) Summer Youth program this quarter. The team presented to Sunrise Rotary, the Chamber of Commerce Board and noon Rotary. Topics included the partnership between the SMART Workforce Center and Del Norte County Office of Education in creating E3, statistics from the 3 summers E3 has been held and the need for worksites for the program. As a result of this outreach, the team has secured 17 businesses/agencies, with a total of 28 possible placement opportunities so far for this summer! New businesses on the list for this summer include Alexandre Family Farm, Xaa-wan'-k'wvt Village & Resort, Elkhorn Herbals, Tri-County Independent Living, Pacific Northwest Physical Therapy, and FRC's Pacific Pantry. Return worksites include City of Crescent City, Del Norte Fairgrounds, Del Norte Superior Court, DN County Office of Ed – IT Department, Los Compadres, SeaQuake Brewing and Sutter Coast Hospital.

E³



Experience Education Employment

Be Present, Listen Emphatically... Be The Antidote!

The beginning of the holiday season set in, and I walked a 72-year-old gentleman. I found him slumped over a computer in the Career Center, obviously in a state of despair. I gently asked him if he would like to sit down with me and discuss what was going on. He agreed.

As Career Advisors, we are blessed to witness the journey, listen to the struggles, and sometimes offer the hope needed, to journey on. His story continued; he was terminated from his job of 8 years. He had just received notification from EDD, that his last unemployment check had been issued. He wasn't anywhere ready for retirement. I sat there and empathically listened. And then it was my turn, I reminded him of all the gifts that he possesses, as a seasoned employee. What employer wouldn't want an employee who is: loyal, offers stability, patience, integrity, wisdom, and above all, experience. I developed a resume for him. And on that particular day, he walked out of SMART a little taller, and with a new perspective of who he is.

I received a call from him, he got a job offer and accepted it! He was with us for 10 days. Be present, be an empathic listener, sometimes that's all the antidote needed!

-Tiffany

Career Advisor

Special Grants Success Story - Rosendo

Rosendo inquired about services from the SMART Workforce Center in Crescent City, after having a difficult time obtaining full time employment due to imposed restrictions from COVID-19. Rosendo was found eligible for the COVID Additional Assistance program, being that he had been long-term unemployed. He was sent to an interview with County of Del Norte's Maintenance department for a temporary job as a Sanitation Worker. The interview was successful and he was brought on in February of 2021. In May of 2021 Rosendo was moved over to the COVID NDWG program at the County of Del Norte.

Due to Rosendo's excellent work ethic, he was encouraged to apply for a permanent janitorial position through the County of Del Norte's Maintenance department. He was interviewed and offered the position in January of 2022. Rosendo began his permanent County job in February of 2022, and he is now supervising COVID NDWG participants that are placed in his department. Way to go Rosendo! Good luck in your new position!



P2E success continues!

Wendy Zanutelli, CEO, and Christy Hernandez, Program Supervisor met with Del Norte County Chief Probation Officer, Lonnie Reyman, on March 18th in Crescent City. Lonnie and his team have been so impressed with the participant outcomes for the recently ended P2E grant, that he approached SMART to partner on continued funding for the program so SMART can continue to help their justice-involved individuals obtain gainful employment. It is anticipated that more state P2E funding will come within the next year, but this local funding will provide gap funding to keep the program running in Del Norte County until the state funding comes through. SMART is proud of the lasting impact that programs like P2E have and thankful for the community partners that continue to support this important work.

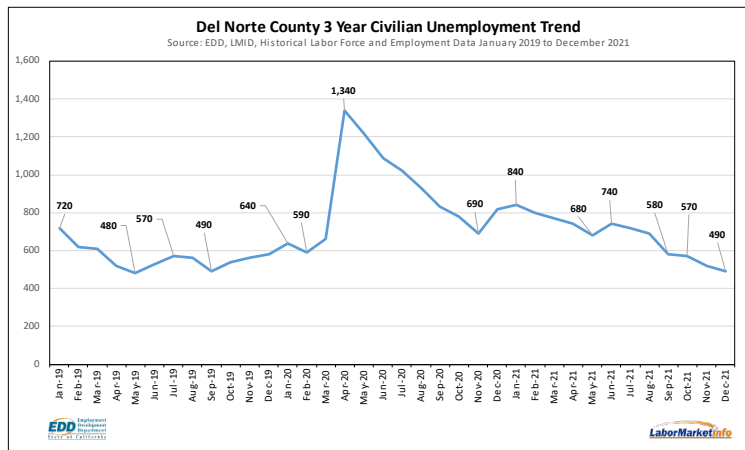


Changes in the Labor force led to challenges for employers

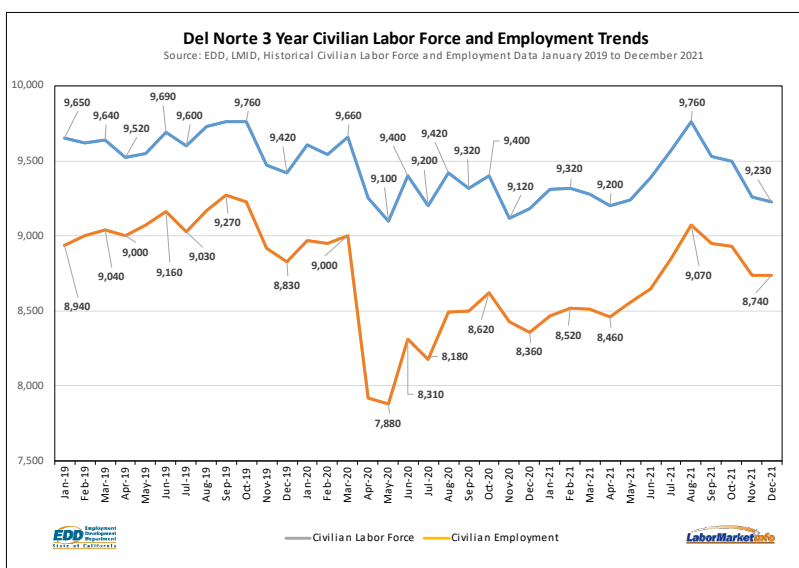
Often the headline when discussing unemployment focuses only on the percentage of unemployment. Is it higher or lower than the recent history? How has it changed over the last year? Is it going up or down? What is a good percentage and what is bad? However, that is only one facet of a complicated labor market.

In Del Norte County, as of December, the current civilian work force is 9,230, this includes everyone that is working, and everyone that is looking for work. Of those, 8,740 are currently employed. 4,90 individuals are currently categorized as unemployed. This is the 5.3% we see when looking at the current Unemployment Rate.

From November 2021 to February 2022, there were 5,17 job openings in Del Norte. Even if each one of the individuals unemployed were a perfect fit for one of those jobs, the county could not fill each of these positions with the current unemployed.



www.labormarketinfo.edd.ca.gov



living here, as remote work has grown in the last 2 years.

Employers in Del Norte County may need to rethink how they recruit and fill their labor needs. Part of that will be adjusting wages to compete, but that isn't always the only option. Employers will need to think about how they can emphasize other benefits to attract labor.

IN-DEMAND JOBS IN DEL NORTE COUNTY Q1 2022	
Job Title	Open Jobs
Health Diagnosing and Treating Practitioners	101
Health Technologists and Technicians	34
Information and Record Clerks	27
Other Personal Care and Service Workers	25
Retail Sales Workers	24
Other Education, Training, and Library Occupations	20
Counselors, Social Workers, and Other Community and Social Service Specialists	18
Other Management Occupations	17
Other Healthcare Support Occupations	14
Supervisors of Sales Workers	13

Source www.labormarketinfo.edd.ca.gov

There can and will be large discussions about why this phenomenon is occurring. Some of it can be attributed to the impact of COVID, which triggered changes in families shifting from dual to single incomes or hastened earlier retirements amongst the retirement eligible population. We can also see increased competitive pressure from employers outside the county in part from increased remote work. Regardless of the causes, the impact on employers is simple, there are less people available to fill labor needs.

Low unemployment can represent a challenge for employers and as the workforce continues to shrink, we will see this challenge become more pronounced. Employers looking for the perfect candidate to fill a vacancy have fewer people in the county to choose from than they did a year ago, and far fewer than a decade ago. Those fewer candidates can now also more readily find work outside of the county while still

The official 'unemployed' numbers do not reflect what is sometimes called the 'untapped' labor pool. Retirees looking for something to do, college students just about to enter the labor pool, parolees who have just completed their prison terms, and homemakers thinking about reentering the work force are not included in the unemployed numbers. Business can tap those resources but will likely need to adjust their thinking of what the job demands. Retirees or students may not want or be able to accommodate a 40 hour a week position. Perhaps someone lacks the skills needed to perform the work but has strong motivation to learn.

This is where SMART can help. We can connect businesses to candidates that employers may not have had access to, or even knew were options. Through SMART's funded on the job training programs we can help reduce risk when hiring a new employee. As this labor shortage creates complications for employers in the county SMART can be there to help employers navigate it.

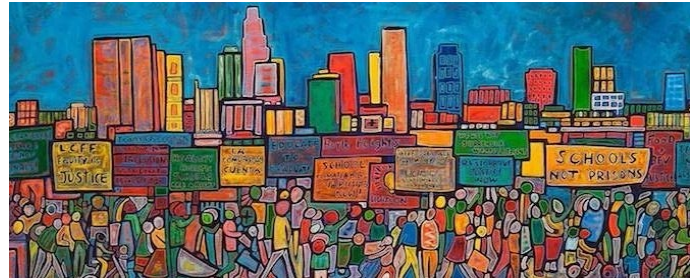


California Workforce Association Youth Symposium



SMART Workforce Center Young Adult Career Advisors Jenn Morgan & Rachelle Guevara attended the California Workforce Association (CWA) Youth Symposium virtually, on February 8-10. The memorable keynote speaker K-Rahn Vallatine spoke about his role in encouraging at-risk youth to make healthy life decisions, and how character growth requires professionals to correctly gauge and address the social and emotional needs of students through trauma informed care. This approach seeks to create a supportive environment that integrates knowledge about trauma in policies, procedures, and practices. Trauma informed care includes six core principles, including Safety, Trustworthiness & Transparency, Peer Support, Collaboration & Mutuality, Empowerment/Self-Agency, Voice & Choice, and Cultural, Historical, and Gender Considerations.

Trauma Informed LA (TILA) was founded in November 2014, when a group of 10 people representing communities and social services within Los Angeles, came together on a rainy day to share their concerns about the re-traumatization that individuals, youth, families, and communities often experience within services and systems, and to share ideas about how to mitigate the trauma.



P2E Success - William

"SMART services are a necessity for those of us that are serious about rejoining society and reentering the workforce. The Career Advisors here like Asia, the incredible help they provide, really from the moment you walk in and you're greeted by Paulette, the services that are offered like resume assistance, interview coaching, supportive services. The advice that we're given that sometimes our loved ones are afraid to give, these services are just, it's so important. When I think about how much SMART has helped me, you can't put a price on what it's done for myself and for my family. "



William pictured here with his dream car made possible by the work he did with SMART

New Face at SMART, Meet Lorie

Lorie has a cumulative 10 years of nonprofit, grant management and supervisory roles with Pathways to Hope for Children, Hill Country Wellness and Redding Rancheria. She has a BA in Psychology and a Master's in Organizational Leadership.



She is continuing to pursue education as this is one of her many passions. Lorie is a native of Shasta County and has raised three sons here. She has a heart for her community and a passion to evoke hope, inspiration, and love in people. She loves her boys, gardening, books, writing, and Whiskeytown Lake. Lorie is thrilled to join the SMART Center as a Program Supervisor and be a part of making a difference in the workforce.

Spring Job Fair 2022

On April 21, 2022 from 2 PM to 5 PM. the SMART Workforce Center will be joined by Department of Health and Human Services in Del Norte County in offering the Expanded Subsidized Employer Program Job Fair. It is an opportunity for job seekers to meet with top employers in Del Norte County. Multiple positions will be available ranging from entry-level to mid-level to highly skilled.

SMART's New Del Norte Board Member

SMART welcomed our newest Board Member to the SMART Board on March 24th. Randy Fugate is the Principal of Del Norte County Schools, Principal of Del Norte County Adult Education, and he is the County SARB Administrator. Randy wears many hats and is integrated into the education system and



Career Technical Education (CTE) programs in Del Norte County, which are a direct pathway to SMART programs and connecting CTE students to available employers while potentially funding On-The-Job Trainings (OJTs) or Work Experience (WEX) opportunities. SMART is excited to have Randy on the Board to represent the important work happening in Del Norte County and to work with him to further integrate our programs into the community.

Hosted by
SMART Workforce Center
 and **Department of Health and Human Services**
 Expanded Subsidized Employment Program

JOB FAIR 2022

Find great work opportunities from different sectors.

Your future begins today!

APRIL 21, 2022

2 PM - 5 PM

DEL NORTE FAIRGROUNDS



Questions?
 Contact SMART Workforce Center
 Lucy Garcia, 707-464-8347
 glucy@thesmartcenter.biz



Professional attire is strongly encouraged

SMART Workforce Center is a 501c3 non-profit, committed to helping job seekers find jobs, increase training and skills, and increase earnings. We also invest in our local economy by helping businesses grow. Proudly serving our community since 1979, we have invested over \$60 million into serving our clients, businesses and communities. SMART is an equal opportunity employer. Auxiliary aids services are available to individuals with disabilities. TTY 711 relay

Del Norte County:
 707.464.8347
 875 5th Street
 Crescent City, CA 95531

Shasta County: 530.246.7911
 1201 Placer Street
 Redding, CA 96001

Trinity County: 530.623.5538
 790 Main Street #618
 Weaverville, CA 96093

Siskiyou County: 530.657.0139
 582 Main Street
 Weed, CA 96094

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