



SMART Workforce Center Community Coordinator Report



Q2-2022

TRINITY COUNTY EDITION

IN THIS ISSUE

NORTHSTATE FIRES- SMART STEPS UP TO HELP TAMP DOWN America's JobCenter of California™

Fire season is upon us once again; it continues to drastically affect so many in California, including counties represented by SMART Workforce Center- Shasta, Trinity, Siskiyou, and Del Norte. SMART is here to do their part.

The SMART Workforce Center has multiple ways in which we financially assist with training and education in fire science, fire prevention, and fire cleanup. We help with tuition and associated costs for Firefighters, EMTs/First Responders, and Forestry Techs. SMART receives grants to create jobs and provide work experience in entry level Forestry Management. SMART also supports On The Job Training (OJT) programs for learning construction skills, including post-fire residential rebuilds.

SMART Workforce Center has provided, and continues to support many programs offering help in fire prevention, as well as disaster response due to damage from past fires, including:

- School sponsorships for the Shasta College Fire Academy & College of the Siskiyou's Fire Academy
- Supportive services assistance for EMT/First Responder students
- Special grants programs- temporary employment opportunities in Wildfire Cleanup in Shasta, Siskiyou, Del Norte and Trinity county locations including Whiskeytown, City of Redding, Igo Ono Canal, Happy Camp, Karuk Reservation, Smith River National Recreation Area, Cal Trans, Trinity County Resource Conservation District, and many more.
- Blackfox Timber Management training – SMART provided financial assistance for training for entry level Forestry Technicians in Siskiyou County. This training included forest marking & forest thinning, as well as understanding timber harvest plans, in order to mitigate wildfire damage. Students also learned about reforestation.
- On the Job Training (OJT) opportunities in construction with Hope Crisis Response Network and Don Ajamian Construction; both companies who assist in residential fire rebuilds.
- Trinity County Wildfire Preparedness Day- SMART attended to provide information about special disaster response grants & job opportunities for fire cleanup.

SMART Workforce Center strives to meet crucial community needs through our fire related grants, programs and partnerships.

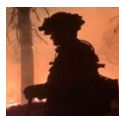
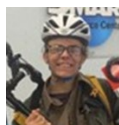
Inside This Issue

Young Adult Program Success

Page 3

Photos of SMART's Fire Impact

Page 6



SMART ATTENDS RN/LVN PINNING CEREMONY



SMART Career Advisor Donica was honored to attend The Pinning Ceremony for Shasta College RN and LVN classes of 2022. This ceremony signifies that each Nurse is ready to serve society as a healthcare professional. SMART assists many RN and LVN students with costs associated with their programs. This directly benefits our counties, as jobs in the healthcare industry are difficult to fill right now.

The history of nursing pins dates back to the Crusades in the 12th century. The Maltese Cross was adopted by crusaders and worn on their habits to symbolize their devotion to caring for the injured. After the Crimean War, Queen Victoria awarded Florence Nightingale the Royal Red Cross for her service as a military nurse. She was known as the lady with the lamp. It was reported that at night she would walk among the beds checking the

wounded men by candlelight. Nightingale later presented "medals of excellence" to outstanding nursing students. The Nightingale Pledge is recited all together as a group in both the RN and LVN classes.

"I solemnly pledge myself before God and in the presence of this assembly to faithfully practice My profession of Nursing. I will do all in my power to make and maintain the highest Standard and practices of my profession. I will hold in confidence all personal matters committed to My keeping in the practice of my calling. I will assist the physician in his work and devote myself to the welfare of my patients, my family, and my community. I will endeavor to increase my knowledge and skills in Nursing and to use them wisely, effectively, and safely This I pledge before you now and tomorrow".



SMART Supports nursing and other medical career training in partnership with Shasta College, College of the Siskiyous and College of the Redwoods.

LET'S GET SOCIAL

Facebook

<https://www.facebook.com/TheSMARTCenterBiz/>

LinkedIn

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

Instagram

https://www.instagram.com/the_SMARTcenter

Young Adult Success, Bobby

Bobby came to the SMART Center as a homeless youth, eager to earn his GED and start employment. During his intake with the SMART Center, it was discovered that Bobby needed assistance with transportation. He lives in Douglas City which is 6 miles to the county seat of Weaverville. He relies on friends and the Trinity Transit to come into town. SMART was able to connect with a local restaurant and attain work experience (WEX) for Bobby as a dishwasher. Knowing that there was a need for transportation to get to work, SMART purchased a bicycle for Bobby. The bike came in perfect timing now that he was starting his first new job. Bobby received the bike and was overjoyed and beyond grateful. You will now see Bobby riding his bike to and from Douglas City to work in Weaverville. This is a not an easy trek, Bobby is riding with commuters in the high heat and blustery

winds and takes him about an hour to ride to work. You will never hear him complain about this or in fact, any of his challenges. We can all learn a bit from Bobby, that with a "can do" attitude, you can do anything. Bobby is excelling in his WEX and is starting on his GED, in addition he is saving his money to by an electric bike!



On the Job Training and Work Experience Partners:

Pro Garage Doors
Holy Smoke, Inc.
Redding Fashion Alliance
Taste & See Creamery
Cinders Wood Fired Pizza
Roberson & Sons Insurance
Beard's Custom Cabinets
Shasta YMCA
McHale Signs
Sunshine Lawn Care
Catalyst Mentoring
Brew Craft Coffee
Electric Solar Solutions
McEntire Landscaping Inc.
LaVey Transport
Noah Martin Wood Design
SVM Plumbing
Trinity Title
Woody's Brewing Company
Lawn Care Perfection
Crescent City Del Norte Chamber of Commerce
Giles Lock & Security Systems
Fasteners, Inc.
Café on Main
DNCCC- Little School of the Redwoods
Lawn Care Perfection
Shasta Tanks
Tantardini Bakery
Be Authentic Productions
LKQ Corporation

Special Grant Update - COVID

Douglas City Elementary School has utilized both COVID Additional Assistance as well as COVID National Dislocated Worker Grant funds and had two different participants throughout both grants' duration. With the school being so small, it is commonplace that most employees have multiple jobs they are assigned to, so being able to have an additional person on campus for sanitation was essential. Shannon Ross – School Superintendent said "It was wonderful to have an additional person on campus that was just focused on cleaning and sanitizing. We were able to help put staff and parents mind at ease knowing that an additional layer of protection was provided against COVID."



Continued changes in the Labor force led to challenges

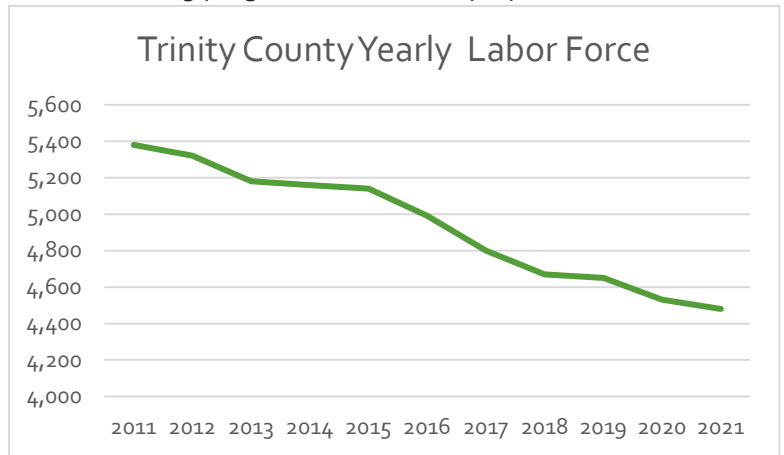
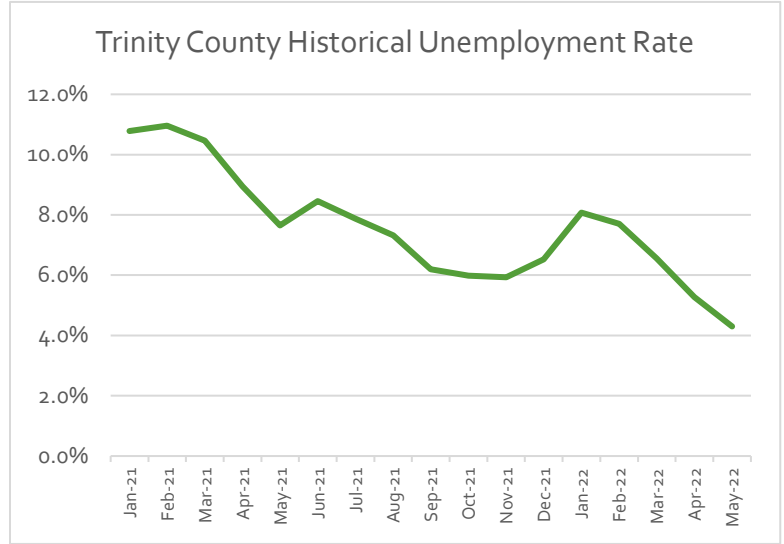
As of May 2022, in Trinity County, the civilian work force is 4,410, this includes everyone that is working, and everyone that is looking for work. Of those, 4,270 are currently employed.

The labor force in Trinity County has been shrinking for the last decade. There are nearly 1000 fewer people in the workforce now than a decade ago. At the same time the current unemployment rate of 3.2% is a historical low. Combined a shrinking labor force and a shrinking unemployment rate, results in the fewest total number of unemployed individuals in this county in the last decade. There are currently only 140 individuals categorized as unemployed.

As more individuals exit the labor force, it will become harder and harder to fill labor needs. These individuals leaving work behind take with them more than just their hours of labor, they take with them experience and knowledge. This will amplify the pain some businesses feel trying to replace those workers. Fortunately, SMART offers assistance to businesses, in the form of On-The-Job training reimbursement and training programs for their employees.

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.

Employers in Trinity County may also need to rethink how they recruit and fill their labor needs. There are untapped labor pools not traditionally counted in the unemployed numbers. Retirees looking for something to do, college students just about to enter the labor pool, parolees who have just completed their prison terms, and



Source www.labormarketinfo.edd.ca.gov

homemakers thinking about reentering the work force are not included in the unemployed numbers. Businesses 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. SMART clients come from all walks of life and are looking for careers today. As the county's pool of candidates to hire continues to shrink, SMART can assist businesses filling their labor needs.

Fastest Growing Occupations in North Valley Region

Job Title
Nurse Practitioners
Physical Therapist Assistants
Respiratory Therapists
Physician Assistants
Education Administrators, Postsecondary
Medical and Health Services Managers
Maintenance Workers, Machinery
Cooling and Freezing Equipment Workers
Occupational/Physical Therapist Assistants/Aides
Fundraisers

Source www.labormarketinfo.edd.ca.gov

Community Partner Spotlight DOR

The California Department of Rehabilitation (DOR) works with people who have disabilities to help them get jobs, develop, or promote in their current jobs, live on their own, and enjoy a life equal to others.

The DOR staff will work with folks based on their specific hopes and needs. Their philosophy is “You are the most important person in this process. We will help you build a plan to improve your job and personal life. To help you reach your goals will require some work from you too. We will coach you all along the way.”

These are a few of the things they may be able to help you with:

- Disability and benefits programs
- Job search and interview skills
- Job training and tools
- College and textbooks
- Disability equipment
- Support services like childcare or transportation
- Connecting you with other people or groups that may be able to help you



Business grants are available which offer employers incentives. Additionally, their LEAP program provides a more streamlined hiring process for state employment opportunities. DOR can be found Redding, Yreka, Red Bluff, and Eureka. The application process on-line has been streamlined, and applicants are contacted within a day or two for an appointment. DOR has moved away from medical model, focusing on employment first. They consult with in house psychologists, the Opportunity Center, or Goodwill for assessment to help address barriers/challenges. A computer boot camp is offered, and a Customer Service certificate program. Services are provided on an Individualized basis which best suits clients' needs.

They have a new online application that is simple and efficient.

<https://portal.dor.ca.gov/vrc/s/path-to-intake>

SMART Professional Development:

April 25, 2022 – MIP Fund Accounting Core
May 11, 2022 – Preparing Workforce Boards to Advance Race, Equity, Diversity, Inclusion and Belonging to Work
May 19, 2022 – Leading & Managing with Effective Conversations
May 26 – 27, 2022 – MIP Fund Accounting Administration & Financial Reporting
June 8, 2022 – Wage & Hour – Compliance Regulation
June 21, 2022 – Leading in Today's Environment – Show Them You Care

New Face at SMART, Meet Julie



Julie is our new Human Resources Specialist. She has two years of case management and seven years of human resources experience with a non-profit, Child Development Associates in San Diego, California. She has a double bachelor's degree in Psychology and Business Administration with an emphasis in Human Resources. Julie is a San Diego native and has recently moved to Shasta County with her husband and baby boy. She thrives on serving others, finds joy in seeing others grow and succeed and found her passion with working with non-profits. Her interests consist of event planning, crafting, trying different foods, traveling, spending time in nature and having family nights. Julie is so excited to join the SMART Workforce Center and be a part of creating a positive impact in the workforce and community.

Inspired by our front-page article, SMART hopes you enjoy some of the images from around the North state, where SMART has helped assist fire readiness and fire recovery efforts.



This is a SMART sponsored Shasta College Fire Academy on the fire lines this year

Shasta College Fire Academy Grads, several of which were assisted by SMART, and went on to be hired by CalFire



SMART at Trinity County Fire Preparedness Day



*Picnic Site Restoration Whiskeytown Lake
Funded in part by SMART managed NDWG Grant*



SMART trainee at Black Fox Forest Tech training in Siskiyou County

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

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 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

