



SMART Workforce Center Community Coordinator Report

SMART

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SHASTA COUNTY EDITION

IN THIS ISSUE

SMARTS 4 County Quest

SMART is on a Quest throughout our 4-county region to support employment equity and individual, community and industry resilience.

The Quest grant is a National Dislocated Worker Grant (NDWG) awarded by the Secretary of Labor, under Section 170 of Workforce Innovation and Opportunity Act (WIOA). The Department of Labor funds two types of NDWGS. The first is Disaster Recovery and Employment Recovery which provides funding to create temporary employment opportunities to assist with clean-up and recovery efforts, when an area impacted by disaster is declared eligible for public assistance by the Federal Emergency Management Agency or otherwise recognized by a federal agency with authority or jurisdiction over federal response to the emergency or disaster. The second is Employment Recovery NDWGs temporarily expand capacity to serve dislocated workers and to meet the increased demand for employment and training services following a qualifying event such as major economic dislocations or mass layoffs.

The COVID-19 pandemic resulted in substantial effects on the health and prosperity of the nation, its people, and its businesses. While these impacts were widespread and varied, they were not evenly distributed across populations. Women, immigrants, lower-wage workers, people of color, people with disabilities, individuals who were formerly incarcerated, veterans and other workers from historically marginalized communities were impacted in their employment due to the pandemic.

SMART will be working in our 4-county region including Del Norte County, Siskiyou County, Shasta County and Trinity County to assist those who have been adversely affected by the COVID-19 pandemic and the social and economic inequities that the pandemic exacerbated, to enter, return to, or advance in high-quality jobs through structured and paid work-based learning opportunities as well as approved industry demand educational programs.

America's **JobCenter** of California™



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SMARTS rings in the 'Noon Year'

SMART Staff started off the new Fiscal year by commemorating the old to ring in the new! We took time to celebrate the remarkable achievements of the SMART Workforce Development team across all four counties. "Noon Year's Eve" marked the culmination of a truly outstanding year in workforce development,

where SMART invested more than \$4.6 million in our communities to create opportunities, change lives, and build a brighter future for all.

SMART's commitment to community development shone brightly throughout the fiscal year. With initiatives ranging from paid on-the-job training to work experiences, individual training services, NDWG Temporary Jobs, and over 650 individual client support services, SMART invested not just funds, but also time and effort into making a tangible difference where it matters most—our communities.

One of the most significant accomplishments this year was the support provided to 278 adult job seekers. These individuals found themselves on a path to success, with average wages exceeding \$25 per hour. SMART's dedication to not only finding jobs for clients but supporting them as they secure long-term, full-time employment has a lasting impact on the lives of these job seekers and their families.

Equally impressive was the guidance provided to 115 young adults, who were able to participate in career exploration through SMART's programs. With an average wage of more than \$16 per hour, these young individuals are not just earning a living; they're building the foundation for promising futures and starting their journey into the future of the workforce.



In total, SMART's job centers extended their reach to more than 5,000 people, proving that the impact of workforce development is substantial and far-reaching. By assisting job seekers, SMART is not only changing lives but also contributing to the growth, prosperity, and economic development of the entire community.

SMART also led the way in several special grants, putting individuals to work alongside established partners such as the US Forest Service, Whiskeytown National Park, County of Del Norte, Ruth Lake Community Services District, Trinity County Resource Conservation District, CalTrans, Humboldt Bay Municipal Water District, The Watershed Research and Training Center, and others, in a collaborative effort to clean up from natural disasters such as Storms and



Fires throughout our region. Through SMART, these grants infused several millions of dollars into our communities while also helping to restore the unique beauty and accessibility of our North State natural resources.

SMART's commitment to excellence was further exemplified by the successful participation in 15 performance audits throughout the year. The impressive feat of achieving ZERO findings speaks volumes about the meticulous check and balance system in place, ensuring that every resource is used efficiently and effectively.

The work that SMART does extends far beyond mere numerical data and statistics. It's about the cultivation of trust within strong teams, creating profound and meaningful connections with job seekers, fostering relationships with community partners, and engaging in close collaboration with local employers to create opportunities for all. SMART is not just an organization; it's a force for positive transformation in our regions.

As we celebrate "Noon Year's Eve" and bid farewell to a fantastic fiscal year, let's also look forward to the promising opportunities and challenges the new year will bring. With SMART leading the way, we can be confident that the future holds even more success stories, brighter futures, and stronger communities.

SMART BUSINESS HIGHLIGHT- PRO GARAGE DOORS

New look – same reliable service! Keep your eye out for the pink and teal chameleon in Pro Garage Door's new branding. Pro Garage Doors is a local garage door installation and repair company serving the Redding and Chico area. As they find their business expanding, they've



continued to connect with SMART to help fulfill their staffing needs. And what a partnership it has been! Owner Nathan is a strong proponent of our Work Experience and On The Job Training programs. We have successfully connected Pro Garage Doors with job-seekers both from our Young Adult program as well as our High Roads Pre-Apprenticeship Training Program. We look forward to continuing our partnership to help their workforce needs as they continue to grow!

On the Job Training and Work Experience Partners:

Pro Garage Doors
 Cascade Circle
 Fasteners, Inc.
 Redding Fashion Alliance
 Magnolia Homes
 Walgamuth Painting
 McEntire Landscaping
 FYRBX
 Polytek of Redding
 County of Trinity DOT
 Angela's Bead Art
 Solano's Inc.
 Mountain Valley Health Center
 Watershed Resource Center
 TCRCB
 Dr. Kristi Davis OD
 Haven Humane Society
 City of Weed
 Berryvale Grocery
 Trindel Insurance Fund
 Papa Dogs Taphouse & Deli
 Kaleidoscope Coffee
 Bright Futures Children Center
 Tri-County Independent Living
 Lil Smiles Daycare

GROW MANUFACTURING INITIATIVE

The highly anticipated return of the Grow Manufacturing Initiative (GMI) in Shasta County has finally come! The pandemic caused a temporary hiatus. The Grow Manufacturing Initiative of Northern California put together the first reunion mixer in August. Meeting at local watering hole Woody's Brewing Co., manufacturing industry professionals from around Shasta County gathered. These meetings hold the goal of "build[ing] a stronger manufacturing sector through alignment of industry needs with education and workforce strategies." Some of those in attendance were representatives from SMART Workforce Center, Shasta College, SofTek, AqueusVets, Allotrope Partners, and Knaf. The group was able to voice their current needs regarding training, education, and workforce and instantly connect with providers in our community who can meet those needs – like SMART through our On The Job Training Program and connection with students completing CTE programs in our local community.



LET'S GET SOCIAL

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LinkedIn

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

Instagram

https://www.instagram.com/the_SMARTcenter

Storm & Fire Grants Pack Up and Head Out

SMART Workforce Center has several special work projects through NWDG (National Dislocated Worker Grant). These temporary employment opportunities include recovery efforts from the effects of recent fires and storm. Work duties are as follows: ash and waste cleanup, roads and trail repair, waterway cleanup and restoration, and burned tree and brush removal. A supervisor and their crew hike in for several miles a day, and camp overnight for multiple nights, packing in their gear and food. SMART is able to supply their camping gear through these NWDG sponsorships. In this photo you can see the work participants excitedly trying on their new gear as they prepare for their 'jobs in the woods' providing forest restoration in the beautiful wildlands of Northern California.



Dustin's Story

The special grants SMART facilitates directly benefit people like Dustin. Here is a look into that impact, in his own words.

"Hello, my name is Dustin. Over the course of the past few years I've found employment through the NWDG/Special Grants Program, completing fire cleanup projects, under the directive of Danielle of the Smart Workforce Center. Danielle and SMART have greatly attributed to the quality of my life.

In 2020, when I was first employed to assist in a fire cleanup project, I was ready for a career change. I'd worked as a Horticulturist, on and off, for the twelve years prior to coming to SMART. I no longer wanted to work in that line of work, and was greatly interested in forest work, at whatever capacity that I might qualify as.

SMART gave me that opportunity to break into that new line of work, without having to acquire another degree. At the end of next month, I will begin my new career as a backcountry trail maintenance worker, for the Forest Service, based out of a location that's only six miles from my house, working in the most beautiful portion of wilderness that I have found.

Prior to coming to SMART, I'd travelled all over the West Coast, hiked each of the mountain ranges and most of the National Parks. Trail work had always been an option that I had considered, but not something that I had known how to break into.

Thank you, Danielle, and SMART for putting in the effort to make these grants happen and for providing me with the opportunity to network and develop my skills in new and interesting ways!"



SMART Young Adult Success!

Meet Thai-Mai, Thai came into our Siskiyou SMART looking for assistance on where to start. Thai had a need to relocate to Shasta County but needed to find employment and had no idea where to begin. SMART staff immediately connected between counties and programs to quickly assist Thai with resume updating and a quick interview refresh. Thai quickly identified that she would like to become a barista, with some quick connecting by the Business Services Team as well as the Youth Career Advisors, Thai was able to start in her new role as coffee extraordinaire at a local Shasta business within two weeks of coming into the young adult program through SMART's Work Experience Program. In her first week in her new role she is making a huge impact by bringing her incredible energy and dedication to their barista team. This can only be possible because of her hard work and the great teamwork of SMART working together to bridge gaps between counties. Make sure to drop by and say hi to Thai-Mai!



Second Chance Grants

SMART Workforce Center has been given special funding through the State of California to assist Justice Involved individuals on active parole or probation. There are two grants that we are utilizing to assist our clients. The P2E (Prison to Employment) is for those seeking employment and the RERP (Regional Equity and Recovery Plan) is for those clients that are seeking education and training for a career. These grants provide much needed job seeking assistance, work-based learning opportunities and educational



opportunities to those that are transitioning from incarceration and back into the workforce.



The grants were rolled out in June and since then several clients have gained employment in the food service, retail, and community outreach industries. We have also been able partner with the Step-Up program and assist students with clothing needed for the heavy equipment program at Shasta College. 4 clients recently completed the Forklift Certification training at Shasta Builders Exchange, adding to their resume for more opportunities to secure employment. Smart looks forward to assisting the many clients that will be served with these Second Chance grants!

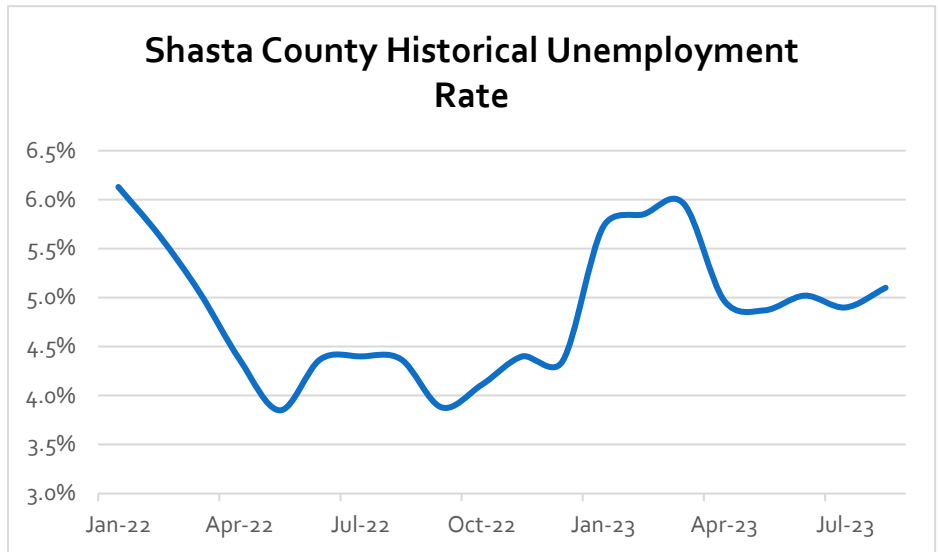
Shasta County Labor Market Update:

As of August 2023, In Shasta County, the civilian work force is 73,00 this includes everyone that is working, and everyone that is looking for work. Of those, 69,300 are currently employed.

The unemployment rate is 5.1% for August, this is up from 4.4% in the same time last year.

In raw numbers there are approximately 3,700 people currently considered unemployed in Shasta County. This is an increase of 500 unemployed since August of 2022.

While this is a minor increase in unemployment over the last year, most economists consider a 5% rate to be at or near full capacity. This may mean we've reached an end to the unusually low unemployment rates near 4% seen through much of the last year. We can continue to say that the unemployment rate is low. As the total number of participants in the labor force remains smaller than in years past, and as unemployment remains low, it will remain difficult to fill labor



Source www.labormarketinfo.edd.ca.gov

needs. With a smaller pool of experienced and knowledgeable candidates, some businesses will have difficulties filling their labor needs. 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 Shasta 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 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.

Major Employers Shasta County

Anderson Union High School District
Bethel Church
Blue Shield-California
Costco Wholesale
County of Shasta
Dignity Health Mercy Oncology
Enterprise Elementary School District
Home Depot
Iris Global
Mayers Memorial Hospital-Burney
Mercy Medical Center Redding
Rand Oaks School
Redding Elementary School District
Redding Lumber Transport Inc
Shascade Community Services
Shasta Community Health Center
Shasta County Admin Office
Shasta Regional Medical Center
Transportation Department
United States Postal Service
Veterans Home of California
Vibra Hospital of Northern CA
Walmart Supercenter
Win-River Resort & Casino

<https://labormarketinfo.edd.ca.gov/>

Adult Success Story

Eric contacted SMART looking for assistance with the Yuba College Radiology Technician program. Students from North State, including Eric, typically would have to commute to Yuba City to attend the school. But....exciting news, Yuba College has added a Redding campus! SMART is always very happy when people can tap into any additional educational training opportunities in the area. What a great boon for their families, and our economy in the North State Counties.

Eric previously worked as an Automotive Restorative Technician. He was interested in growing in a new career in the medical field, and discovered the training option for Radiology. He has a technical aptitude and attention to detail, and is able to apply those transferable skills. Eric is excited about his opportunity to help so many people by providing accurate diagnostic imaging. He worked hard for 2 years to complete the program earning excellent grades, all the while juggling a busy family life. He always stayed in touch to let us know how he was doing. Eric is now happy to report that he is working at MD Imaging, as well as St. Elizabeth's in Red Bluff, and is busy applying his newly learned imaging skills. He is thrilled with this opportunity and very appreciative of SMART's assistance.



2023 Regional Economic Summit

SMART Professional Development:

- Connection Café-Help Me Grow
- Del Norte Regional Economic Summit 2023
- NVEAC-Wage & Hour: Most Common Violations
- Trinity County Workforce Roundtable
- Trinity County Economic Dev Workshop
- Shasta County Veterans Services Training
- LMI & Occupational Data- NORTEC
- Equity & Access Committee- NORTEC
- AFWD/SMART Best Practice
- Accounting Software Training- MIP
- SMART/in house Best Practices- ETPL, Supportive Services
- Essential Communication Skills Training

On September 21st and 22nd, the Regional Summit Planning Committee held their first in person Regional Economic Summit. The State of the Redwood Coast Region Conference took place at the Ukiah Convention Center and attendees from various organizations within Del Norte, Humboldt, Mendocino and Lake Counties were in attendance. The line-up for the 2023 Conference, titled Our Elemental Economy, did not disappoint! Attendees were able to hear State highlights from Senator Mike McGuire, as well as from regional speakers on various topics including climate and disaster resilience, project pipelines, and renewable energy projects. There was also plenty of economic data from Dr. Robert Eyler. SMART's Program Supervisor, Christy Hernandez, served on a Workforce panel in one of the breakout sessions to discuss the power of partnerships and creating a talent pipeline. A huge thank you to Arcata Economic Development Corporation, Humboldt Area Foundation, Redwood Region RISE and North Coast Opportunities for a great conference!



The SMART Workforce Center is a 501c3 non-profit committed to providing job seekers with resources, training, education, job development, and job placement to help them not only receive living wage jobs, but to grow in their careers. We also help businesses grow by educating employers about available tax credits, alternative labor pools, and helping with recruiting, interviewing, and hiring, as well as offsetting wages for work experience and on the job training programs. SMART is a proud partner of America's Job Center of California and the NoRTEC Workforce Development Board. We have locations in Crescent City, Redding, Weaverville, and Weed. For more information visit the SMART website at <http://www.thesmartcenter.biz>.

Equal Opportunity Employer. Auxiliary aids and services are available to individuals with disabilities. TTY 711.

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