



SMART Workforce Center Community Coordinator Report

SMART

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Q1-2023

SHASTA COUNTY EDITION

IN THIS ISSUE

America's **JobCenter**
of California™

SMART SPECIAL GRANTS “COVERS THE BASES” in 2023, including SHASTA, SISKIYOU, DEL NORTE & TRINITY COUNTIES

In Shasta County, September 2020 Wildfires NDWG Funding continued to assist 26 individuals with returning to the workforce – 18 of those at Whiskeytown National Recreation Area. Whiskeytown National Recreation Area was severely impacted by not only the 2020 Zogg Fire but also the more recent extreme winter storms. Additional funding is critical to the damage clean up and returning the park to its pre-fire state. SMART will be receiving funding that will be able to provide Whiskeytown National Recreation Area with at least 10 more participants that will work alongside park employees to re-open and repair trails and recreation sites that are frequently visited by the public.

Additionally, SMART is on the tail end of 3 years of COVID grants, which supported 60+ workers through work placements in Shasta, Del Norte, Siskiyou and Trinity Counties. Employers included YMCA, Whiskeytown NRA, Dignity Health Connected Living, County of Del Norte, City of Crescent City, Mt. Shasta Resource Center, Family Resource Center of Weed,

Yreka Community Resource Center, and Scott Valley Family Resource Center; performing additional support activities due to high impact of COVID in areas such as Building & Facilities Maintenance, Office & Clerical, and Sanitization.

And, finally, In Trinity County under the August Complex & Summer Fire grants, special grants/work placements include Watershed Research and Training Center, Trinity Nursey and Gift Shop, and Trinity Alps Golf Course Restaurant. The Forest Service will take on a fire cleanup crew in Shasta Trinity National Forest.



Inside This Issue

Success Stories

Read about the people
SMART Impacts

Page 3



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SMART Community Partners

On February 23, SMART Workforce Center Business Representative/Regional Supervisor Carrian Foster presented along other North State community partners at the Shasta Cascade Small Business Development Corporation (SBDC) Capital Summit in Redding. This panels of experts in business and workforce development shared how local businesses can benefit from funding options, including SMART On the Job Training opportunities, SBA Loan programs, alternative financing and crowdfunding strategies. This summit provided an excellent networking opportunity for business owners; as well as receiving expert advice on securing funding from varied resources in the community.



On the Job Training and Work Experience Partners:

Haven Humane
 ProGarage Doors
 Cascade Circle
 Emergent 3D
 Trinity Alps Golf Restaurant & Lounge
 Fasteners Inc.
 Frank's Upholstery
 Cinders Wood Fired Pizza
 Sunshine Ladies Cleaning
 Woodys Brewing Co.
 Farmers Market Place
 Impact Solutions
 Mains'L
 Redwood Park Conservancy
 McEntire Landscaping
 Dr. Kristi Davis OD
 ACE Hardware
 Mobile Design
 Shasta Tanks
 Campora
 Shasta Builders Exchange
 The Fly Shop

SMART Partner Highlight NVEAC

SMART is proud to be part of the North Valley Employer's Advisory Council!

On February 8, our Business Services Team presented SMART Services alongside the State of California to help our local businesses understand more about Work Opportunity Tax Credits or WOTC. WOTC's purpose is to promote the hiring of individuals who qualify as a member of a target group, and employers can save up to \$9,600.00 when hiring the qualified employee. The WOTC workshops can also be found online at

<https://www.ceac.org/region-1/north-valley-eac/>



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

Instagram

https://www.instagram.com/the_SMARTcenter

Kimberley's Success!

Kimberley came to the SMART Workforce Center wanting to pursue a new career path where she could help serve others. Kimberley had been at her previous job for 12 years. SMART assisted her with interviewing and updating her resume to get her back into the world of job searching. After many applications and several interviews, she was offered two jobs in a week! In the end Kimberley accepted a position with Mains'I as a Job Developer. Mains'I has a mission statement that fits perfectly into the type of job Kimberley was seeking: "Our vision is a world where people live with meaning and purpose. We offer innovative supports to people, responding to their hopes and dreams." Mains'I Services.

Kimberley's perseverance and shining smile is an inspiration to all who meet her and SMART is honored to have partnered with her to find employment and make a difference in the community!



SMART Assists Nurses to Realize Their Dream

Thirteen Shasta SMART sponsored nurses will be receiving their nursing pins at the end of this spring semester.

All 13 are on track to earn their Associates Degree in Nursing. Currently, they are learning how to manage and care for their patients through preceptorship. This will give an opportunity for these nurses to work side by side in a hospital setting, ask questions and speak to their nurse educators if they have any issues. They will learn to advocate for themselves and learn how best to assist their patients. Preceptorship will help these professionals translate their knowledge into everyday practice, grow in confidence and understand how to apply the Code in their day-to-day work!

Way to go lucky team of thirteen! SMART looks forward to your continued success in the healthcare industry!



Young Adult Success Story

Sophia came to SMART in search of her first job, having recently graduated high school and being a new mom. However, she was hesitant about how to begin the job search and how to showcase her skills on a resume, having never been employed before. Through career exploration sessions with her Young Adult Career Advisor, Sophia identified her interest in working in the school system.

With SMART's assistance, Sophia embarked on creating a comprehensive resume that highlighted her transferable skills. She also participated in interview workshops that honed her skills. Soon after, Sophia secured an aide position at a local school, which was just the beginning of her success story.

With the continued support of her Career Advisor, Sophia received assistance accessing local community resources to secure her first apartment for herself and her daughter. She also started driving lessons and is scheduled to take her license test in April. Additionally, Sophia was able to secure childcare assistance and find a childcare that her daughter loved. Her Career Advisor even guided her through the process of enrolling into Shasta College to start taking art and early childhood classes.

Sophia's hard work and dedication paid off when she was recently offered a promotion in her school position. Sophia has found the Young Adult Program at SMART to be an invaluable resource that has helped her every step of the way.

Reflecting on her journey, Sophia said, "It's a cool program that everyone should do. SMART helps with everything, even if it was something outside of Rachele's realm, she would find the answer. She believed in me the day I walked in the door and made me realize I had a lot of skills that an employer was looking for."

SMART is thrilled to support Sophia as she continues her educational journey and proud to have played a part in her success story.

SMART Spring Job Fairs Are Back!

The SMART Workforce Center partnered with Simpson University & 02 Staffing for a very successful 2023 SPRING JOB FAIR! This event was generously supported by Rush Personnel Services. Job Seekers were invited to SMART prior to the event for resume updating and interview skills coaching. Many came to SMART to make copies of their resumes to bring to the Job Fair. A map was provided at the door, so the job seeker could target the companies they were most interested in.

The event was open to the public, and job seekers of all ages & experience levels were encouraged to attend to explore multiple career opportunities. The Job Fair was well attended, with an estimate of 300+ people.



Dozens of local employers encompassing various industry sectors were at the ready to meet job seekers. Those represented included healthcare, education, manufacturing, government, hospitality, food services, equipment and transportation, non-profit, renewable energies, natural resources, and agriculture/timber management.



The job fair attracted a wide variety of attendees, including clients working with SMART and EDD, Dept. of Rehabilitation, and Health & Human Services. There were unemployed and underemployed, as well as those looking for their first jobs. There were those exploring new careers, and/or potential growth in their field. Local high schools were invited to bring Juniors and Seniors to meet prospective employers and learn about their fields of interest. In total, 10 schools alone brought over 100 students. Shasta College provided a free shuttle from the campus to Simpson University. Simpson students attended. Many of the job seekers registered ahead of time for faster entry.



Job Fairs like this provide the opportunity for job seekers to meet a lot of different potential employers at once, as well as the opportunity to meet face to face. It is also a great chance to network with people in their interest areas, this helps the job seeker become more aware of what the industry would value in an employee. Job Fairs also provide employers with the chance to recruit employees who are skilled in the areas they are seeking; and increase the number of candidates who may be qualified for positions they need to fill.

SMART Workforce Center and WHIS Work Together to Restore Areas Devastated by the Zogg Fire

In the wake of the devastating Zogg Fire, which burned 56,338 acres, claimed four lives, and destroyed 204 buildings in September 2020, a remarkable partnership has emerged between the SMART Workforce Center and Whiskeytown National Recreation Area (WHIS), a division of the National Park Service (NPS). This collaboration has led to hiring 18 local individuals from diverse backgrounds through the Zogg Fire Grant. This partnership greatly assisted in restoring and rehabilitating the damaged landscape. Many of these participants transitioned to federal careers following their performance on the fire cleanup.

Participants worked tirelessly to address the fire's aftermath. Their responsibilities have included removing hazardous trees, rebuilding trails, and rehabilitating bulldozer fire suppression lines. The combined efforts of the SMART Workforce Center and WHIS have facilitated an effective response to the disaster, fostering hope for a full recovery of the affected areas.

However, there is still much more work. Currently, 2 miles of bulldozer lines require rehabilitation, and participants will restore 8.6 miles of trails. The continued partnership between the SMART Workforce Center and WHIS is crucial for completing these tasks and re-opening public spaces for the community.

This collaboration mirrors the successful partnership between the SMART Workforce Center and WHIS, established following the Carr Fire in 2018. The participants cleaned up fire damage within Whiskeytown, making it possible for these cherished public spaces to re-open to the community.



Whiskeytown Supervisor Dave Oechsoi

The unwavering commitment and collaborative efforts of the SMART Workforce Center and WHIS have set a shining example for other organizations dealing with the aftermath of natural disasters. Through their hard work and dedication, these teams play a vital role in restoring and preserving the beauty and integrity of the affected landscapes for future generations.

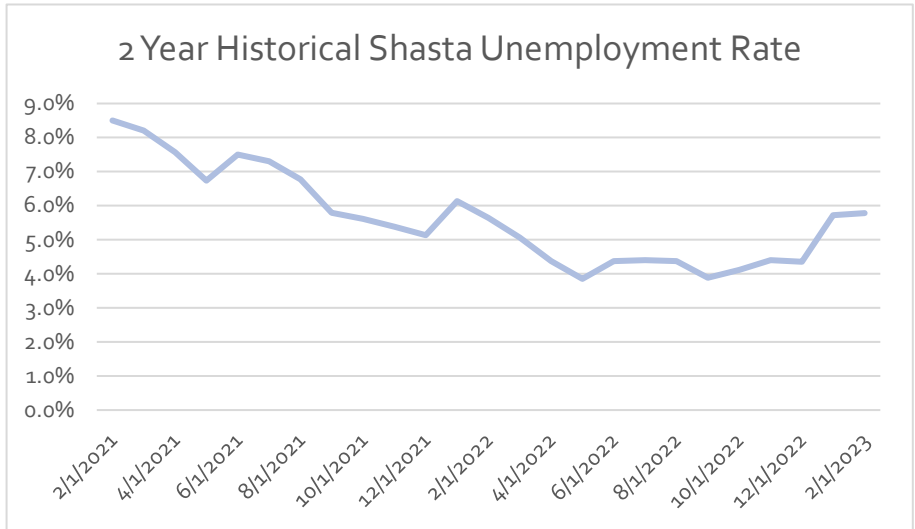
Slight rise in Unemployment in Shasta County

As of February 2023, In Shasta County, the civilian work force is 74,100, this includes everyone that is working, and everyone that is looking for work. Of those, 69,900 are currently employed.

The unemployment rate is 5.8% for February, this is up from 5.6% in the same time last year.

In raw numbers there are approximately 4,300 people currently considered unemployed in Shasta County. This is an increase of 200 unemployed in February of 2022.

While this is an 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 years past, and as unemployment remains low, it will remain difficult to fill labor needs.



Source www.labormarketinfo.edd.ca.gov

Major Employers Shasta County

Bethel Church
Blue Shield of CA
Bridge Bay at Shasta Lake
Costco Wholesale
County of Shasta
Dignity Health Mercy Oncology
Fall River School District
Forest Service
Home Depot
Iris Global
Marquis Shasta
Mayers Memorial Hosp-Burney
Mercy Medical Ctr Redding
Oak River Rehabilitation
Redding Lumber Transport
Shascade Community Services
Shasta Community Health Center
Shasta County Administrative Office
Shasta Regional Medical Center
Transportation Department
USPS
Veterans Home of CA
Vibra Hospital of Northern CA
Walmart Supercenter
Win-River Casino

Source www.labormarketinfo.edd.ca.gov

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.

SMART and Emergent 3D

The SMART Workforce Center has partnered with EMERGENT 3D for an On the Job Training (OJT) this quarter. SMART is excited to work with EMERGENT 3D in expanding their administrative staff and continuing to grow their exciting and cutting-edge business. EMERGENT 3D is using 3D printers to creatively design homes that

are fire resistant and energy efficient, while offering rapid on-site build time.

In Partnership with the City of Redding & Access Home, current projects include St. Marks 3D Street Project, Reginato Boat Ramp house, and Lake California Community Church (the world's first 3D Printed Church building). Construction robotics and the 3D printing technology offer greater design possibilities with affordability, while saving time and cost. SMART Business Services Representative Chelsea, EMERGENT 3D Marketing Specialist Kat, and new Office Coordinator, Nancy enjoy a celebratory moment in front of the EMERGENT 3D office.



SMART Professional Development:

- EDD/Cross-Training- WORKSHARE
- Shasta County Office of Education (SCOE) outreach
- Pathways to Hope- At Risk families/Resource Guidance
- 2023 WOTC- Work Opportunity Tax Credits- North Valley Employer Advisory Council
- FEDERAL GRANTS/Procurement Boot Camp
- Essential Communication Skills Training
- TRINITY COUNTY WORKFORCE Roundtable
- SMART Fiscal & Budget Tracking Reports- Best Practices
- 23RD ANNUAL ECONOMIC FORECAST
- SMART ARPA grants-in house training/overview
- The Five Coaching Conversations Program
- Best Practices- LMI & Occupational Data- NORTEC

New Face at SMART - Terri

Hi, my name is Terri. I am new to SMART. I have been providing case management for the past 25 years. I have joined the team as a Young Adult Career Advisor. My spare time is spent working on my family's ranch. I enjoy horseback riding, camping and taking photos. I also enjoy spending time with my fur babies.



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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