

Smart Business Resource Center-Shasta

Shasta County Community Coordinator Report



Smart sponsored and/or Partner events:

01/01/18-03/31/18 Smart Adult Ed Block Grant GED instruction

02/08/18– North Valley Employment Advisory Council (NVEAC) “Training, Development & Engagement” presented by Starbucks

03/07/18—North Valley Employers Advisory Council (NVEAC) “Legal Weed in the Workplace”

03/16/18– Work Readiness BOOT CAMP

3/21/18 Spring Job Fair

Inside this issue:

SPRING Job Fair	1
Jobs of the Future	2
Work Experience	3
Smart Mentors	4
Did You Know?	5

Smart partnered with Shasta Community College and Employment Development Department (EDD) in the annual Spring Job Fair in Redding. Prepared job seekers



dressed for success, and brought resumes and great attitudes. On the spot interviews were provided by over 50+ employers in several industries including hospital-ity, natural resources, healthcare, administrative, financial, non-profits, human services, military, seasonal, restaurants, human services, communications/media, edu-

cation, security, lumber, and government. Employers accepted applications and provided information on various positions open in their organizations. Over 300 job seekers attended. Some employers present included AARP Foundation SCSEP, Adecco Staffing, Arcadia Home care & Staffing, California Army National Guard, California Pacific Specialty Woods, Compass, County of Shasta, Firestorm Wildland Fire Suppression, H & R Block, KRCR Channel 7, Lake Shasta Caverns, Lowes, Logans Roadhouse, Marquis Shasta, Midvalley Providers, Panda Express, Partnership Health Plan of CA, 02 Employment, Securitas Security, Shasta County Public Authority, Shasta Head Start, Shasta County Office of Education, Target, and Walgreens.



Job Readiness Boot Camp

On March 6, Smart in partnership with Prosperity Initiative, Health & Human Services Agency, and United Way of California, held their annual Job Preparedness boot camp. Participants were provided the opportunity to do mock interviews, receive information on dressing for success, and other helpful job search tips. Below is Smart Supervisor Betsey Ray, at the ready to provide expert Smart job search advice in preparation for our March 21 job fair!



“SMART Connections”

Smart business networking & outreach results in many successful work placements for Smart job seekers all year long. Spring 2018 quarter yielded job placements in a variety of industries including allied health, hospitality, legal, IT, manufacturing, and agricultural.

“JOBS OF THE FUTURE”

Debbie DeCoito, Smart Center Executive Director, presented at “Jobs of the Future”, hosted by the Redding City Club. This was a first meeting for Redding City Club and was organized by City Councilwoman Julie Winter, Rachel Hatch of the McConnell Foundation, Nigel Skeet of I Love Redding, and Matt & Joy Thayer of Speropictures. Additional speakers were Joe Chimenti, Executive Director of the Shasta Builders Exchange, and Josh David Miller, CEO of Mindbox Studios. Debbie DeCoito discussed continued growth in the allied health fields. Julie Winters talked about lifestyle draw to Redding and the creative approach needed to making a living once here. She also emphasized the need for cutting edge technology in the schools. EDC president Tony Giovaniello shared a new concept “Project Hometown”; building one business at a time, collaboratively, through improved digital marketing & e-commerce. A new local IT training opportunity Bethel Tech was highlighted, with the goal of “creating good talent that companies can’t deny”. This event was held at Final Draft Brewing in Redding.



America's **JobCenter**
of California™



Smart Storm Project

Smart Center received funds this quarter to assist public or private non-profit facilities affected by the winter storms of 2017. Temporary jobs (4-5 months) include performing storm damage clean-up and repair. Seven workers were placed at City of Redding, ten at Western Shasta Resource Conservation District, and two at Mountain Gate Community Services District. One placement is at CalTrans Weaverville. Duties include damaged tree, brush & vegetation repair and cleanup, asphalt highway shoulder repair, culvert repair, and repairing trails & fences. Christie Brewster of Smart is the Storm Project Coordinator. At left, trees were planted near the Sundial Bridge for erosion control.

Employer Workshops

North Valley Employer Advisory Council held two employer training sessions this quarter. On February 8, Starbucks presented a session on “Employee Training, Development, and Engagement”. On March 7, Stasia Pringle of Shasta County HHS presented “Legal Weed in the Workplace”. Lori Nipar, Career Center Advisor, represents Smart on the NVEAC board.



On the Job Trainings/Youth WEX

- Everything Medical Equipment
- Hild Collision Center
- Design Time
- Perfect Pool & Spa
- Sof-Tek Integrators
- Finish Line Collision
- Budget Blinds
- Northwest Pools
- Pulmedica, Inc.
- Tank Depot
- Lassen Landscape
- Mountain Tower & Networking
- Beneficial Insectary
- Audiology Associates
- Altemus & Wagner
- Steelhead Constructors, Inc.
- Totally Camping
- Perfect Pool & Spa

OJTs & Work Experience



Senior Career Advisor Misty Bowman & new Smart Career Advisor Stephen Groff at the Spring Job Fair.

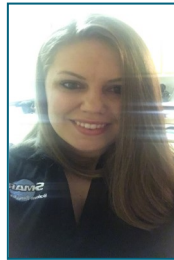
“Smart Mentors at Work!”

Liz Utecht met Cliff when he came into the Job Center for the first time. Cliff was interested in Job Search as well as obtaining his GED. Cliff and Liz met five days each week for five weeks until he passed all four assessments, obtaining his GED. After that, Cliff and Liz did some career exploration together and narrowed down Class A Truck Driving as his Career Pathway. Cliff and Liz went down to American Truck School and he was introduced to the Campus Manager. Cliff was very eager to get started.

At the same time, a local company, Lassen Landscape Materials, had posted a Class A Transfer Truck Driving position. Liz submitted Cliff's resume and he was interviewed the same week. The owner, Matt, extended a job offer pending Cliff's ability to obtain his Class A license. Smart was able to sponsor Cliff through the 160 hour training program at American Truck School. After four weeks, Cliff had received his diploma from American Truck School as well as his Class A license. A week later, Cliff started an On the Job Training to learn the necessary skills to be successful as a Class A Transfer Truck Driver for Lassen Landscape Materials. Cliff completed his OJT on March 20, 2018 and has been retained in his employment.



Liz Utecht



“Cliff and I prepped for his interview through role play and practiced common interview questions. I asked him to consider his previous experience as a manager to help him reframe his thinking and really consider what the employer is looking for”

Liz Utecht
Smart Program Instructor

Smart Rapid Response, Start Ups/Expansion

Business closures and layoffs do happen but Smart is there to provide Rapid Response services to businesses & employees in their time of need. The central purpose of Rapid Response (RR) is to help laid-off workers quickly transition to new employment. Smart is the provider of direct re-employment services and a facilitator for additional resources and assistance. We also offer Smart layoff information in Spanish.

<u>Business</u>	<u>Date</u>	<u>Employees</u>	<u>Action</u>
B&G Delivery	02/01/18	8	Closure
K-Mart	04/08/18	60	Closure/RR
Sears	04/29/18	90	Closure
Mercy Med Center/ Transcription dept.	02/20/18	7	Dept. closure/ RR
Foothill Distributing	03/09/18	101	Closure
Wilda's Restaurant	02/05/18	7	Expansion to 2nd location
Fall River Brewing	03/15/18	25	Expansion

SMART July 2017—March 2018 BUSINESS SERVICES:

- ◆ # of Employers Served: **325**
- ◆ Business Contacts/Services: **701**
- ◆ Smart Job Postings: **499**
- ◆ Smart Facebook likes: **1,143**

JANUARY-MARCH 2018 JOB PREPAREDNESS ASSISTANCE

Computer Basics, MS Word & Excel, How to Complete Online
Job Applications & LinkedIn, Typing & 10 Key Testing,
Tips & Tricks for Resumes
Adult Education Block Grant/GED series
Pathways for Success/Young Adult Program

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The Smart Business Resource Center provides workforce services in Shasta and Trinity Counties. We are a private, non-profit, public benefit corporation and receive funding from the U.S. Dept. of Labor and the State of CA. Our mission is to invest in the growth and development of business to provide opportunities for all job seekers. Smart puts people to work and we believe in a healthy business community. We are dedicated to strengthening and supporting Shasta County business in order to create jobs and encourage economic prosperity. We help assist business with startup, expansion & retention by providing access to skilled employees and training.

Did You Know?

Smart Provides Hiring Services to you at **NO COST**

- *Recruitment Assistance*
Hiring Fairs/Applicant Testing
Job Postings
- *Business Closure Assistance*
Rapid Response
- *Lay-off Aversion*
Customized Training
- Smart provides over 5,000 *Business Services* annually to Shasta and Trinity Counties
- Smart provided *wage savings* of over \$4 million for employers through Worksite Trainings & Work Experience job placements in the last 7 years

This **WIOA Title 1** financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon advance request to individuals with disabilities. TTY (530) 245-1566