

Smart Business Resource Center-Shasta Community Coordinator Report Shasta County



Smart sponsored/ Partner events:

9/30/16 Health & Human Services Job
Prep Fair

10/07/16 Smart /EDD/Shasta College
Redding Fall Job Fair

10/13/16 North Valley Employer
Advisory Council: "Work Opportunity
Tax Credits" (WOTC) presentation

10/28/16 STEM Career Day

11/03/16 North Valley Employer
Advisory Council: "Tip and Trends for
2017" for Employers

11/9/16 National Work Readiness
Credential Roll Out Meeting

11/15/16 Experience Works Workshop

12/6/16 Networking Workshop

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"STEM Career Day"

The 3rd Annual Ignite Opportunity STEM Career Day was held at the Shasta District Fairgrounds on October 28.

1400 north state high school freshman and their teachers, visited the Shasta District Fairgrounds in Anderson to learn about career opportunities that require training in Science, Technology, Engineering and Math (STEM).

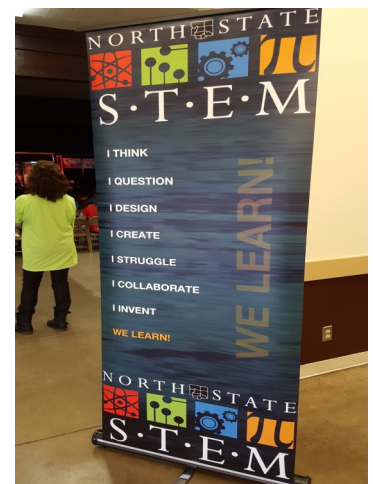
This event was sponsored by North State STEM, Shasta County Office of Education, The McConnell Foundation, Shasta College and Smart Business Resource Center.

Exciting and challenging jobs of the future lie in the STEM areas, and are growing at a rapid rate.

Local North State professionals presented dynamic and interactive information to the students. Both business and college representatives were present to provide feedback, answer questions, and showcase careers possibilities in various fields. Contacts and materials were provided for follow up and further exploration.

The North State is committed to a globally competitive workforce; this requires an ongoing effort to focus on Grades 6-12 and their educators in STEM disciplines.

According to the US Department of Commerce, there will be a need for a STEM workforce in California through 2018 of 1.14 million. During the next 10 years, over 70% of CA projected jobs will be related to STEM.



Health and Human Services Resource Fair

The Job Preparedness Resources Fair was held on September 30, 2016 from 9am to 1pm at Shasta County Health and Human Services. The Resource Fair was geared to the clients working with Health and Human Services in Shasta County to help them prepare for Smart's Fall Job Fair being held the following week.

The event was hosted for the first time by Health and Human Services of Shasta County in hopes to revitalize the Project Homeless event that was held in previous years.

The day was designed to address barriers job seekers may have and help by providing resume-building tips, job application exercises, mock interviews, and tips on how to expunge criminal records. Clothing assistance and professional haircuts were offered to the clients.

Health & Human Services partnered with several agencies, including the Smart Business Resource Center, Department of Rehabilitation, CalWORKs, EDD, and other partners. Smart provided workshops and mock interviews for the clients and information about the upcoming Job Fair.



“12th Annual Fall Job Fair”



Partnering with Shasta College and the Employment Development Department (EDD), the Smart Center hosted its 12th annual Fall Job Fair.

This event was held to assist in improving the employment picture for Shasta County. According to EDD, the unemployment rate in August 2016 was 6.8 percent, down from 7.4 percent in July 2016.

The event included 70 employers who met with approximately 450 job seekers; nearly double the number of job seekers that attended the Spring Job Fair. Employers that attended included those within retail, food service, health care, government, recreation and hospitality, media and the military industries.



“Smart Business Services”



Employer Workshops

North Valley Employer Advisory Council held an employer training session on October 13. The topic covered was Work Opportunity Tax Credits (WOTC) for employers. Smart Supervisor Laurie Greig, NVEAC Board Member At Large, assisted in coordinating the event. Local employers as well as EDD and Smart staff

Worksite Trainings and Work Experience

Worksite Trainings:

- CGI Technical Services, Inc.
- Peerless Building Maintenance
- AB Medical Technologies
- Mayers Memorial Hospital District
- Noah Martin Wood Design
- Air Shasta
- Kristi David OD Inc.
- Fitness Express
- Western Shasta RCD
- Free Fire Media
- American Truck School
- Woody's Brewing Company
- Sharp Electric
- West Coast Innovations
- Shasta Builders Exchange
- Northstate Commercial Partners

Internships & Youth Work

Experience placements:

- Northstate Commercial Partners
- Smart Business Resource Center
- Shining Care
- Adjoy
- Steelhead Constructors
- Premier Solutions
- Emerald Kingdom Greenhouse
- Centerville CSD
- Anderson Medical Associates
- Tig Tech Iron Works
- Red Lion
- Petco
- Weaver Lumber



Western Shasta RCD



“Shasta County Mini Maker Faire”

Shasta County Mini Maker Faire came to life for the first time in Shasta County on November 12! This educational event was co-coordinated by a North State educator, Ada Rappeport, who was previously employed by the Smart Center for several years.

The event celebrated engineering, arts, crafts, sciences, and technology projects and the Do-It-Yourself mindset; and highlighted makers and inventors from all over Northern California. Counties represented included Shasta, Butte, Sacramento, Humboldt and more. Sponsors included, but were not limited to, North State STEM, Shasta College and Turtle Bay Exploration Park.

Exhibitors proudly displayed cutting edge and imaginative creations in areas such as robotics, coding, gaming, electronics, spinning, computers, weaving, sewing, blacksmithing, crafting, quilting, artists, rockets, student projects, amateur radio, dance performers, 3d printing, music performers, handcrafted musical instruments, and food and beverage makers.

The **Smart Center** had several staff who volunteered their time in on-going planning sessions, exhibitor recruitment, and working the day of the event.

The North State community looks forward to the next successful faire and continuing to inspire new generations of students & makers!



Rapid Response, Startups/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 Español.

<u>Business</u>	<u>Date</u>	<u>Employees</u>	<u>Action</u>
Ma Der Ma Der Restaurant	10/18/16	3	New business
Tuff Shed	11/10/16	2	Ribbon cutting
Shasta Green	11/19/16	80	RR. <i>Update: 5 year reprieve</i>
Burney Forest Power	11/19/16	25	RR. <i>Update: 5 year reprieve</i>
Lehigh Cement	11/14/16	39	RR. <i>Update: All workers called back</i>

SMART QUARTERLY BUSINESS SERVICES:

- ◆ # of Employers Served: **207**
- ◆ Business Contacts/Services: **990**
- ◆ Smart Job Postings: **193**
- ◆ Job placements: Median wage for Adults: **\$16.00**
- ◆ Smart Facebook likes: **1013** including **50** this quarter

“Smart Drought Grants — City of Redding”

The City of Redding continues to work on drought projects where they are removing turf and replacing with drought tolerant mulch. Supplies are paid through the City of Redding funds and labor is done by workers under the Drought Grant.



Smart Center & The Women's Fund

Representatives from the Smart Center attended the Annual Women's Fund Event on October 27. This philanthropic organization each year awards membership dollars to non-profit Grant recipients. Recipients for 2016-2017 were announced. Previous grantees, including Smart, were invited to provide an information table highlighting Smart resources, job seeker workshops, and educational sponsorships. Additionally, Smart was thanked for their contributions to women in the community for 2015-2016 by offering the National Work Readiness Credential certification courses.



FALL 2016 JOB SEEKER CLASSES & WORKSHOPS

Basic Computer, Word, Excel, Google Drive

Navigating On-Line Digital Applications

Behavioral Interviews, Customized Resumes, Online Employer Assessment testing

Setting Job Search Goals

Career Exploration

Pathways for Success/Youth Workshop Series

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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

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 provided 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 5 years