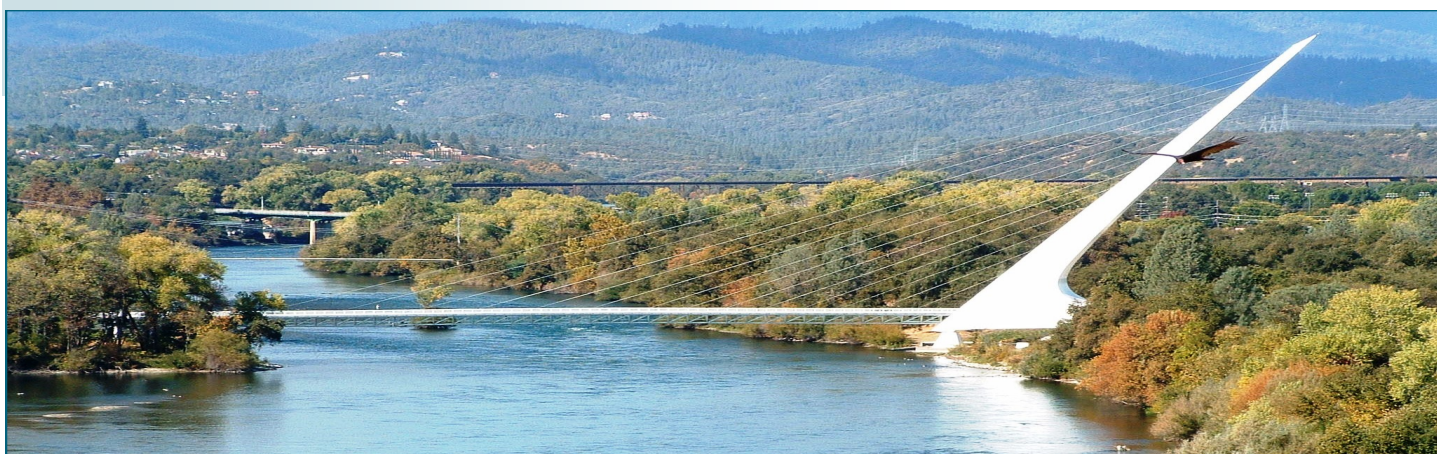


Smart Business Resource Center-Shasta

Shasta County Community Coordinator Report



Smart sponsored and/or Partner events:

10/26/17—North Valley Employers Advisory Council (NVEAC) Labor Law Seminar

10/01/17-12/21/17 Smart Adult Ed Block Grant -GED course

10/25/17— Project Connect/Rock Stars— Homeless Outreach

11/30/17 Good News Rescue Mission, Smart tour— Adult & Youth outreach

11/01/17 Sheraton @ Turtle Bay, Smart Tour & OJT Outreach

11/8/17 NVEAC Annual Labor Law Seminar

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Shasta County Office of Education, in partnership with Shasta College, NorthState STEM, ReachHigherShasta, and the Smart Center, presented the 4th Annual IG-NITE Opportunity STEM Career Day held on October 20. Keynote Speaker this



year was Olympia LePoint, Rocket Scientist, Author & Motivational speaker. She offered inspiring real world anecdotes and advice about pursuing STEM careers. Other presentations and interactive demos provided by exhibitors included USDA,

CA Land Surveyors, City of Redding Public Works, Schreder Planetarium, Ch2m-Hill, Butte College Health Workforce Initiative, Central Valley Water Quality Control Board, Waterworks Engineers, Shasta College AG, Natural Resources & Health Sciences, CA Dept. of Fish & Wildlife, Sierra Pacific Industries, and Nichols Melburg Rosetto architects. Chris Dell, Director of STEM Education, Shasta Co. Office of Education, emphasizes that the career fair helps teens see how the STEM disciplines are applied & integrated in school subject matter, with an eye towards future vocational planning, including mapping out courses in high school and beyond, all the while working towards inspiring careers in Science, Technology, Engineering, and Math.



Adult Education Block Grant

Kim Cobbler, Smart Program Manager, and Betsey Ray, Smart Program Supervisor, attend monthly/quarterly meetings for AEBG and share best practices for serving clients, as well as receive updates for funding. Smart provided GED prep, tutoring and testing for seven students this quarter with the help of AEBG funding.



Smart connects the 'Blue Dot'

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

GROW MANUFACTURING INITIATIVE/REGIONAL SUPPORT

The Smart Center was awarded funds from the Northern Regional Training and Employment Consortium (NoRTEC) and the Regional Industry Sector Partnership Support: Enhancement of a Regional Industry Sector Partnership Support for Grow Manufacturing in Shasta County. This fledgling initiative was launched in February 2017 at a meeting hosted by the Smart Center, NoRTEC, and the North State Grow Manufacturing Initiative. Tony Giovaniello, Executive Director for the Shasta Economic Development Corporation volunteered to facilitate the initial meetings of employers to discuss the focus and design of a manufacturing initiative specific to Shasta County. The Smart Center will provide staffing and support to continue to identify and strengthen new, as well as ongoing, relationships with existing manufacturers in Shasta County. The Smart Center has contracted with Hope Seth to convene and facilitate discussions to identify needs, challenges and opportunities experienced by manufacturers.



Smart Storm Project



Smart Center receives funds to assist public or private non-profit facilities affected by the winter storms of 2017. Temporary jobs (4-5 months) include performing clean-up and repair due to storm damage. Twenty workers in November were placed at Cal Trans, City of Redding, WS Resource Conservation District, Trinity County Watershed, and Mt. Gate CSD. Some duties include storm damaged tree, brush & vegetation cleanup; rock & mud-slide cleanup, asphalt highway shoulder repair, culvert repair, and repairing trails & fences. Christie Brewster is the Smart Storm Project Coordinator. At left, tree root repair was done in Caldwell Park after the Sacramento river flooding subsided.

Employer Workshops

North Valley Employer Advisory Council held two employer training sessions this quarter. On October 12, Mark Vegh, Attorney at Law presented "Recent Developments in Employment Law" at EDD. The annual labor law seminar was held on November 8 at Win River, presented by Kurt Bartel, Attorney at Law and Regional CEAC VP.



On the Job Trainings/Youth WEX

- Everything Medical Equipment
- Hild Collision Center
- Miller Collision Center
- Perfect Pool & Spa
- Sof-Tek Integrators
- McHale Sign Company
- Enoven of Redding, Inc.
- Northwest Pools
- Silverline Pacific
- Cross Petroleum
- Shasta.com
- Mountain Tower & Networking
- Trinity Heating & AC
- Zach Bay State Farm
- Willow Springs Alzheimers
- Computer Logistics

Smart OJT and Work Experience



“Smart Teen Mentors at Work!”

Sierra Blanco, Smart Young Adult program/Career Advisor has worked with Andrea Cabututan and shares her Smart story as follows: “When Andrea walked into the center, she was struggling to navigate the throes of adulthood while finding employment opportunities that aligned with her interests. After in-depth career exploration workshops and creating an individual service strategy, we identified short-term and long-term goals that she could accomplish while in the Young Adult Program. Andrea experienced tremendous breakthrough in her self-confidence and landed a job in the field she is passionate about: childcare. As a young woman who grew up in foster care, she prizes the opportunity to be a positive role model and compassionate caretaker in the lives of children. Her success story is the byproduct of our incredible eight-week Work Experience program. Andrea stated, “You guys (Smart Center) are the reason I have a job that I love. I would never have found a job so amazing without your help.”



*Thank you
Sierra Blanco!*

Smart
Young Adult
Program
Career Advisor

“You guys (Smart) are the reason I have a job that I love”.

*Andrea Cabututan, Smart
Young Adult program
participant*

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>
Bulldog Scrap Metal Recycling	10/26/17	5	Closure
Lim's Family Pharmacy	10/30/17	9	Closure
Royal Indian Cuisine	10/09/17	5	New business/ downtown Redding
Vision Care Devices	12/22/17	10	RR

SMART QUARTERLY BUSINESS SERVICES:

- ◆ # of Employers Served: **129**
- ◆ Business Contacts/Services: **1,242**
- ◆ Smart Job Postings: **229**
- ◆ Job placements: Median wage for Adults: **\$15.00**
- ◆ Smart Facebook likes: **1,122**

“Good New Rescue Mission ”

On 11/30/17 several team members from Smart Business Resource Center toured the Good New Rescue Mission in Redding. The homeless mission receives no government funding, relying solely on donations. They have a paid staff of 32, and a volunteer staff of approximately 300. They run an academic center, provide job search assistance, financial literacy, and computer classes, and work with clients to complete GED and go on to college through Shasta College Step-Up program. They feed & overnight shelter up to 200 people per day. They provide drug & alcohol rehabilitation for both men and women; most recently completing a beautiful new facility for the women. The mission also provides medical & dental care. Most importantly, they provide resources to heal, and a path to hope. The Smart Business Resource Center serves both Adults & Young Adults who are living at the mission. Smarts works in partnership to provide ongoing support, guidance, and financial sponsorship in areas such as personal counseling; and college or vocational training. We also provide soft skills training, resume building, and career planning.



“Happy Holidays!”



“Thank you Debbie DeCoito and Business Services for spreading Holiday Cheer to some of our local businesses. Stephanie and I will be delivering these gifts on behalf of all of us here at The Smart Business Resource Center.”

Tasha Van Dunk &
Stephanie Baker , Smart
Business Representatives



OCTOBER-DECEMBER 2017 JOB PREPAREDNESS WORKSHOPS

Computer Savvy, MS Word & Excel, How to Complete Online

Job Applications & LinkedIn

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 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

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