

Smart Business Resource Center
Shasta County

Community Coordinator Report



Smart sponsored and/or Partner events:

10/14, 11/4, 12/9-Smart
attended STOPP (parolee
outreach) meetings

10/16/19- NVEAC
“Understanding Genera-
tions in the Workplace,
Sean Sharp, Express Em-
ployment

11/6/19- NVEAC Annual
Labor Law Seminar,
Speaker Bill Betley

NorthState ‘Regions Rise Together’

Smart Executive Director Wendy Zanutelli was excited to have a voice at the table for a great day of collaboration. On October 7, Regions Rise Together, a North State Joint Strategy Session with the Governor’s office of Planning and Research, met to discuss and articulate the unique needs of our North State communities. The word of the day= infrastructure (broadband, transportation, funding, capacity, sustainability, etc.) Updates were heard from The McConnell Foundation and K2 on the amazing plans they have for downtown Redding. So many good things to come!



#Downtown Revitalization
#NorCal Revitalization
#This is Redding

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#TisTheSeason

#WeAreSmart

NVCSS

Adopt A Family

The Smart Team was so excited to adopt four families this year through the Northern Valley Catholic Social Service Inc. (NVCSS) Adopt-A-Family program. We had a great time shopping for the perfect items for each family member, wrapping and spending time together. 'Tis the season and it feels great to give! Thanks for this opportunity, NVCSS!



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JOB ADS BUZZ

California Employment Development Department reports for October 2019 for Redding, California:

Employers with the Most Job Ads

Retail Salespersons– 136

Registered Nurses– 101

First-Line Supervisors of Retail– 84

Teachers Assistants– 55

Heavy and Tractor Trailer Truck Drivers-49

Stock Clerks, Sales Floor– 42

Customer Service Reps– 39

Security Guards– 37

Maintenance & Repair workers– 35

Janitors and Cleaners, Except Maids –32

Carr Fire Clean-Up



Smart continued to receive funds this quarter to assist public or private non-profit facilities affected by the Carr Fire of 2018. Kristi Hanson, the Smart Special Grants Coordinator, helps place workers on temporary jobs that are 4-6 months in duration. Sixteen people have worked at many active worksites. Fire cleanup workers have been placed at Whiskeytown National Recreation Area and City of Redding. Examples of work include repair work along the Sacramento River Trail, cleanup in Whiskeytown campsites, and continued clearing & cleanup of untold numbers of burned trees at Whiskeytown.

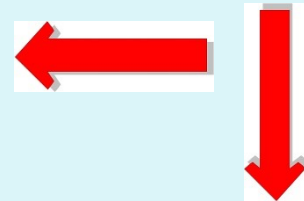
"When crisis comes we begin to see that community is the true and irreplaceable infrastructure."

Employer Workshops

North Valley Employer Advisory Council held two employer training sessions this quarter. On October 16, "Understanding Generations in the Workplace" presented by Sean Sharp, Express Employment. On November 6, Annual Labor Law Seminar was presented by Bill Betley. Tasha Van Dunk, Smart Business Representative, represents Smart on the NVEAC board as Chairman and Lori Nipar, Smart Supervisor, represents Smart on the NVEAC board as Secretary.



OJTs & Work Experience



On the Job Trainings

- Women's Health Specialists
- Shasta Builder's Exchange
- CGI Technical Services, Inc.
- Cottonwood Water District
- Wellness One of Redding
- Mt. Shasta Spring Water
- Beard's Custom Cabinets
- Larson Concrete Coating
- McHale Signs
- Redding Countertops
- Kristi Davis, OD
- Sun On Energy Corp
- Ajamanian Construction

Young Adult Program Work Experience

- Towtally Camping
- Goodwill
- Esmerelda's Salon
- Techni-Soil
- CDG Technologies
- Stanley Steemer
- Global-Flex



Smart Annual Fall Job Fair



On Friday October 4, Smart Business Resource Center, in partnership with EDD and Shasta College, held their annual Fall Job Fair. Participating employers had at least 2 positions they were looking to fill. Job openings included hourly and/or salaried positions; part or full time; seasonal or regular term employment. 60+ employers attended. Event was open to all individuals 16+ looking for employment opportunities. Thank you to all our generous event sponsors! Check out our post Job Fair infographic *next page!*



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of California™

Thank you Smart Fall Job Fair sponsors!

Gold Sponsors:

Shasta College

NVEAC

Rush Personnel

02 Employment Services

Red Lion

Sierra Pacific Foundation

Bob FM 107.1

Power 94.7

Q97

Red 103.1 FM

Results Radio

Silver Sponsors:

CGI Technical Services, Inc.

Redding Rancheria

Bronze Sponsors:

Spherion

Towtally Camping

Redding Business Closures

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.

<u>Business</u>	<u>Date</u>	<u>Employees</u>	<u>Result</u>
Collectors Choice	9/29/19	4	RR Outreach
Upper Crust Pizza	10/07/19	8	RR Outreach
Mercy Medical Center	10/25/19	5	RR Outreach
Dress Barn	11/15/19	6	RR Outreach
Victor Treatment Center	12/19/19	99+	RR & Hiring Fair

LET US HELP YOU WITH YOUR EMPLOYMENT NEEDS

October-December 2019

One-Stop Job Center

- ♦ **We provided job & career guidance to 2025+ visitors** this quarter at Smart

Resume Assistance

Career Exploration

Job Board/Resume Referral

Computer Classes

Educational Sponsorship

On the Job Training

Typing & 10 Key Tests

GED

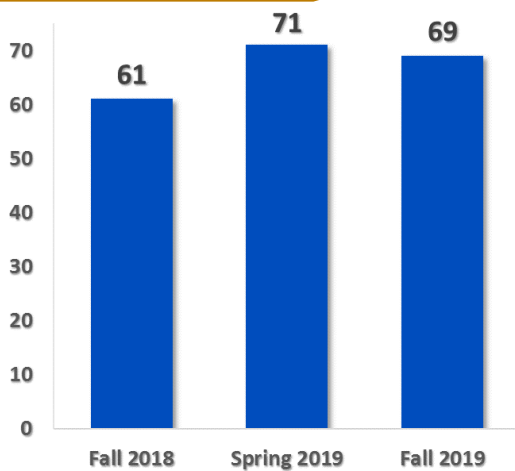
"Three years ago, I was a job seeker at the Smart Business Resource Center Fall Job Fair. It was there that I got connected to my current employer. Today, I am a Senior Tax Analyst and Office Manager there. I love representing my company at this event in the hopes that I can give someone else an opportunity like I received here. Thank you, Smart, for helping me and people like me get connected to great careers!" - Jennina Johansen, Office Manager, H&R Block

2019 Employer Desire to Attend again: 4.7/5

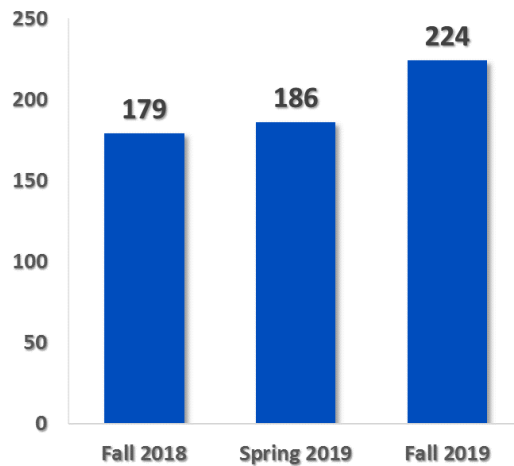


Attendance of both Employers and Job Seekers is on the rise.

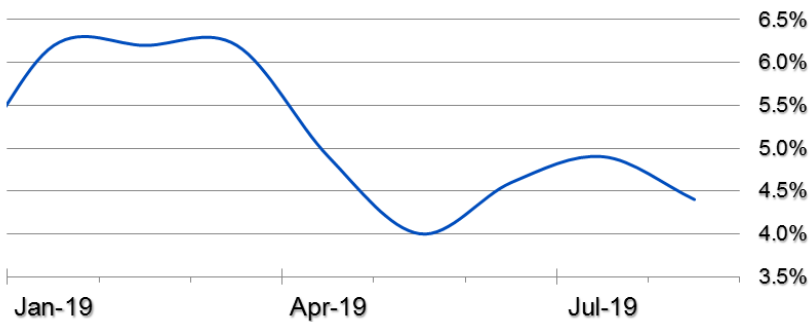
Employers



Job Seekers



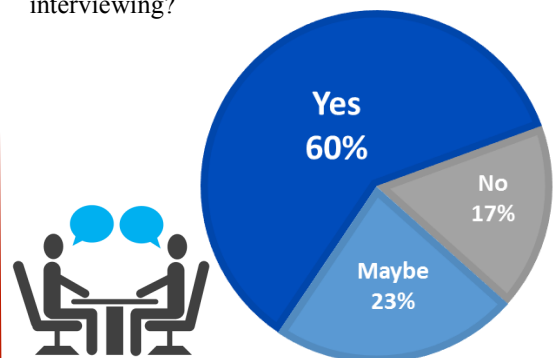
Shasta County Unemployment



www.labormarketinfo.edd.ca.gov

Success

Did you find job seekers who you plan on interviewing?



Smart Business Resource Center is a 501c3 non-profit, committed to helping job seekers find jobs, increase training and skills, and increase earnings. We also invest in our local economy by helping businesses grow. Proudly serving our community since 1979, we have invested over \$60 million into serving our clients, businesses and communities.

Smart Center awarded Storm Grant

The Smart Business Resource Center was granted \$475,000 to help with cleanup following the winter storms in 2019. This funding will provide temporary workers to public and non-profit agencies to clean up and repair damage from winter storms in Shasta and Trinity Counties. Smart Executive director Wendy Zanotelli stated "This is the second National Disaster Dislocated Worker (NDWG) Grant that we have received in the past year. The Smart Center received a NDWG grant for the Carr Fire last year and has provided 46 workers so far to local agencies still working on the Carr Fire cleanup efforts". NDWG grants are typically for laborer and repair jobs. They fund additional workers to help local agencies working on cleanup efforts, while also providing temporary jobs to people who are unemployed, allowing them to work and gain transferrable skills for their resume while they look for more permanent employment.



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"These types of emergency response grants are helpful to assist our community when disasters happen."

*Wendy Zanotelli, Smart Center
Executive Director*



Storm affected areas at Whiskeytown NRA 2019

Smart Job Fairs

Over the last quarter, Smart sponsored Job & Hiring Fairs with the following organizations:

- Smart Annual Fall Job Fair
- Western Dental– paid training and recruitment for dental assistants
- A and N Pressure Washing
- Victor Residential Treatment Center Hiring Fair– in response to their business closure of over 90 employees

Look for our Job Fair on January 14 and January 16 for Save Mart who are opening a new store in Redding!

STEM Career Day 2019

Several members of the Smart team volunteered again this year at the annual Stem Career Day, attended by over 900 enthusiastic ninth graders from all over the North State, eager to learn about many different career possibilities in Science, Technology, Engineering and Math; on October 4, 2019 at the Anderson Fairgrounds, Shasta County, CA.



Smart Highlights “Business of the Quarter”

We would like to recognize Beards Custom Cabinets for their contributions to the success of their employees by using the Smart Business Resource Center On the Job Training program.

The employer assisted in creating a detailed job description and benchmark competencies for the OJTs. They work hard in helping their new hires be successful. They are clear in their expectations and in providing the training needed through the Smart OJTs, as the employees work towards new skills attainment. They are willing to hire and train with limited related experience. And, they make beautiful cabinets!

www.beardscustomcabinets.com



California Workforce Association Executive Director Bob Lanter

Smart Executive Director, Wendy Zanolelli, attended an inspiring presentation by Bob Lanter, Executive Director, [California Workforce Association](#) in November.

Key take-aways from the presentation included:

“It is our responsibility as workforce professionals to understand the emerging industry needs unique to each of our communities and then develop career pathways, with a convergence of education and training, to locally source and develop a skilled workforce.”

“The only way to build a strong workforce system is to have all 3 legs of the stool represented: Education, Workforce (Businesses and Job Seekers), and Economic Development.”

“Upskilling incumbent workers will promote and retain local talent while creating entry level openings from the waiting workforce to enter jobs. This will help to ensure a perpetual cycle of upward mobility, community talent retention, and ongoing economic vitality.”



October-December 2019 JOB SEARCH SERVICES

Computer Basics, MS Word & Excel, How to Complete Online
Job Applications, Typing & 10 Key Testing,
Tips & Tricks for Resumes
Career Exploration
Adult Education (AEP)/GED series

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The Smart Business Resource Center provides workforce services in Shasta, Trinity and Humboldt 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/Job Postings/
Applicant Pre-Screening
- *Business Closure Assistance*
Rapid Response/Layoff Aversion
- *On the Job Training*
Save money while training your
employees
- Smart provides over 5,000 *Business Services* annually to Shasta and Trinity Counties
- Smart provided *wage savings* of over \$4 million for employers through On the Job 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

