

# SMART Workforce Center Community Coordinator Report



Q2-2021

TRINITY COUNTY EDITION

IN THIS ISSUE

## Smart Improves Community Vitality



Far Northern California is emerging from its Covid shutdowns with great opportunities for employment. This quarter has shown an uptick in SMART's employment and training services, and a downward trend in unemployment.

Employers are bounding back and looking to add employees. There are many job openings but fewer would-be employees to fill them. The workforce shift is historic and unprecedented, with more people having left the workforce than ever before.

The SMART Workforce Center continues to remain a steady and bustling presence in the counties of Del Norte, Shasta, Siskiyou and Trinity. We continue to assist in business reopening and reemployment. SMART is applying our grants and resources towards economic vitality. We have partnered with multiple organizations for virtual hiring fairs, in areas including Healthcare, Production, and Manufacturing. SMART has increased our outreach to help get the word out about our services so employers and job

seekers can benefit from training programs, hiring fairs, job placement, work experience, and additional supportive services. SMART is using many levels of technology, social media, website, digital, radio, word of mouth, and industry/partner collaborations. Our Business Services team has tirelessly worked to develop On the Job Trainings (OJTs) over this last quarter. It has served a steady influx of clients in school sponsorships and vocational preparation, including CNAs, LVNs, ADNs, medical assistants, pharmacy technicians, teachers, web designers, medical office professionals, estheticians, firefighters, and truck drivers. SMART's Adult and Young Adult programs are providing critical support to people entering and re-entering the workforce and our special grants, including P2E and Fire/Storm/Drought mitigation and cleanup are in full force.

SMART has seen a huge increase in job postings and has grown our businesses

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Health care Heroes hosts an online hiring fair



#### New Faces At SMART- Page 8

Meet our new members



served. In fact, SMART provided 18,247 unique services to 2,535 businesses this year, representing a 228% increase over prior year, despite the pandemic. Our doors are open for mock interviews, resume preparation, resume optimization, completing on-line job applications, meet and greets, client meetings, young adult workshops, and more! Many thanks to the strong & resilient SMART Workforce team for consistently assisting our communities despite the many challenges of this past year.



**On the Job Training Partners:**

- ❖ State Farm- Kevin Cahill
- ❖ Michael Staszal, DO PA
- ❖ Trinity County Title Company
- ❖ Dee Stover Insurance
- ❖ Beard's Custom Cabinets-Woodwork
- ❖ Redding Fashion Alliance
- ❖ Impact Solution
- ❖ Hambro Forest Product
- ❖ Kristi Davis OD
- ❖ McEntire Landscaping, Inc.
- ❖ Solano's Home Improvement Center
- ❖ Rain Rock Casino
- ❖ Buddy's Towing
- ❖ Payless Building Supply
- ❖ Bryant Automotive
- ❖ SVM Plumbing
- ❖ Pacific Northwest Organics
- ❖ Walgumuth Painting
- ❖ Printopya
- ❖ Trinity Iron Works
- ❖ Mountain Communities Healthcare District (Trinity Hospital)
- ❖ Crystal Geyser Roxane LLC
- ❖ SunMedica, Inc.
- ❖ Aspire/Cory Meyer Real Estate
- ❖ Pro Garage Doors
- ❖ Holy Smoke Inc.

**Young Adult****Work Experience Partners:**

- ❖ Haven Human Society
- ❖ Shasta County YMCA
- ❖ Hella Apparel
- ❖ A Beautiful View
- ❖ Mountain Gate Water Plant
- ❖ Redding Fashion Alliance, Inc.
- ❖ Crystal Geyser Roxane LLC
- ❖ Shasta ENT
- ❖ Garden Authority
- ❖ Hambro Forest Products
- ❖ Kaleidoscope Coffee Co.
- ❖ Fog Bank Clothing
- ❖ Aztec Construction

## PRE-APPRENTICESHIP TRAINING

Pre-Apprenticeship Training in the CONSTRUCTION TRADES is back for the third round! This 5-week class is offered free of charge by SMART Workforce Center in partnership with The Job Training Center and North Central Counties Consortium.

**IS A CAREER IN THE CONSTRUCTION TRADES FOR YOU?**



*North State Builds and the America's Job Center of California present*

**140-Hour Pre-Apprenticeship Training**  
(Exploration, Work Readiness, Incentive Pay)  
**July 19 - August 20, 2021**

To learn more and apply, contact your local AJCC:

	Shasta, Siskiyou, Trinity County 530-246-7911		Tehama County 530-529-7000
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Could a career in construction be what you've been looking for? This is the PERFECT way to find out. Hear from folks in different trades (plumbing, carpentry, cement, heavy equipment, electrical, and more).

SMART pays daily stipends to participants and helps get them into an apprenticeship training or an on-the-job training upon successful completion of the class. Participants earn their first aid card, CPR card, and Osha-10 certificate. The next class is offered in in Shasta County from July 19-August 20. There are only 15 spots available so call to register today!

**Young Adult****On the Job Training Partners:**

- ❖ Shasta Tanks and Propane
- ❖ SVM Plumbing
- ❖ Technisoil- Warehouse Laborer
- ❖ Northern Trees Tree Service
- ❖ Trinity Iron Works
- ❖ Mountain Community Healthcare District
- ❖ Walgumuth Painting

**DO YOU HAVE A PARTNERSHIP OPPORTUNITY?**

Reach out to SMART on our Facebook page

<https://www.facebook.com/TheSmartCenterBiz/>

or our LinkedIn page

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

We would love to hear from you.

## HEALTHCARE HEROES VIRTUAL HIRING EVENT

The SMART Workforce Center, in partnership with Alliance for Workforce Development, Inc., held a regional Healthcare Heroes Virtual Hiring Event Tuesday, April 20th from 11am - 2pm. 12 rural healthcare facilities from Shasta, Trinity, Siskiyou, Lassen, Modoc, and Plumas County participated in the event. Job seekers were able to chat directly with recruiters from a smartphone, tablet or computer!

There were 182 jobs available, ranging from entry-level (no experience needed) to highly skilled. Positions included Chief Medical Officer, Physicians, Physical Therapists, 38 RNs, 28 CNAs, 17 LVNs, Receptionists, Billing Coordinators, Cooks, and more. The event was widely marketed on social media, digital radio, and newspapers locally and statewide. 84 people registered for the digital event, with 65 of them wanting to enroll in SMART and AFWD's programs for training in the medical field.



## NATIONAL NURSES DAY- MAY 6, 2021



SMART averages 30 nursing sponsorships each semester, including this Spring 2021. We offer assistance to RNs, LVNs, and CNAs. These hardworking students are receiving help with training costs including supplies, uniforms, and testing fees, and are appreciative of the extra support they receive from SMART.

To all of our amazing North State nurses and nurses-in-training, including our SMART participants, Happy National Nurses Day!! Your passion and dedication to your studies and caring for our community is truly appreciated!

**Testimonials from current Smart sponsored ADN nursing students, sent to our Nursing Career Advisor, Donica:**

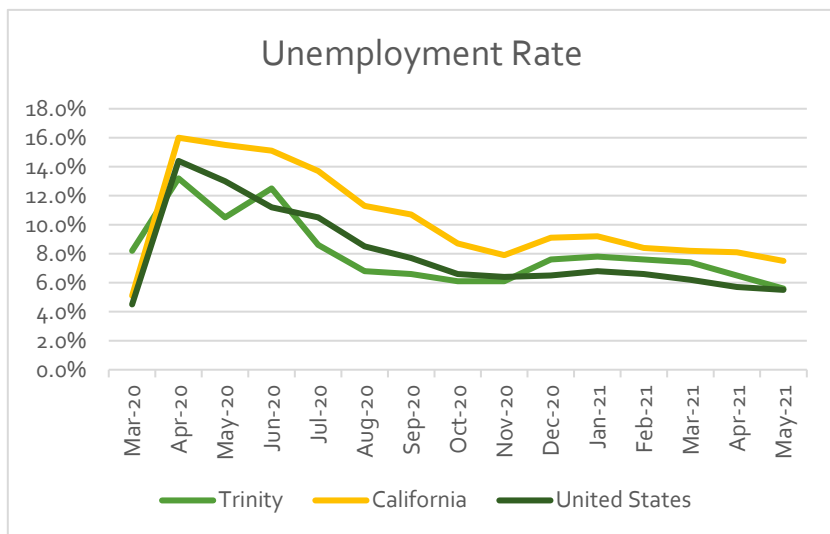
*"I would like to thank you for all of your hard work and dedication to help me become successful and start my career. You have been a blessing to me and my family. Thank you for being a huge part of my success."*

*"I am super excited and couldn't be here without the Smart Center's support."*

*"I didn't realize how expensive it would be to become a nurse. I'm so thankful for you and the Smart Center".*



## Unemployment Trends Downward

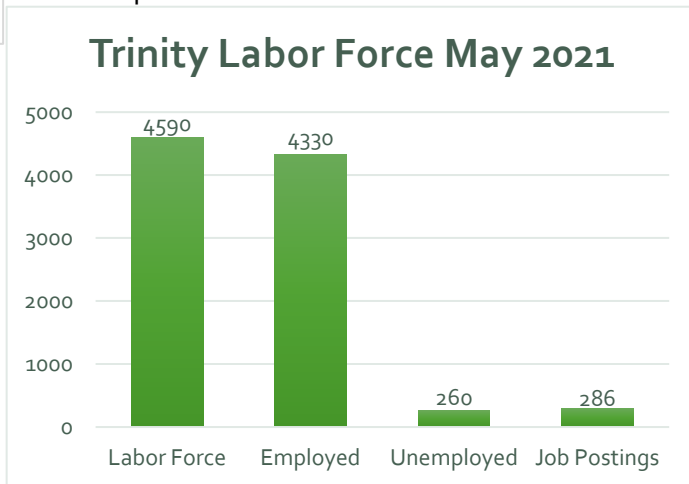


Unemployment rate in Trinity County was 5.6 percent in May 2021, down from a revised 7.8 percent in January 2021, and below the year-ago estimate of 10.5 percent. This compares with an unadjusted unemployment rate of 7.5 percent for California and 5.5 percent for the nation during the same period.

This unemployed population represents 260 individuals out of county. In May of 2021, there were 286 unique non overlapping job postings for new positions.

### Smart Facts July 2020 – June 2021

- SMART has enrolled 415 Adults and Dislocated workers, and 161 Young Adults, assisting them in job placement, training, and removing barriers to employment in the 2020/2021 program year.
- SMART has run 140 rapid response business closure events assisting employees and businesses navigate the transitions that layoff and business closures.
- SMART has worked with 920 different businesses in the year providing services to recruit, retrain, and engage the labor force.
- SMART sponsored 89 on-the-job training and work experience opportunities, offsetting wages for the businesses and helping them take advantage of tax credits.



## NOW HIRING

In the last quarter, the following employers have posted the most job openings in Trinity County

- County of Trinity
- Mountain Communities Healthcare District
- Trinity County Office of Education
- Trinity River Lumber Company
- Shasta Head Start
- Trinity Lumber & Building Supply, Inc.
- United States Postal Service Trinity County Office of Education
- Trinity River Lumber Company
- Shasta Head Start
- Trinity Lumber & Building Supply, Inc.
- United States Postal Service



Sources: <https://www.labormarketinfo.edd.ca.gov/> and <https://edd.ca.gov/>

## P2E, Prison to Employment Update

P2E (Prison to Employment) program continued successfully this quarter at the SMART Workforce Center. This program is providing opportunity for participants looking for work after exiting the criminal justice system. SMART offers coaching and work readiness review, as well as assistance in making connections with employers through On The Job training while learning new skills. Additionally, employers are benefitting in many ways by participating in P2E including:

- OJT- partial wage reimbursement for On the Job Training
- Paid Work Experience
- Fidelity Bonding
- Work Opportunity Tax Credits (WOTC)
- Employer/Employee supportive services
- Community Impact

Thank you to our P2E team coordinators, Carrian and Robin in Shasta County and Amanda in Del Norte County! Robin received the following inspiring and motivating message from one of her participants, reminding us of the impact we have on the clients we serve:

*"Appreciate you and all your help. Thank you so much, you really helped me get started and you put extra effort in. I've got to tell you that it was at the time I need it most, I will never forget it. Thank you. By helping me you not only helped me, but helped my daughter. She needs her father."*

## Success Story - Fire Academy

SMART is proud to support many students that attend the Fire Academies at our local community colleges. The participant pictured applied for the Shasta College Fire Fighter I Academy (21 units) for Spring 2021 semester.

This is a demanding one semester course, which covers all aspects of structural & wildland firefighting to perform at the entry level in a volunteer or paid fire department. Prerequisites include an Emergency Medical Technician I or Emergency Medical Responder class, and CPR for the Professional Rescuer. Target occupations include Firefighter I, Forest Firefighters, and Municipal Firefighters. This program only accepts the first 40 applicants who meet the requirements.

He was in the top of his class and 1 of 4 cadets (out of 11 potentials) who secured a job at Shasta Trinity National Forest. He went from knowing nothing about firefighting to being offered a firefighting job within one semester, proudly finishing with a 93.23% overall in his class.

The Shasta College Fire Academy has been producing outstanding firefighter candidates for more than 35 years. Their lessons include "the importance of showing up to work early, putting in a hard day's work, maintaining a high level of integrity and professionalism, and never giving up when times are hard. They must be willing to take risks to save others." (Shasta College 64<sup>th</sup> Fire Fighter I Academy syllabus & website)

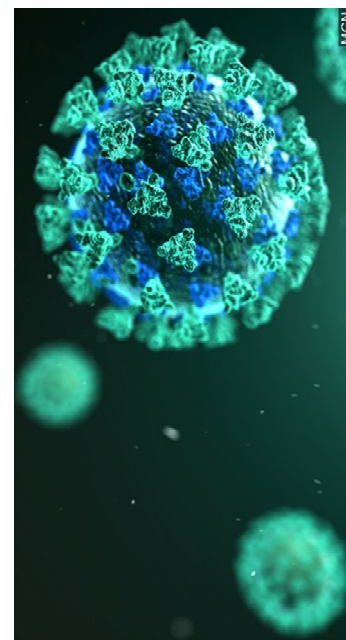
With the devastating fires our region has faced in the past several years, SMART is proud to offer this program to assist our local community members achieve careers in the firefighting field.



## Special Grant Update

The SMART Center continued assisting participants this quarter in several Special Grants (NDWG & COVID), which included mitigation and recovery work related to past fires, storms, and the COVID pandemic. Participants were working at many jobsites in Shasta, Siskiyou and Del Norte Counties. Temporary job placements (up to 6 months) include Whiskeytown National Recreation, City of Redding, Dignity Health Connected Living, One Safe Place, YMCA, Far Northern Regional Center, Douglas City Elementary School, Mt. Shasta Resource Center, Yreka Community Resource Center, City of Crescent City, and County of Del Norte.

These participants are working in varied areas of each organization. Occupational titles include Kitchen Prep, Administrative Assistant, Custodial, Sanitization, Assistant Manager, Park Maintenance, and Outreach Specialist. These efforts are only possible due to our special grants funding and the hard work of our participants. These opportunities provide skills training and current work experience for those affected by the disasters and unemployed. These jobs provide the workers with current work experience, expanded skill sets, and the opportunity to apply for permanent positions within the companies, all while assisting our communities recover from these disasters.



## Young Adult Success!

Darla joined the SMART Young Adult Program in March of this year when she came in looking for assistance with employment. Darla was homeless, lacked positive family supports and was new to Redding. When she came into SMART Jenn, one of our Young Adult Career Advisors, knew they could assist her in gaining more than just a steady income. With the right job Darla could gain valuable work experience and transferable skills so that she could be a proud and productive member of the local workforce. The hope was that in gaining employment, Darla would also find a sense of community and purpose in her work. After a few weeks Darla successfully completed Job Readiness Workshops and with resume in hand applied to

Shasta County YMCA for a position as janitorial apprentice. After only eight weeks on the job she is being considered for a trainer position and even has her own team nickname! She was able to get an apartment and start to lay down some much-needed roots. Darla is always smiling and brings so much joy to the SMART Workforce Center. When asked what she has liked about being a participant in the Young Adult Program Darla states "I was given a chance when I had nothing. I had to get a new social security card, order a copy of my birth certificate and a lot of baby steps to finish before getting a job. SMART helped me start." Jenn is excited to continue to watch Darla succeed and continue to make her dreams come true!

If you or someone you know is in need of a job or of an employee, please contact the Smart Workforce Center, [thesmartcenter.biz](http://thesmartcenter.biz) or contact

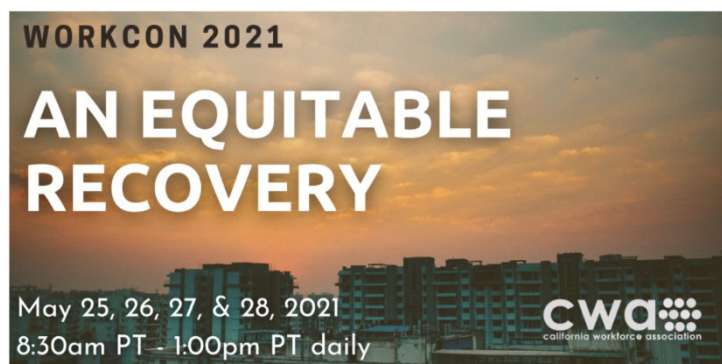
Shasta County Office at (530) 246-7911

Trinity County Office at (530) 623-5538

Siskiyou County Office at (530) 657-0139

Del Norte County Office at (707) 464-8347

## Professional Development Highlight: WORKCON 2021 - An Equitable Recovery



From May 24-28, SMART Workforce Center employees attended sessions of the California Workforce Association's spring workforce conference. The conference focused on ways to provide more employment opportunities to low-wage workers, who have been hit hard by this economic recession. The keynote address by Jose Hernandez was a story of inspiration for workers from all walks of life. Jose started as a migrant farm worker's son. With the help of a grade-school teacher and his father's guidance, he used a clear goal, a plan for achieving that goal, hard work, and

persistence to reach his dream of becoming an astronaut. After being turned down not once, not twice, but 11 times for the astronaut position, he finally got the job. Jose did it by studying his competition and then working to attain the skills they had. For instance, he noticed others had a pilot's license, so he got one, too. Others had scuba diver certification, so he worked on that as well. Finally, he even learned Russian because he noticed this was a bonus for other applicants. Jose's philosophy of goal-setting and dedication showed workforce employees that obstacles can certainly be overcome.

In a Customized Employment session at the conference, Larry Robbins of Robbins and Associates explained the benefits of creating new jobs that fit a client's unique skills and experience. For instance, he described a client who marketed her skills to obtain a position that was a win-win for her and her new employer. This older job seeker noticed that a local coffee shop had young employees who worked quickly and had little patience for elder patrons. Consequently, she saw an opportunity. In talking with the manager, she explained the shop lacked older customers, but she could provide them by advertising the shop to her friends and acquaintances and by helping the shop design elder-friendly services. Soon after, the manager hired her for a job that he did not even know he needed and, as a result, gained a thriving new customer base.



Another highlight was a session with the KRA Corporation, a national workforce development organization, that explained ways to build resiliency in the workplace. In San Diego, for example, the corporation has created a talent pipeline with partnerships with higher education centers, K-12 organizations, employers, and community-based organizations. This pipeline leads clients from career training and supportive services to job-readiness training and finally to employment.

An earlier session with CASAS staff outlined their online testing that assesses the academic skills of youth and adults. The test adapts to the students' level automatically and provides immediate results. The tool could be a springboard for designing education and employment plans for job seekers.

### Other Training SMART received:

- ❖ Implicit Bias Training
- ❖ Anti-Harassment Training
- ❖ Mandated Reporter Training

In short, the WORKCON 2021 conference supplied staff with inspiration as well as useful strategies and resources. SMART employees are excited to apply them to help clients prosper.



# NEW FACES AT SMART

SMART continues to grow and expand as we receive more Grants to respond to emerging community needs in the North State. Please join us in welcoming the latest additions to our team.

## Ruth

Ruth was born and raised in Jalisco, Mexico, and moved to America at the age of 16. She is the proud mother of three daughters and grandmother to three beautiful babies. She has a BA in Business with an emphasis in Accounting from CSU Chico. She also attended Tax School to obtain a tax preparer license. Ruth proudly joined SMART Workforce Center on May 3, 2021 and is excited to be part of an amazing team. She is responsible for a variety of accounting functions. She truly appreciates everyone for making her feel so welcome and is looking forward to using her skills for the benefit of the accounting department.



## Danielle

Danielle is the new Special Grants Coordinator for SMART Workforce Center. She works specifically with the National Dislocated Worker Grants that SMART receives for disaster relief. Danielle has two Associate Degrees from Shasta College and her B.A. in Sociology from California State University, Chico. As a North State local she is excited to connect with the rural communities and grow her career with SMART.

## Amanda

Amanda was born in Redding and raised in Shasta Lake, CA. Amanda is a Career Advisor at the Shasta SMART Center. In her role she helps guide Adults and Dislocated Workers to a path of employment success. Amanda has former experience in Human Resources, Customer Service and Supervision. Amanda is excited to bring that experience to SMART and continue to help others.



## Asia

Asia was hired at SMART on June 7<sup>th</sup> 2021 as a Career Advisor. She recently finished her Bachelor of Science Degree in Organizational Behavior and has experience in motivational coaching. She is excited to start her Masters' program in Industrial and Organizational Psychology; and is looking forward to applying her knowledge at SMART.



*The SMART Center is a 501c3 non-profit that began in 1979 in Shasta County as the Private Industry Council. Today they serve the counties of Del Norte, Shasta, Siskiyou and Trinity, through the Workforce Innovation and Opportunity Act by 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. They 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 NoRTEC Workforce Development Board. They have locations in Crescent City, Redding, Weaverville, and Weed.*

*SMART is an equal opportunity employer. Auxiliary aid services are available to individuals with disabilities. TTY 711.*

*The Carr Fire, Winter Storm, COVID-19, August Fires, and September Fires National Dislocated Worker Grant projects are 100% federal-funded in the amount of \$3,430,249.*

Del Norte County:  
707.464.83471  
875 5<sup>th</sup> Street  
Crescent City, CA 95531

Shasta County: 530.246.7911  
1201 Placer Street  
Redding, CA 96001



Trinity County: 530.623.5538  
790 Main Street #618  
Weaverville, CA 96093

Siskiyou County: 530.657.0139  
582 Main Street  
Weed, CA 96094