

SMART Workforce Center Community Coordinator Report



Q3-2021

SHASTA COUNTY EDITION

IN THIS ISSUE

SMART Impact

The Smart Center is one of the many Americas' Job Centers of California (AJCCs). What does that mean for our communities?

Everyone's pathway to employment is different, and each person has a unique set of assets and barriers along the way. SMART's career advisors are guides to navigate that often confusing road and help remove the barriers each person runs into along the way. For some that journey is swift, for others it is long. But each person seeking help is met by SMART with dignity and greeted with encouragement.

SMART operates "One Stop" job centers in each county we serve, open to the public. 2,410 individuals walked through our front doors in the past year, and we'd love to welcome more. Everyone is welcome to stop by our centers to use our services or browse jobs available in their community. We can help update an old resume or write a new one. We have computers, printers, faxes, and phone lines standing by, ready to help. During this last year, we've used our electronic resources to help offer 'remote' interview and testing, where employers could connect to a job seeker over Zoom or some other teleconferencing platform. We also offer the only certified typing tests that employers in our counties recognize in our region.

While our job center staff were hard at work helping job seekers, our business services team was out in the community working hard to help employers find the right candidates for their needs. 920 different businesses worked with SMART over the last year. Each has different access to resources, unique needs for talent, skills, and workforce demands. Our business service team helps employers navigate CalJOBS, the California employment data base. We help businesses, large and small, with 'help wanted' job postings in Northstatejobs.com, an 11-county local regional job board. We provide economic and strategic informational support, and help businesses reach untapped labor pools. SMART also responds to business closings, which impact employers and employees, performing a 'rapid response' function at closing businesses. There we assist the impacted individuals to navigate what is a confusing and disruptive moment in their lives. We responded to 74 closings last year.

America's **JobCenter**
of California™

One of the functions we are proud of here at Smart is our On-The-Job Training (OJT) program. We partner with businesses throughout our counties and match them up with motivated and eager-to-learn job seekers who may not yet have the experience required for the job. We support a portion of the wage for the job seeker in exchange for the business training the employee while they work and learn on the job. At the end of the training program the business gains a trained employee, and the employee gains a career. These OJT's remove the risk of hiring untrained individuals from the business, as we help offset the cost of training. 69 individuals went through our OJT program, and 28 Young Adults went through a similar Work Experience program last year.

63 individuals received educational support last year, including 28 RN's, 15 LVN's, 2 Pharmacy Techs, 2 Firefighters, and more completed their credentialing. SMART assists with the financial burden of these training programs by offsetting the costs of books, supplies, transportation, and many other factors that act as barriers to these educational goals.

SMART's Disaster Grants have helped individuals find temporary work in response to disasters in our community. We placed 53 individuals in work to help respond to the Covid-19 Pandemic, work included sanitation or contact tracing. We placed 41 individuals into jobs responding to the Carr Fire, and 31 cleaning up damage caused by Winter Storms. These jobs cleared damaged park land and roads. Another major grant we have been proud to help facilitate is the Prison to Employment program, which helps those incarcerated find employment after their sentence has been served. 26 individuals were working through that last year.

For some faces behind these numbers, read on to meet some of our amazing participants! Each person's life impacted cascades to the people around them, and in turn further enriches everyone in our community.



SMART PARTNERS WITH NORTH STATE BUILDS

A 2nd pre-apprenticeship program was offered this quarter in Shasta County, in partnership with North State Builds (northstatebuilds.com) and North Central Counties Consortium Workforce Board, serving Butte, Colusa, Glenn, Humboldt, Shasta, Sutter, Tehama, Yuba County's America's Job Centers, and local apprenticeship programs. This SB-1 grant is serving approximately 280 people in the various counties. Outreach efforts were made to all interested in learning a new trade.

The course introduced participants to the various fields of construction. After completing the 5-week course, students were able to choose to apply to an Apprenticeship program which further trains workers to become skilled in a particular building trade including electrical, mechanical systems and plumbing.

The Smart Workforce Center held the first week of class from July 19-August 20, 2021. This module covered Work Readiness, Career Exploration, job expectations, building a resume, and Math preparation. After this was

Young Adult:

On-The-Job Training partners:

- Mountain Community Healthcare
- Walgumuth Painting
- Shasta Tanks
- Garden Authority
- Beard's Custom Cabinets
- Shasta Tanks
- Deja Vue
- SVM Plumbing
- Shasta Tanks
- Technisoil

Young Adult:

Work Experience partners:

- Garden Authority
- Bryant Automotive
- YMCA
- Redding Fashion Alliance
- Aztec Construction
- Shasta YMCA
- Haven Humane Society
- Mountain Gate Water Plant
- Ace Hardware
- Fog Bank
- Los Compadres
- North Valley Business Systems
- Shasta YMCA
- Hild Collision Center
- Brew Craft Coffee

completed, students started their Pre-Apprenticeship training. The remainder of these classes and hands on activities took place at North State Builds in Redding. North State Builds represents construction workers and contractors in 14 Northern California Counties, in construction and development advocacy, and investment in pre-apprenticeship & apprenticeship training programs.

The Pre-Apprenticeship Multi-Craft Core curriculum included Construction Trade Awareness, Construction Health & Safety (OSHA & CPR), Tools and Materials, Construction Math, Heritage of the American Worker, Diversity in the Construction Industry, Blueprint Reading, Green Construction, and Financial Responsibility. Students earned a certificate and received a stipend for completing each week of class.

If you or someone you know is in need of a job or of an employee, please contact the Smart Workforce Center, 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.



On-The-Job Training Partners:

- Impact Solutions
- Kristi Davis OD
- Hambro Forest Product
- State Farm Insurance - Kevin Cahill
- SVM Plumbing
- Walgumuth Painting
- Printopya
- Trinity Iron Works
- Trinity Hospital
- Aspire/Cory Meyer Real Estate
- SunMedica Inc.
- Payless Building Supply
- Beard's Custom Cabinets
- Pro Garage Doors
- Dunamis Wellness
- Holy Smoke
- Del Norte Child Care Council-Little School
- Dr. Michael Staszal, D.O. P.A.
- Fog Bank Clothing
- Shasta EDC
- Cerami & Browning
- American Career Training, LLC
- Trusted Business Services
- Feast Coffee and Culture, INC.
- Forest Design Landscaping
- Redding Fashion Alliance

Carr Fire Grant Update, Wyatt's Story

The Smart Center received a National Dislocated Worker Grant for the 2018 Carr Fire and has continued to receive NDWGs for the multitude of wildfires that have been impacting California. Since receiving the 2018 Carr Fire Grant we have been able to place 46 individuals into temporary work at multiple jobsites including Whiskeytown National Recreation Area, City of Redding and Centerville Community Service District. These temporary positions are a great way for participants to get their foot in the door with well-respected organizations and creates new opportunities for career growth.

Wyatt Smith is a Dislocated Worker that was eager to get back into the workforce and was able to secure a temporary position with City of Redding under the Carr Fire Grant. After only a few months it was clear to Wyatt that he wanted to continue working with City of Redding and after applying he was offered a full time, permanent position with City of Redding.

"It was a challenge finding good work during the pandemic and after partnering with SMART I was able to get placed into a temporary position with City of Redding. It's great because we are working to restore areas damaged by the Carr Fire, so I feel like I'm really benefitting the community. This position is great for the people that like to work outdoors and also help out the community of Redding. The staff is great at Smart and also the city of Redding." – Wyatt Smith



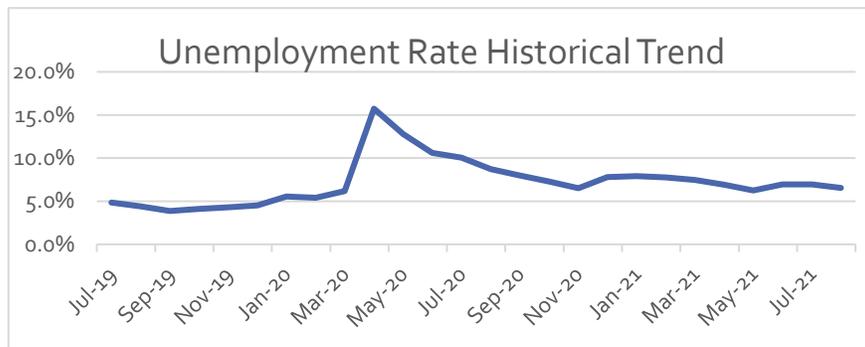
Another Success: Congrats Leonard

Leonard has been a Smart Client since August 2020. For the past year the Smart Center has assisted Leo with job searching, resume assistance, and temporary job placement. He came in frequently for assistance from our Job Center Representatives and Career Advisors. On September 1, 2021 Leo was offered a job as a City Carrier Assistant with the United State Postal Service. Leo had previously worked in the food industry for the past 20 years and was nervous to make a change to a different industry. However, Leo was dedicated and diligent in his job search, and is excited to start his new career.



"Jump over the moon Happy and excited... Surround yourself with good people and good things happen. Thank you all at SMART Workforce Center." - Leonard

Unemployment ticks lower



The unemployment rate in Shasta County was 6.5 percent in August 2021, down from a revised 7.0 percent in July 2021, and below the year-ago estimate of 8.7 percent. This compares with an unadjusted unemployment rate of 7.5 percent for California and 5.3 percent for the nation during the same period.

During this time, SMART has stepped up to assist businesses and employees going through this tumultuous change. Over the last quarter,

SMART has reached out to 304 businesses to provide services including recruiting, accessing untapped labor pools, training new employees, and assistance during layoff and closure events.

Source: California Employment Development Department

NOW HIRING

Employers with the Most Job Ads

Bethel Church
 Blue Shield-California
 Bridge Bay At Shasta Lake
 City of Redding
 Costco Wholesale
 County of Shasta
 Dignity Health Mercy Oncology
 Forest Service
 Home Depot
 Iris Global
 Mayers Memorial Hosp-Burney
 Mercy Medical Ctr Redding
 Pike Co Inc

Redding Lumber Transport Inc
 Shascade Community Svc
 Shasta College
 Shasta Community Health Center
 Shasta County Admin Office
 Shasta Regional Medical Center
 Transportation Department
 USPS
 Veterans Home of California
 Vibra Hospital of Northern CA
 Walmart Supercenter
 Win-River Casino



Source: California Employment Development Department reports for Redding, California

- Smart has enrolled over 97 people in our services to get training, education, and/or jobs this year.
- Smart has had over 2,400 visits to our job centers to help create resumes and provide other job search services.
- We sponsored young adults (ages 18-24) in On-the-Job Training or Work Experience programs. This also helps the businesses where they worked, as we offset wages for these employees.
- We sponsored adults with On-The-Job training opportunities, offsetting wages for the businesses that worked with us and helping them take advantage of tax credits available to them.
- We continue to assist businesses and job seekers as they navigate the changing and emerging industries, opportunities, and challenges in response to the pandemic.

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.

Smart Partners with Pathways to Hope

The SMART Workforce Center, in Partnership with Pathways to Hope held a “Life after AmeriCorps” training to support participants with transitioning into employment after ending their yearlong volunteer service as AmeriCorps Members. Pathways to Hope serves at risk families in Shasta County and assists them with one-on-one case management, referrals, and parenting skills through their Parent Partner Program. Rachelle Guevara, one of our young adult career advisors and AmeriCorps alum, served as a guest speaker to the graduates. The training consisted of universal services available through the SMART Workforce Center, resume building, interview preparation and how to navigate job search through online platforms. There were over 20 graduates in attendance.



Timing is Everything! - Participant, Aimee

Never give up! Timing is everything. Aimee started her life out being a young, devoted mother of 4 wonderful children. Aimee, a single parent, spent 11 years of her life managing a tobacco store in Anderson. Due to Covid, the store owner had to close the doors indefinitely. Aimee came into Smart; bright eyed and passionate about her new journey she was about to embark upon. The first Smartie Aimee got to know was the career center’s supervisor, Lori. Lori had a “gut feeling” Aimee’s new journey was well thought out and full of passion as she shared her plans. Aimee met all the demands needed to prove that her heart and her intensions were solid. Aimee wanted to become a licensed barber. The board approved funding, we had one day to wrap up all the paperwork, barbering school started the next day. The Smart team leaned on each other to make Aimee’s dream a reality. When Aimee returned to sign the finalized paperwork, she had tears in her eyes as she expressed her pure gratitude for everyone’s hard work and devotion. Aimee is excelling well. She was quoted saying “I even like the classroom learning that I am doing!” Congratulations Aimee! We at Smart are so proud of you!



Jordan, Young Adult Success Story



Jordan is a young mom who joined the Young Adult Program April of this year looking for a change in her career path. Jordan had worked at Country Bowl but wanted to pursue a job in Forestry and Conservation. Her goal was to create a career for herself so she could change not only her life but her son’s, she just needed to know the right steps to take. Her career advisor Rachelle and Business Service Team assisted Jordan with updating her resume to better reflect her skills and assisted with interview preparation. Eager and ready, Jordan gained a position with Turtle Bay Exploration Park working in the Butterfly habitat. Jordan continues to work at Turtle Bay but with the help of SMART has also enrolled in Shasta College to complete her Associates Degree in Forestry Science and Technology. She will graduate fall of next year, and she is currently in the process of working on her application for the National Forest Service. When asked about her experience with SMART Jordan said, “The Smart Center has completely changed my life. I don’t know what I would’ve done

without Rachelle and the Smart Center’s help. Being a young mom and trying to figure out how to move forward with my education and career goals was extremely challenging. They made my life easier and helped me overcome the majority of my struggles. Thank you Smart Center!”

Meeting of the Minds Conference Monterey, CA



As a workforce non-profit, SMART is dedicated to continuing education for our team. Several Staff members recently attended the CWA annual Conference in Monterey. One of the things we learned at conference is that the timing could not be more critical in positioning today's Workforce development system as a critical solution to not only aid in our Nation's economic recovery, but to ensure the system can continue to innovate and expand, ensuring access to economic self-sufficiency for everyone!

Some of the workshops we were able to take advantage of were:

- Preparing Job Seekers for a Post-Pandemic World
- Building Equitable Pathways
- Challenging Racism in Workforce Development
- Promising Workforce strategies for serving Individuals living with Mental Illness
- Working through the "Work from Home" Quandary
- Trauma – Informed Care for Workforce development Professional
- The Future of Work: Challenges and Opportunities

One highlight was internationally acclaimed Speaker and Executive Chef Jeff Henderson. Chef Jeff shared two decades of his early life where he gained his redemptive journey from drug dealer and prisoner to Celebrity Chef. He has dedicated his life to helping other young people redirect their lives through cooking and communication with the Chef Jeff Project on the Food Network Channel. Learn more about Jeff's amazing transformation of at-risk youth: <https://www.thechefjeffproject.org/>



Professional Development: Mandated Reporting

On August 11, Smart staff in Del Norte, Siskiyou, Trinity and Shasta all completed a Mandated Reporter Training. Training was provided by Kelly Guthrie, Program Manager of Pathways to Hope for Children. Kelly presented to Smart staff via Zoom using PowerPoint, allowing time for questions. The information shared in this training was a valuable addition to our Workforce Development toolbox. Multiple resources were provided including copies of the PowerPoint, as well as



other links to community resources. These materials can be used to make referrals to our visitors in our Career Centers. The course highlighted awareness of our roles in identifying known or suspected child maltreatment, including reporting requirements and guidelines if and when an incident occurs. Topics included an overview of the dynamics of family stressors, including the Power &

Control Wheel, Violence Cycles, and Freedom Wheel. We were reminded that as partners in our communities, we have a responsibility to be aware and cognizant of damaging behaviors, with the understanding that the intent of reporting is to protect the child. The confidential report can be a catalyst for positive change in the family. Kelly also provided follow up information and additional resources to staff for further review.

"SMART is committed to continuous improvement and putting forth our best efforts to support the education and training efforts of our staff in the areas of equity and economic justice."

-Marie Granberry, CFO, Smart Workforce Center

New Faces At SMART

Chelsea

Chelsea was raised here in Shasta County by some pretty amazing parents who owned a small music store here for over 37 years. After attending school in Sacramento, San Diego and San Francisco she realized that she missed being near family. When she's not at work she can be found cheering on her kids at baseball games, gardening, cooking and exploring the outdoors with her family. She is very excited for the opportunity to support and grow the local businesses we have in the North State as a Business Services Representative here at SMART.



Jenn

Jenn has been a small business manager and human resource coordinator in Redding for ten years. She has a business administration associates degree from Shasta College and will be done with her bachelor's in human resource management in December of this year. She joined SMART as a young adult career advisor in March. SMART affords her the opportunity to combine her recruitment skills with assisting young people in discovering their career pathways. Young adults entering the workforce need mentorship and soft job skills and Jenn is very excited to contribute to their lives in providing these important tools and assisting them in maintaining their first jobs. Her desk is covered in plants, and she is always ready to discuss the Giants' current batting stats, the right way to brew coffee or how best to motivate young people to apply for their dream jobs.

D'Artagnan

D'Artagnan was born and raised in Anderson California. With hard work and great support from friends and family he was able to attend Southern Oregon University where he graduated with honors obtaining a Bachelor of Science in Psychology. While in college he was a part of and headed many clubs while also working as Tech Help. When he is not working or volunteering, he likes to keep busy whether that be outdoor adventures, crafting, being with friends, or even expanding his knowledge. He is thankful to be a part of the Smart Center and seeing everyone leave our center with happy faces. Getting the exact help they need is what motivates D'artagnan to do what he does here.



Smart Workforce 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 is an equal opportunity employer. Auxiliary aids services are available to individuals with disabilities. TTY 711 relay

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