



SMART Workforce Center Community Coordinator Report

SMART

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Q1-2022

SHASTA COUNTY EDITION

IN THIS ISSUE

America's **JobCenter** of California™

THIRD TIME'S A CHARM! NORTH STATE BUILDS OFFERS PRE-APPRENTICESHIP TRAINING

Back by popular demand North State Builds offered a 3rd pre-apprenticeship program this quarter in Redding, in partnership with the North Central Counties Consortium Workforce Board, serving Butte, Colusa, Glenn, Humboldt, Shasta, Sutter, Tehama, and Yuba County's America's Job Centers, and local apprenticeship programs. This program is offered to anyone interested in learning a new trade.

The course introduces participants to various fields of construction. After completing a 5-week course, students can choose to apply to an Apprenticeship program which further trains them to become skilled in building trades including electrical, mechanical systems, plumbing, and more.

The SMART Workforce Center held class (Week 1) on February 28. This module covered Work Readiness,

Career Exploration, job expectations, building a resume, and Math preparation. Students then started Pre-Apprenticeship training at Shasta College in Redding. North State Builds represents workers and contractors in 14 Northern California Counties, in construction and development advocacy.

The Pre-Apprenticeship Multi-Craft Core curriculum includes 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 earn a certificate and receive a stipend for completing each week of class.

The Redding class currently has 11 students, set for completion on April 1. Exciting outcomes for students in

previous SB-1 classes in Shasta County are as follows: Two in post secondary education at Shasta College for Equipment Operations, one in training at American Career Training for Class A license, and nine employed including companies such as Laborers Union-Highway Specialty and Painters Union-Standard Drywall, Inc.

Inside This Issue

Business of the Quarter

See what West Harbor Training Center is doing on page 2



New Faces at SMART

SMART hires a new supervisor, read her story on Page 6



Employee Appreciation Day!

On March 4th the Siskiyou, and Trinity offices joined the SMART Workforce Center/Shasta office in Redding for a day of fun sponsored by SMART, to celebrate National Employee Appreciation Day. Because of the distance unfortunately our Del Norte team wasn't able to join us here in Redding but had the opportunity to enjoy 'Lunch on SMART' as well, in appreciation of all they do!

Lunch was brought in from Casa Ramos, adding a festive vibe. Various rooms were set up with games including cornhole, Giant Jenga, Dance Dance Revolution, Karaoke, card games, dice games and of course an all-office Ping Pong Tournament. It was a great time to enjoy each other's company, relax, and have a few laughs. Thank you SMART for helping us feel valued.

SMART CEO Wendy Zanotelli said, "Our team works extremely hard supporting workforce and economic viability in our communities. We so appreciate everyone of them and we were happy to celebrate them on this important day."



On the Job Training and Work Experience Partners:

Impact Solutions
Shasta Beam High Speed Internet
Printopya
Pelanconi Landscape
SunMedica Inc.
Pro Garage Doors
Cerami & Browning
Redding Fashion Alliance
APEX Technology Management
McEntire Landscaping Inc.
Bryant Automotive
Taste & See Creamery
Cinders Wood Fired Pizza
Roberson & Sons Insurance
Aspire Real Estate
Turtle Bay
Yates Gear
Hampton Painting
Beard's Custom Cabinets
Redding Chamber of Commerce
Carys Redding Tire Auto Repair
Shasta YMCA
McHale Signs
Sunshine Lawn Care
Bargain Books
Catalyst Mentoring
Brew Craft Coffee

West Harbor Training Center Partnership

SMART has recently partnered with West Harbor Training Center in Redding, CA. West Harbor school offers free training for State Certified Nurse Assistant (CNA), and Home Health Aide (HHA). The course is designed to prepare students in both Theory and Clinical Application to take their Nurse Assistant State Certification exam. In order to qualify for the course students must take a basic Math and basic English comprehension test and complete an interview. The course is approximately 2 1/2 months long and students are then hired at one of the quality West Harbor care facilities upon graduation.

SMART Workforce Center is currently assisting one student with costs for uniforms and state testing fees. Several more applications for assistance are in process. The course this quarter runs March 8-May 13.

West Harbor provides a wonderful path for individuals interested in healthcare careers to explore and grow. It is an opportunity to enter a helping profession and enrich patients' lives as a Nurse Assistant. SMART is excited to be working together with West Harbor to support this challenging yet rewarding occupation.

Find out more about West Harbor at

<https://west-harbor-training-center.business.site/>



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River's Edge Academy

It was a cold Friday afternoon and the SMART Office was feeling a bit empty. Then came the youth from River's Edge Academy bustling with excitement filling the career center with an energy of hope and new possibilities. A new collaboration with River's Edge Academy and the SMART Workforce Center began this quarter.

What is River's Edge Academy?

River's Edge Academy is an in-custody commitment treatment and camp style program offered through the Redding probation department. REA works with youth ages 14-18 and offers an integrated alternative to county placement that is pro-social and includes family support.

River's Edge Academy Mission Statement:

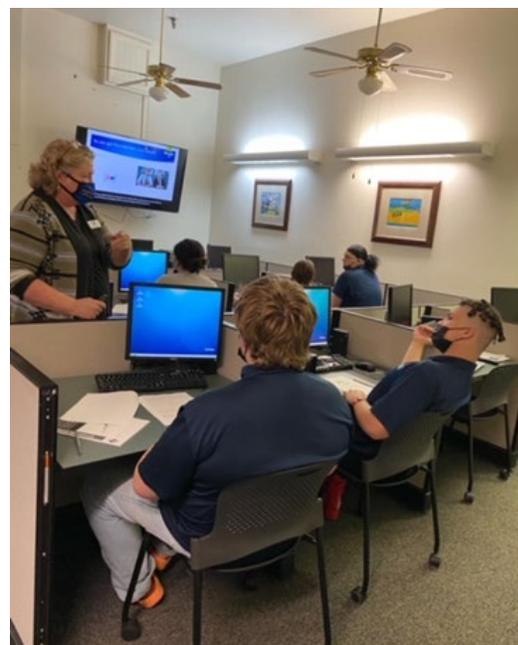
The River's Edge Academy is committed to providing residents with a safe environment and the opportunity to participate in treatment and services focused on developing pro-social life skills, an overall well-being and embracing positive values and connections within the community.

Youth from REA visit SMART every two weeks to meet with career advisors for work on resumes, job search and can participate in Life Skills and Job Readiness workshops. In the month of March, they completed workshops on removing barriers, job retention, career exploration and participated in mock interviews. One participant commented, "I didn't know this place existed, when I came in I didn't know what a right to work document was or how to get one, I never thought about what my life would be coming out of the Hall. Now I have a resume, Rachelle

helped me get my ID, they gave me resources for housing, helped with interview clothes and my confidence, I have three job interviews lined up next week and I know where I'm going."

Rachelle, Lead Youth Career Advisor, stated "It has been amazing to see this partnership grow, you have young adults who came in and had never seen a resume and had no idea where to start. These same young adults a few weeks later are so confident in what they have learned that they are teaching their peers how to write a resume and are so excited about their future."

Shauna Workforce Instructor commented, "We had several youth attend the Interview Skills Workshop. Not only did they complete the workshop, but they also stood in front of the group and delivered their elevator speeches. This has been a wonderful collaboration and the youth are already obtaining job offers and opportunities." One quarter into this new partnership and three of the five participants from River's Edge are fully employed. SMART and River's Edge are excited for what the next quarter has in store!



Be Present, Listen Emphatically... Be The Antidote!

The beginning of the holiday season set in, and I walked a 72-year-old gentleman. I found him slumped over a computer in the Career Center, obviously in a state of despair. I gently asked him if he would like to sit down with me and discuss what was going on. He agreed.

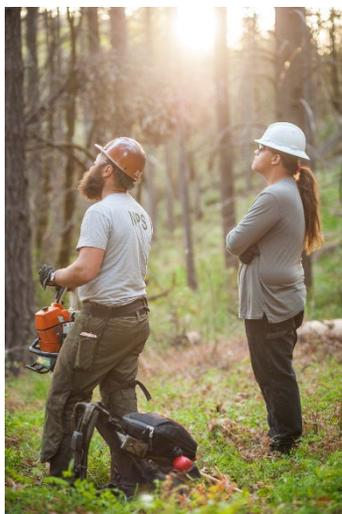
As Career Advisors, we are blessed to witness the journey, listen to the struggles, and sometimes offer the hope needed, to journey on. His story continued; he was terminated from his job of 8 years. He had just received notification from EDD, that his last unemployment check had been issued. He wasn't anywhere ready for retirement. I sat there and empathically listened. And then it was my turn, I reminded him of all the gifts that he possesses, as a seasoned employee. What employer wouldn't want an employee who is: loyal, offers stability, patience, integrity, wisdom, and above all, experience. I developed a resume for him. And on that particular day, he walked out of SMART a little taller, and with a new perspective of who he is.

I received a call from him, he got a job offer and accepted it! He was with us for 10 days. Be present, be an empathic listener, sometimes that's all the antidote needed!

-Tiffany

Career Advisor

National Dislocated Worker Grant (NDWG) Spotlight



Whiskeytown National Recreation Area has been impacted by multiple wildfires within the last few years and SMART has had the opportunity to assist with damage and clean up multiple times. Whiskeytown has utilized 2018 Carr Fire NDWG, COVID NDWG and most recently we partnered to clean up damages by the 2020 September Wildfires NDWG. Brian is a participant worked on our Carr Fire grant. He was hired on with Whiskeytown and quickly showed that he was a dedicated and hard worker. When the Carr Fire Grant ended, his supervisor requested to keep him working under September 2020 wildfires NDWG. He was able to continue his temporary employment with Whiskeytown as he worked to apply for permanent employment with the park service. He was able to secure a permanent position as a trail worker with Whiskeytown National Recreation Area, and will be starting his career in the same park he started as a temporary worker. Brian's supervisor is thrilled to continue with him and watch his skillset grow!

"I was just searching for work, I'd never worked an official job before and really had no clue what I wanted to do career wise, but I saw that work was available for Whiskeytown and figured I might as well give it a shot, I enjoyed hiking in my spare time and I thought that the work could be enjoyable. I ended up working through the rest of the Carr fire grant and took a liking to the work I was doing, luckily around this time the Park Service was hiring for seasonal jobs and encouraged me to apply given that I liked the work, I applied, and as I waited, I kept working for them under the Zogg Fire grant. Now, I've been hired on by Whiskeytown as an official Park Service Employee." -Brian

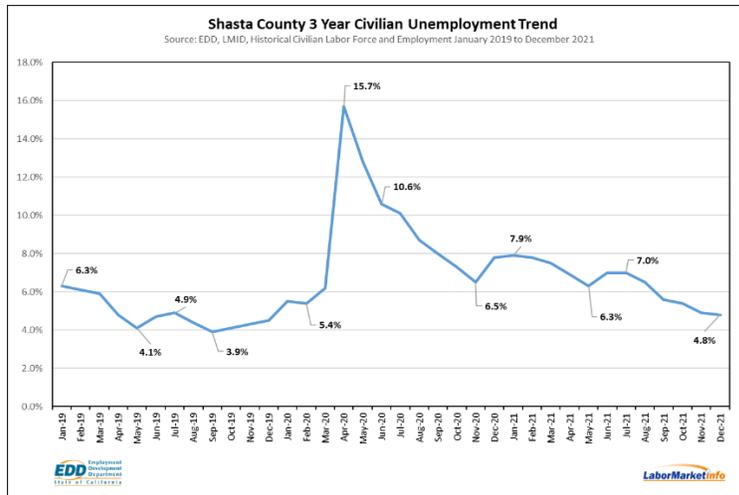


Changes in the Labor force led to challenges for employers

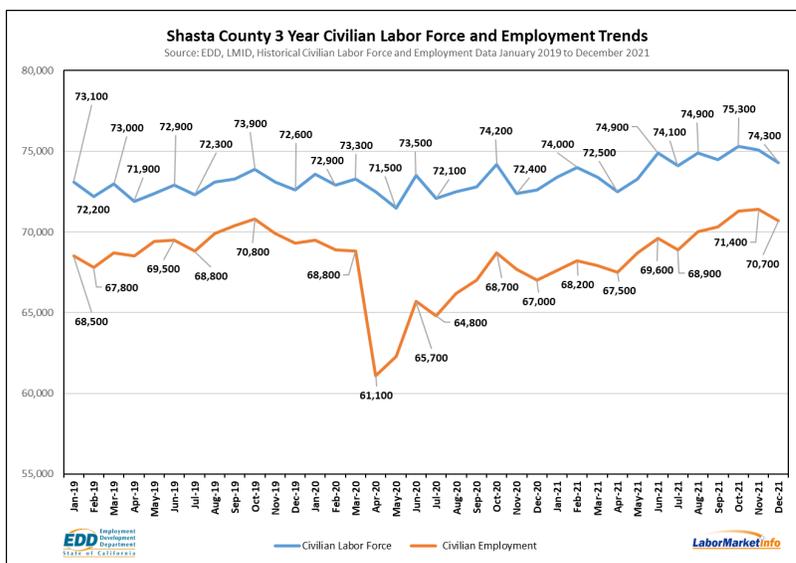
Often the headline when discussing unemployment focuses only on the percentage of unemployment. Is it higher or lower than the recent history? How has it changed over the last year? Is it going up or down? What is a good percentage and what is bad? However, that is only one facet of a complicated labor market.

In Shasta County, as of December, the current civilian work force is 74,300, this includes everyone that is working, and everyone that is looking for work. Of those, 70,700 are currently employed. 3,600 individuals are currently categorized as unemployed. This is the 4.8% we see when looking at the current Unemployment Rate.

From November 2021 to February 2022, there were 5,046 job openings in our 7,541 employers in the Shasta County. Even if each one of the individuals unemployed were a perfect fit for one of those jobs, the county could not fill each of these positions with the current unemployed.



www.labormarketinfo.edd.ca.gov



There can and will be large discussions about why this phenomenon is occurring. Some of it can be attributed to the impact of COVID, which triggered changes in families shifting from dual to single incomes or hastened earlier retirements amongst the retirement eligible population. We can also see increased competitive pressure from employers outside the county in part from increased remote work. Regardless of the causes, the impact on employers is simple, there are less people available to fill labor needs.

Low unemployment can represent a challenge for employers and as the workforce continues to shrink, we will see this challenge become more pronounced. Employers looking for the perfect candidate to fill a vacancy have fewer people in the county to choose from than they did a year ago, and far fewer than a decade ago. Those fewer candidates can now also more readily find work outside of the county while still living here, as remote work has grown in the last 2 years.

Employers in Shasta County may need to rethink how they recruit and fill their labor needs. Part of that will be adjusting wages to compete, but that isn't always the only option. Employers will need to think about how they can emphasize other benefits to attract labor.

IN-DEMAND JOBS IN SHASTA COUNTY Q1 2022

Job Title	Open Jobs
Health Diagnosing and Treating Practitioners	921
Health Technologists and Technicians	296
Other Management Occupations	259
Retail Sales Workers	158
Information and Record Clerks	151
Sales Representatives, Wholesale and Manufacturing	141
Motor Vehicle Operators	136
Other Healthcare Support Occupations	118
Other Installation, Maintenance, and Repair Occupations	117
Construction Trades Workers	113

Source www.labormarketinfo.edd.ca.gov

The official 'unemployed' numbers do not reflect what is sometimes called the 'untapped' labor pool. Retirees looking for something to do, college students just about to enter the labor pool, parolees who have just completed their prison terms, and homemakers thinking about reentering the work force are not included in the unemployed numbers. Business can tap those resources but will likely need to adjust their thinking of what the job demands. Retirees or students may not want or be able to accommodate a 40 hour a week position. Perhaps someone lacks the skills needed to perform the work but has strong motivation to learn.

This is where SMART can help. We can connect businesses to candidates that employers may not have had access to, or even knew were options. Through SMART's funded on the job training programs we can help reduce risk when hiring a new employee. As this labor shortage creates complications for employers in the county SMART can be there to help employers navigate it.



California Workforce Association Youth Symposium



SMART Workforce Center Young Adult Career Advisors Jenn Morgan & Rachelle Guevara attended the California Workforce Association (CWA) Youth Symposium virtually, on February 8-10. The memorable keynote speaker K-Rahn Vallatine spoke about his role in encouraging at-risk youth to make healthy life decisions, and how character growth requires professionals to correctly gauge and address the social and emotional needs of students through trauma informed care. This approach seeks to create a supportive environment that integrates knowledge about trauma in policies, procedures, and practices. Trauma informed care includes six core principles, including Safety, Trustworthiness & Transparency, Peer Support, Collaboration & Mutuality, Empowerment/Self-Agency, Voice & Choice, and Cultural, Historical, and Gender Considerations.

Trauma Informed LA (TILA) was founded in November 2014, when a group of 10 people representing communities and social services within Los Angeles, came together on a rainy day to share their concerns about the re-traumatization that individuals, youth, families, and communities often experience within services and systems, and to share ideas about how to mitigate the trauma.



P2E Success - William

"SMART services are a necessity for those of us that are serious about rejoining society and reentering the workforce. The Career Advisors here like Asia, the incredible help they provide, really from the moment you walk in and you're greeted by Paulette, the services that are offered like resume assistance, interview coaching, supportive services. The advice that we're given that sometimes our loved ones are afraid to give, these services are just, it's so important. When I think about how much SMART has helped me, you can't put a price on what it's done for myself and for my family. "



William pictured here with his dream car made possible by the work he did with SMART

New Face at SMART, Meet Lorie

Lorie has a cumulative 10 years of nonprofit, grant management and supervisory roles with Pathways to Hope for Children, Hill Country Wellness and Redding Rancheria. She has a BA in Psychology and a Master's in Organizational Leadership.



She is continuing to pursue education as this is one of her many passions. Lorie is a native of Shasta County and has raised three sons here. She has a heart for her community and a passion to evoke hope, inspiration, and love in people. She loves her boys, gardening, books, writing, and Whiskeytown Lake. Lorie is thrilled to join the SMART Center as a Program Supervisor and be a part of making a difference in the workforce.

Healthcare Heroes Job Fair

On Wednesday March 16, 2022 from 11 a.m.-3 p.m. the SMART Workforce Center was joined by local health facilities across Shasta County in offering the Healthcare Heroes Virtual Hiring Event. It was an opportunity for job seekers to meet with top healthcare employers which included Hill Country Health & Wellness, Dignity Health, California Veterans Homes, Shasta Community Health Center, and Redding West Harbor Training. Multiple positions were available ranging from entry-level to mid-level to highly skilled. SMART Workforce Center had a virtual booth dedicated to sharing additional information about career training opportunities in healthcare, including Nursing, Pharmacy Technician, and Medical Billing. Candidates were able to pre-register, learn about open positions and apply instantly.

There was an impressive 100% employer participation, and nearly 60% attendee participation. Job Seekers came from a variety of backgrounds including food service and program directors. Most attendees heard about the event through social media.

Fun Fact: Only 20% of the attendees were already working in healthcare. Most were exploring entry level healthcare as a potential career change.



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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Weed, CA 96094

