

SMART Workforce Center Community Coordinator Report

SMART

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SHASTA COUNTY EDITION

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NORTHSTATE FIRES- SMART STEPS UP TO HELP TAMP DOWN America's JobCenter of California™

Fire season is upon us once again; it continues to drastically affect so many in California, including counties represented by SMART Workforce Center- Shasta, Trinity, Siskiyou, and Del Norte. SMART is here to do their part.

The SMART Workforce Center has multiple ways in which we financially assist with training and education in fire science, fire prevention, and fire cleanup. We help with tuition and associated costs for Firefighters, EMTs/First Responders, and Forestry Techs. SMART receives grants to create jobs and provide work experience in entry level Forestry Management. SMART also supports On The Job Training (OJT) programs for learning construction skills, including post-fire residential rebuilds.

SMART Workforce Center has provided, and continues to support many programs offering help in fire prevention, as well as disaster response due to damage from past fires, including:

- School sponsorships for the Shasta College Fire Academy & College of the Siskiyou's Fire Academy
- Supportive services assistance for EMT/First Responder students
- Special grants programs- temporary employment opportunities in Wildfire Cleanup in Shasta, Siskiyou, Del Norte and Trinity county locations including Whiskeytown, City of Redding, Igo Ono Canal, Happy Camp, Karuk Reservation, Smith River National Recreation Area, Cal Trans, Trinity County Resource Conservation District, and many more.
- Blackfox Timber Management training – SMART provided financial assistance for training for entry level Forestry Technicians in Siskiyou County. This training included forest marking & forest thinning, as well as understanding timber harvest plans, in order to mitigate wildfire damage. Students also learned about reforestation.
- On the Job Training (OJT) opportunities in construction with Hope Crisis Response Network and Don Ajamian Construction; both companies who assist in residential fire rebuilds.
- Trinity County Wildfire Preparedness Day- SMART attended to provide information about special disaster response grants & job opportunities for fire cleanup.

SMART Workforce Center strives to meet crucial community needs through our fire related grants, programs and partnerships.

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SMART Partners with Pancakes- Community Event!

Howdy! Many of us at the SMART Workforce Center in Redding were fortunate to be able to attend the annual Redding Rodeo Pancake Breakfast on May 20, 2022. Management provided free tickets to this fun event, thank you! We donned our Western Gear and Giddy Upped on over to be served breakfast by the famous Asphalt Cowboys, in the streets of downtown Redding. Rodeo Week 'breakfast in the streets' is a long time Redding tradition, starting in 1954. We left happy, full of pancake carbs, sticky syrup, and happy hearts. SMART also hosted an in-house Chili Cookoff. Chelsea & D'art were awarded Best Chilis!



On the Job Training and Work Experience Partners:

Pro Garage Doors
 Holy Smoke, Inc.
 Redding Fashion Alliance
 Taste & See Creamery
 Cinders Wood Fired Pizza
 Roberson & Sons Insurance
 Beard's Custom Cabinets
 Shasta YMCA
 McHale Signs
 Sunshine Lawn Care
 Catalyst Mentoring
 Brew Craft Coffee
 Electric Solar Solutions
 McEntire Landscaping Inc.
 LaVey Transport
 Noah Martin Wood Design
 SVM Plumbing
 Trinity Title
 Woody's Brewing Company
 Lawn Care Perfection
 Crescent City Del Norte Chamber of Commerce
 Giles Lock & Security Systems
 Fasteners, Inc.
 Café on Main
 DNCCC- Little School of the Redwoods
 Lawn Care Perfection
 Shasta Tanks
 Tantardini Bakery
 Be Authentic Productions
 LKQ Corporation

Business Partner Highlight - Roberson & Sons

SMART would like to highlight Roberson & Sons, Insurance Services, Inc. in Anderson, CA this quarter, and thank them for their partnership. They are a commercial insurance broker servicing Transportation, Agriculture, and Forestry since 1989.

We have partnered with Roberson & Sons, Insurance Services to provide an On-the-Job Training (OJT) opportunity to a job seeker who in her career was transitioning from a different area of insurance. During this time, she had applied & interviewed with multiple companies. She sought out our assistance & support, and SMART was able to help in making the connection. They were looking for a Customer Service Representative on their staff, and she more than fit the bill. They were impressed with her background and enthusiasm and offered her the position. She is doing very well in her SMART OJT training. Employer reports that she is "a great fit, demonstrates professionalism, has an excellent attitude, and is reliable and punctual".

Thank you, Roberson & Sons, for being a supportive and positive employer. SMART appreciates you.



LET'S GET SOCIAL

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LinkedIn

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

Instagram

https://www.instagram.com/the_SMARTcenter

SMART ATTENDS RN/LVN PINNING CEREMONY



SMART Career Advisor Donica was honored to attend The Pinning Ceremony for Shasta College RN and LVN classes of 2022. This ceremony signifies that each Nurse is ready to serve society as a healthcare professional. SMART assists many RN and LVN students with costs associated with their programs. This directly benefits our counties, as jobs in the healthcare industry are difficult to fill right now.

The history of nursing pins dates back to the Crusades in the 12th century. The Maltese Cross was adopted by crusaders and worn on their habits to symbolize their devotion to caring for the injured. After the Crimean War, Queen Victoria awarded Florence Nightingale the Royal Red Cross for her service as a military nurse. She was known as the lady with the lamp. It was reported that at night she would walk among the beds checking the wounded men by candlelight. Nightingale later presented "medals of excellence" to outstanding nursing students.

The Nightingale Pledge is recited all together as a group in both the RN and LVN classes.

"I solemnly pledge myself before God and in the presence of this assembly to faithfully practice My profession of Nursing. I will do all in my power to make and maintain the highest Standard and practices of my profession. I will hold in confidence all personal matters committed to My keeping in the practice of my calling. I will assist the physician in his work and devote myself to the welfare of my patients, my family, and my community. I will endeavor to increase my knowledge and skills in Nursing and to use them wisely, effectively, and safely This I pledge before you now and tomorrow".

SMART Supports nursing and other medical career training in partnership with Shasta College, College of the Siskiyous and College of the Redwoods.



Young Adult Success, Peter

Peter came into the SMART Center at the suggestion of a friend. Peter had never held a job, let alone interviewed and was unsure of what he was looking for. With a little help from his Career Advisor, Peter found his calling of working with the community. He completed job readiness workshops to create a resume and master interview skills. SMART assisted Peter with a new bicycle as well as bus passes to get to and from work and helped him purchase an interview outfit he felt confident in. Peter was ready to start work. Through the Young Adult Program Peter was able to participate in an 8 Week Work Experience with the Shasta Family YMCA. Peter quickly became a favorite member of the team and was able to develop his soft job skills as well as learn the ins and outs of the facility. Peter even earned his "Call Sign". Reflecting on his time at the YMCA Peter states, "I had no idea what it meant to get a job or that I could find a job that I actually enjoy going to. SMART and the Y feel like family, you can go in, see your career advisor or mentor and they really want to help you learn and grow." Peter took the skills he learned through his work experience and has now moved on to a new opportunity as a local barista but you will still find him every now and then shooting hoops with his friends at the Y or chatting with his career advisor Rachelle over at SMART.



Adult Success Story, Michael



The widespread closing of businesses around the world due to the coronavirus was unprecedented. For Michael, a former business owner, he knew this firsthand. His successful tree trimming business dissolved due to COVID. Michael started exploring what his next career move should be at The SMART Center. Michael decided on a commercial driver's license. Michael participated in a SMART funded Occupational Skills Training to obtain his commercial license through American Career Training. Michael was quoted saying "SMART has afforded me a new avenue in life, and for that I am grateful." Well, we here at SMART were honored to walk along beside you! But this was all you, my friend. We wish you and your family a prosperous future! Congratulations to Michael, he is now employed full time hauling fuel for P.J. Helicopters.

Continued changes in the Labor force led to challenges

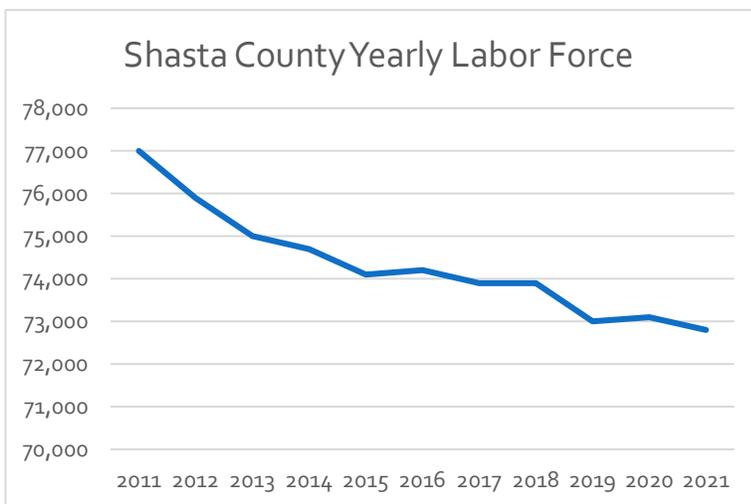
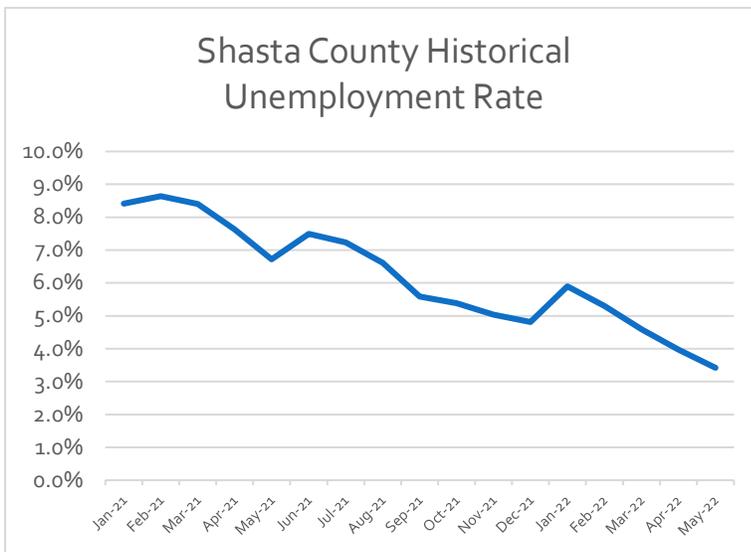
As of May 2022, In Shasta County, the civilian work force is 73,400, this includes everyone that is working, and everyone that is looking for work. Of those, 70,900 are currently employed.

The labor force in Shasta County has been shrinking for the last decade. There are nearly 4000 fewer people in the workforce now than a decade ago. At the same time the current unemployment rate of 3.4% is a historical low. Combined a shrinking labor force and a shrinking unemployment rate, results in the fewest total number of unemployed individuals in this county in the last decade. There are currently only 2500 individuals categorized as unemployed.

As more individuals exit the labor force, it will become harder and harder to fill labor needs. These individuals leaving work behind take with them more than just their hours of labor, they take with them experience and knowledge. This will amplify the pain some businesses feel trying to replace those workers. Fortunately, SMART offers assistance to businesses, in the form of On-The-Job training reimbursement and training programs for their employees.

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.

Employers in Shasta County may also need to rethink how they recruit and fill their labor needs. There are untapped labor pools not traditionally counted in the unemployed numbers. 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. Businesses can tap those resources but will likely need to



Source www.labormarketinfo.edd.ca.gov

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. SMART clients come from all walks of life and are looking for careers today. As the county's pool of candidates to hire continues to shrink, SMART can assist businesses filling their labor needs.

Fastest Growing Occupations in Shasta County

Job Title
Nurse Practitioners
Taxi Drivers and Chauffeurs
Physical Therapist Assistants
Counselors, (Substance Abuse, Behavioral Disorder & Mental Health)
Medical and Health Services Managers
Occupational/Physical Therapist Assistants/Aides
Speech-Language Pathologists
Physician Assistants
Magnetic Resonance Imaging Technologists
Education/Training/Library Workers

Source www.labormarketinfo.edd.ca.gov

Community Partner Spotlight DOR

The California Department of Rehabilitation (DOR) works with people who have disabilities to help them get jobs, develop, or promote in their current jobs, live on their own, and enjoy a life equal to others.

The DOR staff will work with folks based on their specific hopes and needs. Their philosophy is “You are the most important person in this process. We will help you build a plan to improve your job and personal life. To help you reach your goals will require some work from you too. We will coach you all along the way.”

These are a few of the things they may be able to help you with:

- Disability and benefits programs
- Job search and interview skills
- Job training and tools
- College and textbooks
- Disability equipment
- Support services like childcare or transportation
- Connecting you with other people or groups that may be able to help you



Business grants are available which offer employers incentives. Additionally, their LEAP program provides a more streamlined hiring process for state employment opportunities. DOR can be found Redding, Yreka, Red Bluff, and Eureka. The application process on-line has been streamlined, and applicants are contacted within a day or two for an appointment. DOR has moved away from medical model, focusing on employment first. They consult with in house psychologists, the Opportunity Center, or Goodwill for assessment to help address barriers/challenges. A computer boot camp is offered, and a Customer Service certificate program. Services are provided on an Individualized basis which best suits clients' needs.

They have a new online application that is simple and efficient.

<https://portal.dor.ca.gov/vrc/s/path-to-intake>

SMART Professional Development:

April 25, 2022 – MIP Fund Accounting Core
 May 11, 2022 – Preparing Workforce Boards to Advance Race, Equity, Diversity, Inclusion and Belonging to Work
 May 19, 2022 – Leading & Managing with Effective Conversations
 May 26 – 27, 2022 – MIP Fund Accounting Administration & Financial Reporting
 June 8, 2022 – Wage & Hour – Compliance Regulation
 June 21, 2022 – Leading in Today's Environment – Show Them You Care

New Face at SMART, Meet Julie



Julie is our new Human Resources Specialist. She has two years of case management and seven years of human resources experience with a non-profit, Child Development Associates in San Diego, California. She has a double bachelor's degree in Psychology and Business Administration with an emphasis in Human Resources. Julie is a San Diego native and has recently moved to Shasta County with her husband and baby boy. She thrives on serving others, finds joy in seeing others grow and succeed and found her passion with working with non-profits. Her interests consist of event planning, crafting, trying different foods, traveling, spending time in nature and having family nights. Julie is so excited to join the SMART Workforce Center and be a part of creating a positive impact in the workforce and community.

Inspired by our front-page article, SMART hopes you enjoy some of the images from around the North state, where SMART has helped assist fire readiness and fire recovery efforts.



This is a Smart sponsored Shasta College Fire Academy grad on the fire lines this year

Shasta College Fire Academy Grads, several of which were assisted by SMART, and went on to be hired by CalFire



SMART at Trinity County Fire Preparedness Day



*Picnic Site Restoration Whiskeytown Lake
Funded in part by SMART managed NDWG Grant*



SMART trainee at Black Fox Forest Tech training in Siskiyou County

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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