

# SMART Workforce Center Community Coordinator Report



Q4-2022

DEL NORTE COUNTY EDITION

IN THIS ISSUE



## VETERANS IN THE NORTH STATE

In our ongoing efforts to reach Veterans in need of job search resources, SMART attended the first-ever Rural Northern California Veterans Collaborative Meeting. This event hosted twelve Northern California counties bringing together community resources under one roof to begin building a stronger networking collaborative to support North State Veterans. Held in the Shasta County Veteran's Memorial Hall, this first-ever meeting (years in the planning, but postponed more than once due to the pandemic) is a concerted effort by the California Department of Veterans Affairs to focus on reaching veteran populations north of Sacramento. The meeting was attended by service providers from across the region, encompassing SMART's serving areas. It was led by the CalVet Executive Team, including California Secretary of Veteran Affairs, Dr. Vito Imbasciani. Along with focusing on the collaboration of North State Veterans serving agencies, the Cal Vet Department reported on increasing initiatives to advocate for the training of underserved & minority

Veterans including Tribal & Woman Veterans as well as those that are part of the LGBTQ+ community. Veterans residing in rural counties face challenges accessing resources in Northern California. The Rural Northern California Veterans Collaborative will seek to address gaps in services and improve outreach in our surrounding areas. There are just over 20,000 Veterans in the SMART serving areas of Del Norte, Shasta, Siskiyou & Trinity Counties. We look forward to these new opportunities to serve those in need of employment and job-seeking services. It's an honor serving those that have so bravely served our Nation. Additionally, SMART employees volunteered to participate this year in an Adopt a Vet program, providing holiday gifts to the Redding Veterans Home. And finally, as a gift to us, our new office is upstairs to the Redding Veteran's Specialty Health Clinic. What a great opportunity for us to smile and say Thank You to our Veterans.



Xotchil Rodriguez Murillo, Deputy Secretary, Minority & Underrepresented Veterans at the Northern California Veterans Collaborative Meeting

### Inside This Issue

#### Congrats LVNs

See our newest LVN graduates  
Page 3



## Charter Tour and Donation



Charter Communications-Spectrum invited SMART CEO, Wendy Zanotelli, and SMART Program Supervisor, Christy Hernandez, to attend a broadband briefing at the Crescent City Spectrum office. In attendance was Charter Communications management from various parts of the West Coast, California Public Utilities Commissioner Darcie Houck,

Assemblymember Jim Wood and Del Norte Board of Supervisors Gerry Hemmingsen and Darrin Short. During the morning, Charter Communications staff shared information about broadband deployment and then took the group on a tour of the facilities. Afterwards, the group made its way over to the SMART Workforce Center for a tour and overview of our services. It was during that visit that Charter Communications-Spectrum presented SMART with a generous donation. Thank you for choosing SMART!



### On the Job Training and Work Experience Partners:

Haven Humane  
 Woody's Brewing  
 DNCCC-Little School of the Redwoods  
 Pro Garage Doors  
 Fasteners Inc.  
 Sizzle's Kitchen  
 Halycon Solar  
 HomeStory Doors  
 SunMedica, Inc.  
 Cinders Wood Fired Pizza  
 Sunshine Ladies Cleaning  
 Shasta Builders Exchange  
 Turtle Bay Exploration Park  
 Impact Solutions  
 Farmers Marketplace  
 Redwood Park Conservancy  
 Michael Staszal D.O., P.A.  
 McEntire Landscaping  
 Dr. Kristi Davis OD  
 Beards Custom Cabinets  
 Mobile Design  
 Shasta Tanks  
 Campora  
 Holy Smoke  
 ACE Hardware  
 SVM Plumbing

## DHHS and SMART expand partnership

Starting in the month of November, SMART and Del Norte Department of Health and Human Services (DHHS) added a new service to our ongoing list of collaborative work. DHHS Program Manager, Michael Coats, invited SMART staff to attend CalWORKs Orientation meetings with potential clients. These orientations are held 3 times a week, where potential clients are invited into the DHHS office to hear from Employment and Training staff, and now, also to learn about services from the SMART Workforce Center and Del Norte Child Care Council. This allows for a warm hand off when referring people to our office, as they are able to meet our staff during this first step of the DHHS process. We appreciate the strong partnership that we have with Department of Health and Human Services in Del Norte County.

### LET'S GET SOCIAL

Facebook

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

LinkedIn

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

Instagram

[https://www.instagram.com/the\\_SMARTcenter](https://www.instagram.com/the_SMARTcenter)

## Congratulations LVN Graduates

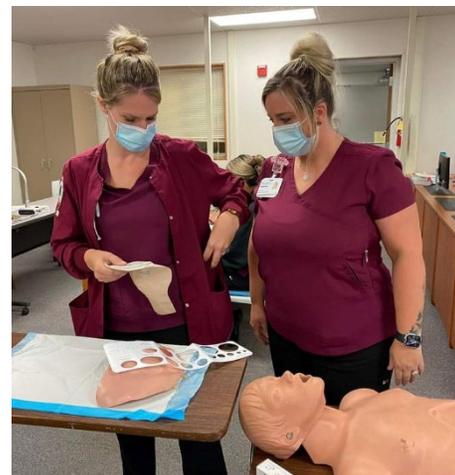
College of the Redwoods Licensed Vocational Nurse (LVN) students will be participating in a Pinning Ceremony on December 17, 2022, marking the end of their training program. The Pinning Ceremony is a nursing tradition that represents the important transition from student to nurse. The graduates will then register to take their State Board Exam in January/February and will most likely receive results within 4 to 6 weeks, receiving licenses by late



February/March. SMART was able to assist 11 students in this cohort with the cost training expenses, which include

textbooks, uniforms, supplies and testing fees. LVN student, Cassandra, had this to say about her experience with SMART, "I would have not been able to do this LVN class without the help of the SMART program. Having the help financially, has been such a blessing, and my Career Advisor, Imelda, is such an amazing person. She went above and beyond to help me with this journey to become a nurse. I will forever be grateful for the help that has been provided to me during this class. Thank you so much!"

Congratulations, future nurses of America!



## Tsunami Evacuation Exercise

SMART staff participated in the city-wide Tsunami Evacuation Exercise on Thursday, October 27<sup>th</sup>. With the SMART office being the Tsunami Zone, staff practiced getting to higher ground or the Safe Area, which, during the drill, was the County of Del Norte Recreation Department. It was at the Recreation Department building that various agencies were stationed with preparedness information and activities. The American Red Cross also set up a simulated shelter at the nearby First Baptist Church.



For more information on tsunamis in Del Norte,

[https://rctwg.humboldt.edu/sites/default/files/brochure\\_crescent\\_city\\_2021.pdf](https://rctwg.humboldt.edu/sites/default/files/brochure_crescent_city_2021.pdf)

## NDWG Updates, Partnering in our Communities.

National Dislocated Worker Grants – or as SMART calls them – Special Grants are specifically designed to assist the community recover from disasters. Multiple Special Grants are running withing SMART's four counties.



Covid-19 NDWG currently has participants working in multiple North State counties. Clients are working hard to assist partnering non-profit agencies with sanitation, outreach and community food baskets to combat the impact of Covid-19. Clients are currently working with the Siskiyou Community Collaborative out of multiple Resource Centers. These centers are essential to at risk individuals in Siskiyou County. Our participants are responsible for researching

Covid-19 resources, sanitizing the resource centers, and assisting with food baskets that are in high demand. In Shasta County participants are working with non-profit agency Shasta Family YMCA and Dignity Health Connected Living. At the YMCA participants are sanitizing equipment daily to ensure the facility can remain open and operate at its normal capacity. Dignity Health Connected Living has participants assisting with preparing food baskets that are given out to low income seniors. These agencies are essential to community and without the COVID-19 National Dislocated Worker Grant they would not be able to provide the resources the community needs.



**Dignity Health.**



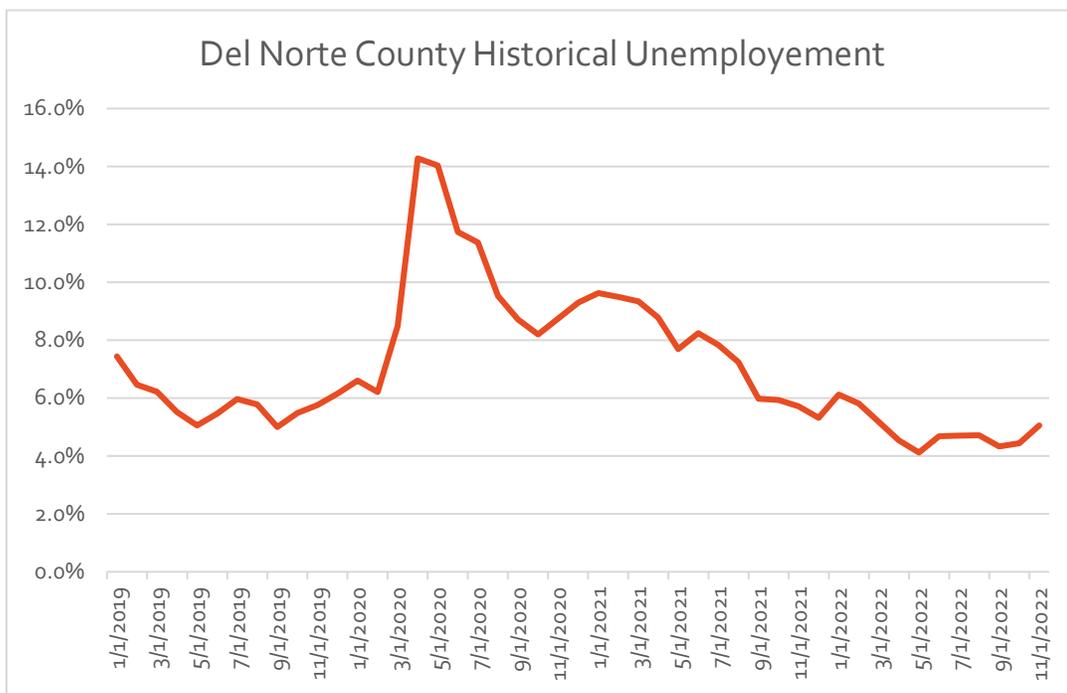
The August Complex Fires in 2020 hit Trinity County and the Forest Service is working to repair campgrounds and trails that were damaged due to the fires. In November the Forest Service brought on their first two participants fully funded through the August 2020 Wildfire National Dislocated Worker Grant. SMART and the Forest Service have worked hard to establish a partnership to assist with fire damage clean up. The participants are actively working to clean up fire damage within the Shasta-Trinity National Forest and their hard work will allow these public spaces to re-open to the community.

# Slight rise in Unemployment in Del Norte County

As of November 2022, In Del Norte County, the civilian work force is 9300, this includes everyone that is working, and everyone that is looking for work. Of those, 8830 are currently employed.

The unemployment rate is 5.1% for November, this is down from 5.7% in the same time last year, and only slightly higher than the historic low of 4.1% in May of this year.

In raw numbers there are approximately 470 people currently considered unemployed in Del Norte County. This is only slightly higher than the lowest number of unemployed in decades of 390 individuals from May of this year.



Source [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

As the total number of participants in the labor force remains smaller than years past, and as unemployment remains low, it will remain difficult to fill labor needs. With a smaller pool of experienced and knowledgeable candidates, some businesses will have difficulties filling their labor needs. 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 With Most Openings Del Norte County

Sutter Health
State of California
California Correctional Health Care Services
Walmart
CVS Health
California Division of Correctional Rehabilitation
ATX Learning
Seattle Colleges
Walgreens
Tri Counties Bank
Sutter Medical Center
Starbucks Coffee Company
Sound Inpatient Physicians
Harbor Freight Tools
Global Medical Response

Source [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

Employers in Del Norte 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 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.

## Professional Development: Ascend Training

SMART Workforce Center had the opportunity to attend the 2 Day Ascend training hosted by NoRTEC. Ascend was founded by two criminal defense attorneys to address the staggering 67% rate of recidivism in California. The training focuses on the causes of criminal behavior as opposed to just treating the symptoms. Unemployment is one of the risk factors that contribute to returning to criminal behavior. This is where the SMART Workforce Center can help with our community. When we are aware of these barriers and thinking patterns that the criminal justice involved clients face, we can better serve them and meet them where they are. When a potential client is first released from incarceration, a workforce center maybe the first and only positive social network they will have.

The recurring theme of the training was that the social network (people and places) a person has is the most influential factor that determines their successful transition back into the community. The goal of Ascend

"... is to serve those who

want to change their lives, and by doing so, improve the lives of their families and the community in which they live." SMART Workforce Center hopes to be able to accomplish that goal with Ascend and help reduce those barriers and risk factors for a population that needs a little more support from an empathetic viewpoint.



## SMART Professional Development:

- Privacy at DHS/Homeland Security
- Ascend Training/Justice Involved
- MIP/Accounting & Payroll
- SHRM/Society for Human Resource Management Conference
- HOPE Summit/HOPE Theory for Trauma Exposed Youth
- Siskiyou County Economic Summit
- 2023 Labor Law Updates- North Valley Employer's Advisory Council
- Women's Business Center/JEDI Silver Anniversary
- Smart Pop Up Resume Workshop/Shasta College Arborist Training class
- Rural Northern California Veterans Collaborative

## SMART Attends STOPP meeting

On the 2nd Monday of each month SMART attends the Successful Transitions of Probation & Parole (STOPP) Meeting located at the Shasta County Veterans Hall.

It's at this meeting where we connect with community partners such as GEO Reentry, Behavioral Health and the Probation and Parole departments as well as the clients that are utilizing their services. Adult offenders that have newly been released from jail, prison under Post Release Community Supervision, Mandatory Supervision, Probation or Parole attend this meeting.

SMART attends the meeting to support the participants in their journey to connect with various resources available to them. Sometimes this means just talking with participants and encouraging them to continue their recovery, sometimes its finding someone that is getting ready to apply to jobs and encouraging them to come into our Job Center and work on a resume! Mostly it's meeting them where they are at in their journey and offering support.

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

Del Norte County: 707.464.8347  
875 5<sup>th</sup> Street  
Crescent City, CA 95531

Shasta County: 530.246.7911  
760 Cypress Ave Suite 210  
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

