



SMART Workforce Center Community Coordinator Report



Q4-2022

SISKIYOU COUNTY EDITION

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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

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McKinney Fire Local Assistance Center

On July 29th the McKinney fire started west of Walker Creek Bridge in Siskiyou County, on the south side of the Klamath River. The fire displaced thousands of people and destroyed numerous buildings. On August 17th and 18th SMART was represented by Business Service Representatives Breanna Walker and Chelsea Miller at the Local Assistance Center put on at College of the Siskiyou's Yreka campus. The event was a one-stop-shop that provided essential resources for families and individuals displaced by the fire. It was attended by representatives from various local, state, and federal agencies such as Health and Human Services, Department of Motor Vehicles, and United Way. SMART's booth was next to the Yreka Family Resource Center and Dolly Parton herself – in cardboard cutout form. At one point of the day, a family came into the room to sign up for some various resources.



They had a little girl with them who busied herself with some of the coloring materials that the Yreka Family Resource Center was providing. Chelsea Miller, a Business Services Representative, had chatted with the little girl for a few moments and after about 15 minutes she brought over a sweet picture and exclaimed, "It's for you! It's a picture of you!" It's a picture that is still displayed at Chelsea's desk to this day.



Mill Fire Local Assistance Center

The Mill Fire began on a hot, dry and windy day on September 2nd 2022. It quickly burned through homes in the neighborhood of Lincoln Heights in Weed, CA and was propelled by winds northward toward Lake Shastina where additional structures began to burn from spot fires. Within 2 hours, the fire had ballooned to 555 acres as evacuation orders went out for Weed and Lake Shastina communities. The local community quickly assembled a Local Assistance Center (LAC) in the Weed Community Center, which is located almost directly across the street from the Lincoln Heights neighborhood that had experienced so much destruction. It was a heavy moment to drive to the LAC location, passing the burnt remains of so many family homes. The LAC was well attended with some great groups and familiar faces, from the LAC in Yreka only a month before.



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

A Proud Student, another SMART Success Story

Ken came to the SMART Workforce Center seeking assistance with tuition to attend 160 Truck Driving Academy. He had spent the previous 10 years caring for his mother, and he was excited to get back into the workforce. Ken thoroughly enjoyed being in school and learning about the many facets of trucks. He excelled in school and could not wait to get behind the wheel! He is scheduled for his drive test December 16th and there is no doubt that he will pass with flying colors! He is so grateful to the SMART Workforce Center for sponsoring him for truck school and helping to open many doors of opportunities to a successful career.



Client Testimonial, Carla

"After spending several months applying for dozens of jobs on my own with little to no result I was referred to the Smart Workforce Center. Smart has been my greatest resource for getting back to work. The supportive staff Chelsea and Asia had job leads for me that focused on my strengths and experience within a few days of completing the enrollment process. It was simple and everything was explained every step of the way. I am gainfully employed with a great company and Smart has been a blessing to me and my family. I will forever be grateful for everything they do for our community."

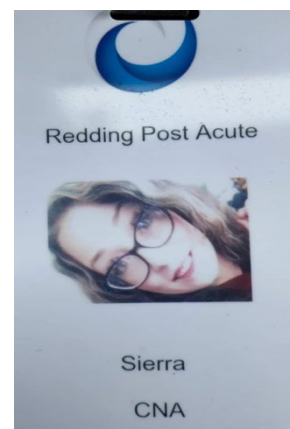


On the Job Training and Work Experience Partners:

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

Sierra's Success

Sierra came to the SMART Workforce Center for assistance in pursuing her passion for helping people. She had limited work history and had overcome many challenges in life. Sierra enrolled with West Harbor Training Center which provides an intensive 6-week Certified Nursing Assistant training program. Sierra started the class in September and excelled throughout her entire course. Her Career Advisor would check in with her weekly and Sierra would tell of her successes on her exams and how much she was enjoying her school. She was in the top of her class upon graduation and is now employed with Redding Post Acute. Watching Sierra grow in her confidence during her time with SMART has been a testimony to her perseverance to succeed!



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 both Shasta and Siskiyou 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 Siskiyou County

As of November 2022, In Siskiyou County, the civilian work force is 16260, this includes everyone that is working, and everyone that is looking for work. Of those, 15390 are currently employed.

The unemployment rate is 5.3% for November, this is down from 5.9% in the same time last year, and only slightly higher than the historic low of 4.3% in May of this year.

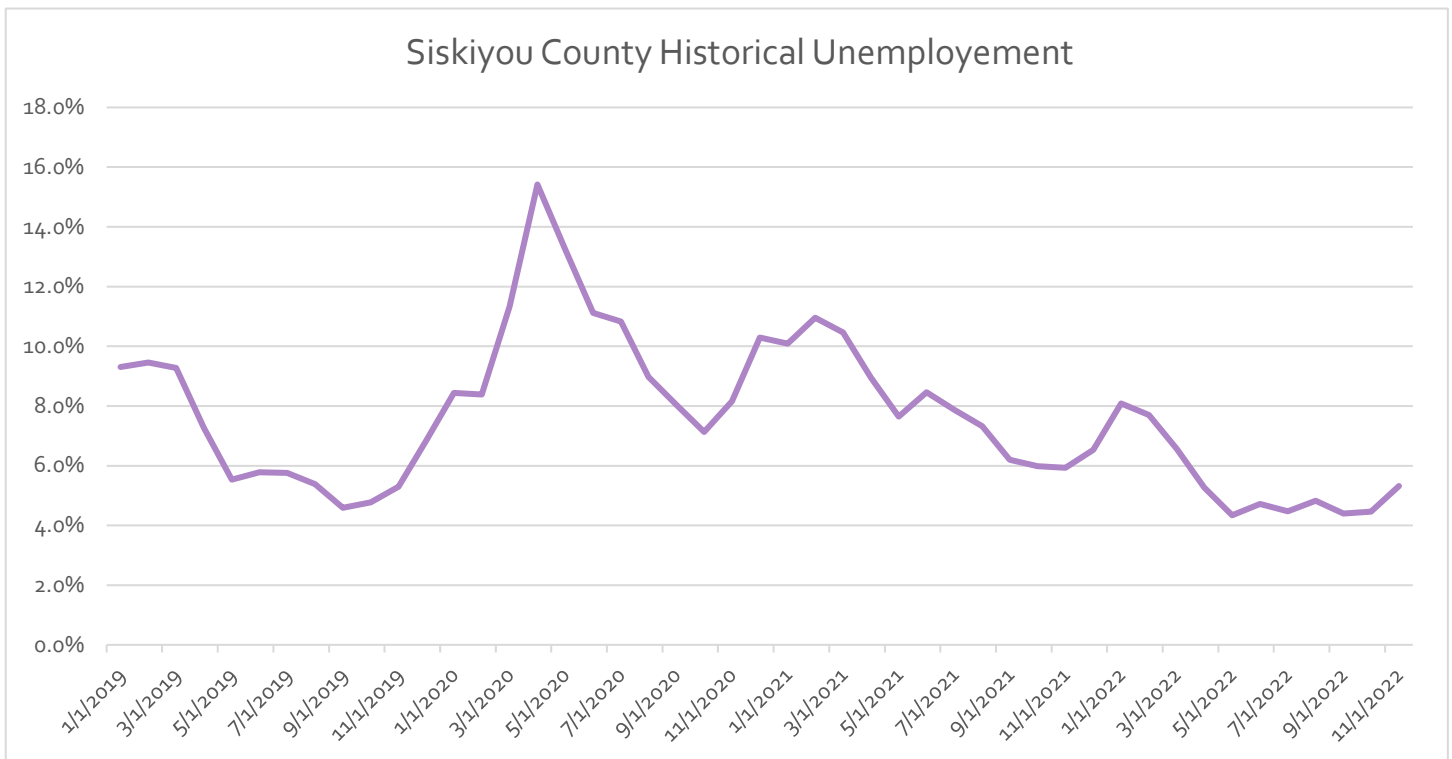
In raw numbers there are approximately 870 people currently considered unemployed in Siskiyou County. This is only slightly higher than the lowest number of unemployed in decades of 710 individuals from May of this year.

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 in Siskiyou 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.



Source www.labormarketinfo.edd.ca.gov

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

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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

