

**SMART**
Workforce CenterAmerica's **JobCenter**
of CaliforniaSM**COMMUNITY
COORDINATOR
REPORT**

April - May 2025

SHASTA COUNTY EDITION

WORKCON 2025 – Strength in Change: Resilience for the Future



SMART staff was proud to attend WORKCON 2025, the California Workforce Association's Annual Workforce Practitioners Conference, held from April 29 to May 1 at the Hilton Costa Mesa in Orange County. The conference theme, *Strength in Change: Resilience for the Future*, resonated deeply with our mission as we joined workforce development professionals, educational institutions, community-based organizations, and WIOA partners from across the state. This dynamic event provided an outstanding platform to engage with innovative programs and strategic collaborations that are shaping the future of workforce services in California.

Throughout the three-day event, our team participated in a range of workshops and sessions focused on emerging trends, including the integration of AI and technology in the workforce, the use of WIOA and other strategic funds, statewide advocacy efforts to improve accessibility of the Eligible Training Provider List (ETPL), and other best practices in program design to bring our client services to the next level. The conference's four dedicated tracks—Youth Workforce Services, Administrative Services, Case Management, and Business Services—allowed us to tailor our learning and bring back actionable insights to improve our services and outcomes.

We're excited to apply what we learned and continue building resilient, inclusive programs that help individuals thrive in a rapidly evolving job market.

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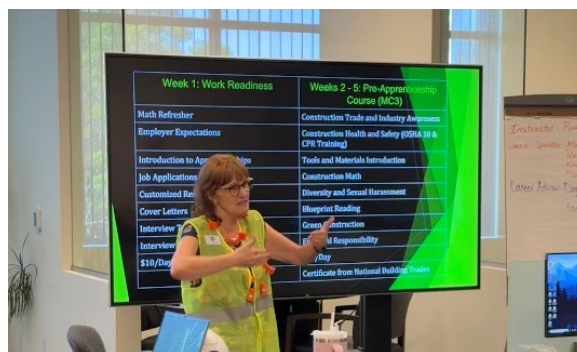
SMART Lays Foundation for Construction Careers



SMART Workforce Center and Job Training Center hosted the High Roads Construction Careers (HRCC) Pre-Apprenticeship Training, a practical program designed to prepare individuals for careers in the skilled trades. SMART hosted the first week of this training in the Redding Job Center, laying a strong foundation for participants through early engagement and support. Based on California's High Road model, the program connected participants with opportunities to pursue union construction jobs through hands-on training and industry-aligned instruction. Partnering with local building trades councils, labor unions, contractors, and other organizations, the program offered a direct pathway into state-registered apprenticeship programs.

The program started with a Work Readiness Workshop during the first week, followed by four weeks of Pre-Apprenticeship Training. This intensive, computer-based curriculum included:

- Construction Industry and Trades Orientation
- Tools and Materials
- Construction Health and Safety (including OSHA and CPR)
- Blueprint Reading
- Basic Math for Construction
- Green Construction
- Financial Literacy
- And more!



By the end of the training, graduates were equipped to enter union apprenticeship programs with a solid understanding of the industry and a clear path to long-term, sustainable careers. The 2025 High Roads Construction Pre-Apprenticeship not only empowered individuals but also strengthened the regional economy by addressing workforce shortages in the construction sector.

Throughout the course, students completed 140 hours of the nationally recognized Multi-Craft Core Curriculum (MC3). Earning the MC3 certificate equips graduates with a competitive edge for pursuing union-based careers in trades such as electrical work, plumbing, heavy equipment operations, carpentry, painting, and more. Participants also obtained certifications in forklift operation, OSHA 10, and CPR. This 2025 graduating class is the culmination of nine total classes over a five-year period. SMART originally received funding for the program from 2021 to 2022 and was granted additional funding for 2023 to 2025.

Celebrating Diverse Career Pathways

Students from all over the county were invited to Reach Higher Shasta's 7th Annual College & Career Signing Day. This event celebrated high school seniors pursuing a variety of diverse paths after graduation, including enrollment in four-year universities, community colleges, trade schools, military service, and entrepreneurship. This annual celebration underscores the community's dedication to acknowledging all students' achievements and aspirations beyond high school.



Co-location Best Practices Shared with County of Merced



SMART has always recognized one fundamental truth: community partnership is vital to our strength as an organization. One of the most tangible examples of this is our journey to co-location.

What began as a foot in the door created by necessity quickly and powerfully paved the way for ongoing collaboration with our community partners. This is especially evident with our community college partners Shasta College and College of the Siskiyous, who now

share two permanent job center locations with SMART. Shasta College and College of the Siskiyous are now also sharing a Director of Employer Partnership (DEP) who is housed in the shared College of the Siskiyous/SMART Job Center in Weed.

SMART was proud to share our knowledge of what has worked and lessons learned along the way with our friend at Worknet Merced County. Executive Director Rigo Medina personally travelled to Shasta, Siskiyou, and Trinity Counties to observe our co-location job centers. Rigo was a wealth of workforce knowledge and we enjoyed spending the week with him and connecting on best practices and sharing aligned hopes for the future of a collaborative world of workforce development.

SMART Professional Development

- Protecting Against Wage & Hour Disputes
- Wage and Hour – Most Common Violations
- Workplace Safety- Avoiding the Cal/OSHA Fines
- Best Practices -LMI & Occupational Data
- Conflict Resolution
- Shasta County CalWorks Employment Services
- Redding Area Bus Authority
- Nation's Finest Veteran Services
- REALM Grant Planning Workgroup
- Shasta College A\$ET Program
- Regional Data Report from EDD Data Analyst Back Safety in Office Environments
- Fire Prevention & Fire Extinguisher Use
- Situational Awareness
- And More!

Paving a Future in Asphalt and Aggregate Testing – Troy’s Story



Troy’s journey back into the workforce finally gained traction after six months of job search following a ten year incarceration. This progress came when he was referred to SMART Workforce Center’s HIRE Program. Prior to his incarceration, Troy had held a supervisory role and had experience soil testing – something that piqued the interest of Sherrie, a local employer with CGI Technical Services, Inc. Sherrie saw potential in Troy and was interested in bringing him onto her team. Sherrie also recognized the role that a structured training program and wholistic support would play in Troy’s success.

Troy, who was living with and being supported by his father, was ready to regain his independence. Understanding the importance of showing up prepared, Troy proactively reached out to SMART who helped pay for work clothes and boots for the new Transitional Job Sherrie had offered him.

Troy is currently working for Sherrie as a full-time lab technician. His position focuses on asphalt and aggregate matter testing – a new challenge for Troy that he is embracing with enthusiasm. His supervisor expresses confidence in Troy’s progress in this Transitional Job, and Troy shares how much he is genuinely enjoying the job. Sherrie and SMART are committed to supporting Troy’s continued success through the HIRE program! Troy’s story is one of resilience, growth, and opportunity. With the support of SMART, the HIRE Grant, and employers like Sherrie, Troy is not only rebuilding his life—he’s building a solid foundation for a successful career. His dedication and determination are paving the way for long-term stability and independence, and his future looks brighter with each passing week.

On-The-Job Training and Work Experience Partners:

- CGI Technical Services, Inc.
- Cinders Woodfired Pizza
- County of Del Norte
- County of Trinity
- Dee Stover State Farm
- Del Norte Child Care Council
- Del Norte County Fairgrounds
- Del Norte Mission Impossible
- Emerald Ridge Construction
- Frank Johnston Upholstery
- Joy’s Yard & Ground Maintenance
- Kindred Hearts
- Los Compadres Mexican Restaurant
- Mama Llama Eatery and Café
- Orcas Heating & Refrigeration
- Pro Garage Doors
- Rumiano Cheese
- Rural Human Services
- Shasta Caverns
- Shasta Family YMCA
- Shiloh Flower Farms
- Southern Oregon Goodwill
- Steve’s Custom Upholstery
- Summit Lofts
- Taste & See Creamery
- Trinity County Fairgrounds & Events
- Turtle Bay Exploration Park
- US Forest Service
- Zephyrs Books and Coffee

Shasta Capitol Summit Brings Resources to Business Community

On May 13, 2025, SMART tabled at the Shasta Capital Summit, hosted by Women's Business Center at JEDI and the Shasta-Cascade. This free event brought together aspiring and established entrepreneurs to explore funding opportunities, connect with local lenders, and gain expert insights into business financing.



Attendees participated in panel discussions on SBA loans, microloans, and alternative financing, engaged in interactive Q&A sessions, and networked with fellow business owners and financial professionals. The summit also offered childcare reimbursement to ensure accessibility for all participants.

Asphalt Cowboys Keeps Rodeo Traditions Alive

SMART staff, along with a 1,000 of our closest friends, made our way to the Market Street Promenade to enjoy a community pancake breakfast. Put on by the Asphalt Cowboys annually since 1954, this event takes the *pancake* as the largest outdoor community breakfast in the United States. Joining our friends, families, local organizations, and business community in the shared spirit of this event reflects our commitment to being an active partner in the communities we serve.



SMART Supports Shasta's United Way Central Access Point Kick-Off



On May 8th, SMART attended the Shasta 211 Central Access Point Kick-Off. This event, hosted by United Way of Northern California brought together local leaders, service providers, and community partners to introduce the 211 Central Access Point, a significant enhancement to Shasta County's Coordinated Entry system for homelessness services. Attendees engaged in discussions aimed at strengthening system coordination, improving functionality, and expanding the impact of 211 as a central access point for individuals in need.

After learning about the data and trends on homelessness in Shasta County, SMART and other participants collaborated to share insights on improving access, service navigation, and outcomes for the community. SMART was happy to contribute to this important conversation on how to best improve the future of the region's homelessness response. This collaboration exemplifies the integrated approach needed to tackle complex social issues, combining immediate support services with long-term economic empowerment strategies.

Elijah Powers Forward with First Steps to Success

Elijah came to SMART seeking support in finding his first full-time job. As a justice-involved youth experiencing homelessness, Elijah faced several barriers, including lack of work experience and reliable transportation. Though he had held some part-time and volunteer positions, he had never held a full-time position. His goal: secure stable employment in HVAC or the general labor field. SMART, thanks to the HIRE grant, was able to enroll Elijah to help make that goal a reality.

After completing a comprehensive assessment, SMART staff identified Elijah's needs and began building a tailored plan for his success. He received interview prep materials and was scheduled for a mock interview. With guidance and encouragement, Elijah began building the skills and confidence needed to succeed in the workforce. SMART also ensured that he was aware of the supportive services available through the HIRE grant, such as help getting work clothing or addressing transportation barriers.

Elijah is now actively engaged, committing to his goals, and well on his way to launching his career. His story reflects how with the right support, challenges both internal and external can be overcome!



Second Chances Lead to Strong Future for Rico



Rico connected with SMART Workforce Center (SMART) through a probation referral, he was eager to turn a new page and rebuild his life. Recently released from incarceration, he faced challenges common to many returning citizens—unstable employment history, financial hardship, and limited support. Despite these obstacles, Rico brought a strong work ethic and diverse experience to the table, having worked as a cook, firefighter, landscaper, and glazier. While incarcerated, he continued to develop his skills by serving as a Wildland Firefighter, gaining discipline, resilience, and teamwork experience. With the guidance and support of SMART, Rico received personalized job search assistance, resume help, and encouragement every step of the way.

Today, Rico is proud to be working with a local family-owned cheese manufacturing company, a major milestone in his journey toward stability and independence. His determination and persistence paid off, and his new position not only provides steady income but also a renewed sense of purpose. Being employed has allowed Rico to take meaningful steps toward self-sufficiency. His success is a testament to the power of second chances and the impact of community programs like the HIRE grant in helping individuals like Rico build brighter futures.



SMART Workforce Center is a
Proud Partner of:



Proudly serving our community since 1979, 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. To learn more, visit our website: www.thesmartcenter.biz

SMART Workforce Center is an equal opportunity employer.

Auxiliary aids and services are available to individuals with disabilities. CA Relay TTY 7-1-1

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Redding, CA

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800 College Ave
Weed, CA

Siskiyou County
530.657.0139
1810 Fort Jones Rd, Ste B
Yreka, CA

Trinity County
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30 Arbuckle Ct
Weaverville, CA