



SMART Workforce Center Community Coordinator Report

SMART
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Q1-2024

SHASTA COUNTY EDITION

SMART OUTREACH-Health Alliance of Northern California

America's **JobCenter**
of California™

Health Alliance of Northern California hosted its quarterly Case Manager training on January 18th at the McConnell Foundation in Redding, CA. Health Alliance of Northern California (HANC) & North Coast Clinics Network (NCCN) are partner regional associations who provide healthcare services in many Northern California counties, including Shasta, Siskiyou, Trinity & Del Norte. The HANC professional development training featured presentations from various community partner organizations including:

- Visions of the Cross/Residential Substance Treatment Center
- Nor-Cal 211/Connecting users with community resources & referral.
- Shasta County Office of Education/Early Childhood Education
- SMART Workforce Center/Workforce Development

64 HANC Case Managers and other agency staff from 19 healthcare community organizations were in attendance. This training offered a venue to facilitate conversations on regional collaboration, education on availability of community resources, and continued efforts to build wellness connections

and relationships with all community partners. The event brought together professionals committed to improving the lives of their clients through knowledge into the many resources available that contribute to the whole individual. One of HANC's priorities is to assist its members in enhancing access to quality healthcare in the rural communities they serve by improving the supply and distribution of health professionals throughout the region. SMART continues to help make an impact in this area. We were excited to share what free resources our organization offers to help clients obtain long-term, sustainable employment including in the crucial healthcare sectors. We all come together with the same goals in mind: Improving health & wellness outcomes in the family and community wide.



Inside This Issue

Smart Job Fair

SMART hosts the
Spring Job Fair



Celebrating Success: The SMART Spring Job Fair in Shasta County



In a remarkable gathering of ambition and opportunity, the SMART Spring Job Fair held in Shasta County, in partnership with Simpson University, has set a new benchmark for career-building events in the region. We're grateful to our partners Employment Development Department (EDD), Shasta College, and Reach Higher Shasta, with their help the job fair transformed the Simpson University Gym into a bustling and lively gathering of opportunity for employers and job seekers alike.

This unique co-mingled event welcomed students from local universities as well as future workforce applicants from Career Technical Education (CTE) programs across the county, creating a diverse pool of talent and ambition. The fair saw an impressive turnout with more than 85 employers and nearly 820 job seekers converging with a common goal in mind: to bridge the gap between qualified



individuals and rewarding employment opportunities.

Such a monumental event would not have been

possible without the generous support of our esteemed sponsors. A heartfelt thank you to Rush Personnel Services and Far Northern Regional Center for their unwavering support and contribution to the success of the job fair. Their dedication to fostering local employment opportunities is truly commendable.

Further gratitude is extended to Reach Higher Shasta, County of Shasta, 160 Truck School, and American Career Training for their valuable support. Each organization played a crucial role in elevating the event, ensuring a wide array of opportunities for attendees and a rich pool of talent for employers.

The success of the SMART Spring Job Fair is not just measured by the numbers but by the meaningful connections made, the interviews scheduled, and



the potential job placements. It stands as a testament to the strength of community collaboration and the shared vision of enhancing employment prospects within Shasta County. We find inspiration seeing the potential of our local workforce and the opportunities that lie ahead. We look forward to continuing to support the growth and development of Shasta County's employment landscape through such an impactful, jobseeker event!

LET'S GET SOCIAL

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Instagram

https://www.instagram.com/the_SMARTcenter

SMART Partners with Western Valuation Professionals

Western Valuation Professionals is an agricultural and rural real estate appraisal business. James Rickert, the owner, and Principal Appraiser, is a fifth generation Shasta County resident and lives with his family on a small farm in the Churn Creek Bottom area of Shasta County. SMART was able to support the growth of Western Valuation Professionals by bringing on a new employee. James had this to say about working with SMART: “The SMART Workforce Center has been great to work with as we’ve added a new employee in the organization. Their On-the-Job Training has helped focus our internal training efforts to give our new employee the resources they need to be successful. The reimbursement has been great as it helps us take another step to grow the business without as much of a financial risk.” Thank you, James, and Western Valuation Professionals, for helping us to better serve our rural communities!



LICENSED VOCATIONAL NURSING GRADUATES

Congratulations to our latest cohort of Vocational Nurses! We are thrilled to announce that, through our partnership with Shasta College, we have added 7 dedicated and compassionate nurses to Shasta County’s workforce.

These nurses have demonstrated their commitment and dedication throughout their training program, culminating in the receipt of their nursing pins on December 14, 2023. The Pinning Ceremony not only signifies the completion of their program but also marks their official entry into the nursing profession.

Most of them have already received their licenses, and we are excited about the positive impact they will have on our community’s healthcare system.

At SMART, we recognize the importance of quality healthcare in Shasta County, and we remain committed to assisting prospective nurses with training expenses such as textbooks, uniforms, stethoscopes, IV courses, and testing fees.

CONGRATULATIONS once again to our graduates! Your dedication and hard work contribute to making our community happier and healthier. Thank you for your commitment to excellence in healthcare. Congratulations to our latest cohort of Vocational Nurses! We are thrilled to announce that, through our partnership with Shasta College, we have added 7 dedicated and compassionate nurses to Shasta County’s workforce.

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P2E Grant Success!!

I first stepped into the Smart Center in September 2022 when wanting only to utilize the resume building software and a bit of help from D'art. I ventured off on my own from that day and attempted to use my new resume to get a job. I was applying to many jobs, handing out my resume, attending interviews and still I could not find a job. I returned to the Smart Center and this time I asked for more help, specifically if there was anything to help formerly incarcerated individuals. I was introduced to Crystal who started working with me and guiding me to the necessary resources within and outside the Smart Center. She set up mock interviews, typing tests, and helped me tailor my resume. While I was searching for jobs, she made a huge effort to continue to send me job prospects that fit within the scope

of my qualifications. I continued to look for jobs and was met with denials and disappointment. I was having trouble not only because of my criminal history, but also because of not having a driver's license. The P2E grant became available, and I was able to get services to help pay for the classes needed to get my license back. This allowed me to drive to work and have the license that many employers require. I am employed today and giving back to my community with everything I have. I feel good about myself and that I can be self-sufficient and stable. I could not have done this without the help of Crystal and the rest of the staff at the Smart Center.

On the Job Training and Work Experience Partners:

Sunseekers 2.0
 Mobile Design
 Cary's Redding Tire and Auto
 Emerald Ridge Construction
 County of Del Norte
 Plotzke Ace Hardware
 Mayers Memorial Hospital District
 Blink Optometry
 Fasteners Inc
 Cinders Pizza
 Los Compadres Mexican Restaurant
 County of Trinity
 Trinity Players, Inc.
 Lawn Care Perfection
 Bryant Automotive
 Burney Water District
 Carrels Office Equipment
 Berry Curtis Insurance
 US-Offsite Holdings, Inc.
 Del Norte Senior Center
 Royal Plumbing
 Western Valuation Services
 Harrison RV & Marina
 Family Resource Center of the Redwoods
 Ascend Wilderness Adventure

Young Adults Success Story

Cody's success in securing a position with GRIND Fire Defense, merely a week after his first visit to the SMART Workforce Center, is a remarkable example of determination, quick learning, and the transformative power of targeted support. From day one, Cody demonstrated an unmatched eagerness to learn and a proactive approach, eagerly embracing every task and absorbing valuable insights on presenting himself effectively in the job market. His swift mastery of key skills, from interview techniques to resume crafting, was propelled by the comprehensive guidance and resources at the SMART Center, enabling him to showcase his potential confidently to potential employers.

Reflecting on his journey, Cody shared, "You provided positive reinforcement and direction, as well as helped me get the necessary supplies for success in the position I was accepted for." This statement underscores the pivotal role played by the SMART Workforce Center and its staff in Cody's rapid employment success. It highlights not just the practical assistance provided, but also the motivational and moral support that equipped him for his new role at GRIND Fire Defense. Cody's story exemplifies how personalized support and encouragement can significantly impact job seekers, steering them toward their career objectives with confidence and readiness.

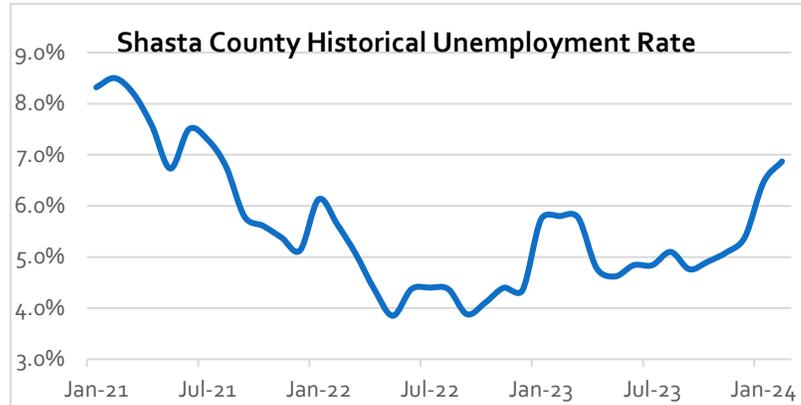


Shasta County Labor Market Update:

As of February 2024, In Shasta County, the civilian work force is 75,100 this includes everyone that is working, and everyone that is looking for work. Of those, 69,900 are currently employed.

The unemployment rate is 6.9% for February, this is up from 5.8% in the same time last year.

In raw numbers there are approximately 5,200 people currently considered unemployed in Shasta County. This is an increase of 900 unemployed since February of 2023.



Source www.labormarketinfo.edd.ca.gov

Major Employers Shasta County

Anderson Union High Sch Dist
Bethel Church
Blue Shield-California
Costco Wholesale
County of Shasta
County of Shasta
Dignity Health Mercy Oncology
Enterprise Elementary Sch Dist
Home Depot
Iris Global
Mayers Memorial Hosp-Burney
Mercy Medical Ctr Redding
Rand Oaks School
Redding Elementary School Dist
Redding Lumber Transport Inc
Shascade Community Svc
Shasta Community Health Ctr
Shasta County Admin Ofc
Shasta Regional Medical Ctr
Transportation Department
United States Postal Svc
Veterans Home of California
Vibra Hospital of Northern CA
Walmart Supercenter
Win-River Resort & Casino

<https://labormarketinfo.edd.ca.gov/>

We can say that we are seeing a local increase in unemployment over the last year. At the same time the total number of participants in the labor force remains smaller than in years past. It may 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 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 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.

SMART Empowered at California Workforce Association Youth Summit

SMART Staff had the opportunity to attend this year's California Workforce Association Youth Summit, held in Long Beach, California.

Themed "Expanding Horizons," the summit proved to be an incredible experience for our team, providing them with invaluable insights and connections.

The summit spanned two remarkable days filled with workshops covering a diverse range of topics. SMART staff had the opportunity to engage with peers from across California, fostering a collaborative environment of professional growth. Workshops delved into cutting-edge subjects such as the integration of AI in job searches, the establishment of successful youth apprenticeships, and the harnessing of youth voices to create impactful



programs.

The summit also featured powerful keynote speakers including Rex Richardson, the Mayor of Long Beach, and the inspirational Rockell Bartoli. Their stories and passion for youth empowered attendees to adopt innovative approaches in program development, urging them to think beyond conventional boundaries.

The summit was not merely about professional development; it also provided opportunities for team bonding and relaxation. To conclude the experience, our staff enjoyed a rejuvenating visit to the "happiest place on earth," Disneyland, where they immersed themselves in the magic of Mickey Mouse and fostered stronger team cohesion.

As a result of their participation in the California Workforce Association Youth Summit, staff returned with renewed enthusiasm, equipped with fresh perspectives and strategies to better serve our community, and fulfill our organization's mission.

SMART Professional Development:

- Health Alliance of Northern CA- Regional Collaboration
- January Safety Training- 2024 Safety Resolutions
- February Safety Training-Protecting our Heart
- California Workforce Association- Youth Summit
- North Valley EAC-Labor Law Updates-Wage and Hours: Most Common Violations
- TRINITY COUNTY WORKFORCE Roundtable
- Society for Human Resource Management (SHRM)
- Best Practices- LMI & Occupational Data- NORTEC
- Equity & Access Committee- NORTEC
- AFWD/SMART Best Practice
- SMART/in house cross training/California Indian Manpower Consortium
- Essential Communication Skills Training

The SMART Workforce Center is a 501c3 non-profit committed to providing job seekers with resources, training, education, job development, and job placement to help them not only receive living wage jobs, but to grow in their careers. We also help businesses grow by educating employers about available tax credits, alternative labor pools, and helping with recruiting, interviewing, and hiring, as well as offsetting wages for work experience and on the job training programs. SMART is a proud partner of America's Job Center of California and the NoRTEC Workforce Development Board. We have locations in Crescent City, Redding, Weaverville, and Weed. For more information visit the SMART website at <http://www.thesmartcenter.biz>.

Equal Opportunity Employer. Auxiliary aids and services are available to individuals with disabilities. TTY 711.

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