



# SMART Workforce Center Community Coordinator Report

**SMART**

[www.thesmartcenter.biz](http://www.thesmartcenter.biz)

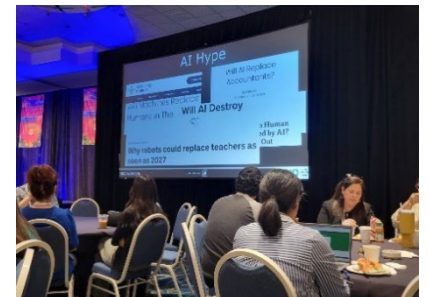
Q2-2024

SHASTA COUNTY EDITION

America's **JobCenter** of California™

## CWA WORKCON Conference- Bridging the Gap 2024

On May 29-31, CWA (California Workforce Association) held the WORKCON 2024 Bridging the Gap Conference at Omni Rancho Las Palmas, Palm Springs CA. This event provided a rich opportunity for learning and brainstorming. Conference coordinators invited participants to stretch and deepen their understanding of workforce trends and strategies. Several SMART managers and staff from the Shasta & Del Norte offices attended. Much valuable networking happened organically all throughout the three days of conference. Professional development workshops abounded, offering a chance to thoughtfully engage and expand horizons. Many interesting topics were covered in the workshops that the SMART staff attended, including Harnessing Innovation for Workforce Resilience in a Changing Climate, The Apprentice Voice: Real Stories from the Valley, Multigeneration Workplaces, Charting the Course from Incarceration to Employment, and The Five Big Ideas of AI; Leading And Learning in an AI-Infused World.

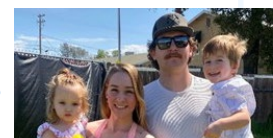


The climate change workshop was compelling in its' statistics, showing how \$100 billion annually is lost globally from heat-induced drops in productivity. The presenter stressed that meaningful action to reduce emissions/and adapt to extreme heat is crucial in trying to keep a handle on any increasing warming. Renewable energies, carbon storage, rebuilding power grids, and advanced technology in Fire prediction were all worthy topics up for discussion in the class. Job growth in response to climate changes continues to progress in green technologies such as solar. "Resilience grants" are being offered through WIOA in the US.

### Inside This Issue

#### Young Adult Highlights

Page 4



## CWA WORKCON Conference- *Continued from Page 1*

There has been a drop in recent years for people moving into the construction trades. The Apprentice Voice workshop featured men and women who share their journey through WIOA and are now union workers, as Roofers/Water proofers, Plumbers & Pipefitters, and IBEW Electrical. They got their start by attending the WIOA sponsored Valley Build MC3 Pre-apprenticeship program and now work as union apprentices across the CA Central Valley.

They received the support of WIOA with wraparound services such as mileage, childcare, and even a gym membership to stay physically active and ready for the demands of the occupations. The three speak to new classes with the goal of encouraging people to consider construction trades in their career futures. The union jobs pay well and include pensions and medical insurance.

And finally, one of our SMART staff had the opportunity to attend the Ventura County Bridges 2 Work workshop, a program dedicated to preparing inmates for life after release. Designed for individuals 20 to 180 days from release, the program equips them with the skills, training, and resources needed to secure employment immediately upon reentry. This proactive engagement, starting well before release, maximizes the time available for inmates to develop necessary skills and secure employment opportunities, thereby reducing recidivism rates and supporting successful reintegration into society. Through partnerships with the Del Norte County Probation Department and an upcoming meeting with the Sheriff, her SMART goal is to establish similar services that prepare inmates for transitional jobs upon release.

## Community Partner: Shasta Adult School

Shasta Adult School is a local Adult School who helps over 400 students per school year who are working to earn their high school diploma or equivalency. In May, Shasta Adult School hosted a Lunch and Learn event, drawing teachers, students, and representatives eager to explore educational and career pathways. The event showcased several key programs and opportunities available to attendees.

Among the highlights were presentations on vocational pathways such as welding, lineman, and truck driving programs. These sessions provided valuable insights into career opportunities and training available, catering to those looking to acquire specialized skills for employment. Shasta College also spoke to concurrent enrollment opportunities for students to earn college credits while they study at Shasta Adult School.

Representatives from the Employment Development Department (EDD) and SMART Workforce Center were present to discuss resources available through American Job Centers of California (AJCC). They outlined various enrollment programs designed to support individuals seeking full-time or part-time employment, highlighting the diverse services and assistance available.

Following the presentations, the SMART representative engaged directly with students, offering personalized support including one-on-one resume feedback and guidance on effective job search strategies. This hands-on approach underscored SMART's commitment to supporting individuals in their educational and career endeavors.

SMART would like to thank Shasta Adult School for hosting this event to help our community make informed decisions about their future education and career goals.



**SHASTA**  
**ADULT SCHOOL**

## Adult Success, Tiffany's Story

Hi there, my name is Tiffany and I was luckily introduced to the Smart Workforce Center by a fellow Nursing student in 2022. I was able to apply in 2023 and can proudly say that I graduated the ADN program at Shasta College in May 2024 with the help of The Smart Center. Tiffany Farrior was my career advisor and she has left me with such a strong appreciation and admiration for who she is as a person. She helped me navigate through tough times and made me feel proud of who I am, and what I was working towards. The Smart Workforce Center has so many wonderful qualities such as: assisting in resume building, test taking strategies, reimbursement for school supplies, and so much more... Throughout my journey, with the help of The Smart Center, I was able to purchase a cardiac stethoscope, brand new Hoka nursing shoes, nursing watch, Leatherman rescue shears, scrubs, and so much more. I just want to say "Thank You" from the bottom of my heart for everything you have done for me and my family.



## Adult Success Story

This client came to SMART on the recommendation of a family member. He had experienced a job layoff and was anxious to get back to work. The bulk of his work history consisted of Service Writer, Automotive Parts Sales Associate, and Truck Driver. He was laid off from his last position as Service Writer due to a business slowdown. He had many job applications but had little response. We reviewed his resume, invited him to a Job Search workshop, provided career and training information to him on local employers as well as vocational courses. Began outreach to employers for a potential OJT placement. Smart Business Services Representative provided resume referral service to an employer hiring for a meter reader position. He had a good work history and was also willing to learn new skills. He was job searching on indeed.com as well as Cal Jobs and Northstate Jobs. He was still interested in local driving that did not require a Class A. He indicated that a complete change into the social services field was also something he was open to. He was also using his own networking skills and encouraged by a friend to apply for a social services position at their company, working with developmentally challenged people as a life coach. He felt that he had compassion and patience and would enjoy the work. He also had a Zoom interview for a coach position with a local recovery program called Elijah House. SMART invited him to attend their Spring 2024 Job Fair. He prepared ahead of time and reviewed the list of employers that would be present. He spoke to a local equipment rental company who were at the Job Fair and received an on-the-spot interview. They called him for additional interviewing, and offered him a position, indicating they felt his related background was strong in his knowledge and experience with vehicle parts. They offered him a position with their company as an Inventory & Parts Professional, he was excited to accept the position and expand his knowledge in the heavy equipment field.

## Business Collaboration

SMART Workforce Center is excited to be working alongside Shasta Regional Transportation Agency and Shasta College. Richard is participating in a SMART On the Job Training, as well as an apprenticeship program through the college A\$ET program for Accounting Clerk. He recently completed his Accounting Certificate at Shasta College and is looking forward to applying some of the book knowledge he gained through his courses. The SMART OJT allows Richard hands on training in customized job specific skills, and he can earn while he learns. Through the A\$ET program, he will be logging hours towards a state recognized and industry standards certification. Employer notes that Richard is showing great promise on the job. He is picking up on tasks quickly, is self motivated, and takes initiative. Thank you to SRTA for the opportunity to provide a mentoring and training opportunity for this aspiring Accounting Clerk.



**SHASTA**  
Regional Transportation Agency



# Young Adult Highlight: SMART Young Adult Program

## Young Adult Highlight: SMART Young Adult Program

One of the hidden gems in the workforce is the young adult population—students, recent graduates, and young parents eager to grow but often unsure where to start. These young people are now faced with the pivotal decision of determining what they want to be in the world, a decision that can feel daunting and overwhelming. It takes just one person in their corner to help forge a pathway, and that's where the SMART Young Adult Program comes in. Through partnership,



teamwork, and an encouraging push of accountability, SMART youth have found success in a variety of ways.

### Peter's Journey

Peter, at 18 years old, had no idea what he wanted to do. He had never held a job and struggled with nerves. Working with his career advisor, Peter discovered a love for the gym, which led to a work experience at the YMCA. He went from being unable to work an eight-hour shift due to nerves to now working full-time and attending Shasta College.

### Jordan and Taylor's Story

Jordan and Taylor, two young parents, came to SMART looking for an opportunity to do more for their son. Through career exploration and supportive services, Jordan obtained her driver's license and an AA from Shasta College. She now works as an Environmental Service Specialist.

Taylor received assistance through IOT and became an HVAC technician. Both parents have created a positive generational impact by showing their son that dreams are possible with hard work.

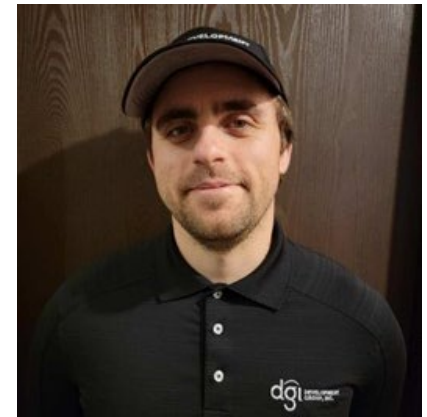
### Micheal's Achievement

Micheal had always dreamed of working in IT but had no idea where to start. With resume and interview assistance from SMART, he landed his dream job as an IT specialist.

### Sophia's Success

Sophia, through obtaining her first job, was able to afford her first apartment for herself and her daughter.

For many young adults, the journey to discovering their place in the world begins with a single step—guided by the support of a dedicated career advisor. From resume assistance to job searches, interview tips, referrals, and being the supportive voice on the other end of the phone, these are the stories and impacts of our career advisors. Every day in the youth program is a great day to change a life!



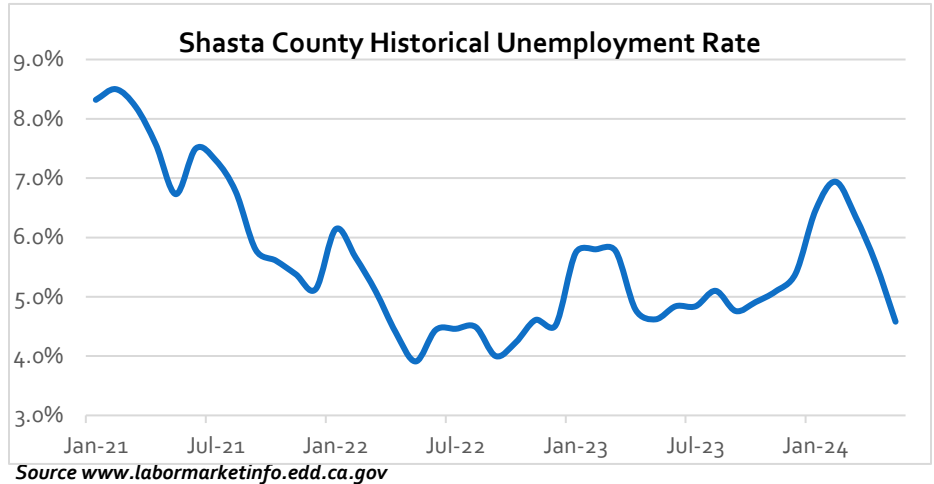
## On the Job Training and Work Experience Partners:

- US Forest Service
- Cary's Redding Tire and Auto
- Emerald Ridge Construction
- County of Del Norte
- Plotzke Ace Hardware
- Mayers Memorial Hospital District
- Fasteners Inc
- Sunseekers
- County of Trinity Animal Shelter
- Burney Water District
- Berry Curtis Insurance
- US-Offsite Holdings, Inc.
- ALC Gifts & Antiques
- Western Valuation Services
- Renewed Life Medical Group
- Hat Creek Lumber
- Turtle Bay Exploration Park
- Del Norte Senior Center
- Los Compadres Mexican Restaurant
- Shasta Public Library- Redding
- Shasta YMCA
- Boundary Waters
- Shasta Regional Transportation Agency



# Shasta County Labor Market Update:

As of May 2024, In Shasta County, the civilian work force contracted last quarter to 74,000 this includes everyone that is working, and everyone that is looking for work. Of those, 70,600 are currently employed. The unemployment rate is 4.6% for May, this is up from 3.9% in the same time last year, but down since a peak earlier in the year.



## Fastest Growing Occupations Shasta County

Library Technicians
Cooks, Restaurant
Commercial Pilots
Nonfarm Animal Caretakers
Nurse Practitioners
Librarians, Curators, and Archivists
Animal Care and Service Workers
Bakers
Driver/Sales Workers
Air Transportation Workers
Transportation Inspectors
Control and Valve Workers, Except Mechanical Door
Helpers, Carpenters
Recreational Vehicle Service Technicians
Agricultural Workers, All Other
Floor Layers, Except Carpet, Wood, and Hard Tiles
Animal Trainers
Physical Therapist Assistants
Physician Assistants

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

In raw numbers there are approximately 3,400 people currently considered unemployed in Shasta County. This is slightly higher than the same time last year.

With the labor force currently shrinking, and the unemployment rate being low, businesses may find it difficult to fill 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 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.

# NoRTEC Summit: Remember Your Why

Last month, SMART had the opportunity to attend the first annual NoRTEC Workforce Summit, an engaging all-day event that provided opportunities for networking with our incredible partners, including the Alliance for Workforce Development and Job Training Center. The day was filled with remarkable presentations, including:



- **How to Incorporate and Grow Apprenticeship Programs** by Eric Flora
- **Where the Agencies Are Going and a Celebration of Success** by Wendy Zanotelli, Kristine Zuazua, and Carrie Ferchaud
- **Using AI to Advance Our Job Centers** by Jeffrey Harrington
- **Making Our AJCCs Accessible to the Communities We Serve** by Connie Ocampo

Attendees also had the chance to hear inspiring remarks from Michael Cross, Executive Director of NoRTEC.

One of the most impactful presentations of the day was given by SMART's very own Rachelle Guevara. Rachelle serves as the Program Supervisor for Shasta County and has been instrumental in the growth of the young adult program due to her heart for youth. Her presentation provided attendees with an overview of the young adult program and brought focus back to the "WHY" behind our work. During her presentation, Rachelle highlighted both seasoned individuals who had worked in this field for 15 years and newcomers, including an employee who had started just three days prior. She asked each of them their "why," and almost all answered with a call to serve and a desire to make a difference in those around them.

With changing requirements, mountains of paperwork, and working with populations facing barriers, it can be easy to forget why we do what we do and the incredible ripple effect that can occur by just believing in one person. One of the standout moments of the presentation was a picture of a youth wall, showcasing the various "whys" that young adults had for participating in SMART programs and highlighting where these youth are today. The presentation also included humor, highlighting areas of growth the young adult program has experienced through trial and error in adapting to the youths' needs.

Overall, attendees were left with a renewed sense of the "why" behind their work and the overarching belief that if you firmly and wholeheartedly believe in what you do and who you are serving, success will follow.

Thank you to NoRTEC for putting on an incredible and inspiring event!

## SMART Professional Development:

- California Workforce Association/WORKCON
- SMART April Safety Training- Participating in a Positive Work Culture
- SMART May Safety Training- Computer Workstation Safety
- SMART June Safety Training- Heat Illness Prevention
- NORTEC- Equity & Access Committee
- Shasta Adult School- Lunch & Learn Event
- North Valley EAC-Cal/OSHA Workplace Safety: Avoiding the Fines
- Simpson University- Healthcare Programs
- CA Dept. of Rehabilitation- Pathways to Success
- Best Practices- LMI & Occupational Data- NORTEC
- NORTEC Workforce Summit
- 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.

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  
30 Arbuckle Ct  
Weaverville, CA 96093

Siskiyou County:  
530.657.0139  
800 College Ave  
Weed, CA 96094