



SMART Workforce Center Community Coordinator Report



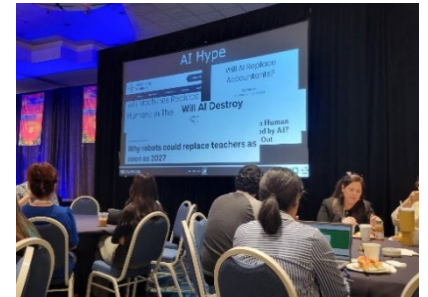
Q2-2024

TRINITY COUNTY EDITION



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.



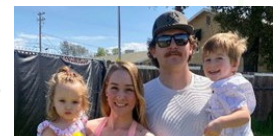
The climate change workshop was compelling in its' statistics, showing how \$100 billion annually is lost globally from heat-induced drops in productivity. The presenter stressed that meaningful action to reduce emissions/and adapt to extreme heat is crucial in trying to keep a handle on any increasing 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.



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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.

Empowering Trinity County: Smart Workforce Center's Commitment to Community and Economic Growth

Understanding the specific needs of each county we serve is instrumental to SMART's success in serving our communities. Trinity County is no different. From helping job seekers navigate challenges unique to the rural jobseeker, to understanding the cultural values of a community, SMART's tailored approach to workforce in Trinity County is making strides.

On May 7th, our CEO Wendy Zanutelli and Community Workforce Specialist Heidi Miller had the opportunity to present to the Trinity County Board of Supervisors to share the impact of our efforts. The Board of Supervisors, and members of the public streaming the meeting from home, were presented with a brief history of SMART, an overview of our core and special grant programs, performance metric data, as well as individual highlights of Trinity County client success stories.

Jill Cox, Elected County Supervisor, District 2 shared her thoughts after the presentation: "I just want to say how impressive all of this is. It's such a breath of fresh air to hear these kinds of services being offered and thank you for taking a few minutes to share a few testimonials with us. And, certainly, thank you for your work."

Chairman Ric Leutwyler, District 1, inquired about common myths about SMART and SMART services. Wendy Zanutelli addressed the biggest myth of all – that we're too good to be true! "We're committed to the work and we excel [in our performance metrics]."

"I'd just like to say thank you on behalf of all county staff for working with us. We have been recipients and beneficiaries specifically to fill some county positions and I really, really appreciate your willingness to work with us." – Trent Tuthill, County Administrative Officer

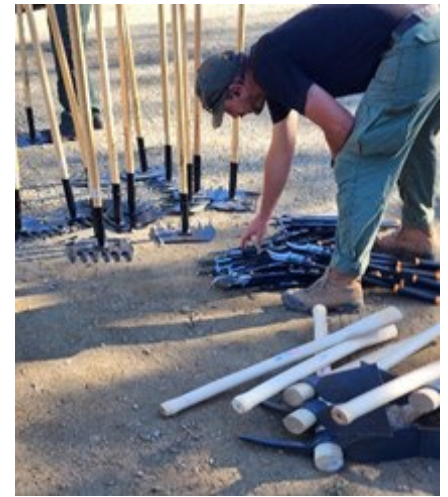
SMART looks forward to continuing to help our Trinity County jobseekers and businesses grow and thrive.



United States Forest Service & SMART

During the month of May, staff worked closely with the US Forest Service in Trinity County to hire 26 participants to work on fire clean up and trail work up in the Shasta-Trinity National Forest. The project is funded through the National Dislocated Worker Grant that helps individuals who are out of work. Though these positions are temporary, it allows participants to gain new work skills, network with new employers and add recent employment to their resume.

Robert Thorn of the US Forest Service conducts an inventory of tools. The US Forest Service typically provides tools for their employees. Through the special fire clean up grant, SMART was able to provide tools to the NDWG participants.



Trinity ESE Program Update



SMART Workforce Center has made significant strides in enhancing our Trinity County workforce through the Expanded Subsidized Employment (ESE) program with the Health and Human Services Department of County of Trinity. Our deep connection with the County has enabled us to provide a range of vital services, including workshops, job search assistance, and on-the-job training for clients participating in the ESE program.

Our close proximity to the County of Trinity Offices facilitates easy referrals for services, ensuring that clients receive timely and comprehensive support. This partnership has flourished due to the strong and collaborative relationship we maintain with the county.

Over the past year, more than 30 clients have been served through our ESE program, with 7 clients successfully placed into employment opportunities with local employers such as Ace Hardware, the County of Trinity, Papa Dogs, and more. These placements are a testament to the effectiveness of our program and the dedication of our partners in the community.

We are grateful for the relationships we have built in Trinity County, which allow us to expand our standard services and reach even more individuals in need. Our commitment to empowering our community through employment and training opportunities remains unwavering, and we look forward to continuing this important work.

Building Success, Larry's Story

Larry came to SMART looking for assistance in seeking employment at the SMART Workforce Center-Weaverville office. Larry was enrolled in the Young Adult program which assists individuals between the ages of 18 to 24 in their job search. Through career assessment, Larry identified an interest in hands on construction related fields of work. SMART was able to help Larry find a paid work based training opportunity with a local Building and Lumber Supply retailer. Larry successfully completed his training in May and has been hired on permanently with this employer.



Young Adult Highlight: SMART Young Adult Program

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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.

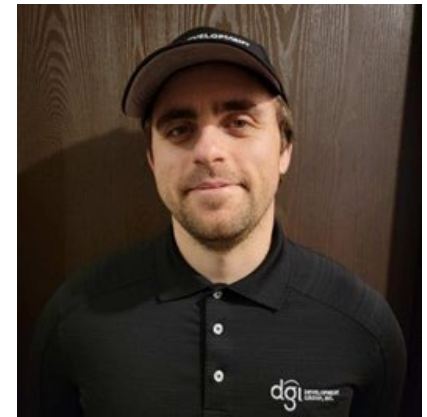
Micheal's Achievement

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!



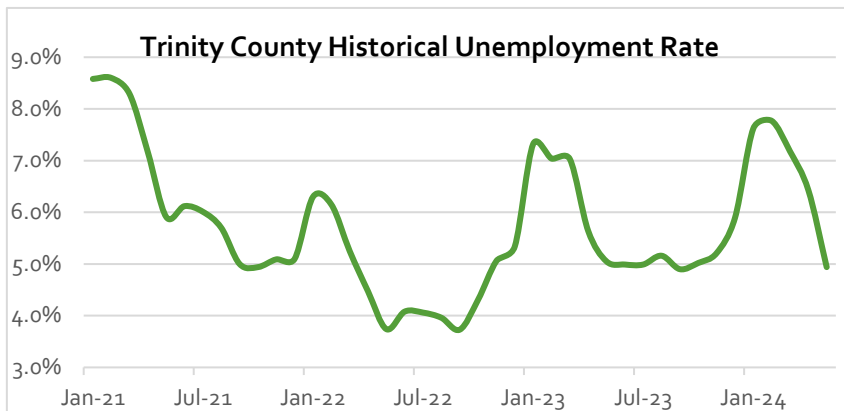
On the Job Training and Work Experience Partners:

- 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



Trinity County Labor Market Update:

As of May 2024, In Trinity County, the civilian work force grew last quarter to 4610 this includes everyone that is working, and everyone that is looking for work. Of those, 4,390 are currently employed. The unemployment rate is 4.9% for May, this is down from 5.1% in the same time last year, and down since a recent peak earlier in the year.



Fastest Growing Occupations Trinity County

Cooks, Restaurant
Physical Therapist Assistants
Bartenders
Medical and Health Services Managers
Public Relations Managers
Soil and Plant Scientists
Occupational/Physical Therapist Assistants/Aides
Nurse Practitioners
Coaches and Scouts
Physician Assistants
Plasterers and Stucco Masons
Solar Photovoltaic Installers
Material Moving Workers, All Other
Chefs and Head Cooks
Fitness Trainers and Aerobics Instructors
Dining Room, Cafeteria, and Bartender Helpers
Nonfarm Animal Caretakers
Food Preparation and Serving Workers, Other
Millwrights

In raw numbers there are approximately 230 people currently considered unemployed in Trinity County. This is exactly the same as this time last year.

With the labor force remaining flat, 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.

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