



# SMART Workforce Center Community Coordinator Report

**SMART**

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

Q3-2024

SHASTA COUNTY EDITION



## Meeting of the Minds Conference California Workforce Association

America's **JobCenter**  
of California™

Several SMART staff attended the CWA Meeting of the Minds conference "From Innovation to Implementation" in Monterey, CA. This annual event brings together workforce professionals from across the state to explore innovative ideas and best practices. The keynote speaker delivered an inspiring message about the future of workforce development and the importance of adaptability in the ever-changing job market.

Many innovative and timely topics were presented in breakout sessions.

Molly, a SMART Community Workforce Specialist from Trinity County attended an AI workshop. This workshop provided a more comprehensive understanding of the benefits and efficiencies of AI as related to workforce development. She also attended the "Pathways" Learning Academy. The exploration of this topic left SMART eager to continue working with young adults, helping to customize and support first steps in developing career paths. Other sessions included Employer Engagement and Strategies for Serving Diverse Populations. Erika, a SMART Community Workforce Specialist in Siskiyou County, attended the conference for the first time! They appreciated the opportunity to network with professionals dedicated to advancing diversity and racial equity, as well as creating more inclusive work environments.

Networking at the conference was another key highlight, allowing our team to build connections with professionals from different regions and industries. These relationships will foster future collaboration, ensuring that SMART remains at the forefront of workforce development strategies.

The Meeting of the Minds conference continues to be a beneficial experience, equipping our staff with the knowledge and connections needed to improve services and outcomes for the communities we serve.

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## Expanding Workforce Services: SMART's Pop-Up Job Center in Burney and McArthur

In an effort to broaden our reach and provide more workforce development opportunities to eastern Shasta County, SMART Shasta staff have been "popping up" in Burney and McArthur. In partnership with Tri-Counties Community Network, we are bringing essential services like job search assistance, resume creation, and mock interviews directly to these communities. This partnership has been a great addition, helping us extend much-needed services to residents in more remote areas of the county. We look forward to continuing this initiative monthly ensure all Shasta County residents have access to the tools they need for success.



For Questions:  
(530) 246-7911  
[www.thesmartcenter.biz](http://www.thesmartcenter.biz)

**GET SMART**  
*With Us!*

- RESUME HELP
- JOB SEARCH ASSISTANCE
- INTERVIEW COACHING
- AND MORE!

FIRST THURSDAY  
OF EVERY MONTH  
Next Class: September 5th  
11AM to 3PM

McArthur MMHD Offices  
44160 Hwy 299E  
McArthur, CA **NEW LOCATION!**

## Smart Partners with New Life Discovery Project

In an example of resilience and determination, Christine, a client referred by the Employment Development Department (EDD), transformed her challenging search into a rewarding career path dedicated to helping those in need.

When Christine arrived for her mock interview, she quickly connected with her advisor, sharing a compelling backstory and a passion for supporting individuals facing hardships. Her own experiences had given her a unique understanding of the difficulties faced by those navigating life's toughest challenges, particularly the homeless.

Armed with constructive feedback, Christine revised her resume and hit the ground running, submitting applications to numerous positions.

Despite several promising interviews and offers that ultimately fell through, Christine remained undaunted.

When her spirits began to wane, her SMART advisor stepped in, hand-delivering Christine's resume to key local organizations in a determined effort to open new doors.

That effort paid off when a perfect opportunity emerged at New Life Discovery Project. In September, Christine officially joined the team with the help of a SMART job placement grant, stepping into a supportive role where

she now helps the homeless population connect with vital mental health and supportive services.

Christine's story is a shining example of resilience and the power of teamwork. Her unwavering dedication to helping others, coupled with her advisor's persistence, brought her a job that not only fulfills her personal mission but also strengthens the community.

As Christine grows in her role at New Life Discovery Project, she continues to inspire others, showing that with determination, support, and the willingness to persevere, success is always within reach.



## Andrew Finds Success On the Road

Andrew came into SMART inquiring about obtaining a certificate in Commercial Driving. One of the many services that the workforce center offers, includes assisting individuals who are looking to complete an Occupational Skills Training Program. Although Andrew had long-term experience working as a cook, he had decided it was time for growth. He was interested in a career change as well as a lifestyle change. After he was made eligible for tuition assistance, he became enrolled in one of the local truck driving schools, American Career Training. He completed 160 hours of training for his commercial driver's license, entailing lectures and homework as well as hands on training. Once his training was complete, he took his behind the wheel driving test and passed, granting him his commercial driver's license. Soon after, he was hired as a regional Heavy Truck driver for May Trucking. Andrew's story is one of the many that has inspired the community and thanks to the services that SMART offers, will continue to be a resource to residents who are seeking career assistance that could change their lives for the better.



## Young Adult Success Story

Just two weeks after Jett came into the SMART Center, we successfully placed him in a Work Experience (WEX) opportunity at the local YMCA! Jett had minimal experience in the workforce prior to this, having only held two temporary positions before his current role. Despite this limited background, he approached his new job with enthusiasm and a willingness to learn. Now, as he is just over halfway through his work experience, Jett has already gained a wealth of valuable workplace skills that he will undoubtedly carry with him into any future positions he pursues. He loves his job as a custodial helper, finding fulfillment in the responsibilities that come with maintaining a clean and welcoming environment for the YMCA's patrons. Jett particularly enjoys interacting with his supervisors and coworkers, who have made him feel like an integral part of the team. His supervisor reports that he is always eager to lend a helping hand, going above and beyond what is expected of him. As he continues to develop his skills and build his confidence, we are excited to see how Jett will thrive in his future career endeavors.



## Good News Rescue Mission Block Party

SMART Shasta staff recently attended the Good News Rescue Mission Block Party, an event designed to unite community partners dedicated to serving unhoused veterans and individuals in need of basic services and employment. This collaboration allows SMART to connect with other local organizations, offering a unique opportunity to provide wraparound services and reach a broader audience. By participating in this grassroots effort, SMART aims to connect individuals with vital employment resources, helping them take meaningful steps toward stability and self-sufficiency. We're proud to be a part of this impactful event and look forward to continued collaboration.





## E3- Summer Youth- Shasta



This first year in Shasta County, E3 was a collaboration with the SMART Workforce Center, Redding Chamber of Commerce, Shasta County Office of Education, Shasta College, and the Cradle to Career initiative Reach Higher Shasta. SMART successfully held the first Shasta E3 Summer Bootcamp!

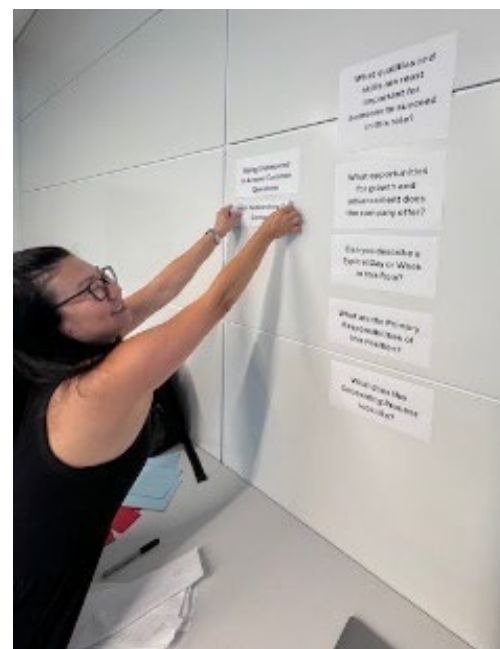
The E3 (Experience Education and Employment) is a paid internship program for local high school students. E3 was initially incepted by SMART Supervisor Christy and her team in Del Norte and in partnership with the Del Norte County Office of Education, and local businesses in 2017. The mission was to give younger generations the opportunity to gain work readiness skills and receive mentorship through hands on paid work experience with local businesses.

The Shasta E3 program took many months of planning and coordination with partners, students, and businesses.

SMART paved the way for the Bootcamp workshops, with Betsey and Rachelle assisting in program coordination and presentations. D'Art and Chelsea introduced topics during the week to help

prepare the students for success in their internships. Carrian and Chelsea provided breakfast and lunch for the students; they also went to work locating businesses to develop paid Internships.

14 students successfully complete their internships with the following businesses: Shasta County Office of Education (SCOE), Redding School District, Shasta Regional Medical Center, Shasta Community Health Center, Dignity Health Connected Living, and Mayers Health Care Foundation/Mayers Memorial Hospital. Of those 14 students, 7 elected to do concurrent enrollment with Shasta College to earn 2 college credits in either Early Childhood Education or Allied Health. SMART monitored progress to ensure they met the required hours.

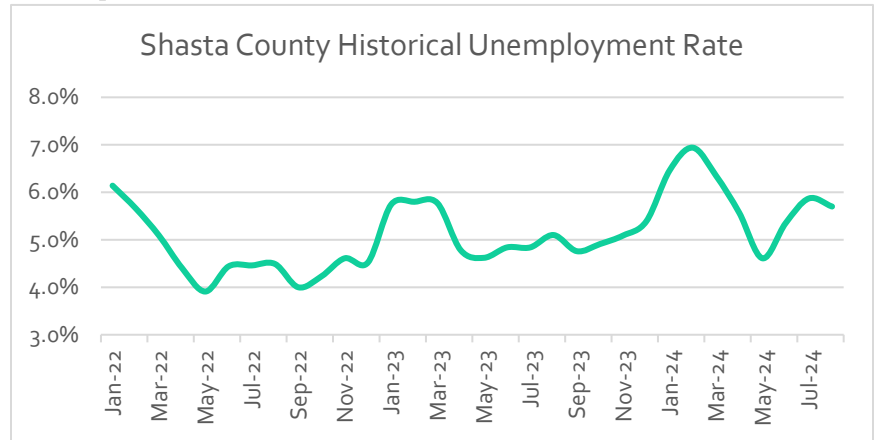


### SMART Professional Development:

- California Workforce Association/From Innovation to Implementation
- SMART July Safety Training-Wildfire Smoke Safety
- SMART August Safety Training-Distracted Driving
- SMART September Safety Training- Information Security
- NORTEC- Equity & Access Committee
- North Valley Employer Advisory Council-Employee Onboarding
- Best Practices- LMI & Occupational Data- NORTEC
- AFWD/SMART Best Practice
- SMART/cross training/EDD e-Work Opportunity Tax Credit
- Essential Communication Skills Training

# Shasta County Labor Market Update:

As of August 2024, in Shasta County, the civilian work force has expanded recently to 76,200 this includes everyone that is working, and everyone that is looking for work. Of those, 71,900 are currently employed. The unemployment rate is 5.7% for August, this is up from 5.1% at the same time last year, but down from a peak earlier in the year.



Source [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

## 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 4,400 people currently considered unemployed in the county. This is slightly higher than the same time last year.

Unemployment being only slightly higher than last year, 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.

# Smart Workforce - Fall 2024 Job Fair

The Fall Shasta Job Fair is right around the corner, taking place on Thursday, October 10th, from 11 AM to 2 PM at Simpson University. Employers from Siskiyou, Trinity, and Shasta counties have already registered for this annual event, with more than 70 employers and over 350 job seekers expected to attend. This year's job fair will highlight opportunities in industries such as healthcare, education, manufacturing, technology, and more.

SMART Workforce Center encourages job seekers to register today at [www.thesmartcenter.biz/2024-job-fair](https://www.thesmartcenter.biz/2024-job-fair).

With a diverse range of employers ready to hire, this is a great chance for job seekers to connect and explore new employment opportunities.



## JOB SEEKERS WANTED

Thursday, October 10, 2024

11:00 AM to 2:00 PM

James M. Grant Center (GYM)  
at Simpson University

### Register Today!

<https://www.thesmartcenter.biz/2024-job-fair>

### Need help with your resume?

Want to brush up on your interview skills?  
Have questions or need help registering  
for the job fair?

Make an appointment to visit our Job  
Center before the job fair to make sure  
you are resume and interview-ready!

Call SMART today!  
530.246.7911



## On the Job Training and Work Experience Partners:

- US Forest Service
- The Watershed Research and Training Center
- Del Norte County Fairgrounds
- Emerald Ridge Construction
- County of Del Norte
- Kimes & Foutch Construction
- Fasteners Inc.
- Family Resource Center of the Redwoods
- Mayers Memorial Hospital/Mayers Healthcare Foundation
- City of Weed
- Del Norte Chamber of Commerce
- Community Food Council
- Crescent City School District
- Pulikla Tribe of Yurok People
- Redwood Parks Conservancy
- Rumiano Cheese Company
- Sutter Coast Hospital
- Tri County Independent Living
- Shasta YMCA
- Shasta County Office of Education
- Redding School District
- Shasta Regional Medical Center
- Shasta Community Health Center
- Dignity Health Connected Living
- ALC Enterprises, LLC DBA ALC Gifts & Antiques
- US-Offsite Holdings, Inc.
- Shasta Public Library-Redding
- New Life Discovery Center
- Burney Water District
- Sharrah Dunlap Sawyer
- Copper Ridge Care Center
- Del Norte Senior Center
- Shasta Regional Transportation Agency
- Dr. Staszal
- Boundary Waters
- Baez Family Childcare

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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Shasta County:  
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Redding, CA 96001



Trinity County:  
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30 Arbuckle Ct  
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Siskiyou County:  
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