



SMART Workforce Center Community Coordinator Report



Q3-2024

TRINITY COUNTY EDITION



Meeting of the Minds Conference California Workforce Association

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.

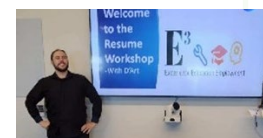
Many innovative and timely topics were presented in breakout sessions.

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.

Inside This Issue
 Summer E3 Program
 Page 4



Trinity Community Outreach

Our team had the pleasure of attending the 2nd Annual Health Fair at the Redding Rancheria's Trinity County Health Center. It was inspiring to see so many local businesses and organizations come together to promote awareness about the wide range of opportunities and services available within the county. Events like these truly highlight the strength of our community, where collaboration fosters not only health and well-being but also economic growth. We're excited to continue working alongside these partners to ensure that residents have access to valuable resources for their futures.



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

SMART has assisted Andrew at both Trinity and Shasta One-Stop Career Centers. After doing some occupational research, he inquired 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..



Terry Builds His Better Tomorrow

Terry came to SMART with the goal of securing full-time employment. He was eligible for the Regional Equity & Recovery Partnerships (RERP) grant, which assists individuals who were formerly incarcerated, justice-involved, or belong to other eligible populations. Terry had valuable customer service experience from working in hardware stores, but he faced the challenge of traveling on foot.

Despite this barrier, Terry showed determination and actively participated in his job search. With the dedicated support of his career advisor, he was placed in an On-the-Job Training program at Trinity Lumber and Building Supply. Terry's hard work and commitment quickly became evident, and it was clear he was a perfect fit for the role. His efforts paid off, and he was retained as a full-time employee.

Smart Partners with Human Response Network

The Human Response Network (HRN) is a small nonprofit organization dedicated to providing essential social services to the residents of Trinity County, located in far Northern California. Established with the mission of supporting and empowering the local community, HRN offers a variety of programs designed to address the unique needs of individuals and families in the region. HRN has participated in SMART's On-the-Job Training (OJT) program, a workforce development initiative designed to provide hands-on job training for eligible participants. This partnership allowed us to offer an opportunity for an individual that was a displaced homemaker of ten years. The OJT allowed her to gain practical experience while receiving mentorship and guidance. It helps to build skills that can lead to long-term employment, boost confidence, and increase her opportunity to reach self-sufficiency. Together these partnership efforts contribute to the overall strength and resilience of the individual, the businesses, and the community.

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!

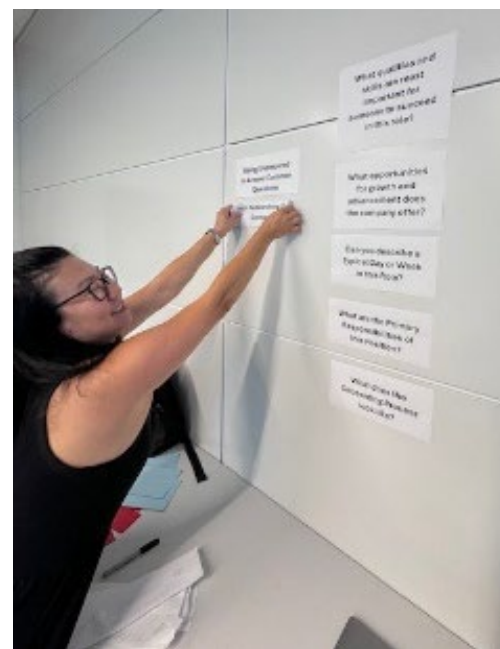
The E3 (Experience Education and Employment) is a paid internship program for local high school students. E3 was initially incepted by SMART Supervisor Christy and her team in Del Norte and in partnership with the Del Norte County Office of Education, and local businesses in 2017. The mission was to 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.



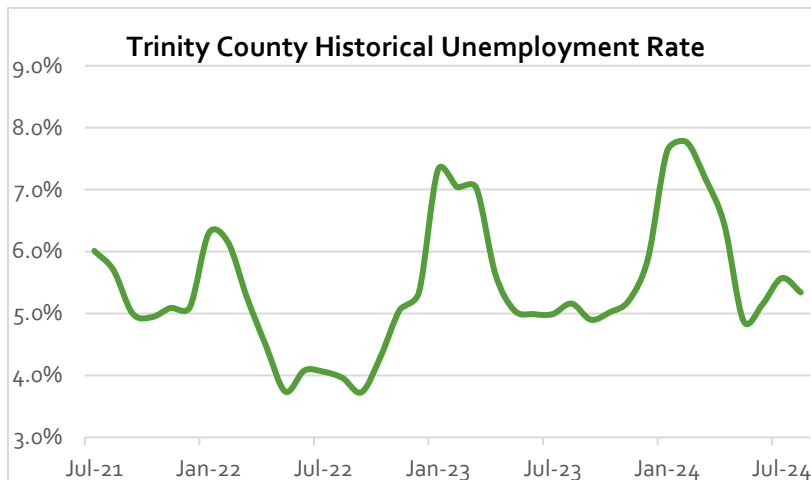
SMART Professional Development:

- 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

Trinity County Labor Market Update:

As of August 2024, In Trinity County, the civilian work force has expanded recently to 4,870 this includes everyone that is working, and everyone that is looking for work. Of those, 4,610 are currently employed.

The unemployment rate is 5.3% for August, this is up slightly from 5.2% at the same time last year, but down from a peak earlier in 2024.



Source www.labormarketinfo.edd.ca.gov

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

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

In raw numbers there are approximately 260 people currently considered unemployed in the county. Compared to 250 in August of 2023. Things are very similar year over year.

Unemployment being similar to 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 Worforce - 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.

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.

Del Norte County:
707.464.8347
875 5th 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

1810 Fort Jones Rd, Suite B
Yreka, CA 96097