



SHASTA COUNTY EDITION

SMART
Workforce CenterAmerica's **JobCenter**
of CaliforniaSM**COMMUNITY
COORDINATOR
REPORT**

July - Sept 2026

CWA Meeting of the Minds

SMART leadership staff attended the California Workforce Association's (CWA) Meeting of the Minds 2026 conference, held September 8–10 in Monterey, California. The conference brought together workforce development executives, local workforce board members, policymakers, and other leaders from across the state to discuss the future of California's workforce system.

This year's conference focused on preparing California's workforce system for its next 30 years. Building on the lessons and accomplishments of CWA's first three decades, the conference explored emerging challenges and opportunities, including artificial intelligence, changing labor markets, evolving employer needs, and the importance of stronger regional partnerships.

A key takeaway from the conference was the recognition that workforce development is more than a collection of employment programs. It is a strategic ecosystem that depends on collaboration among government agencies, employers, education and training providers, community organizations, and workforce development leaders.

For SMART leadership, the conference also provided an opportunity to strengthen relationships, connect with colleagues outside the office, and build a stronger sense of shared purpose. The knowledge and connections gained through events like Meeting of the Minds help SMART continue strengthening workforce services and creating meaningful opportunities throughout the four-county region we serve.



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HIRE Grant Milestone Event

In late August, SMART hosted a HIRE Grant Milestone Event at the Redding Library for enrolled clients. The event provided an opportunity to recognize and celebrate clients' efforts, accomplishments, and commitment to working toward their personal and professional goals.

Guest speakers from Vynca, Legal Services of Northern California, Redding Housing Authority, US Offsite, and Hope City Redding shared information about services and resources available to support clients along their career journeys.

The event was a meaningful opportunity to connect clients with community resources while recognizing the hard work and progress they have made toward building brighter, more stable futures.

Skills Trainings Pay Off!

During the past quarter, SMART Shasta supported participants in classroom training and supportive services for growing occupations throughout the North State. Training areas included Medical Assisting, Medical Billing and Medical Office Administration, Radiologic Technology, Fire Academy, Emergency Medical Technician, and California Life, Accident, and Health Insurance certification.

Participants successfully completed their training and went on to secure employment in the careers they had prepared for. Several Medical Assistant graduates were hired in areas aligned with their specific interests, including Health and Wellness, OB/GYN, and Cardiovascular care.

Participants attended programs through the Institute of Technology, Shasta College, Yuba College, Loyola Marymount University Distance Education, and the California Department of Insurance. Hiring employers included Prestige Medical Care, Dignity Health, and Cal Fire. These successes demonstrate the value of connecting participants with training opportunities that lead directly to growing occupations and meaningful careers. Congratulations to all of the participants on their accomplishments!



Curtis's Success Story

Curtis came to SMART in January 2026 seeking job-search assistance after losing his position as a brand ambassador with Boar's Head, where he had worked for more than three years.

SMART helped Curtis update his résumé and provided opportunities to practice through mock interviews with Business Services Representatives. Over the following months, Curtis participated in numerous interviews but struggled to secure a permanent position.

He eventually found work through a seasonal position, but the job did not provide enough hours. He later accepted another seasonal position that offered 40 hours per week, but he knew he would need to find full-time, year-round employment once the summer ended.

Curtis continued his job search and ultimately secured a full-time position with Trinity County that includes benefits. He began his new job on September 1 and reports that he really enjoys the work. Most importantly, he feels more secure knowing that he can contribute to his family without worrying about losing his income when a seasonal position ends.

Curtis's story is a great example of the persistence required during a challenging job search and the value of continued support along the way.



Osiris's Success Story

Osiris came to SMART after being laid off due to circumstances outside of his control. At the time, he was caring for a family member, living in his car, and relying on his girlfriend's cell phone to stay in contact with SMART.



SMART helped Osiris update his résumé and restore his phone service so he could continue his job search. He also found temporary employment at Taco Bell, which helped him earn money for new interview clothing while he continued looking for a permanent position.

After approximately four months of searching, Osiris secured full-time employment with Amazon as a delivery driver. His training began the week of September 21.

His journey demonstrates how addressing barriers alongside employment services can help clients remain engaged in their job search and move toward greater stability.

Brycen's Success Story

Brycen successfully reached his employment goal and secured a position as a Heavy Equipment Operator at SRM Powerplant.

Through dedication, persistence, and support from SMART throughout the employment process, Brycen was able to overcome barriers and take the next step toward a stable career in the skilled trades.

His success demonstrates how commitment, preparation, and the right support can help participants move toward meaningful employment and long-term career goals.

Nicolas's Success Story

Nicolas came to SMART after moving from one short-term job to another while struggling to earn enough to become self-sufficient. After being laid off, he decided it was time to pursue a longer-term career path. SMART worked with Nicolas to explore his options, and after researching careers in heavy trucking, he decided to pursue a Class A commercial driver's license. SMART helped guide him through the process of obtaining his permit, REAL ID, and other prerequisites for truck-driving school.

Nicolas worked diligently to complete each requirement in time for his training start date and moved directly into the program. He earned his Class A license with endorsements at the beginning of September.

Less than two weeks later, Nicolas secured a career with a major delivery company. He described the opportunity as life-changing and is excited to begin this next chapter of his career.



Greyson's Journey

Greyson moved to the Redding area from Riverside this summer and faced the challenge of finding employment in a community that was new to him. While searching online for job opportunities, he discovered the Redding SMART Center.

When Greyson met with SMART staff, he shared that he had recently relocated and could only stay with family for a limited time. He was immediately interested in the Young Adults program, and together with SMART staff, he developed a plan for his job search.

Greyson had previous experience as an office clerk with Realty Management Company, and SMART helped him update his résumé to better highlight his skills and experience.

Today, Greyson is working full-time in the deli department at Orchard Nutrition, where he has been employed for nearly two months. His new job has provided the stability he needed to take another important step forward: he recently signed a lease and moved into his first apartment.

Since moving to the Redding area, Greyson has continued visiting the SMART Center and sharing information



about SMART's services with his coworkers, friends, and family. He has even offered to bring a friend to the center when they move to the area later this year.

Greyson's experience highlights how employment can be an important part of establishing stability and building a new life in a community.

Supporting the Next Generation of Healthcare Professionals



Shasta College's Fall 2026 semester began in August, and SMART is proud to support 10 clients as they work toward completing healthcare licenses and degrees.

Seven participants are working toward completing their Licensed Vocational Nursing (LVN) programs this December. These students attend weekly lectures while also completing a minimum of 16 hours per week of clinical training. SMART's financial support allows them to focus on their education without the additional strain of working while completing their programs.

Once they complete their training, these students are expected to earn approximately \$37 per hour. According to EDD Labor Market Information provided in the submission, LVN employment in Shasta County is projected to grow by 11.4% from 2022 to 2032.

SMART is also supporting three students completing Associate

Degrees in Nursing (ADN). The final semester of the Shasta College ADN program requires 135 clinical hours in addition to four hours of class time each week. Students who complete the program will become Registered Nurses, with expected earnings of approximately \$66 per hour. EDD Labor Market Information indicates projected employment growth of 4.7% in Shasta County from 2022 to 2032.

Supporting participants through their final semesters gives them the opportunity to complete their education and enter the healthcare workforce as skilled professionals.

Connecting with the Redding Community

SMART staff attended the 39th Annual State of the City luncheon on September 22, 2026, at the Holiday Inn Redding. The event was organized by the Greater Redding Chamber of Commerce and featured Mayor Mike Littau and Chamber President and CEO Todd Jones.

The event provided business and community leaders with an update on Redding's accomplishments, current conditions, challenges, and plans for the future. Opportunities like this allow SMART staff to stay connected with community leaders and remain informed about the issues and priorities shaping the region.



Learning More About Services for Justice-Impacted Youth

SMART Center Young Adult Career Advisors attended an open house at the Shasta County Juvenile Rehabilitation Facility to learn more about the services and resources available to justice-impacted youth.

The facility provides a structured and supportive environment focused on rehabilitation and personal growth. Available assistance includes individualized education services, mental health counseling, substance-use treatment, life-skills development, recreation, and family and reentry support. Vocational and career planning activities are provided including hands on basic horticulture/farming and culinary.

The visit gave SMART Career Advisors a better understanding of the programs and services available to support justice-impacted youth as they build skills and prepare for successful transitions back to their families and communities.

SMART Fall 2026 Job Fair

SMART successfully hosted its Fall 2026 Job Fair on September 18 in partnership with Shasta College. The event brought together 649 registered job seekers and more than 60 local businesses and organizations for a day focused on employment connections and hiring opportunities.

SMART coordinated the event from employer recruitment and registration through logistics, outreach, and day-of support. The result was a centralized opportunity for community members to connect directly with employers who were actively hiring across a variety of industries.

Job seekers had the opportunity to meet with employers, submit résumés, learn about open positions, and participate in interviews and hiring conversations.

The event also strengthened SMART's relationships with local employers and community partners while increasing awareness of the workforce services and resources available to the community. By bringing employers and job seekers together on a large scale, SMART continues to expand access to employment opportunities while responding directly to the workforce needs of the North State.



Back to School Night Resource Fair

SMART Workforce Center participated in the third annual “Back to School Night” Resource Fair at Toyon Learning Center at Mountain Lakes High School in Shasta Lake City.



The event provided an opportunity for SMART to connect with students, families, educators, and local organizations, including the Shasta County Office of Education and Hill Country Community Clinic. SMART staff shared information about the organization’s free workforce services and connected with students interested in finding part-time employment. Several students expressed interest in visiting the SMART Job Center to work on their résumés, while others were interested in becoming SMART clients and receiving one-on-one support with their career goals.

The event brought local organizations and community partners together to welcome families back for the new school year. SMART appreciates Toyon Learning Center for hosting the event and providing an opportunity to connect with families and share information about the workforce resources available in the community.

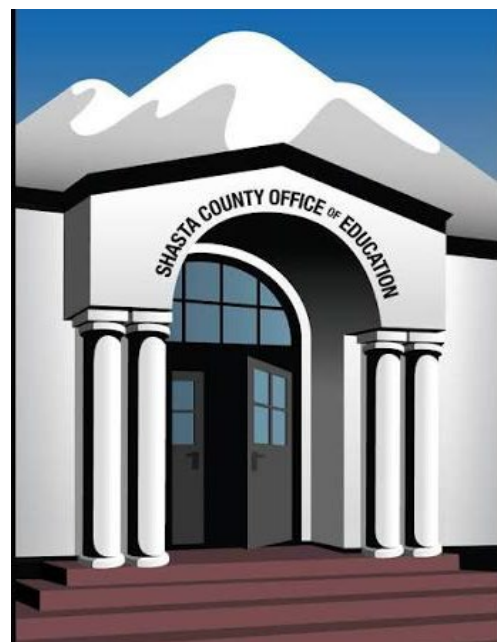
Building Stronger Partnerships with SCOE

SMART staff also attended the Shasta County Office of Education (SCOE) open house as an opportunity to strengthen community partnerships and identify resources that can benefit SMART clients.

During the event, SMART staff connected with representatives from several SCOE departments, including Human Resources, Early Childhood Services, Transportation, and Family Resources.

These connections provided opportunities to learn about current job openings that may be a fit for SMART clients, as well as resources that can help address barriers and support individuals as they prepare for employment.

Building relationships with organizations throughout Shasta County allows SMART to connect clients with a broader network of employment opportunities and community resources. These partnerships are an important part of helping individuals overcome barriers and move toward their career goals.





SMART Workforce Center is a
Proud Partner of:



Proudly serving our community since 1979, SMART Workforce Center is a 501c3 non-profit committed to helping job seekers find jobs, increase training and skills, and increase earnings. We also invest in our local economy by helping businesses grow. To learn more, visit our website: www.thesmartcenter.biz

SMART Workforce Center is an equal opportunity employer.

Auxiliary aids and services are available to individuals with disabilities. CA Relay TTY 7-1-1

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