



**SMART**  
Workforce Center

America's **JobCenter**  
of California<sup>SM</sup>

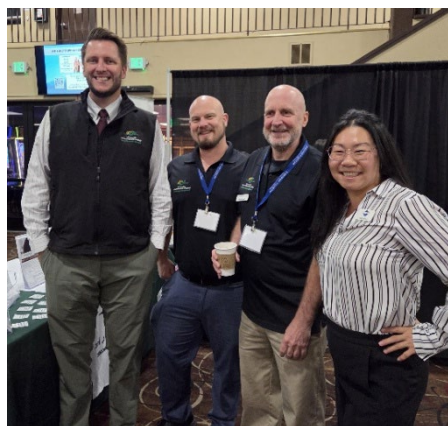
## COMMUNITY COORDINATOR REPORT

October - December 2025

SHASTA COUNTY EDITION

### Advancing Workforce Solutions at the 9<sup>th</sup> Annual SHRM Northstate HR Summit

SMART Workforce Center staff were proud to participate in the 9th Annual HR Summit hosted by SHRM Northstate on October 21. As attendees, our team engaged in sessions designed to strengthen HR professionals' resilience, creativity, and connection. The Summit featured thought-provoking keynotes and focused breakout sessions on topics such as trends in retaliation claims, documentation best practices, and strategies to enhance employee engagement.



In addition to attending, SMART hosted a vendor booth in the event's expo area, allowing our staff to connect directly with regional employers. This provided an opportunity to highlight our suite of employer services, share how we support recruitment and training needs, and build relationships among HR practitioners and solution providers. Our presence aligned seamlessly with the Summit's emphasis on networking and innovation in HR practices.

SMART's participation also reinforced the importance of our partnerships with community

sponsors such as Alliance for Workforce Development, Shasta College, and North Valley Employer Advisor Council, as we work collaboratively to advance workforce readiness and employer engagement across the region.



#### Inside This Issue

[Disaster Grants Make Big Impact in Del Norte](#)  
Page 2

## Empowering Veterans Through Access: 2025 Resource Fair in Anderson



In October 2025, Shasta County hosted a Veterans Resource Fair at the Fair & Event Center in Anderson, organized by the Shasta County Veterans Services Office in partnership with the United Way of Northern California and around 60 local service organizations. The free, all-day event invited veterans, their families, and others interested in veteran services to connect directly with providers offering support in areas such as employment, training, legal aid, and healthcare. Designed as a one-stop resource fair, the event allowed attendees to have meaningful, personalized conversations with service organizations, making it easier for veterans to access the specific resources they need. The fair highlighted the strength of local partnerships in serving the veteran community and providing streamlined, community-centered support.

## SMART Supports Student Career Growth at Shasta College Professional Mixer



On November 6, 2025, SMART Workforce Center attended the Shasta College A\$ET Professional Business & Finance Mixer, an event designed to connect students with industry leaders, career resources, and mentorship opportunities in business and finance. Our team engaged with students to share information about workforce programs, training, and employment opportunities, helping them explore career pathways in accounting, finance, and related fields. Attending the mixer allowed us to connect with students in a lively, interactive setting while reinforcing the link between education and workforce readiness.

During the event, SMART staff encouraged students to ask questions, discuss their career interests, and learn how SMART programs can support their next steps in business and finance careers. By connecting students with resources and guidance, we reinforced our commitment to helping the next generation of skilled professionals succeed. The A\$ET Mixer was an excellent opportunity to build relationships with Shasta College students and support their professional growth in the business and finance sectors.



## Celebrating Community Diversity at Día de los Muertos in Redding

SMART Workforce Center joined the vibrant Día de los Muertos celebration at the Sundial Bridge in Redding, engaging community members while honoring the cultural traditions of the event. Staff connected with attendees to share information about workforce programs, training opportunities, and the support available through SMART's REALM grant, which provides services specifically for English language learners. By participating in this family-friendly, community-centered celebration, SMART reinforced its commitment to making workforce resources accessible to all residents while celebrating the richness of cultural heritage.



At the event, SMART staff spoke with attendees about career pathways, skills training, and mentorship programs, helping individuals understand how the REALM grant—part of the larger Workforce Accelerator initiative—can assist English language learners in achieving employment and educational goals. By combining community engagement with resource sharing, SMART highlighted how culturally inclusive outreach strengthens both workforce development and community connection. The Día de los Muertos celebration provided a lively, welcoming environment for SMART to connect directly with residents, showcase available programs, and celebrate Redding's diverse community.

## Grant for English Language Learners Helps Igor Find Success

Igor connected with the SMART Workforce Center and, through collaboration with U.S. Offsite, SMART helped establish an on-the-job training (OJT) opportunity with the company, a manufacturer of factory-constructed housing for multi-unit developers. Igor is an English Language Learner whose first language is Russian. To support his success, SMART worked with U.S. Offsite to ensure appropriate language accommodations were in place at the worksite, including access to translation tools and support from coworkers when needed.

Through the REALM program, SMART supported Igor's participation in the OJT, providing a structured training experience focused on learning new factory-based construction skills and industry terminology. The OJT allowed Igor to gain hands-on experience, adapt to a new work environment, and overcome language barriers with the support of his employer and SMART.

Igor successfully completed his on-the-job training in December 2025 and continues working at U.S. Offsite as a Prefab Production Level 4 Carpenter. His success highlights how the REALM program and employer partnerships can create meaningful skill-building opportunities for English Language Learners and support long-term employment outcomes.

SMART Professional Development

- Anti-Harassment Training for Employees – California
- Ethics in the Workplace
- Bullying and Other Disruptive Behaviors
- Fighting Fatigue in the Workplace
- Current/New 2026 Labor Law Updates & Tips for Employment Litigation Risks
- LMI & Occupational Data with EDD
- Shasta College Step Up Partner Share
- Shasta County CFET Partner Share
- California Human Development Partner Share
- RABA Partner Share
- AJCC Best Practices w/ EDD
- And more!

Turning Interest Into Opportunity – Averí’s Story

Averi came to SMART seeking support in finding her first full-time job. As an out-of-school youth with limited work experience and low income, she faced several barriers to employment, including the need for interview clothing, work attire, transportation assistance, and foundational job-readiness skills. Averi expressed a strong interest in pursuing a career in retail, and SMART immediately began working with her to build a personalized plan for success.



Through career exploration and the Indigo Pathway assessment, Averi identified interests in healthcare, trades, and arts and design, while confirming retail as her immediate employment goal. Together with SMART staff, she completed an Individual Service Strategy (ISS) focused on interview preparation and consistent job applications. Averi participated in multiple mock interviews, receiving constructive feedback that helped her improve communication skills and build confidence. She also attended a resume workshop, leaving with a polished resume and renewed motivation. These efforts paid off when SMART Business Services connected Averi with Redding Fashion Alliance for a Retail Helper opportunity. After a successful interview, Averi was offered a Work Experience (WEX) position with the potential for permanent employment at the end of the eight-week placement. Since starting, Averi has received positive feedback for her performance and enthusiasm, and while she continues to build customer interaction skills, she is off to a strong start. This opportunity has provided Averi with valuable experience, confidence, and a clear pathway forward in the retail field.

On-The-Job Training and Work Experience Partners:

- Baez Childcare
- Beneficial Insectary
- Blink Optometry
- County of Del Norte
- County of Trinity
- Del Norte Mission Possible
- Dr. Lloyd Braemer
- Emerald Ridge Construction
- Fastners, Inc.
- Itza Pizza
- Macy’s Flying Service, Inc.
- Maro Noodle House
- McHale Signs
- Redding Fashion Alliance
- Rod’s Radiator
- Southern Oregon Goodwill Industries
- Steve’s Upholstery
- Sweetspot
- Tiny Mighty Strong
- And More!



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](http://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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