

TRINITY COUNTY COMMUNITY COORDINATOR REPORT

APRIL—JUNE 2012

Smart Staff Present at annual CWA Conference

The California Workforce Association (CWA) held its 21st Annual Spring Conference in San Diego April 4-6. The conference was held at the San Diego Marriott Hotel, which was right on the harbor. Invitations went out for potential presenters to submit their presentation ideas, in hopes of being selected to present at the statewide conference. Presenters were asked to keep their presentations in line with the theme of the conference, which was “Ripples, Broadening Our Impact and Influence.” Two submissions from Smart staff were selected!

Joel Smith and Morgan Storment, both Program Advisers who work in the One Stop, presented their session on “Managing Customer Expectations While Still Maintaining Motivation.” Many business owners are frustrated by the slow growth in the economy and job-seekers are discouraged by the competitive job market. This often creates a “crisis of confidence” and unrealistic demands and expectations about our services. This session covered how you address those demands and discussed finding an effective balance to keeping your customers motivated while also maintaining realistic expectations.

Sou Saechao and Laura Barbeau, also Program Advisers, based their session on our business marketing strategies. “Small Town, Big Ripple: Growing and Expanding Business Relationships” highlighted the events and activities that the Smart Center does to help business expansion, employee retention, and business services marketing. The goal was for attendees to walk away with practical ideas that you can put to work for you!

There were many other great sessions, focusing on strategies to assist the job-seekers, improving your workshops, utilizing social media to help both businesses and job-seekers, addressing the needs of the dislocated workers, and so much more! Peer to peer learning sessions were held, as well as open exchanges, with many great networking opportunities.

Charles Turner, of the Oakland Private Industry Council, was honored with The Charlie Brown Workforce Professional of the Year for 2012 Award. Charles is the manager of the Oakland Private Industry Council’s Re-Entry Team, which has established itself as one of the responsive and trusted services available to formerly incarcerated individuals. Charles has provided mentoring and assistance to hundreds of individuals over the last 15 years. Congratulations Charles!



The Watershed Research & Training Center

Smart is currently partnering with The Watershed Research & Training Center in Hayfork, CA to help train and employ Forestry Conservation Workers and Firefighters. Hayfork and the surrounding area are currently understaffed for the upcoming forest and fire season. The Operations Director at The Watershed, Cindy Blackburn, applied for and received a grant to help with the employment and training of these workers; however they did not receive enough money to cover the project. 9 people were selected. SMART is helping cover the cost of training for these Forestry Conservation Workers. The worksite training will last 3 months beginning April 23rd. Without the help of SMART funded training, Hayfork and the Watershed Research and Training Center would be unable to hire these workers, leaving the surrounding forests and homes in jeopardy of fire danger and possibly other natural disasters. The crew will be thinning forests, designing and building trail sites, doing controlled burns, building fire lines, and just about anything related to forestry conservation. The Forestry Conservation Workers will receive a Firefighter 2 certification which requires 40 hours of class time which is associated with the National Wildfire Suppression Association NWSA. The wages range from \$17.93 to \$20.50. Smart also provided supportive services for all nine workers totaling approximately \$1600 per person for clothing, supplies, boots, etc.

Without the help of Smart, Hayfork and the surrounding area would be severely understaffed for the upcoming fire season which could lead to potentially hazardous fire conditions in the community.

Sierra Pacific Industries Assistant Wildlife Biologist Internship

Smart staff have been working with Tom Engstrom with Sierra Pacific Industries to find 2 interns for the Assistant Wildlife Biologist position. There were specific guidelines of required units in a particular field to qualify for the internship. Postings were placed on numerous college campuses and professors were contacted directly for quality candidates. There were 7 who applied and 4 qualified for the internship position. The 3 candidates that were overqualified for the internship may have potential opportunities on other projects with SPI based on their experience. Two of the four qualified clients will be starting the Assistant Wildlife Biologist Internship at the end of May thru August. They will be assisting researchers in determining small mammal presence in forested situations which have been harvested and are regenerating with conifer trees. Employees will be setting live traps, checking them for small mammals, tagging the animals, and recording vital statistics, and releasing them. The Supervisors involved in the project will be Steven Gray-Biological Assistant and Brian Dotters, Wildlife Biologist.

Internships, Worksite Trainings and Work Experiences

Smart is always looking for ways to help our clients get to work and our local businesses grow. Through Worksite Trainings, Work Experiences and Internships, we are able to do that. Here are the statistics for this quarter, for both Shasta and Trinity counties.

Worksite Training—66

Internships—9

Work Experience—23