



"Our Goal is Your Success"

ANNUAL REPORT

2013-14

It is my pleasure to present the 2013-2014 Annual Report—a time to reflect on our accomplishments over the past year, as well as getting a glimpse of where we are headed in the coming months.

In the last year, we concentrated on engaging businesses in our key industry sectors—Niche Manufacturing; Information Technology; Renewable Energy; Healthcare, and Small Business. Our business services team was successful in the promotion of our worksite training program to offer short-term, competency-based training. We collaborated with representatives of our community college to collaborate on career technical education models that offer stackable industry-based certifications. Through our youth council activities, we also reached out to the K-12 education community to foster programs that are focusing on STEM education—science, technology, engineering and math.

Our primary goal will continue to be the development of employment opportunities for those in our growing community. At the same time, we understand that we can only sustain our success by continuing to adapt and change. We are diversifying our funding streams to provide an enhanced menu of business services. Looking at a regional approach to training needs, we will seek partnerships with new training providers to sustain our skilled workforce. Our staff will carry their commitment to our mission into the next year through client relationships based on trust, appropriate training, and excellent customer service.

I am very proud of all we have accomplished this year. As this report clearly indicates, “our goal is your success.”

Debbie DeCoito, Executive Director



We invest in the growth and development of businesses and job seekers to provide opportunities. "Our Goal Is Your Success"



Della was laid off from her previous job as a Production Manager for a publishing company in late 2012. She was having difficulty finding full time employment and

sought the services of the job search team at the Smart Center. She asked for help with her resume and attended the Smart networking job seeker workshops. She studied and passed the Smart sponsored National Workforce Readiness Credential course. She was very open to participating in any skills development classes that would make her more marketable to employers. After help from Smart in further assessing her transferable skills as well as possible skills gaps, she requested sponsorship from Smart to attend Shasta College for Administrative Office Assistant. Della completed the courses in one year and received straight As. To supplement her training, she also took a Quickbooks class through the Shasta Builders Exchange. After completing school, Della interviewed with an engineering firm who were looking for a Front Office Assistant. She was subsequently hired and is very happy with her position. With her completion of skills upgrades, and assistance from the Smart Center to attend vocational training at Shasta College, she was able to take the next step along her career path and return to the workforce.

I just wanted to take a moment and thank you for the help that the Smart Center has provided to our company. We have used the worksite training program several times. This has done a couple of things for our company. First, we have been able to find great candidates that have contributed to our company. Secondly, the Smart center uses a concise guideline of core skill competencies to focus the training around. Lastly, financially the Smart center helps with the labor cost for the first three months, which allows a new employee to have a chance to learn the job before the business recognizes the full expense of the new hire. As a small business owner, this process has allowed us to grow our company with quality employees by helping to ease the financial burden that comes with adding an employee that will take some time to become fully productive in their job. Thank you for everything.

Sincerely,
Mike Bullert
Big Time Pest Control



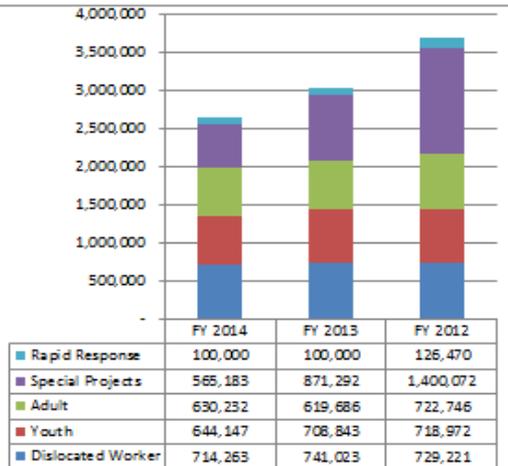
As a small business owner, I have been repeatedly amazed at the resources and benefits available to our business through the Smart Business Resource Center. Because SMART is non profit and funded by the government, the services they provide are usually free or of very minimal cost. Smart's experts can help you find your next employee from their networked pool of skilled labor. They can subsidize your training of employees too. For the last couple of employees that we hired, we were reimbursed for 50% of the employee's wages for 3 months through the Smart worksite training program. In addition to this tremendous financial benefit, I have found that the Smart 3 month training program helps to set the foundation for a successful and high functioning employee. If you are thinking of hiring any type of employee you should always call Smart first.

Best Regards, Dwight

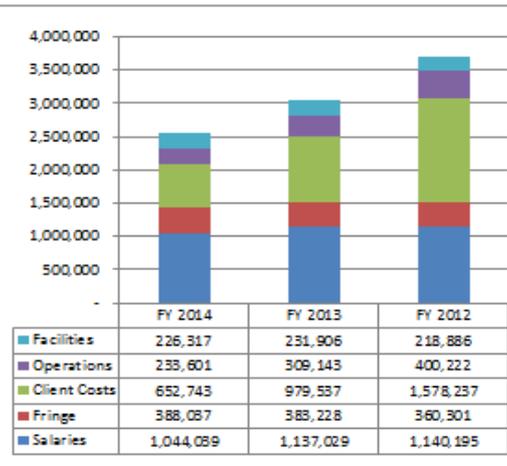


Alyssa had come into to the Youth Program in the summer of 2010 as part of Smart's Media Project team. Although the team did not officially designate a project leader, it did not take long for Smart staff to notice that Alyssa is a natural leader. With strong communication and organizational skills, she helped lead the team in producing and narrating a successful video documentary of 2010's Summer Youth Program. As the Media Project concluded, Alyssa was enrolled in to Smart's year-round Youth Program. There, she went on to work for a local heating and air conditioning business as a paid intern through Smart's work experience program. As expected, Alyssa garnered rave reviews from her supervisors and was not only hired permanently but also stayed with the company for several years. All the while, Alyssa was also focused on furthering her education, taking on the task of simultaneously working and going to college. As a student at Shasta Community College, she worked diligently and stayed focused. And after completing required general education and transfer courses, Alyssa transferred to Simpson University and went on to earn a bachelor's degree in psychology. Alyssa is currently working as a case manager for a non-profit homecare services company in Redding.

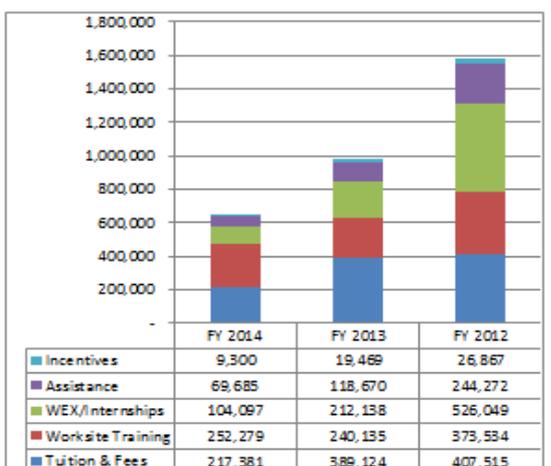
BUDGET COMPONENTS - PROGRAM



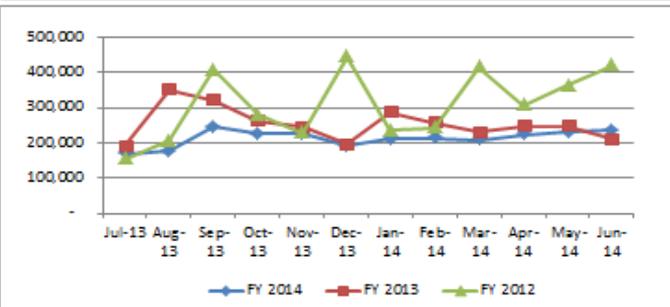
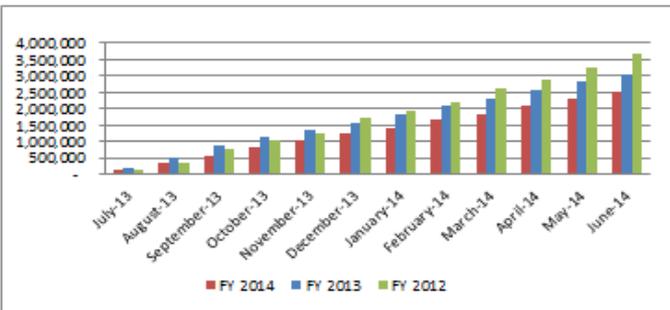
EXPENSE COMPONENTS - PROGRAM



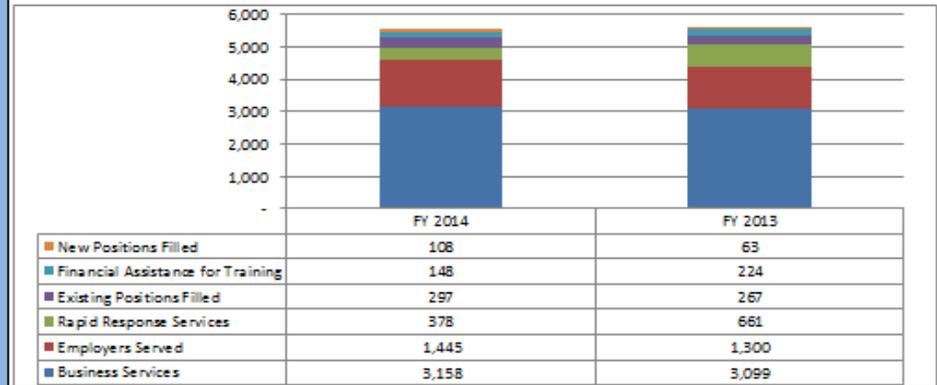
CLIENT COST COMPONENTS - PROGRAM



MONTHLY PERFORMANCE - PROGRAM



BUSINESS SERVICES COMPONENTS



BUSINESS SERVICES HIGHLIGHTS

- Best Company to Work for in Shasta County - Redding Bank of Commerce; Placer Title; Lim's Pharmacy; Remi Vista.
- Spring and Fall Hiring Fairs
- Pre-employment Testing for Trinity River Lumber; Tops Markets; Lehigh Cement; and several other local businesses

Adult Exit Performance

Adult Average Wage	\$13.95	■
DW Average Wage	\$13.79	■
NEG Average Wage	\$10.75	■
Adult Entered Emp.	89.00%	■
DW Entered Emp.	87.00%	■
NEG Entered Emp.	100.00%	■

Youth Exit Performance

Employment or Education (83%)	73.00%	■
Certification or Degree (56%)	60.00%	■
Literacy and Numeracy (60%)	81.00%	■

Enrollment Performance

Adult (137)	309	■
Youth (116)	112	■
DW (155)	211	■
NEG (8)	10	■

Key Performance Indicators

KPI or Metric	FY 2014	FY 2013	FY 2012
Job Center Visits (Shasta)	23,829	29,084	28,212
Job Center Visits (Trinity)	2,610	1,470	2,040
New Registrants (Shasta)	3,587	4,715	4,711
New Registrants (Trinity)	410	66	299
Adult Enrollments (Shasta)	270	334	406
Adult Enrollments (Trinity)	52	26	11
Youth Enrollments (Shasta)	109	172	159
Youth Enrollments (Trinity)	6	8	3
DW Enrollments (Shasta)	203	261	356
DW Enrollments (Trinity)	14	7	5
NEG Enrollments (Shasta)	8	20	n/a
DW Enrollments (Trinity)	2	-	n/a

Executive Director's Message

In the last year, we concentrated on engaging businesses in our key industry sectors—Niche Manufacturing; Information Technology; Renewable Energy; Healthcare, and Small Business. Our business services team was successful in the promotion of our worksite training program to offer short-term, competency-based training. We met with representatives of our community college to collaborate on career technical education models that offer stackable industry-based certifications. Through our youth council activities, we also reached out to the K-12 education community to foster programs that are focusing on STEM education—science, technology, engineering and math.

Training Activities

KPI or Metric	FY 2014	FY 2013	FY 2012
Internships	4	3	40
Occupational Skills	131	174	133
Worksite Training	147	123	134
Youth Work Experience	51	94	83

Program Highlights

- Worksite Training - 135 Adults; 12 Youth
- Classroom Training - 79
- High School Career Fairs - Pioneer High; Foothill High
- Reach Higher Shasta - Development of Volunteer Data Base





Our Staff

(From back row left to front row right)
Kim Cobbler, Debbie DeCoito, Blair Gumbmann, Heather Kelnhofer, Andrew Wlodarczyk, Jason Wilson, Joe Bowers, Stephanie Jewel,
Kathy Stevens, David Saechao, Linda Jesmer, Rose Amaru, Katrina Graves, Morgan Storment, Laurie Grieg, Laura Barbeau, Rosa Mend, Christine Swim, Cherish Pust, Sou Saechao, Misty Bowman, Christie Brewster, Betsey Ray

Smart Business Resource Center

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