

# Shasta County Community Coordinator Report

July—September 2013



The Smart Business Resource Center provides workforce services in Shasta and Trinity Counties. Company headquarters are located at 1201 Placer St. in Redding, California. We are a private, non-profit, public benefit corporation. Smart receives funding from the U.S. Department of Labor and the State of California.

## Mission

- We invest in the growth and development of business to provide opportunities for all job seekers. Our goal is your success.

## Quality Services

- Smart puts people to work, reducing the unemployment rate and increasing the tax base.
  - We at the Smart Center believe a healthy business community creates economic vitality. We are dedicated to strengthening and supporting Shasta County businesses in order to create jobs and encourage economic prosperity.
  - We help businesses with start up, expansion and retention by providing access to skilled job seekers and employee training.
  - We help people achieve self-sufficiency through entry to the labor market where they can learn a skill and build a career.
  - We provide career exploration, job search assistance, on-the-job and vocational training.
- By working with all citizens in our skills pool, regardless of income or skill level, we help businesses succeed and ultimately create more opportunity for job seekers.

## Results Oriented

Smart has a 34 year proven track record of quality services with investment of over \$40 million dollars in our community. Our staff of 27 dedicated professionals are ready to assist you with your workforce needs. Our goal is your success.

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## Shasta Builder's Exchange Hosts Apprenticeship Meeting

Debbie DeCoito attended a meeting of HVAC and Plumbing contractors on July 24, 2013 to talk about training and apprenticeship programs. The meeting was hosted by the Shasta Builder's Exchange (SBE) and included representatives from Mike Murray Plumbing and Fire Protection; Cone Plumbing; Custom Plumbing; Bob Moon Heating and Air; Wallner Plumbing; and UA Local Union #228, as well as, a local young man that was interested in the trade. Cindy Weaselbear, Director of Education and Training for SBE, opened the candid discussion by letting the group know that the Exchange is aware of limited training opportunities and their willingness to work to bring quality training to the community. Mark Mulliner and Tom Curato from Local #228 let the group know of their intent to work with the contractors to design a hybrid program if there was interest by the contractors.

A long discussion followed their presentation about prevailing wage issues, employer control of their employees and businesses, past experiences with unions, and other training entities such as Plumbing-Heating-Cooling Contractors (PHCC), Air Conditioning Trade Association (ACTA) and the SBE Training Center. Debbie explained the work experience and worksite training programs that could assist the employers by off-setting some of the hands-on training costs for entry-level workers. Bob Moon expressed to the group that he is currently working with one of Smart's work experience clients to provide hands-on training to a young man that had classroom training through Institute of Technology (IOT). Custom Plumbing expressed interest in the program and Debbie and Laurie Greig will be following up with that employer. SBE will invite the other training providers to a follow-up meeting to present their programs.



## New Workshop Helps Customers Navigate the Digital Job Market

Many job seekers today struggle with the online job application process. They find job postings and take the time to apply online, following the instructions given. Next, they take online tests. Then they wait for a response that never comes. It seems like their application has been sucked into an online black hole. The *Navigating the Digital Job Application Process* workshop is a new Smart workshop giving job seekers key tips to help them understand the online job application process and get better results.

### Topics covered include:

- |   |  |
|---|--|
| Tips for completing online job applications | The importance of keywords                 |
| Overview of Applicant Tracking Systems      | Tips for taking Situational Judgment Tests |
| Review of sample test questions             |  |

The workshop will be offered once a month at the Smart Center.

## Client Shares Experience with National Work Readiness Certificate

The Smart Center has started providing instruction and testing for the National Work Readiness Certificate (NWRC). While this certificate is not widely known or recognized, it is proving to be a valuable tool for our clients. The NWRC is a national standards-based assessment for entry-level workers to provide a universal, transferable, national standard for work readiness. Entry-level jobs are defined as non-supervisory, non-managerial, non-professional positions. These may be unskilled positions, or they may be skilled positions where the required job-specific skills can be learned while on the job. Below, a client shares her experiences with this program.

To whom it may concern:

My name is Della Brackett and I would like to share a few thoughts about my experience with the National Work Readiness Program. First of all, I am extremely grateful to have been able to participate in this program. What a wonderful way to prepare to enter the workforce.

I enjoyed going through the program. I love to learn new things as well as brushing up on the old. The study material that was provided was easy to read and understand. The material provided "real life" scenarios which made the information easier to comprehend.

I must say that I feel better prepared and not as apprehensive about my knowledge and skills. The different scenarios given in the study materials have also given me insight into the various job skills that might be needed.

In closing, since completing the program I feel that I am a more marketable candidate for employment. Improving upon one's skills and knowledge is always a move in the right direction; not only for personal gain but especially for a prospective employer.

Thank you,  
Della Brackett

Smart is planning on assisting many more clients to obtain their NWRC in the upcoming year. Our goal is to have more businesses in our community recognize the value in their employees obtaining this certificate.

## Game Changers 2013 Highlights New Business Start-Ups

On September 27, the Shasta County EDC hosted the annual Game Changers Event at the Redding Convention Center. The Smart Business Resource Center helped sponsor the event, which highlights new business start-ups, as well as some new innovative ideas the existing businesses are creating. This event is designed to bring community awareness that is directed at these businesses.

Businesses that were highlighted included the following: Suture Ease; ClickPlay CEU; Sof-Tek; Axcient; NeuChroma Vision, Inc.; YouCaring; Know Opportunity; Jetavator; Cool It; FireWhat?; FileLife; Windfall App Technologies; CharitySound; Wildcard Brewing; Tegile; Built It; and Skyway.

Guest speaker Peter Barth, developer of *The Iron Yard*, a premier start-up accelerator, spoke about the innovative things that were happening in his community in Greenville, South Carolina. Many of those ideas are similar to things that we are doing in Shasta County, such as hosting events like Game Changers and working together to promote economic growth.

## Worksite Training and Work Experience

Smart is always looking for ways to help our clients go to work, and our businesses to grow. Through Worksite Training and Work Experience, we are able to do that. Here are the businesses that we provided Worksite Training and Work Experience opportunities at this quarter:

### *Worksite Training:*

Linnet Biopharmaceuticals, Shasta Fire Equipment, Scott Shoffner—State Farm Insurance, Shasta QA, J.R. Martin & Associates, Pat Cramer Insurance, Matthew D. Iles Insurance, 5 Starr Energy, Giles Insurance Services, Harris Business Systems, Technisoil, Sof-Tek Integrators Inc., Member's 1st Credit Union, Weaver Lumber—True Value, JC Barry Manufacturing

### *Work Experience:*

Bob Moon Heating & Air, Weaver Lumber—True Value, Baymont Inn, Kmart, JC Barry Manufacturing, Payless Building Supply, Cary's Tire Factory, Northstate Payment Technologies, Red Lion, Walgreens, Anderson Medical Associates



## Business Closures, Lay-offs and Rapid Response Activities

Business	Date of Activity	Employees Affected	Action
Wolf's Fine Quality Cabinets	7/01/13	Unknown	Closed
The Village Delicatessen	8/14/13	8	Closed—RR
Dr. Vanna	8/30/13	1	Closed
Shasta County Child Abuse Prevention Council—Teen Center	8/30/13	2	Closed
Premier West—Anderson Branch	8/30/13	2	RR—Future Closure
Shasta County Child Abuse Prevention Council — AmeriCorp Dept.	8/30/13	4	Closed
Mercy Medical Center/Dignity Health—Patient Accounting Dept.	9/15/13	20	Closed
American Metals	9/15/13	3	Closed—RR
Cummins West	9/28/13	11	Closed
Block Buster Video (Placer Street)	10/27/13	9	Closed—RR

## Fall Hiring Fair

The Smart Business Resource Center teamed up with Mt. Shasta Mall and EDD for the second annual Fall Job Fair. The event took place throughout the mall on Thursday, September 26th from 10-2 p.m. There were over 30 employers on-site hiring for seasonal, part-time and full-time positions in the industries of retail, technology, health care, clerical, food service and customer service. Over 800 potential employees were able to meet with employers, fill out applications and interviewed on the spot.

