

SMART Workforce Center Community Coordinator Report



Q1-2024

DEL NORTE COUNTY EDITION

SMART OUTREACH-Health Alliance of Northern California



Health Alliance of Northern California hosted its quarterly Case Manager training on January 18th at the McConnell Foundation in Redding, CA. Health Alliance of Northern California (HANC) & North Coast Clinics Network (NCCN) are partner regional associations who provide healthcare services in many Northern California counties, including Shasta, Siskiyou, Trinity & Del Norte. The HANC professional development training featured presentations from various community partner organizations including:

- Visions of the Cross/Residential Substance Treatment Center
- Nor-Cal 211/Connecting users with community resources & referral.
- Shasta County Office of Education/Early Childhood Education
- SMART Workforce Center/Workforce Development

64 HANC Case Managers and other agency staff from 19 healthcare community organizations were in attendance. This training offered a venue to facilitate conversations on regional collaboration, education on availability of community resources, and continued efforts to build wellness connections

and relationships with all community partners. The event brought together professionals committed to improving the lives of their clients through knowledge into the many resources available that contribute to the whole individual. One of HANC's priorities is to assist its members in enhancing access to quality healthcare in the rural communities they serve by improving the supply and distribution of health professionals throughout the region. SMART continues to help make an impact in this area. We were excited to share what free resources our organization offers to help clients obtain long-term, sustainable employment including in the crucial healthcare sectors. We all come together with the same goals in mind: Improving health & wellness outcomes in the family and community wide.



Inside This Issue

Smart Job Fair

SMART hosts the Spring Job Fair



Celebrating Success: The SMART Spring Job Fair in Shasta County

Unlocking Opportunities: Del Norte County's Upcoming Job Fair

In an exciting initiative aimed at boosting local employment and fostering economic growth, SMART in collaboration with the County of Del Norte Health and Human Services Agency's Expanded Subsidized Employment Services is proud to announce the upcoming Job Fair in Del Norte County. This event is set to take place at the Del Norte Fairgrounds in Crescent City, marking a significant occasion for both job seekers and employers in the region.

- April 11, 2024
- 2 PM to 5 PM
- Del Norte Fairgrounds, Crescent City

Designed to connect our community's talented workforce with potential employers, this job fair anticipates the participation of more than 40

employers from various industries. It is an exceptional opportunity for over a hundred job seekers to explore a wide range of employment opportunities, interact with potential employers, and possibly secure a job on the spot. This event serves as a crucial platform for stimulating our local economy by directly addressing employment needs, enabling job seekers to showcase their skills and qualifications, and helping employers find the perfect candidates to fill their open positions.

Secure your spot at the Del Norte County Job Fair and take a step toward your future success.



Del Norte County- Resource Fair

SMART staff were invited to attend the Collect and Connect Resource Fair event, held at Del Norte High School. True North Community Organizing arranged the event as part of the Klamath Promise Neighborhood Celebration Week. It was a great space for various organizations to share information about all the wonderful services being offered in our community. Thank you, True North Community Navigators, for hosting this event!



LET'S GET SOCIAL

Facebook

<https://www.facebook.com/TheSMARTCenterBiz/>

LinkedIn

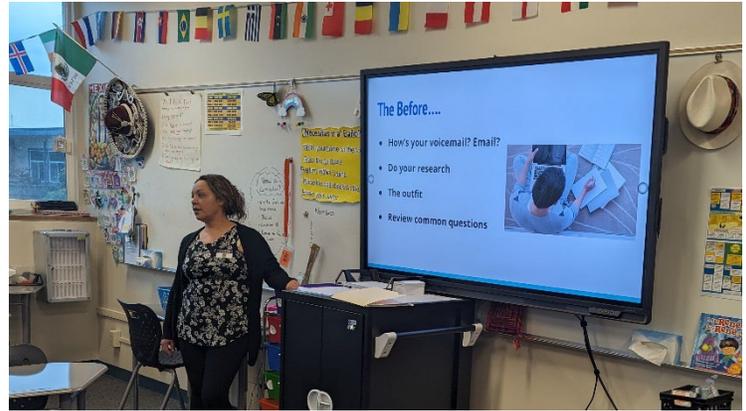
<https://www.linkedin.com/company/smart-workforce-center>

Instagram

https://www.instagram.com/the_SMARTcenter

Interview Workshop - Del Norte High Spanish Class

SMART staff were invited to present an Interview workshop to a Spanish for Spanish Speakers class at Del Norte High School. Students heard interview tips and had a chance to practice the tips during mock interviews with each other. SMART staff talked about the wonderful services that we offer job seekers and highlighted the upcoming Job Fair. Thank you Ms. Flores for inviting SMART to talk with your students!



LICENSED VOCATIONAL NURSING GRADUATES

Congratulations to our latest cohort of Vocational Nurses! We are thrilled to announce that, through our partnership with Shasta College, we have added 7 dedicated and compassionate nurses to Shasta County's workforce.

These nurses have demonstrated their commitment and dedication throughout their training program, culminating in the receipt of their nursing pins on December 14, 2023. The Pinning Ceremony not only signifies the completion of their program but also marks their official entry into the nursing profession.

Most of them have already received their licenses, and we are excited about the positive impact they will have on our community's healthcare system.

At SMART, we recognize the importance of quality healthcare in Shasta County, and we remain committed to assisting prospective nurses with training expenses such as textbooks, uniforms, stethoscopes, IV courses, and testing fees.

CONGRATULATIONS once again to our graduates! Your dedication and hard work contribute to making our community happier and healthier. Thank you for your commitment to excellence in healthcare. Congratulations to our latest cohort of Vocational Nurses! We are thrilled to announce that, through our partnership with Shasta College, we have added 7 dedicated and compassionate nurses to Shasta County's workforce.

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P2E Grant Success!!

I first stepped into the Smart Center in September 2022 when wanting only to utilize the resume building software and a bit of help from D'art. I ventured off on my own from that day and attempted to use my new resume to get a job. I was applying to many jobs, handing out my resume, attending interviews and still I could not find a job. I returned to the Smart Center and this time I asked for more help, specifically if there was anything to help formerly incarcerated individuals. I was introduced to Crystal who started working with me and guiding me to the necessary resources within and outside the Smart Center. She set up mock interviews, typing tests, and helped me tailor my resume. While I was searching for jobs, she made a huge effort to continue to send me job prospects that fit within the scope

of my qualifications. I continued to look for jobs and was met with denials and disappointment. I was having trouble not only because of my criminal history, but also because of not having a driver's license. The P2E grant became available, and I was able to get services to help pay for the classes needed to get my license back. This allowed me to drive to work and have the license that many employers require. I am employed today and giving back to my community with everything I have. I feel good about myself and that I can be self-sufficient and stable. I could not have done this without the help of Crystal and the rest of the staff at the Smart Center.

On the Job Training and Work Experience Partners:

Sunseekers 2.0
 Mobile Design
 Cary's Redding Tire and Auto
 Emerald Ridge Construction
 County of Del Norte
 Plotzke Ace Hardware
 Mayers Memorial Hospital District
 Blink Optometry
 Fasteners Inc
 Cinders Pizza
 Los Compadres Mexican Restaurant
 County of Trinity
 Trinity Players, Inc.
 Lawn Care Perfection
 Bryant Automotive
 Burney Water District
 Carrels Office Equipment
 Berry Curtis Insurance
 US-Offsite Holdings, Inc.
 Del Norte Senior Center
 Royal Plumbing
 Western Valuation Services
 Harrison RV & Marina
 Family Resource Center of the Redwoods
 Ascend Wilderness Adventure

Special Grant Success Story

Nathan applied for a job he saw on Indeed for a Temporary Maintenance Worker in Del Norte County and submitted a resume. He was contacted by SMART staff who discussed the position and eligibility requirements. He informed the Career Advisor that he was relocating to Del Norte County in a few weeks and would like to interview for the position if it was still available then.

A few weeks later he came into the SMART Workforce Center and filled out all the necessary paperwork, interviewed for the job and was selected to work with the County of Del Norte through the National Dislocated Worker Grant (NDWG), as a Crew Laborer. Nathan states that working for the County has greatly increased his confidence in using tools & equipment. His background included working as a Direct Support Professional and Fast Food Worker. This opportunity has also allowed him a fresh start in Crescent City and has allowed him financial stability to provide for his family. His supervisor states that Nathan is very proactive and a very good employee, and he will be the next permanent hire with the County Parks & Maintenance department. Great job Nathan!

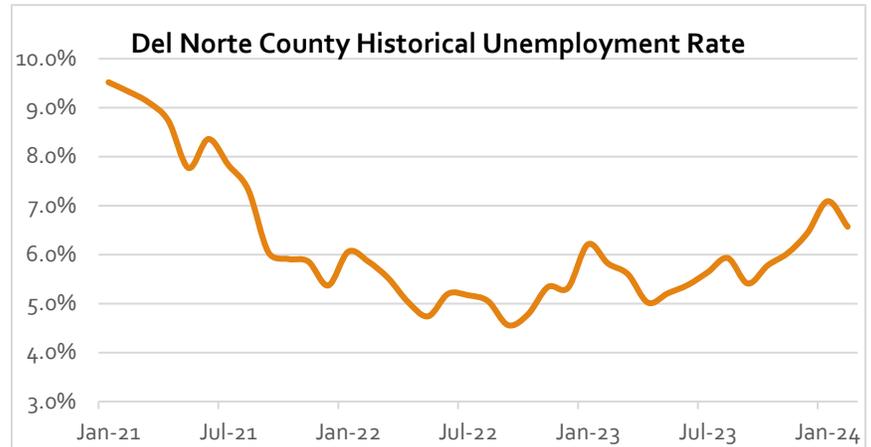


Del Norte County Labor Market Update:

As of February 2024, In Del Norte County, the civilian work force is 9,240 this includes everyone that is working, and everyone that is looking for work. Of those, 8,630 are currently employed.

The unemployment rate is 6.6% for February, this is up from 5.8% in the same time last year.

In raw numbers there are approximately 610 people currently considered unemployed in Del Norte County. This is an increase of 60 unemployed since February of 2023.



Source www.labormarketinfo.edd.ca.gov

We can say that we are seeing a local increase in unemployment over the last year. At the same time the total number of participants in the labor force remains smaller than in years past. It may remain difficult to fill labor needs. With a smaller pool of experienced and knowledgeable candidates, some businesses will have difficulties filling their labor needs. Fortunately, SMART offers assistance to businesses, in the form of On-The-Job training reimbursement and training programs for their employees.

Through SMART's funded On the Job Training programs we can help reduce risk when hiring a new employee. As this labor shortage creates complications for employers in the county, SMART can be there to help employers navigate it.

Employers in Del Norte County may also need to rethink how they recruit and fill their labor needs. There are untapped labor pools not traditionally counted in the unemployed numbers. Retirees looking for something to do, college students just about to enter the labor pool, parolees who have just completed their prison terms, and homemakers thinking about reentering the work force are not included in the unemployed numbers. Businesses can tap those resources but will likely need to adjust their thinking of what the job demands. Retirees or students may not want or be able to accommodate a 40 hour a week position. Perhaps someone lacks the skills needed to perform the work but has strong motivation to learn.

This is where SMART can help. We can connect businesses to candidates that employers may not have had access to, or even knew were options. SMART clients come from all walks of life and are looking for careers today. As the county's pool of candidates to hire continues to shrink, SMART can assist businesses filling their labor needs.

Major Employers

Del Norte County

- Asante
- Sutter Health
- Brencam
- Walmart
- CVS Health
- OneStaff Medical
- Stepping Stones
- Fusion Medical Staffing
- Global Medical Response
- ATX Learning
- State of California
- Stover Engineering
- Rite Aid

<https://labormarketinfo.edd.ca.gov/>

SMART Empowered at California Workforce Association Youth Summit

SMART Staff had the opportunity to attend this year's California Workforce Association Youth Summit, held in Long Beach, California.

Themed "Expanding Horizons," the summit proved to be an incredible experience for our team, providing them with invaluable insights and connections.

The summit spanned two remarkable days filled with workshops covering a diverse range of topics. SMART staff had the opportunity to engage with peers from across California, fostering a collaborative environment of professional growth. Workshops delved into cutting-edge subjects such as the integration of AI in job searches, the establishment of

successful youth apprenticeships, and the harnessing of youth voices to create impactful programs.



SMART Professional Development:

- Health Alliance of Northern CA- Regional Collaboration
- January Safety Training- 2024 Safety Resolutions
- February Safety Training-Protecting our Heart
- California Workforce Association- Youth Summit
- North Valley EAC-Labor Law Updates-Wage and Hours: Most Common Violations
- TRINITY COUNTY WORKFORCE Roundtable
- Society for Human Resource Management (SHRM)
- Best Practices- LMI & Occupational Data- NORTEC
- Equity & Access Committee- NORTEC
- AFWD/SMART Best Practice
- SMART/in house cross training/California Indian Manpower Consortium
- Essential Communication Skills Training

The summit also featured powerful keynote speakers including Rex Richardson, the Mayor of Long Beach, and the inspirational Rockell Bartoli. Their stories and passion for youth empowered attendees to adopt innovative approaches in program development, urging them to think beyond conventional boundaries.

The summit was not merely about professional development; it also provided opportunities for team bonding and relaxation. To conclude the experience, our staff enjoyed a rejuvenating visit to the "happiest place on earth," Disneyland, where they immersed themselves in the magic of Mickey Mouse and fostered stronger team cohesion.

As a result of their participation in the California Workforce Association Youth Summit, staff returned with renewed enthusiasm, equipped with fresh perspectives and strategies to better serve our community, and fulfill our organization's mission.

The SMART Workforce Center is a 501c3 non-profit committed to providing job seekers with resources, training, education, job development, and job placement to help them not only receive living wage jobs, but to grow in their careers. We also help businesses grow by educating employers about available tax credits, alternative labor pools, and helping with recruiting, interviewing, and hiring, as well as offsetting wages for work experience and on the job training programs. SMART is a proud partner of America's Job Center of California and the NoRTEC Workforce Development Board. We have locations in Crescent City, Redding, Weaverville, and Weed. For more information visit the SMART website at <http://www.thesmartcenter.biz>.

Equal Opportunity Employer. Auxiliary aids and services are available to individuals with disabilities. TTY 711.

Del Norte County:
707.464.8347
875 5th Street
Crescent City, CA 95531

Shasta County:
530.246.7911
760 Cypress Ave Suite 210
Redding, CA 96001



Trinity County: 530.623.5538
30 Arbuckle Ct
Weaverville, CA 96093

Siskiyou County:
530.657.0139
800 College Ave
Weed, CA 96094