



SMART Workforce Center Community Coordinator Report



Q1-2024

SISKIYOU 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



Job Fair- Siskiyou County

COMING SOON! SMART Workforce, College of the Siskiyous, and Southern Oregon Goodwill Unite for South County Siskiyou Job Fair

In a strategic alliance poised to redefine the employment landscape of South County, SMART Workforce has joined forces with College of the Siskiyous' Siskiyou Works program and Southern Oregon Goodwill to orchestrate the upcoming South County Siskiyou Job Fair. This collaborative initiative is laser-focused on energizing the local economy by connecting job seekers from priority sectors with a plethora of employment opportunities, thereby fostering a thriving community of employed professionals in Siskiyou County.

We anticipate this event to be more than just a job fair, rather a bridge for Career Technical Education (CTE) students at both high school and college levels, guiding them toward their future careers. By creating a dynamic environment where young aspirants can interact with potential employers, the South County Siskiyou Job Fair aims to streamline the transition from education to professional success, ensuring a well-prepared workforce ready to meet the challenges of tomorrow.

The partnership between SMART Workforce, College of the Siskiyous, and Southern Oregon Goodwill is a testament to the power of



collaboration in creating meaningful employment opportunities. By participating in the South County Siskiyou Job Fair, you are not just seeking a job or employee; you are contributing to the economic vitality and resilience of Siskiyou County.

Are you an employer looking to make an impact, or do you offer services that could benefit job seekers and employers alike? We invite you to join us in this endeavor. To explore partnership opportunities for this upcoming event, please reach out to SMART Business Services at 530-245-1550. Together, we can connect our community with incredible employment opportunities and support the next generation of professionals in Siskiyou County.

DW Success!

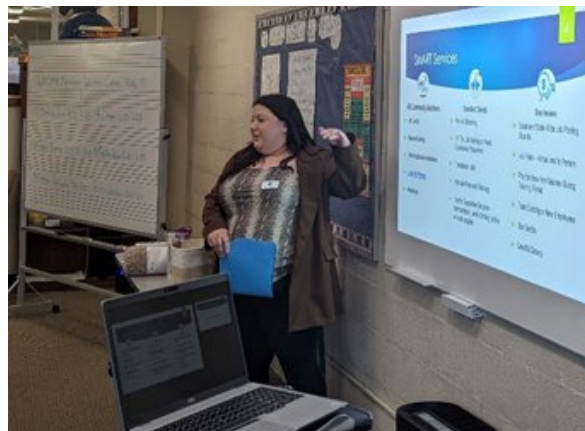


Reveca was laid off from her job at Karuk Head Start in May 2023 and was having a difficult time finding employment. Reveca came in to the SMART office, at the suggestion from a potential employer, Baez Family Childcare. The employer was interested in possibly hiring Reveca, but recognized that she may need some additional training to do the job. Reveca's native language is Spanish and is currently working on learning English.

SMART was able to collect paperwork from both Reveca and the business to set up an On the Job Training. Reveca is working as a Day Care Assistant, learning new skills and practicing her English. Reveca not only assists with the care for the children attending Baez Family Childcare, she also speaks with parents and is learning how to develop and implement an engaging child development curriculum per client needs. Reveca is also learning how to cook and cater to each child's dietary need. She enjoys being able to connect with the children and their parents and looks forward to work every day.

Career Night- Siskiyou County

SMART staff participated in Career Night at Northern United Siskiyou Charter School in Yreka. Along with SMART staff, the other speakers included US Forest Service, Pfeiffer Vacuum Valves & Engineering, and a Veterinary Assistant. Students and families were able to hear about some of the careers available in their area and the pathways to get into these positions. SMART staff talked about the new office in Yreka and the wonderful services that we offer job seekers as well as businesses. Thank you, Northern United Siskiyou Charter School, for inviting SMART to participate!



Siskiyou- Fire Academy

At the end of October 2023, the College of the Siskiyous started their Fire Technology Program. Cadets who successfully complete this program will have the opportunity to be qualified for entry-level firefighter positions in Federal, State, county, and municipal fire departments. Historically, SMART has been able to assist 2-3 participants through the Fire Technology Program. With the amazing opportunities and special grants, this year SMART has been able to assist 8 Fire students with Uniforms, Boots, and other training related costs to help fire fighter students through this intensive program. These students are set to graduate on May 3, 2024.





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

Young Adults Success Story

You may not immediately recognize the name 'C.G. Roxane LLC', but you'll know their product when you see it. Maker of Crystal Geysers Alpine Spring Water, C.G. Roxane LLC has a founding principle of 'bottling spring water at its source'. Their source? Found at the base of our very own Mount Shasta! Their bottling plant in Weed, CA has recently partnered with the SMART Workforce Center through our Young Adult Work Experience program. This program gives our Young Adult clients the opportunity to job shadow an industry in their career path, develop soft skills that ensure long-term career stability, and receive the very tangible reward of a paycheck! Working with C.G. Roxane offers a unique insight into the manufacturing process and how industry can connect with the natural resources in our community. We look forward to growing our partnership with C.G. Roxane LLC!



Siskiyou County Labor Market Update:

As of February 2024, In Siskiyou County, the civilian work force is 17,060 this includes everyone that is working, and everyone that is looking for work. Of those, 15,500 are currently employed.

The unemployment rate is 8.9% for February, this is up from 7.8% in the same time last year.

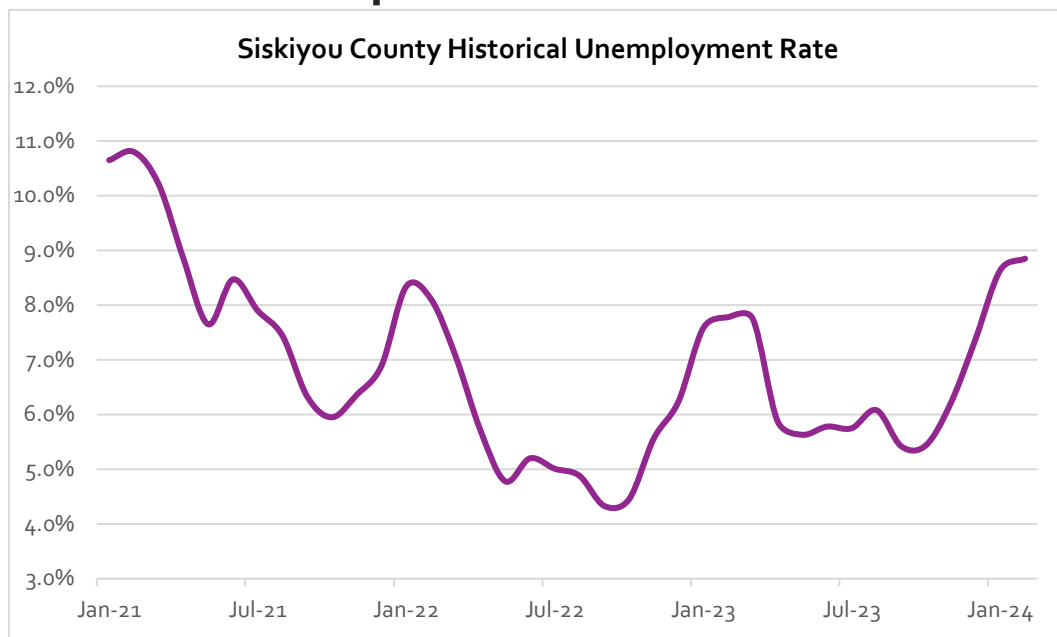
In raw numbers there are approximately 1,510 people currently considered unemployed in Siskiyou County. This is an increase of 220 unemployed since February of 2023.

We can say that we are seeing a local increase in unemployment over the last year, and are creeping up on what was seen in the beginning of 2021. 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 Siskiyou 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.



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.

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.

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 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.

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