



SMART Workforce Center Community Coordinator Report



Q4-2023

SISKIYOU COUNTY EDITION



SMART Honors Veterans

As part of our ongoing commitment to supporting our nation's veterans, SMART was proud to participate in Veterans Appreciation Week in collaboration with Shasta College. Shasta College dedicates this special week to recognizing and honoring the contributions of our student veterans, and SMART was honored to take an active role in sharing information about our veterans' programs to benefit students and the broader community.

Throughout Veterans Appreciation Week, SMART dedicated our social media platforms to highlight the importance of supporting veterans and their spouses, raising awareness about our programs to foster a deeper understanding of why employers should actively seek to hire veterans.

Through informative posts, we will shared the unique qualities that veterans bring to the workforce.



Emphasizing attributes such as leadership skills, adaptability, and a strong work ethic, we aim to encourage employers to recognize and appreciate the immense value veterans can bring to their teams. From career training initiatives to job coaching, SMART is committed to providing the support needed for veterans to thrive in their post-military careers.

For businesses looking to make a positive impact and tap into the wealth of talent within the veteran community, SMART also offers information on our education and On-the-Job training program. We believe that empowering veterans with the right skills not only benefits them individually but also enriches our workforce.

To stay up to date on how SMART honors the service and dedication of our veterans, like and follow us on Facebook and Instagram. Together, let's build a future where veterans and their spouses thrive in both education and employment opportunities.

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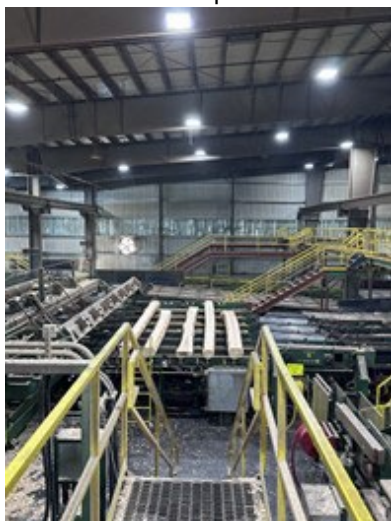
SMART tours Sierra Pacific Industries



SMART Workforce Center staff explored the heart of Northern California's logging industry by touring Sierra Pacific Industries' mill locations in Burney and Shasta Lake City. The experience was nothing short of eye-opening, shedding light on the North State business's deeply rooted impact on the local community.

Sierra Pacific Industries, a longstanding pillar of Northern California's business landscape, is a testament to the region's industrious spirit. With a history of over seven decades, the company has evolved into a powerhouse, supporting hundreds of employees across the North State.

One standout aspect of Sierra Pacific Industries is



its unwavering dedication to sustainability.

The mills are not just places of production; they are hubs of innovation, constantly striving to eliminate waste



and reduce their environmental footprint. This commitment positions SPI as an industry leader and aligns seamlessly with SMART Workforce's goal of fostering sustainable employment for our clients.

SPI's commitment to community development resonates strongly with SMART Workforce's mission to empower individuals and uplift communities through growing and developing a local workforce.

Thank you, Michelle and Company, for the incredible tour of the work you do! We're looking forward to our continued partnership and connecting individuals with opportunities that align with their skills and aspirations. We are inspired by the example set by SPI—a company that truly embodies the spirit of the North State.



LET'S GET SOCIAL

Facebook

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

LinkedIn

<https://www.linkedin.com/company/SMART-business-resource-center>

Instagram

https://www.instagram.com/the_SMARTcenter

SMART Workforce Center Joins Forces at Hill Country's 1st Annual Homeless Youth Community Outreach Event



In a dedicated effort to make a positive impact in the community, the SMART Workforce Center participated in the Hill Country 1st Annual Homeless Youth Community Outreach event, held on Saturday, October 7th at the Redding Teen Center in Shasta County. The event served as a vital platform for outreach, education, and support for at-risk young adults facing homelessness. SMART took the opportunity to host an informative booth, where community members and young adults could learn about SMART's innovative Young Adult Program.

Focused on individuals aged 18 to 24, SMART's Young Adult Program offers a lifeline for those navigating adulthood and entering the workforce. The program encompasses a range of support initiatives, including workshop incentives, resume assistance, job coaching, and the chance for young adults to engage in paid work experiences and on-the-job training within their chosen career pathways.

Adult Success Story Shasta College Fire Academy

"Thank you for the financial as well as emotional support while attending Shasta College Fire Academy. It helped me reach my goal in doing something I love. I knew it was the right thing, and your support helped move me towards it without incurring extra debt. This occupation is so meaningful for me, as it allows me to give back. I previously was a Chef. Firefighting is something I look forward to and want to go to work. I plan to grow in the field. I spoke to the Fire Chief to help me continue to make plans. He recommends that I complete Emergency Medical Technician and additional Fire Science classes, this will give me the opportunity to increase pay & benefits. And, if I do take additional classes at Shasta College, I have rehire rights at CalFire. My long term goal is for a Fire Science Bachelors Degree. On a personal note, I am getting married next week! Excited but nervous! Thank you for everything SMART!"



On the Job Training and Work Experience Partners:

Pro Garage Doors
Shasta Historical Society
Mobile Designs
Superior CA Economic Development (SCED)
Magnolia Homes
County of Del Norte
Trinity Lumber & Building Supply
Polytek of Redding
County of Trinity Auditors
Solano's Inc.
Mountain Valley Health Center
Mountain Western Log Scaling & Grading Bureau
Blink Optometry
Harrison Marine & RV
Berryvale Grocery
Trindel Insurance Fund
Papa Dogs Taphouse & Deli
Kaleidoscope Coffee
Tri-County Independent Living
Lil Smiles Daycare
Human Resource Network
Shasta YMCA
Lawn Care Perfection
Bryant Automotive
Sierra Pacific Industries
Burney Water District
Carrels Office Equipment
Berry Curtis Insurance
US-Offsite Holdings, Inc.
County of Trinity Animal Shelter
Trinity Players, Inc.
Patients Hospital

SISKIYOU STRATEGIC GROWTH



SMART Workforce Center takes great pride in its role as one of six collaborative partners to be funded for the Siskiyou Climate Collaborative. We are thankful to our fiscal agent, the Siskiyou Economic Development Council for spearheading this project and bringing it to our county. It was an honor to meet with the California Strategic Growth Council in the picturesque McCloud Mercantile Hotel in Siskiyou County last week. The Collaborative, comprised of partners such as UC Coop Extension, Siskiyou County Economic Development Council, Shasta Valley Resource Conservation District, Siskiyou Outdoor Recreation Alliance, Karuk Tribe Department of Natural Resources, and SMART's CEO, Wendy Zanutelli, engaged in a meaningful dialogue with community members. The session included a presentation outlining the

Collaborative's work plan, focusing on priorities and projects aimed at addressing climate change challenges in the region. These partners listened intently to community members and shared valuable insights and perspectives during this collaborative effort, emphasizing the importance of community engagement and proactive strategies for sustainable growth.

CALIFORNIA FORESTRY SUMMIT- SMART PARTNERS

SMART Workforce Center proudly attended the Fall California Forestry Workforce Summit, a significant event presented by the Foundation for California Community Colleges' Resilient Careers in Forestry program and hosted by Shasta College at the Gaia Hotel. This statewide summit aimed to build upon the discussions initiated at the California Forestry Workforce Summit earlier in the year at UC Davis. Federal and state leaders gathered to identify challenges and resources for effective, equitable workforce development in forestry and wildfire management, essential for Californians seeking meaningful employment in this crucial sector.

With a diverse group of stakeholders participating, including government and tribal representatives, forestry professionals, researchers, and educators, the summit fostered a multilateral dialogue on crucial topics like recruitment strategies, legislative perspectives, the student and trainee experience, public-private partnerships, rural



housing and economic development, and workforce needs across the supply chain. SMART's very own CEO, Wendy Zanutelli, played a pivotal role by sitting on a panel, discussing SMART's commitment to supporting training and learning opportunities for new hires and employees. This event reinforced SMART's dedication to fostering a skilled and resilient workforce in forestry and wildfire management.

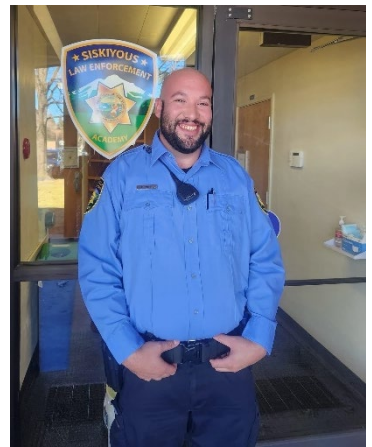


Success Story - Brendan (Adult program)

W Back in the early summer, Forrest came into the Siskiyou SMART office looking for assistance with the Law Enforcement Academy at College of the Siskiyous. Forrest is a veteran, and we are always looking for any way to support our troops. It was a great opportunity for Forrest, and to help our economy in the North Region. Forrest is excited about his opportunity to help the community and to get back into the workforce. He has excelled in the Law Enforcement Academy and has officially graduated in December 2023! He is extremely blessed to have received assistance from SMART.

Success Story - Forrest (Law Enforcement Academy)

SMART has been overjoyed about an opportunity to partner with City of Weed. SMART partnered with City of Weed when assisting them during the first round of interviews for a Maintenance position. Once the first round of interviews was completed, City of Weed took over and found the perfect candidate. SMART was able to also assist with an On the Job Training with the candidate, Brendan. With the help of Business Services and Workforce Specialists, Brendan was able to start a new position at an established business and is now on his way to getting his Class A Driver's license, to be able to continue and grow in his position at the City of Weed. As you are driving through Weed, you may see Brendan in a bright green vest, making an impact on this gorgeous, history-rich town.



SMART & QUEST= HELPING FIREFIGHTING STUDENTS

SMART had 4 Quest participants start the Firefighting Academy at the College of the Siskiyous in October. Without the Quest grant, we may not have been able to financially assist these participants with their uniforms, boots, and other training related costs. We are excited to continue to support them through their training and into employment! The Quest grant is a special grant established to assist underserved job seekers in the community with training and skills sponsorships.



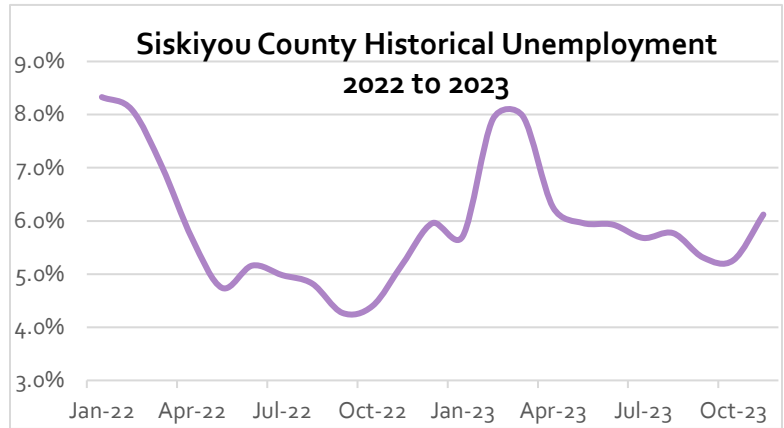
Siskiyou County Labor Market Update:

As of November 2023, In Siskiyou County, the civilian work force is 16,810 this includes everyone that is working, and everyone that is looking for work. Of those, 15,780 are currently employed. The unemployment rate is 6.1% for November, this is up from 5.2% in the same time last year.

In raw numbers there are approximately 1,030 people currently considered unemployed in Siskiyou County. This is an increase of 160 unemployed since November of 2022.

While this is a increase in unemployment over the last year, most economists consider a 5% rate to be at or near full capacity. After a spike at the start of the year, most of 2023 was between 5% and 6%. We can continue to say that the unemployment rate is low. As the total number of participants in the labor force remains smaller than in years past, and as unemployment remains low, it will 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.



Source www.labormarketinfo.edd.ca.gov

Major Employers Siskiyou County

College of the Siskiyous
Electro-Guard Inc
Fairchild Medical Clinic
Klamath Health Svc Inc
Klamath National Forest
Mercy Medical Ctr Mt Shasta
Mt Shasta Resort
Nor-Cal Products Inc
Plant Science Inc
Rain Rock Casino
Roseburg Forest Products
Scott Valley Unified Sch Dist
Siskiyou County
Siskiyou Golden Fair
Siskiyou Joint Cmnty Clg Dist
Siskiyou Lake LLC
Timber Products Co
US Forest Svc
US Forestry Dept
Walmart Supercenter

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

Employers in Shasta 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 Hosts Fall Job Fair

On Tuesday, October 24th, SMART partnered with Siskiyou Works, College of the Siskiyous and Southern Oregon Goodwill to host the North Siskiyou Job Fair. This dynamic event brought together over 20 employers and 75 job seekers from across the county. The atmosphere buzzed with excitement as job seekers and employers came together.

One of the standout features of the event was the unique passport system that rewarded proactive job seekers. Those who turned in completed passports were not only making a positive impression on the employers they connected with, but also stood a chance to receive gas cards as a reward for their participation. This incentive, thanks to our friends at Siskiyou Works, not only encouraged participation but highlighted the commitment of our community in supporting our job seekers.

In a time where every bit of assistance matters, such initiatives go a long way in creating a positive and supportive environment for those in search of employment.

As always, the job fair was a platform for on-the-spot interviews, a valuable opportunity for job seekers to showcase their skills and qualifications directly to employers. The immediacy of the process allowed for quick decision-making, meaning many job seekers who came full of hope left with tangible job offers!



A special mention goes to the employers who participated in the event who express their gratitude for the chance to be part of such a meaningful initiative. Meeting with enthusiastic job seekers eager to contribute to their organizations was a positive experience for employers, emphasizing the value of events like these in fostering a sense of community and collaboration.

In conclusion, the North Siskiyou Job Fair proved to be a successful endeavor, connecting employers with eager job seekers and facilitating on-the-spot interviews that led to job offers. The innovative passport system and the awarding of gas cards added an extra layer of engagement and support, making the event a memorable and impactful one for both employers and job seekers alike. The success of this job fair serves as a testament to the power of community-driven initiatives in fostering employment opportunities and building stronger connections within the workforce.

Tuesday
October 24, 2023
10:00 AM-2:00 PM

Old Yreka High School Gym
431 Knapp Street
Yreka, Ca

Join us for an exciting opportunity to explore job prospects in various industries across Siskiyou County!

- Resume Prep
- Practice Interviews
- Dress For Success
- Gas Card Raffles
- Child Care Provided
- Community Resources

Whether you're looking for your first job or your forever job, the North Siskiyou Job Fair has the job for Y-O-U!

Have Questions about the Job Fair?
Call 530-657-0139



Elevating Human Resources: Insights from the North State SHRM HR Summit

As we reflect on the final quarter of 2023, we are thrilled to share the invigorating and enriching experience that SMART Leadership had at the North State SHRM HR Summit, held at the Gaia Hotel in Anderson, California. The theme, "Elevate Human Resources," encapsulated the essence of the event, and our team returned with a wealth of knowledge and inspiration.



The summit served as a testament to the vital role Human Resources professionals play in the success of organizations today. Not only are we on the front lines, but we also contribute significantly to strategic alignment for success. The ever-expanding toolbelt of HR professionals requires continuous development, and the summit provided a platform for just that. The sessions were designed to prepare us for the challenges and opportunities that lie ahead. From emerging trends to

innovative practices, the summit was a melting pot of ideas and insights. SMART Leadership actively participated in workshops, panel discussions, and networking sessions, gaining valuable perspectives on how to navigate the dynamic landscape of HR.

In a profession that demands professionalism, passion, resilience, and grace, the need for mutual support and camaraderie is paramount. The summit offered SMART Leadership the chance to connect with like-minded individuals, fostering a sense of community among HR professionals. Part of the days' events included a fantastic Speaker and Leadership Trainer, Aric Bostick. Aric spoke about the importance of understanding employee behavior and the critical element it plays in determining organizational success.

The collective energy of the event re-energized our team, ensuring that we return to our roles with renewed vigor and commitment to our own internal workforce development.

SMART was not just a participant but a proud Partner Sponsor of the North State SHRM HR Summit. This sponsorship reflects our commitment to the HR community and our dedication to advancing the profession. As part of our engagement, SMART Business Services set up a booth at the event, showcasing the incredible and beneficial services we offer. It was an excellent opportunity to keep our State Human Resource Partners informed and up-to-date on the resources available to them through SMART.

As we close the chapter on the North State SHRM HR Summit, we are excited to carry the momentum into 2023. The upcoming year promises a host of opportunities for professional development, collaboration, and re-energizing moments. SMART has already begun planning for the 2023 HR Summit with the aim of providing an even more enriching experience for our community. The North State SHRM HR Summit was not just an event; it was a reaffirmation of the importance of HR professionals and the need for continuous growth and collaboration. SMART Leadership is grateful for the experience and looks forward to sharing the insights gained with the broader SMART community. Here's to a successful and impactful 2023!

SMART Professional Development:

- Ethics in the Workplace
- Mandated Reporter Training
- Anti-Harrasment Training
- North Valley EAC-Labor Law Updates-Tips for Employment Litigation Risks
- 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 Best Practices-California Training Benefits/EDD
- Essential Communication

SMART Welcomes New Siskiyou Staff

Audali is our new Community Workforce Specialist in the Siskiyou office! She was born and raised in Siskiyou County and has a background in Customer Service. Audali has her AS in Business Administration and is going back to school to be an EMT. She has also helped coach softball for Weed High School. Her hobbies include co-ed softball during the summer and being at the lake and paddleboarding. Audali enjoys traveling to new places and is a huge Disney fanatic, going at least once a year to Disneyland. Audali is excited to be part of the team at SMART.



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
582 Main Street
Weed, CA 96094