



SMART Workforce Center Community Coordinator Report

SMART

www.thesmartcenter.biz

Q3-2020

SHASTA COUNTY EDITION

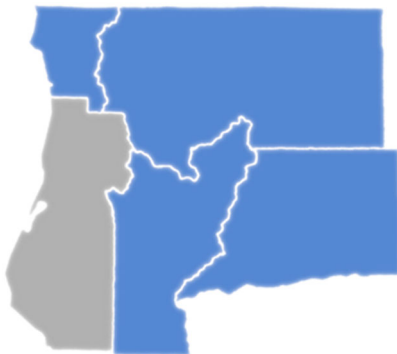
IN THIS ISSUE

NEW SMART WORKFORCE CENTERS OPEN FOR BUSINESS

America's **JobCenter** of California™

Smart Workforce Centers are excited to announce we are now open for business and serving more communities in Northern California! Smart began as the Private Industry Council (PIC) in 1979, serving Shasta County with Workforce Services. In 2008, we added Trinity to our service area. In 2018, we began serving Humboldt County and we are excited to share that our doors are open in Del Norte and Siskiyou Counties as of July 1, 2020.

As we added counties, we now have the opportunity to streamline services by aligning management and staff in an efficient model that allows for maximum service delivery and better participant experience. This combining of forces provides for new and improved



accessibility to businesses and job seekers. Innovations include, but are not limited to, forward technology, virtual services, improved communication, and a more centralized business and operations. These are just part of the many progressive changes happening at Smart.

Smart now has brick and mortar locations in all the counties we serve. This includes One Stop Job Centers with access to computers, resume and cover letter software, job postings and assistance with online job applications, skill-building workshops, and more.

Our physical locations:

- 1201 Placer Street, Redding, CA
- 620 Main Street, Weaverville, CA
- 409 K Street, Eureka, CA
- 875 5th Street, Crescent City, CA
- 582 Main Street, Weed, CA

In addition to our physical presence we have launched a new website, with comprehensive resources specific to each of the counties we serve, as well as interactive features for job seekers and businesses. This quarter we rolled out our Zoom Resume Workshop, with additional workshops to be available in a digital

environment. Our Rapid Response to mass layoffs, business closures and temporary closures are provided digitally – both live events and recorded ones are posted on our YouTube channel.

We are very excited about all the new opportunities at Smart and continue to look forward to sharing more with you in the coming months!

Inside This Issue

Business of the Quarter

American Truck School drives to the future on page 2



New Faces at Smart

SMART is hiring many new team members, meet some on Page 3



Caffeinate for a Cause

While SMART is always hard at work for our community, on Friday 9/18 we really needed a pick me up. Fortunately, Dutch Brothers was running a Caffeinate for a Cause fund raiser for one of our great partners NVCSS (Northern Valley Catholic Social Service Inc.) and their NVCSS CASA - Court Appointed Special Advocates. We are always happy to support our local partners.



On the Job Training Partners:

- American Truck School
- Zach Bay State Farm
- Hawn Investments LLC
- Bajada Geosciences, Inc
- Bryant Automotive Inc

Young Adult:

On the Job Training partners:

- EC Tile

Young Adult:

Work Experience partners:

- Law Office of Shelly Morgan

American Truck School- Training Sponsorships

American Truck School LLC is in Redding, CA. They offer Commercial Truck Driver preparation in multiple qualifications, including Class A, Doubles and Tanker Endorsements. Smart has sponsored many students over the years to earn their CDL Class A license. During the pandemic this past Quarter, more than 5 students attended successfully. Smart graduates obtain pre-hire letters with offers for employment even before they finish the class, which is typically 160 hours of classroom and hands on training. This prepares them for work as Commercial Truck Drivers. After working for a couple years doing long haul trucking, many continue and are able to find work doing more local (at home in the evening) routes. These workers, both men and women, are important essential workers and true road warriors. They are helping to keep our economy strong during these trying times with timely delivery of goods across the country.

ATS has consistently maintained a high level of professionalism while working with Smart. They have been efficient, responsive, and successful in preparing students to pass the DMV Class A test and endorsements.

Additionally, Smart had the opportunity this Quarter to provide On the Job Training assistance to ATS. They were looking to hire a Commercial Driving Instructor, and used the Smart OJT program to help offset training costs as they expanded and added their new employee.



DO YOU HAVE A PARTNERSHIP OPPORTUNITY?

Reach out to SMART on our Facebook page

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

or our LinkedIn page

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

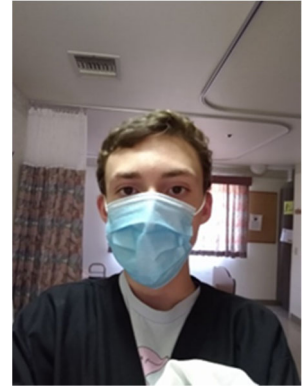
We would love to hear from you.

Young Adult Spotlight

by Gail, Career Advisor

Shawn Strauss came to the Smart Center in March 2020, mere days before California would start to feel the enormous impacts that COVID-19 would have. He was seeking assistance looking for full-time employment. "I had been looking for about 6 months and wasn't having any luck at all" said Shawn.

Shawn had limited work experience but his dedication to finding work was apparent and he was highly motivated. As businesses were being closed to the public and each day seemed to come with new information about allowable activities, Shawn remained determined. He joined his career advisor in the digital realm and completed workshops about resume writing, interview techniques and financial literacy. He also continuously applied to the job leads he received. In May, Shawn accepted a position with Quartz Hill Post-Acute on their custodial team and is still employed today. Shawn is now in the follow-up segment of his Smart participation and remains in touch with his career advisor. He continues to reach out to them for further career guidance and advice. When asked if he would recommend the program to others Shawn said "definitely, Smart has helped me out a lot."



New Faces at SMART



Betsey Ray – Program Supervisor

Betsey is born and raised in Redding. She graduated from Chico State with a bachelor's degree in business administration. She had worked at Smart for 9 years. In her time at Smart, she has served

as Career Advisor, assisting job seekers in educational programs and job search as well as assisting businesses with their hiring needs. She currently serves as the Program Supervisor for the Redding, Weaverville, and Weed offices. Betsey has also worked at Shasta College under the California Adult Education Program and the Registered Apprenticeship program for the Logging and Forest Worker Heavy Equipment program. She loves the family atmosphere that Smart cultivates as well as assisting the community that she was raised in. We are excited to welcome Betsey back to the team!

Rachelle Guevera - Career Advisor

Rachelle has dedicated her life to working with youth in her community. After completing her BA degree at Simpson University in Liberal Studies, Rachelle immediately began her dream of working alongside young adults in Shasta County. She has served as a case manager for the past 10 years serving nonprofit organizations to assist foster youth and young parents. She holds certification in CSEC, Trauma Informed Care and is an active participant in the Education Advisory Council and Homeless Youth Alliance.

Rachelle's passion for seeing youth succeed extends beyond her professional commitment. Rachelle and her husband Frank are certified Foster Parents in Shasta County and have 7 beautiful children. Rachelle is excited to serve at the Smart Center where she has the privilege of coming alongside young adults as they become self-sufficient through education and employment in order to achieve their dreams.

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So long, farewell Kim Cobbler!

August 13, 2020

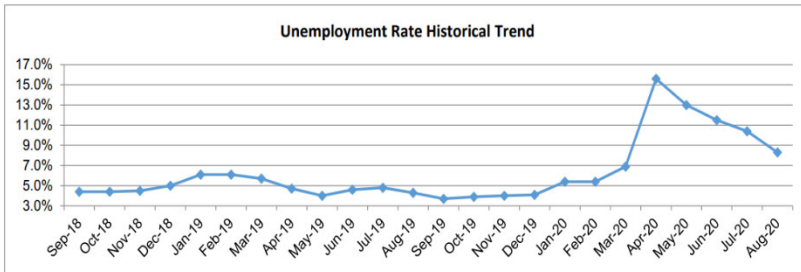
Thank you for your stellar service to the Smart Workforce Center, for an amazing and successful 35 years as a leader and a friend. May your future be just as wonderful as your time with us.

"Remember to take a chance when your gut tells you to; and, my motto is to treat others as you want to be treated". -Kim



Unprecedented Times Call for Unprecedented Response

The unemployment rate in Shasta County was 8.3 percent in August 2020, down from a revised 10.4 percent in July 2020, and above the year-ago estimate of 4.3 percent. This compares with an unadjusted



unemployment rate of 11.6 percent for California and 8.5 percent for the nation during the same period. During this time, SMART has stepped up to assist businesses and employees going through this tumultuous change. Over the last quarter, SMART has reached out to 56 businesses to provide services and assistance during layoff and closure events. SMART has assisted 181 businesses and their employees with

NOW HIRING

Information, training, and Supportive services navigating the changes impacting our local economy.

While the quarter has experienced a significant number of businesses closing temporarily or permanently, there are also many businesses in need of workers. In the last quarter, 327 businesses have worked with SMART to post nearly 411 job listings and receive additional assistance. SMART has helped 181 different businesses navigate CalJOBS. Over 507 times, a business has worked with SMART to make a job referral.

Employers with the Most Job Ads

- Bakers
- Machinists
- Cabinetmakers and Bench Carpenters
- Environmental Engineers
- Engineers, All others
- Biological Technicians
- Marriage and Family Therapists
- Diagnostic Medical Sonographers
- Physical Therapist Assistants



Source: California Employment Development Department reports for Redding, California

- Smart has enrolled over 200 people in our services to get training, education, and/or jobs this year.
- Smart has had over 1,000 visits to our job centers to help create resumes and provide other job search services.
- We sponsored young adults (ages 18-24) in On the Job Training or Work Experience programs. This also helps the businesses where they worked, as we offset wages for these employees.
- We sponsored adults with On The Job training opportunities, offsetting wages for the businesses that worked with us and helping them take advantage of tax credits available to them.
- We continue to assist businesses and job seekers as they navigate the changing and emerging industries, opportunities, and challenges in response to the pandemic.

Covid-19 Grant Assists the North State During Pandemic

The Smart Workforce Center was awarded with a National Dislocated Worker Grant (NDWG) to assist with the Covid-19 pandemic. The funding provides temporary jobs in sanitization and humanitarian assistance for public and non-profit facilities. Participants employed through the grant have been laid off due to Covid-19 or are long-term unemployed.

Smart is currently assisting 16 public and non-profit agencies in Shasta, Del Norte, Siskiyou and Trinity counties including the City of Redding, Shasta Public Libraries, Del Norte Senior Center, Dignity Health Connected Living, Douglas City Elementary School, One SAFE Place, Redding Fashion Alliance, Dunsmuir Family Resource Center and others. NDWG grants are for jobs relating to COVID-19 pandemic response. They fund additional workers to work alongside permanent employees working on clean-up. The positions provide temporary jobs to people who are unemployed allowing them to work and gain transferrable skills to add to their resume.



Workers at Redding Fashion Alliance learn to sew scrub caps to distribute to local hospitals.

SMART PARTNERS WITH BLUE SHIELD FOR JOB FAIR

Blue Shield recruited for 27 new staff members for open enrollment season. The position was Full Time through mid-December with a VERY STRONG possibility of permanent year-round employment as they close their overseas call centers. Starting wage is approximately \$16/hr.

This was a work from home position for the foreseeable future. Blue Shield provided laptops as well as paid on-the-job training.

Blue Shield interviews were held via phone on Wednesday, September 16th between 9AM & Noon.

Job Seekers were asked to contact Carrian at Smart, where she worked to schedule their interviews and to submit their application to Blue Shield.





NOW HIRING!
Correspondence Phone Support
VIRTUAL INTERVIEW FAIR
WEDNESDAY | SEPTEMBER 16, 2020
9:00 AM - 12:00 PM



- Full Time | Remote Work / Work from Home
- Growth Opportunity
- Training Provided
- Customer Service Experience a plus!

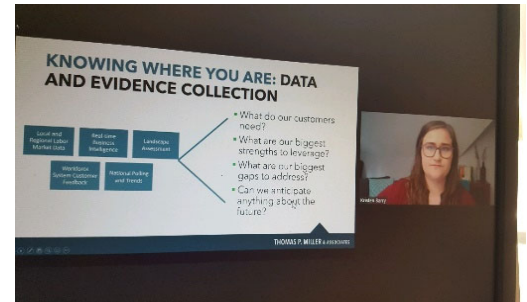
Call 530.245.1550
and Register Today!

VIRTUAL CWA Conference- CRITICAL IMPACT Meetings of the Minds August 8-10, 2020



Several SMART staff virtually attended the California Workforce Association conference this past quarter. CWA shares that "The spread of COVID-19 has had many unanticipated consequences, including thousands of people losing their jobs as well as having a devastating effect on California's economy. Therefore, it has perhaps never been more important to come together as a community of workforce leaders and develop strategies that help California get back to work." Some of the workshops Smart attended included:

- Training Incumbent Workers, An Effective Way to Support Companies in the Age of Covid
- Equity & Inclusion during Covid
- Next Generation Sector Partnerships
- Connecting Business to Higher Education
- Peer to Peer Mental Health programs
- Courses for Causes in the Time of Covid
- Workforce Track for Strategic Planning
- Entrepreneurship Training
- California Economy after the Pandemic



Topics included collaboration and aligning workforce and education systems, growing and nurturing community partnerships, identifying emerging industry sectors during COVID, highlighting workforce investing in small and medium companies to provide support and maintain vibrancy, developing programs for Young Adults to connect in leadership roles and provide support in mental health/human services career paths, offering educational courses during COVID designed to help first responders, healthcare workers, and the general public, responding current pandemic needs with relevant business startup ideas, and looking at strategies in California to create good jobs, improve existing ones, provide greater investments in training, and amplify workers' voices.

Other Training SMART received:

- Awareness, De-escalation & Assertiveness- Training for Career Center
- Career Development Principles Certification Course
- Coronavirus- Navigating Uncharted Waters: Covid Response and Employer Obligations
- Roadmap to Recovery – Shasta & Trinity County Employer Covid-19 Safety Certification
- State Employment Hiring workshop- Frontline Training Providers

TADS Grant Training

Smart Program Manager Christy Hernandez, Del Norte County, Smart Business Services Supervisor Carrian Foster, and Smart Community Workforce Specialist Nanci Hankerd, Trinity County attended Smart Professional Development training (online) from the Tads Grant. It is an instruction training program for Career Services Providers and other Career Development Professionals.

It is a great program for those who are new to the Workforce Development field. Successfully completing the course will make trainees eligible for NCDA's certified career services provider credential. The Workforce and Career Development Certification Training is a 14-week course, self-paced with assignments due at the end of the week. There is a 45-minute Zoom

class on Wednesdays, and trainees interact with the instructor and other participants from all over the United States. Topics include: Helping Relationships, Training and Leading groups, Career Development Theory, Assessments, Ethics, Providing services to multicultural populations, Technological resources, Job seeking, Career planning, Business services, Services for clients with disabilities, Justice-involved, K-12 students and Workforce and Career Development history. Smart is proud of these 3 for their dedication to this training and their own professional development.

A message from our Director

2020 continues to present a series of challenges. In addition to the issues I addressed last month in my Director's message, this Quarter we experienced devastating fires burning in all 5 of the counties that Smart serves. In Siskiyou and Shasta Counties, the Slater and Zogg Fires claimed 6 lives and more than 350 homes. Trinity, Del Norte, and Humboldt Counties also have fires and evacuations.

Covid continues to create challenges. We check restrictions daily in each of our individual counties in order to respond timely to the needs of our business communities. Though some businesses are struggling, others are experiencing increased demand for their services. There are great jobs ready and available for job seekers interested in advancement or a new career.

Smart's response has been swift and strong to all of these new challenges and opportunities. In this quarter alone we have:

- Opened 2 new locations
- Launched a new website, creating a more seamless virtual Job Center experience www.thesmartcenter.biz
- Launched virtual trainings and workshops
- Launched a new phone system, allowing better routing and response, including text capabilities to more quickly respond to client and business needs
- Began a Rural Healthcare grant to better respond to the workforce needs of our healthcare partners in the region
- Began a Construction grant to respond to the growing need for training and additional construction workers to help rebuild our communities
- Began a National Dislocated Worker Grant for COVID-19 clean-up and recovery

Through all of these extra projects, shut-downs, re-openings, various restrictions, home-schooling, evacuations, smoky air quality, and all of the various challenges they have faced, the dedicated team at Smart has never stopped serving our communities. We are proud to be essential workers and we remain open to help our businesses and job seekers. I sincerely thank each of our Smart team members for dedicating their careers to this important work.

If you are a job seeker, we have great career opportunities for you. If you are a business owner, we have great resources to help your business. We are here and ready to serve you, in person and virtually!

Wendy Zanotelli



*SMART Executive Director
Wendy Zanotelli*

Workforce Center is a 501c3 non-profit, committed to helping job seekers find jobs, increase training and skills, and increase earnings. We also invest in our local economy by helping businesses grow. Proudly serving our community since 1979, we have invested over \$60 million into serving our clients, businesses and communities. Smart is an equal opportunity employer. Auxiliary aids services are available to individuals with disabilities. TTY 711 relay

Del Norte County:
707.464.83471
875 5th Street
Crescent City, CA 95531

Shasta County: 530.246.7911
1201 Placer Street
Redding, CA 96001

Trinity County: 530.623.5538
790 Main Street #618
Weaverville, CA 96093

Siskiyou County: 530.657.0139
582 Main Street
Weed, CA 96094



THANK YOU!

Over the last year, we've had enormous support from the businesses in our community. We'd like to take a moment and thank them for partnering with us and providing opportunities for our clients to grow and thrive.



Beard's Custom Cabinets, Inc



SunOn ENERGY



Bajada Geosciences, Inc.



BRYANT AUTOMOTIVE



Cottonwood Water District

GREATER HAYFORK VALLEY



PARK AND RECREATION



United Way of Northern California

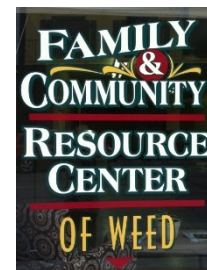
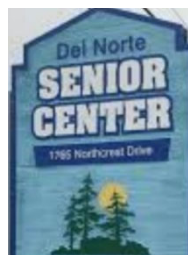


Weaverville/Douglas City Parks & Recreation District



Shasta Public Libraries

Anderson Burney Redding



Far Northern Regional Center