



SISKIYOU COUNTY EDITION

SMART Workforce Center Community Coordinator Report

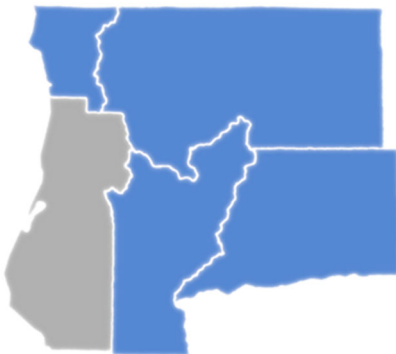


Q3-2020

NEW SMART WORKFORCE CENTERS OPEN FOR BUSINESS

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

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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

Roseburg Forest Products hosts a Job Fair 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.



SMART Workforce Center announces Hiring Fair- October 9 for Roseburg Forest Products

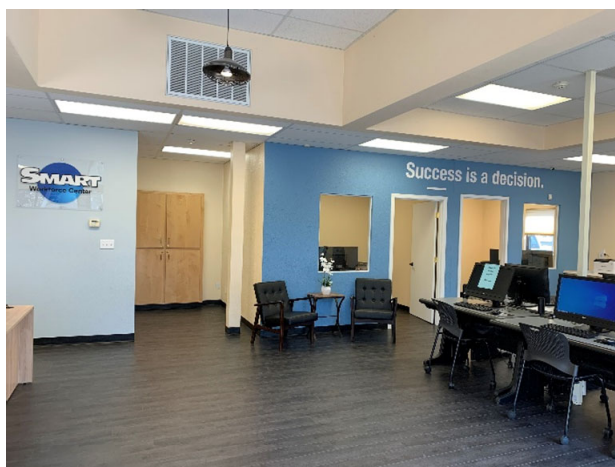


Siskiyou County SMART Workforce Center is located at 582 Main Street, in Weed, CA. They are extremely excited to assist Roseburg Forest Products, with upcoming Job Fair on October 9, 2020 for Weed. Applicants will be welcomed into Smart location (following state safety guidelines) with Resumes in hand for On-the-Spot interviews. Thank you to Ashley Smith, Lead Career Advisor, and Betsey Ray, Program Supervisor, for coordinating this great event! Job openings in Weed are varied, including Mill Production, Electrician, and Supervisor in Wood Veneer. There are also current openings in Medford, OR for Millwright, Purchasing Clerk and Quality Assurance.

Check out our new office
at 582 Main Street!

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.



New Faces at SMART



Ashlie Smith – Lead Career Advisor

Ashlie is the Lead Career Advisor for the Smart Workforce Center. What makes Ashlie so uniquely qualified is both her administrative and financial experience. What inspired her to work for the Smart Center is her passion for helping

others achieve their goals and aspirations. She is a local, born and raised in Siskiyou County and a member of QVIR (Quartz Valley Indian Reservation). Ashlie is excited to be able to offer support in her hometown community to both residents and local businesses.



Renee Callaghan – Career Advisor

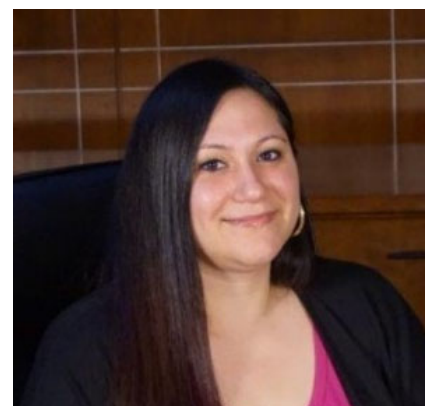
Renee Callaghan is a career advisor at Smart Workforce Center in Weed. She recently returned from Maryland to California, where she had attended college at the University of California at Santa Cruz. Bringing a background in teaching and financial accounting to the Smart Workforce Center, she is excited to help Siskiyou County job seekers find employment while building the community's prosperity.



Ali Gonzales – Community Workforce Specialist

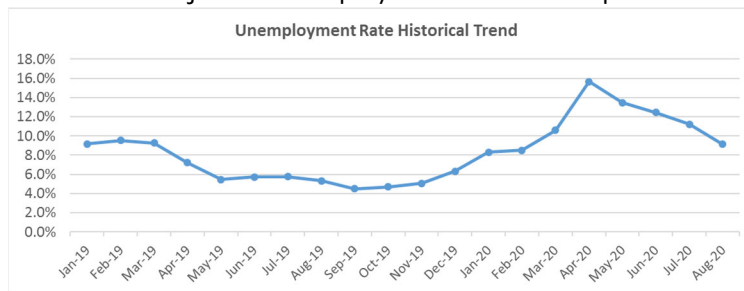
Ali Gonzales is the Community Workforce Specialist in Siskiyou County. She is a Weed High School graduate and knows the county well. She has many years of customer service experience and in her more recent years she was an eligibility worker for Siskiyou County Human Services CalWORKs and Cal Fresh programs. Ali enjoys Siskiyou and all its beautiful surroundings and the amazing people.

This career path allows her to assist, support and connect with her fellow neighbors. Therefore, she chose to be a part of SMART! She finds great joy and fulfillment when a client returns full of excitement and gratitude for helping them to the next step of their journey. She looks forward to helping her fellow Siskiyou residents accomplish their goals and begin their own career.



Unprecedented Times Call for Unprecedented Response

The unemployment rate in Siskiyou County was 9.1 percent in August 2020, down from a revised 11.2 percent in July 2020, and above the year-ago estimate of 5.3 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 Information, training,



and Supportive services navigating the changes impacting our local economy.



NOW HIRING

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 in Siskiyou

- C.G. Roxanne Crystal Geysler
- Fairchild Medical Center/ Clinic
- Mercy Medical Mt. Shasta
- United States Postal Services
- Karuk Tribe
- Rite- Aid
- Ray's Food Place
- College of the Siskiyou
- Pilot Flying J
- County of Siskiyou
- Department of Agriculture
- Roseburg Forest Products
- Cal Trans
- Ozotech
- Nor-Cal Products Inc
- Siskiyou County Office of Education
- Raley's



- Smart 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 Siskiyou-attendance at the Local Assistance Center in Yreka

The Smart Center is deeply saddened by the fires that caused such devastation in Siskiyou County. We cherish the members of our community and are here at the Local Assistance Center in Yreka to show our support and offer our services.

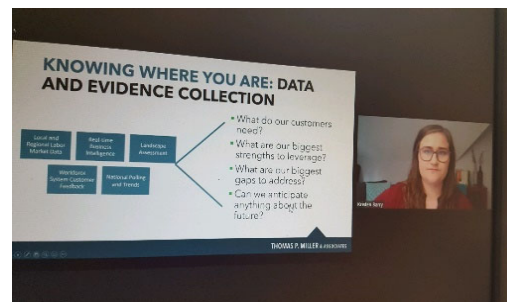


VIRTUAL CWA Conference- CRITICAL IMPACT Meetings of the Minds August 8-10, 2020



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
- CWA (California Workforce Association) Meeting of the Minds, Virtual Conference (Aug 8-10)
- Roadmap to Recovery – Shasta & Trinity County Employer Covid-19 Safety Certification
- State Employment Hiring workshop- Frontline Training Providers
- Tads "Workforce Development" Grant Training

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 NCD'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*

Smart 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.



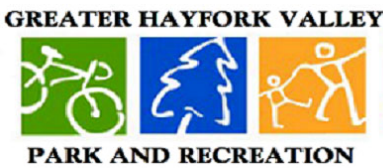
Beard's Custom Cabinets, Inc



Bajada Geosciences, Inc.



Cottonwood Water District



United Way of Northern California



Weaverville/Douglas City Parks & Recreation District

