



SMART Workforce Center Community Coordinator Report



Q1-2022

SISKIYOU COUNTY EDITION

IN THIS ISSUE



THIRD TIME'S A CHARM! NORTH STATE BUILDS OFFERS PRE-APPRENTICESHIP TRAINING

Back by popular demand North State Builds offered a 3rd pre-apprenticeship program this quarter in Redding, in partnership with the North Central Counties Consortium Workforce Board, serving Butte, Colusa, Glenn, Humboldt, Shasta, Sutter, Tehama, and Yuba County's America's Job Centers, and local apprenticeship programs. This program is offered to anyone interested in learning a new trade.

The course introduces participants to various fields of construction. After completing a 5-week course, students can choose to apply to an Apprenticeship program which further trains them to become skilled in building trades including electrical, mechanical systems, plumbing, and more.

The SMART Workforce Center held class (Week 1) on February 28. This module covered Work Readiness,

Career Exploration, job expectations, building a resume, and Math preparation. Students then started Pre-Apprenticeship training at Shasta College in Redding. North State Builds represents workers and contractors in 14 Northern California Counties, in construction and development advocacy.

The Pre-Apprenticeship Multi-Craft Core curriculum includes Construction Trade Awareness, Construction Health & Safety (OSHA & CPR), Tools and Materials, Construction Math, Heritage of the American Worker, Diversity in the Construction Industry, Blueprint Reading, Green Construction, and Financial Responsibility. Students earn a certificate and receive a stipend for completing each week of class.

The Redding class currently has 11 students, set for completion on April 1. Exciting outcomes for students in

previous SB-1 classes in Shasta County are as follows: Two in post secondary education at Shasta College for Equipment Operations, one in training at American Career Training for Class A license, and nine employed including companies such as Laborers Union-Highway Specialty and Painters Union-Standard Drywall, Inc.

Inside This Issue

Business of the Quarter

See what Black Fox Training is doing on page 2



New Faces at SMART

SMART hires a new supervisor, read her story on Page 6



Employee Appreciation Day!

On March 4th the Siskiyou, and Trinity offices joined the SMART Workforce Center/Shasta office in Redding for a day of fun sponsored by SMART, to celebrate National Employee Appreciation Day. Because of the distance unfortunately our Del Norte team wasn't able to join us here in Redding but had the opportunity to enjoy 'Lunch on SMART' as well, in appreciation of all they do!

Lunch was brought in from Casa Ramos, adding a festive vibe. Various rooms were set up with games including cornhole, Giant Jenga, Dance

Dance Revolution, Karaoke, card games, dice games and of course an all-office Ping Pong Tournament. It was a great time to enjoy each other's company, relax, and have a few laughs. Thank you SMART for helping us feel valued.

SMART CEO Wendy Zanotelli said, "Our team works extremely hard supporting workforce and economic viability in our communities. We so appreciate everyone of them and we were happy to celebrate them on this important day."



On the Job Training and Work Experience Partners:

Impact Solutions

Shasta Beam High Speed Internet

Printopya

Pelanconi Landscape

SunMedica Inc.

Pro Garage Doors

Cerami & Browning

Redding Fashion Alliance

APEX Technology Management

McEntire Landscaping Inc.

Bryant Automotive

Taste & See Creamery

Cinders Wood Fired Pizza

Roberson & Sons Insurance

Aspire Real Estate

Turtle Bay

Yates Gear

Hampton Painting

Beard's Custom Cabinets

Redding Chamber of Commerce

Carys Redding Tire Auto Repair

Shasta YMCA

McHale Signs

Sunshine Lawn Care

Bargain Books

Catalyst Mentoring

Brew Craft Coffee

Black Fox Forestry Technician Training Program

Black Fox Timber Management Group, Inc. is in McCloud, CA. They provide a range of forest management services from timber marking to land management. Not only do they provide professional services, but they also offer a Beginning and Advanced Forestry Technician Course. These courses allow the participant to embark in a new career or advance in their position as a Forestry Technician.

Currently there are three SMART Workforce Center clients (through the P2E grant) enrolled in the Beginning Forestry Technician course. This course started on February 14th and is ended on April 1st. The clients have been learning a lot about tree species, timber marking, timber harvest, topography, logging

methods, forestry economics and much more. Program director and their instructor, Jimmy Smith has mentioned that they are doing very well. All three clients have been motivated since day one and they have been putting in a lot of effort. They are looking forward to completing the course and starting their new career as Forestry Technicians.



LET'S GET SOCIAL

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LinkedIn

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

Instagram

https://www.instagram.com/the_smartcenter

River's Edge Academy

It was a cold Friday afternoon and the SMART Office was feeling a bit empty. Then came the youth from River's Edge Academy bustling with excitement filling the career center with an energy of hope and new possibilities. A new collaboration with River's Edge Academy and the SMART Workforce Center began this quarter.

What is River's Edge Academy?

River's Edge Academy is an in-custody commitment treatment and camp style program offered through the Redding probation department. REA works with youth ages 14-18 and offers an integrated alternative to county placement that is pro-social and includes family support.

River's Edge Academy Mission Statement:

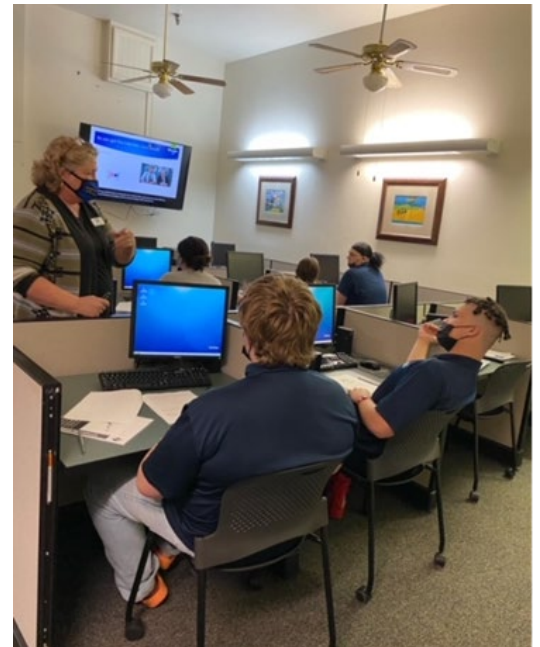
The River's Edge Academy is committed to providing residents with a safe environment and the opportunity to participate in treatment and services focused on developing pro-social life skills, an overall well-being and embracing positive values and connections within the community.

Youth from REA visit SMART every two weeks to meet with career advisors for work on resumes, job search and can participate in Life Skills and Job Readiness workshops. In the month of March, they completed workshops on removing barriers, job retention, career exploration and participated in mock interviews. One participant commented, "I didn't know this place existed, when I came in I didn't know what a right to work document was or how to get one, I never thought about what my life would be coming out of the Hall. Now I have a resume, Rachelle

helped me get my ID, they gave me resources for housing, helped with interview clothes and my confidence, I have three job interviews lined up next week and I know where I'm going."

Rachelle, Lead Youth Career Advisor, stated "It has been amazing to see this partnership grow, you have young adults who came in and had never seen a resume and had no idea where to start. These same young adults a few weeks later are so confident in what they have learned that they are teaching their peers how to write a resume and are so excited about their future."

Shauna Workforce Instructor commented, "We had several youth attend the Interview Skills Workshop. Not only did they complete the workshop, but they also stood in front of the group and delivered their elevator speeches. This has been a wonderful collaboration and the youth are already obtaining job offers and opportunities." One quarter into this new partnership and three of the five participants from River's Edge are fully employed. SMART and River's Edge are excited for what the next quarter has in store!



Be Present, Listen Emphatically... Be The Antidote!

The beginning of the holiday season set in, and I walked a 72-year-old gentleman. I found him slumped over a computer in the Career Center, obviously in a state of despair. I gently asked him if he would like to sit down with me and discuss what was going on. He agreed.

As Career Advisors, we are blessed to witness the journey, listen to the struggles, and sometimes offer the hope needed, to journey on. His story continued; he was terminated from his job of 8 years. He had just received notification from EDD, that his last unemployment check had been issued. He wasn't anywhere ready for retirement. I sat there and empathically listened. And then it was my turn, I reminded him of all the gifts that he possesses, as a seasoned employee. What employer wouldn't want an employee who is: loyal, offers stability, patience, integrity, wisdom, and above all, experience. I developed a resume for him. And on that particular day, he walked out of SMART a little taller, and with a new perspective of who he is.

I received a call from him, he got a job offer and accepted it! He was with us for 10 days. Be present, be an empathic listener, sometimes that's all the antidote needed!

-Tiffany

Career Advisor

New Siskiyou Graduates Enter the Workforce

A group of six Smart Workforce Center participants graduated from the Law Enforcement Academy at College of the Siskiyous on December 18th. Five out of the six were successfully hired a week after completion of the training program. Mt. Shasta City Police Dept, Siskiyou County Sheriff's Office, Shasta County Sheriff's Office, and Redding Police Dept. were the lucky employers that hired the recent Law Enforcement Academy graduates. One participant received an Academic Performance award for outstanding academic performance. These gentlemen were determined since day one and successfully completed the training program to become Police Officers and Deputy Sheriffs.

SMART assisted three adults in completing a Certified Nurse's Assistant program at Shasta View Estates in Weed. All three of them recently passed their state examination for certification and have been working to gain clinical experience since November. Their instructor commented that they are hard workers who have been eager to learn and consistently did well on their examinations. We are excited for their success and look forward to seeing their careers develop.

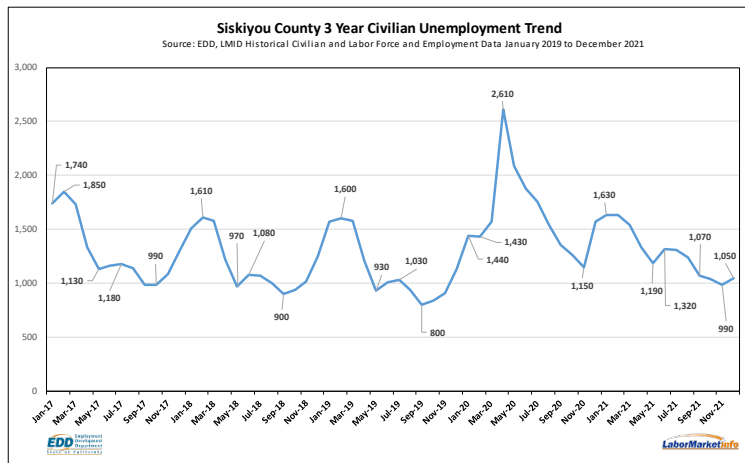


Changes in the Labor force led to challenges for employers

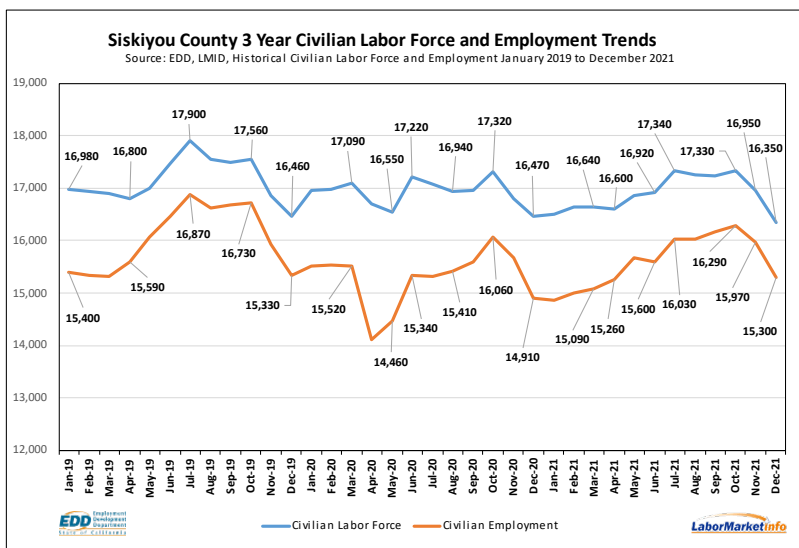
Often the headline when discussing unemployment focuses only on the percentage of unemployment. Is it higher or lower than the recent history? How has it changed over the last year? Is it going up or down? What is a good percentage and what is bad? However, that is only one facet of a complicated labor market.

In Siskiyou County, as of December, the current civilian work force is 16,350, this includes everyone that is working, and everyone that is looking for work. Of those, 15,300 are currently employed. 1,050 individuals are currently categorized as unemployed. This is the 6.4% we see when looking at the current Unemployment Rate.

From November 2021 to February 2022, there were 708 job openings in Siskiyou County. When the number of people looking for work is very similar to the number of open positions, it becomes very hard to find 'a perfect match' among the available labor force. The current labor pool is small to meet demand for needed labor.



www.labormarketinfo.edd.ca.gov



There can and will be large discussions about why this phenomenon is occurring. Some of it can be attributed to the impact of COVID, which triggered changes in families shifting from dual to single incomes or hastened earlier retirements amongst the retirement eligible population. We can also see increased competitive pressure from employers outside the county in part from increased remote work. Regardless of the causes, the impact on employers is simple, there are less people available to fill labor needs.

Low unemployment can represent a challenge for employers and as the workforce continues to shrink, we will see this challenge become more pronounced. Employers looking for the perfect candidate to fill a vacancy have fewer people in the county to choose from than they did a year ago, and far fewer than a decade ago. Those fewer candidates can now also more readily find work outside of the county while still living here, as remote work has grown in the last 2 years.

Employers in Siskiyou County may need to rethink how they recruit and fill their labor needs. Part of that will be adjusting wages to compete, but that isn't always the only option. Employers will need to think about how they can emphasize other benefits to attract labor.

IN-DEMAND JOBS IN SISKIYOU COUNTY Q1 2022	
Job Title	Open Jobs
Health Diagnosing and Treating Practitioners	98
Motor Vehicle Operators	59
Other Personal Care and Service Workers	51
Other Management Occupations	38
Health Technologists and Technicians	31
Food and Beverage Serving Workers	26
Retail Sales Workers	24
Information and Record Clerks	21
Other Installation, Maintenance, and Repair Occupations	18
Building Cleaning and Pest Control Workers	18

Source www.labormarketinfo.edd.ca.gov

The official 'unemployed' numbers do not reflect what is sometimes called the 'untapped' labor pool. 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. Business 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. 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.



California Workforce Association Youth Symposium



SMART Workforce Center Young Adult Career Advisors Jenn Morgan & Rachelle Guevara attended the California Workforce Association (CWA) Youth Symposium virtually, on February 8-10. The memorable keynote speaker K-Rahn Vallatine spoke about his role in encouraging at-risk youth to make healthy life decisions, and how character growth requires professionals to correctly gauge and address the social and emotional needs of students through trauma informed care. This approach seeks to create a supportive environment that integrates knowledge about trauma in policies, procedures, and practices. Trauma informed care includes six core principles, including Safety, Trustworthiness & Transparency, Peer Support, Collaboration & Mutuality, Empowerment/Self-Agency, Voice & Choice, and Cultural, Historical, and Gender Considerations.

Trauma Informed LA (TILA) was founded in November 2014, when a group of 10 people representing communities and social services within Los Angeles, came together on a rainy day to share their concerns about the re-traumatization that individuals, youth, families, and communities often experience within services and systems, and to share ideas about how to mitigate the trauma.



P2E Success - William

"SMART services are a necessity for those of us that are serious about rejoining society and reentering the workforce. The Career Advisors here like Asia, the incredible help they provide, really from the moment you walk in and you're greeted by Paulette, the services that are offered like resume assistance, interview coaching, supportive services. The advice that we're given that sometimes our loved ones are afraid to give, these services are just, it's so important. When I think about how much SMART has helped me, you can't put a price on what it's done for myself and for my family. "



William pictured here with his dream car made possible by the work he did with SMART

New Face at SMART, Meet Lorie

Lorie has a cumulative 10 years of nonprofit, grant management and supervisory roles with Pathways to Hope for Children, Hill Country Wellness and Redding Rancheria. She has a BA in Psychology and a Master's in Organizational Leadership.



She is continuing to pursue education as this is one of her many passions. Lorie is a native of the North State and has raised three sons here. She has a heart for her community and a passion to evoke hope, inspiration, and love in people. She loves her boys, gardening, books, writing, and Whiskeytown Lake. Lorie is thrilled to join the SMART Center as a Program Supervisor and be a part of making a difference in the workforce.

North Chamber Job Fair

SMART kicked off March by joining the North Siskiyou Chamber Job Fair in Yreka! This was the 2nd job fair we have been invited to assist with. I will say the turnout was great and had grown since the first event, which was wonderful to see and be apart of. We connected with over 20 job seekers and assisted many there on sight with resume building. There were many local employers such as Health and Human Services, T-Mobile, GoodWill and Best Western. SMART also assisted in advertising positions for local employers who were unable to attend the event such as College of the Siskiyous, Nor-Cal Products, and Madrone Hospice. This event is a wonderful one stop shop for local job seekers to build their resume, receive interview tips and interview on the spot with top local employers.



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

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