



SMART Workforce Center Community Coordinator Report



Q1-2022

TRINITY 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.

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USDA Placemaking

A new grant for rural communities starts, see SMART's involvement page 4



New Faces at SMART

SMART hires a new workforce specialist in Weaverville, 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

Weaverville Rotary Club "Where to find Workers"

CEO Wendy Zanotelli presented SMART programs and updates to the Weaverville Rotary Club on January 20th. Highlights included "Where to Find the Workers" since Trinity County officially has around 220 people in the entire county identifying as unemployed and available for work; housing challenges; business closings and how SMART has been able to respond and assist employees on becoming re-employed; an On-The-Job training program for CNAs at a local health care facility; new and expanding business opportunities in the county; and alternative short-term training programs that SMART supports, which gets individuals trained and into upward mobility careers quickly. The group was welcoming and a good time was had by all!



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

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:

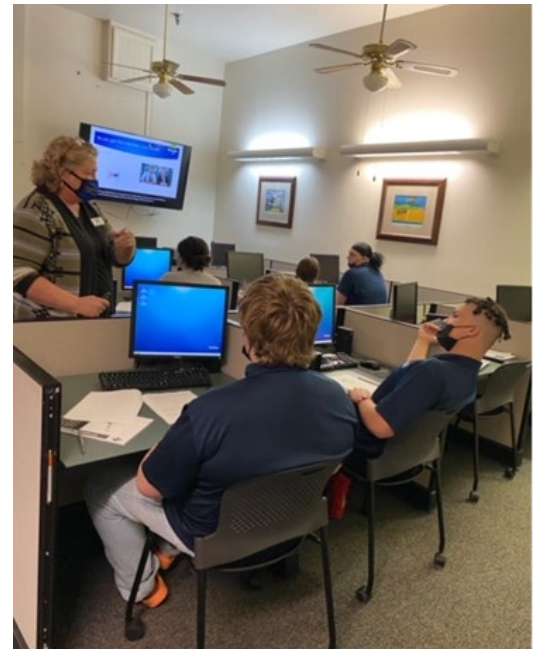
The River's Edge Academy is committed to providing residents with a safe environment and the opportunity to participate in treatment and services focused on developing pro-social life skills, an overall well-being and embracing positive values and connections within the community.

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!

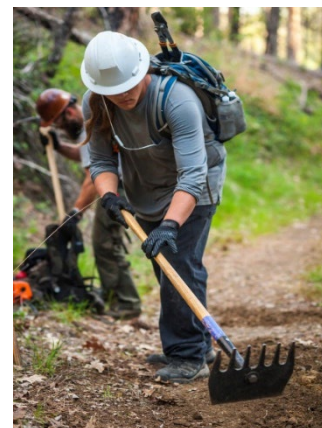
-Tiffany

Career Advisor

National Dislocated Worker Grant (NDWG) Spotlight

Whiskeytown National Recreation Area has been impacted by multiple wildfires within the last few years and SMART has had the opportunity to assist with damage and clean up multiple times. Whiskeytown has utilized 2018 Carr Fire NDWG, COVID NDWG and most recently we partnered to clean up damages by the 2020 September Wildfires NDWG.

Brian is a participant worked on our Carr Fire grant. He was hired on with Whiskeytown and quickly showed that he was a dedicated and hard worker. When the Carr Fire Grant ended, his supervisor requested to keep him working under September 2020 wildfires NDWG. He was able to continue his temporary employment with Whiskeytown as he worked to apply for permanent employment with the park service. He was able to secure a permanent position as a trail worker with Whiskeytown National Recreation Area, and will be starting his career in the same park he started as a temporary worker. Brian's supervisor is thrilled to continue with him and watch his skillset grow!

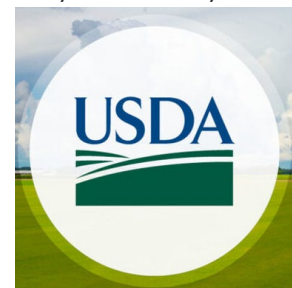


USDA Placemaking Grant Kicks off in Weaverville



Trinity County received a USDA grant to develop a plan for placemaking with a focus on Workforce, Economic, and Housing issues. On March 15th, CEO Wendy Zanolenti and Community Workforce Specialist, Heidi Miller, attended the Trinity County Community Visioning Session in Weaverville at the Fire Hall. It was well-attended by a good cross section of community leaders that were clearly passionate about their community and the future they want to help build here. You can follow the progress of the project here: www.trinitycountycaplacemaking.com

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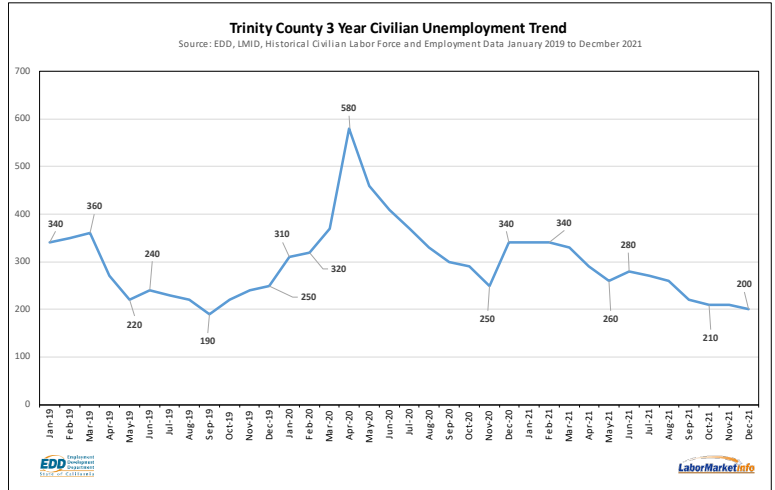


Changes in the Labor force led to challenges for employers

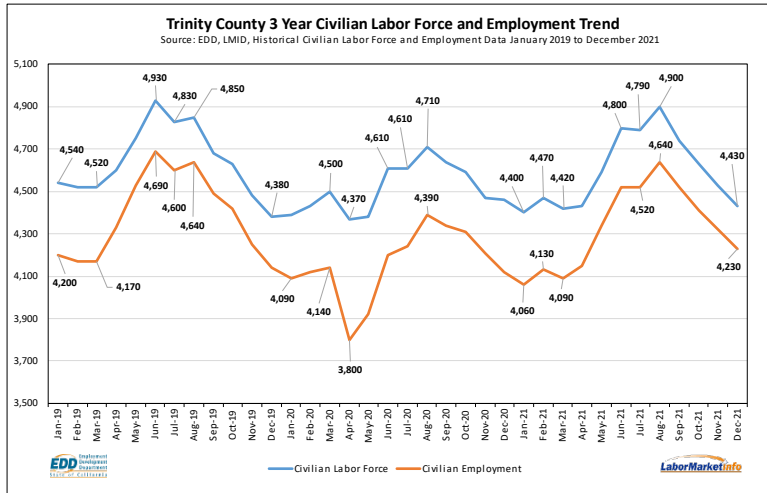
Often the headline when discussing unemployment focuses only on the percentage of unemployment. Is it higher or lower than the recent history? How has it changed over the last year? Is it going up or down? What is a good percentage and what is bad? However, that is only one facet of a complicated labor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

In Trinity County, as of December, the current civilian work force is 4,430, this includes everyone that is working, and everyone that is looking for work. Of those, 4,230 are currently employed. 2,00 individuals are currently categorized as unemployed. This is the 4.6% we see when looking at the current Unemployment Rate.

From November 2021 to February 2022, there were 217 job from employers in Trinity County. Even if each one of the individuals unemployed were a perfect fit for one of those jobs, the county could not fill each of these positions with the current unemployed.



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 Trinity 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 TRINITY COUNTY Q1 2022	
Job Title	Open Jobs
Health Diagnosing and Treating Practitioners	45
Counselors, Social Workers, and Other Community and Social Service Specialists	15
Other Personal Care and Service Workers	12
Health Technologists and Technicians	12
Life Scientists	10
Motor Vehicle Operators	8
Other Healthcare Support Occupations	7
Business Operations Specialists	7
Other Management Occupations	6
Art and Design Workers	6

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.

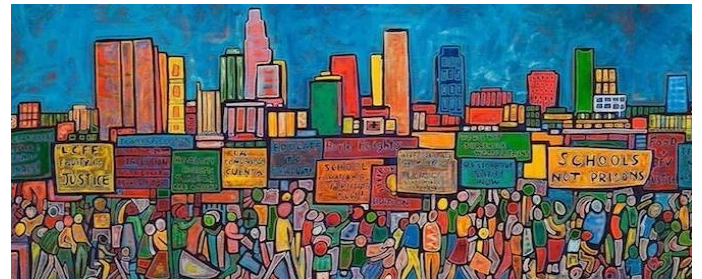


California Workforce Association Youth Symposium



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 Heidi

Heidi was raised here in Trinity County with a family winery upbringing. She has been a small business owner while working in the schools and the County of Trinity in

Human Resources. She has joined SMART as the Workforce Community Specialist, combining her recruitments skills with assisting both local business

and job seekers, coming together to make a better community. Heidi loves to garden, cook, travel, and play in the great outdoors which Trinity is known. Helping and encouraging people is what it is all about here and you can find that in Heidi



Trinity Career & College Expo

Trinity Together, in collaboration with SMART Workforce Center, Trinity County Health and Human Services, and Trinity County Office of Education will host the Trinity County College and Career Expo on April 29. The Expo is an interactive event for the students. All the county 11th and 12th grade students are invited, as well as the general public. Employers will be present with open positions, and have job applications on hand. On-site interviews and/or interview appointment are available. There will be a virtual option available where employers can speak face to face (virtually with attendees). SMART Workforce Center will have an information booth providing educational, occupational, employment, and skills training information & opportunities.



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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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

SMART
www.thesmartcenter.biz