



SMART Workforce Center Community Coordinator Report

SMART

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Q2-2023

SHASTA COUNTY EDITION

IN THIS ISSUE

SMART Career Centers Shine!

When Job Seekers choose employment assistance through SMART in Shasta, Trinity, Del Norte & Siskiyou Counties, they make a SMART choice! SMART Workforce Career Centers provide a full range of services to all Job Seekers. SMART offers many activities, information and tools to help you be successful. In our Job Centers you will find Resume Assistance, Skills Training, Workshops, Job Boards, Typing Tests, Labor Market Information, Computers & other office equipment for your Job related activities. You can call, fax, scan and email potential employers. And, we can assist you with Filing for Unemployment. Our Career Centers are fully staffed with Workforce Specialists at the ready to answer computer & technology questions. We have an extensive catalog of Workshops available to all counties, either in person or Video Conference. Topics include Resume Building, Job Search in Today's Digital Age, Interviewing Tips, Expanding your Network via LinkedIn, Transferable Skills, Computer Literacy, MS Word, Excel, and Quickbooks. Essential skills trainings include Adaptability, Communication, Collaboration, Resilience, Self-Awareness, and many other related topics.

Get ready to take your next steps in your career at the

America's **JobCenter**
of California™



Smart Workforce Center. You can realize your dreams!
START AT SMART!

We are accessible to all. We are here to support our communities in a timely, professional and compassionate manner. Drop in to our Job Centers or contact us at jobhelp@thesmartcenter.biz. In Shasta, Trinity & Siskiyou Counties, please call 530-246-7911, and Del Norte County 707-464-8347 for more information. Find us on LinkedIn, Facebook, and Twitter and Instagram.

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SMART PARTNERS WITH SHASTA COUNTY PROBATION

SMART is excited beyond measure to share that we are the recipient of the Shasta County Probation Department Vision Award for 2022, in an awards ceremony held on May 5! The Shasta County Probation Department had this to say about the SMART Workforce Center:

"The SMART Center's excellent staff have served many citizens of Shasta County over the past 40 years, providing assistance with the tools and resources needed to obtain employment. They work with our probation population, both youth and adults, teaching a variety of workshops about résumé creation, job search skills, and interview techniques. They also provide career assessments, computer literacy classes, and classes about soft skills like communication, collaboration, and adaptability.



On the Job Training and Work Experience Partners:

Haven Humane
 Pro Garage Doors
 Cascade Circle
 Emergent 3D
 Fasteners, Inc.
 Frank's Upholstery
 Redding Fashion Alliance
 Magnolia Homes
 Impact Solutions
 Mains'L
 Walgamuth Painting
 McEntire Landscaping
 Cascade Circle
 ACE Hardware
 Trinity County Resource
 Conservation District
 Shasta Gas & Propane
 FYRBX
 Shasta Builders Exchange
 Hayfork Watershed
 The Fly Shop
 McEntire Landscaping
 Polytek of Redding
 County of Trinity DOT
 Angela's Bead Art
 City of Crescent City

The SMART Center has played an instrumental role in the Rivers Edge Academy (REA) community reintegration process. Since partnering with them, several REA residents have gained employment at places like Costco, Taco Bell, McDonalds, The California Conservation Corps, Chick-Fil-A, assisted living, Jack in the Box, and Red Robin. They've provided thousands of dollars in support of our residents by purchasing interview clothes, work clothes, and uniforms and provided stipends for completing workshops. Their partnership has paved the way for probationers to have successful careers. "

We are honored to be the recipient of this award and consider it a privilege to work alongside the dedicated individuals that make up the Shasta County Probation Department

LET'S GET SOCIAL

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

LinkedIn

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

Instagram

https://www.instagram.com/the_SMARTcenter

Storm & Fire Grant update

SMART Workforce Center in Del Norte, Shasta, Siskiyou and Trinity Counties Disaster continue to administer grants for temporary, full time work to help our communities recover from the effects of recent Fires & Storms.

Special work opportunities through the 2023 Storm Grant are for available for the unemployed, to perform cleanup and repair work in Siskiyou, Del Norte, and Trinity County. SMART Siskiyou County is recruiting individuals for non-profits, municipal, and city/state agencies. In Trinity County SMART partners with US Forest Service, Watershed, and the Resource Conservation District for Fire disaster cleanup positions. Trails repair positions are available currently. These participants hike in to remote forest, and camp for multiple days, while performing fire cleanup. Additionally, there is a recreation crew that can work daily but go home at night.

The 2023 Storm crew with the County of Del Norte Maintenance and Parks Department has been doing prep work (scraping old paint, power washing, caulking and patching) and filling in cracks of the exterior of the Del Norte County Jail, getting it ready for the sealing of the building. The Maintenance Director has two full time positions available in that department that participants can apply for after completion of their work under the Storm grant.



Young Adult Success Story

Meet Cruz! Cruz joined our program as a recent high school graduate who was facing challenges in his job search. Despite his efforts, Cruz was not receiving any callbacks from the numerous places he had applied to. Recognizing his frustration, Cruz's family recommended that he try out SMART, and he later expressed that it was the best decision he ever made. Upon joining SMART, Cruz was quickly paired with a Young Adult Career Advisor. Together, they worked on updating Cruz's resume to highlight his skills, conducted mock interviews to improve his performance, and explored job opportunities that aligned with his financial needs and personality.

Through SMART's Special Grants Program, Cruz secured employment in assisting with fire damage clean-up in the Centerville burn scar and the Whiskeytown area. This role provided him with valuable hands-on experience working with a crew, operating equipment, and performing manual labor.



Upon completion of the grant, Cruz was swiftly hired by Shasta Gas and Propane through SMART's on-the-job training program. He currently holds a position there and has made remarkable progress. According to his supervisor, Scott, "Cruz is always reliable, willing to take on any task, and an excellent team player. We are grateful to have found him through SMART, and his growth during his on-the-job training has been remarkable."

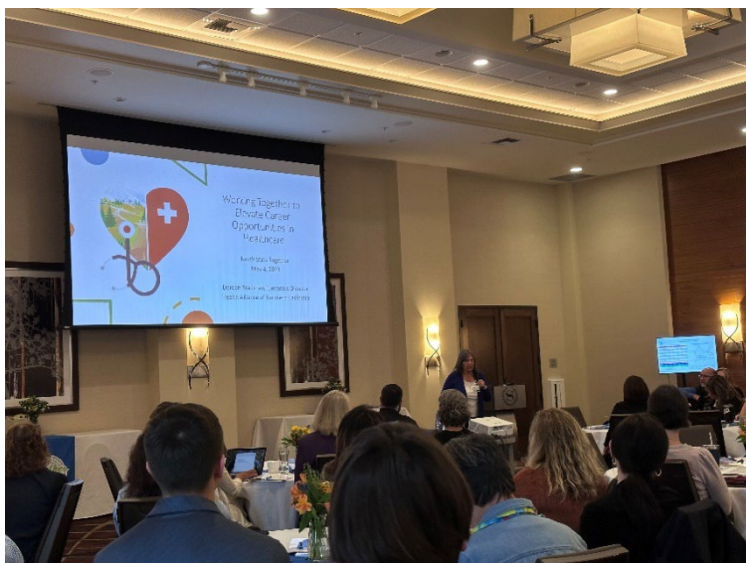
Cruz has recently obtained his forklift certification and is currently operating his own lift—an achievement that typically takes new employees at least a year to reach. When asked about his experience with SMART, Cruz expressed, "Everyone at SMART is incredibly helpful and kind. They regularly check in on me and offer their support. I wouldn't be where I am today without them." SMART takes immense pride in being a part of Cruz's journey and wishes him the very best as he continues to thrive as a full-time permanent member of the Shasta Gas & Propane family.

North State Together Summit

The North State Together Summit was held on Thursday May 4. This was an outstanding event that brought together stakeholders from across the North State region to discuss how to streamline pathways in Healthcare and Education. The focus of the summit was to explore new ways to provide career services and improve the overall wellbeing of local communities. The summit provided a unique networking opportunity for attendees to share their ideas and best practices, learn from one another, and collaborate to create new solutions for the North State region. Participants were able to engage with leading experts in the Healthcare and Education fields and take part in discussions that focused on improving career outcomes for residents.



One of the key topics of discussion at the summit was Cradle-to-Career Pathways in Healthcare and Education. This approach emphasizes the importance of supporting individuals from early childhood through their entire educational journey, and into the workforce. The goal is to create a seamless and supportive system that enables individuals to access the resources they need to succeed at every stage of their career journey. The summit also focused on how to create opportunities for underrepresented and underserved populations. By



focusing on equity and inclusion, the North State Together Summit aimed to improve access to healthcare and education for all individuals in the region, regardless of their socioeconomic status or background.

Overall, the North State Together Summit was a valuable opportunity for attendees to learn, network, and collaborate. Through this event, participants were able to come together to discuss important issues facing the region and work towards creating a brighter future for North State communities.

SMART Workforce Center Client Success Story - Sam



Sam D. graduated from Shasta High School in Redding, CA in June of 2020. He was academically gifted, achieving good grades and taking higher-level classes, including Advanced Placement and College Preparatory classes throughout his high school years. During high school, he took college classes, setting himself up for getting ahead in his college career.

Sam played in high school band and was a gifted drummer. Throughout his high school career, he played in a band formed by a group of his friends, and he played drums for the worship group at his church, all while achieving an impressive GPA. Everyone assumed that Sam was on a college-going track and he certainly had the academic and musical credentials to support it.

After he graduated from high school, Sam struggled with what he wanted to do next. As hard as he had worked for it, he wasn't sold on the idea of college and more schooling and he felt there had to be another way. He spent some time as a pizza delivery driver until the company he was working for went out of business. After that, he didn't feel compelled to continue on the traditional education route, but he knew he wanted to have a career that made a difference and would allow him to make enough money to create a good life for himself and for his future family.

Then he heard about the SMART Workforce Center's High Roads to Construction Careers program. This 6-week program would introduce Sam to various in-demand construction trades and allow him to explore options in construction, including hands-on, experiential learning. Sam had never been exposed to the trades before but he somehow felt a connection to this new and different experience.

During the 6-week training, Sam was connected to others that had been through similar training programs and had success stories to share about their experiences. He received certifications, including his OSHA-10, and he was able to experience projects that gave him an idea of what each of the construction trades had to offer. He also received more than \$500 in incentive payments that helped him offset costs of attending the classes.

After the program ended, Sam decided to further explore options in the Construction field. With the financial assistance of the SMART Workforce Center, he enrolled in Shasta College and achieved his certificate in Heavy Equipment Operating. He then enrolled in American Career Training Truck School and received his Class A Drivers license. Armed with this knowledge, after two years on the waiting list, Operating Engineers Local 3 invited him to join their Apprenticeship program. He went to Rancho Murieta to attend the Operating Engineers Local Union #3 six-week Heavy Equipment Operator Training School in May of 2023. On June 6, 2023, Sam was officially inducted into the Operating Engineers Local Union #3 Brotherhood, with the union pledging to teach and mentor him into the trade.



"I am so grateful to SMART for helping me not only to find this career but for all of the support and guidance they gave to help me be successful," Sam said, "Not only did they host the 6-week training, they provided me with a Career Advisor who mentored and cheered me on every step of the way, and they paid for my Construction Certificate and truck driver training. I couldn't have done this on my own. Now I've got a great paying career and I'm so excited about my future!"

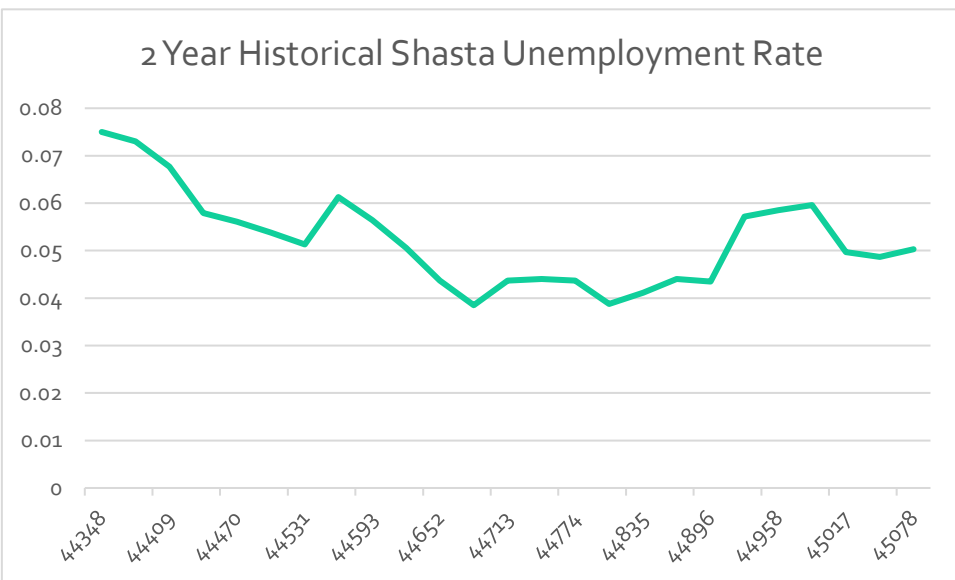
Unemployment mostly unchanged Shasta County

As of June 2023, In Shasta County, the civilian work force is 72,700, this includes everyone that is working, and everyone that is looking for work. Of those, 69,100 are currently employed.

The unemployment rate is 5.0% for February, this is up from 4.4% in the same time last year.

In raw numbers there are approximately 3,700 people currently considered unemployed in Shasta County. This is an increase of 500 unemployed in June of 2022.

While this is an increase in unemployment over the last year, most economists consider a 5% rate to be at or near full capacity. This may mean we've reached an end to the unusually low unemployment rates near 4% seen through much of the last year. We can continue to say that the unemployment rate is low. As the total number of participants in the labor force remains smaller than 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.

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.

In Demand Shasta County	
Registered Nurse	656
Sales Associate	340
Certified Nurse Assistant	286
Physical Therapist	259
Staff Nurse	253
Customer Service Representative	139
Shift Supervisor	136
Store Manager	134
Clinical Laboratory Scientist	122
Cashier	113
Pharmacist Technician	111
Assistant Manager	110
Licensed Practical Nurse	109
Occupational Therapist	107
Pharmacist	106
Software Engineer	106
Instructional Assistant	102
Registered Nurse ICU	101
Teacher	98
Telemetry Registered Nurse	96
Delivery Driver	94
Barista	89
Radiologic Technician	88
Senior Software Engineer	82
Assistant Store Manager	79

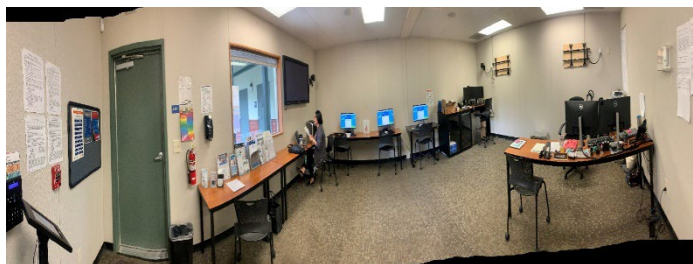
Source: www.zippia.com

Human Resource Network/In House Training

Angel from Human Resource Network in Trinity County provided an overview of their programs for the SMART Workforce Center on 5/31/2023. They are a grant funded private non-profit organization who provide Community Services such as Housing and Homeless, Tobacco Education, and Rape Prevention and Education. There are four emergency shelter units, three tiny homes, and one single wide modular; additional housing options are also available. Participants can access the transitional housing services for up to two years.

Domestic Violence and Sexual Assault Survivor support is also

offered. Childrens' Services include Child Care referral & assistance, Summer Programs, Head Start, Car Safety Seats, Bike Helmets, and a Welcome Baby program. Truly a safe haven and effective One Stop Shop for Trinity County. While in HRN programs, they are referred to SMART for Job Search assistance. Thank you for being an Angel in Trinity County! There are twenty-five total HRN staff assisting round the clock. 24 hour crisis line: (530) 623-HELP; (530) 623-2024, and e-mail hrn@hrntrinity.org.



Business Highlight

Meet Shasta Gas and Propane! They are a locally owned family company that was established in 1997 by Chuck and Judy Kinnie. Serving residential, commercial, and agriculture customers, Shasta Gas is located in Anderson and has been a vital partner of SMART. As you walk into their office, you are warmly greeted by their friendly staff, which includes Jason and his family.

Through SMART's On-the-Job Training Program, Shasta Gas has provided full-time employment opportunities to 10 individuals since 2021. Many of these individuals have experienced significant personal and professional growth, securing more advanced positions within the company. Others have taken the valuable experience and mentorship provided by Shasta Gas to explore new opportunities.

Jason and his team have played a pivotal role in offering strong mentorship, support, and growth opportunities to SMART participants. We are proud to collaborate with them and acknowledge their contribution. When asked about their experience at Shasta Gas, one SMART participant shared, "The environment is fantastic; it feels like a big family, and everyone is kind. My supervisor, Scott, is an excellent trainer who patiently answers questions and provides valuable feedback. Not many bosses are like that." Another client expressed, "This was my first real job, and I had no idea what to expect. They really took me under their wing. I started with almost nothing, and now I truly understand the meaning of hard work. Also, I was able to purchase my first truck."

The success stories shared by SMART participants highlight the positive and nurturing environment at Shasta Gas, where individuals are provided with the chance to grow both personally and professionally. SMART is grateful for the partnership and looks forward to continued collaboration with Shasta Gas as we help empower more individuals to achieve their goals.



SMART Professional Development:

- EDD/Cal Jobs Webinar- New Version updates
- Del Norte Economic Update 2023
- Rural Equity Grant- in house cross-training
- 2023 OSHA Record Keeping and Compliance: Avoid the Fines
- Human Resource Network- referral & cross training
- Essential Communication Skills Training
- TRINITY COUNTY WORKFORCE Roundtable
- Far Northern Regional Consortium/SMART
- Northstate Together Summit
- Best Practices- LMI & Occupational Data- NORTEC
- Anti-Harassment Training for CA Employees
- Creating More Inclusive LGBTQ Services- All staff training

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.

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