

# SMART Workforce Center Community Coordinator Report



Q3-2020

DEL NORTE COUNTY EDITION

IN THIS ISSUE

## 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

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

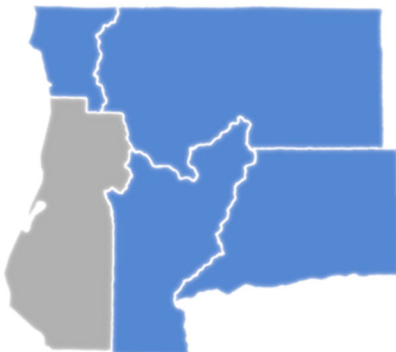
#### Disaster Grant Success

Meet Maggie Land and hear about her success on page 5



#### New Faces at Smart

SMART is hiring many new team members, meet some on Page 4



# Career Tech Education Advisory Board

Smart Program Manager, Christy Hernandez, participated in the first Del Norte CTE Advisory Board meeting of the 20/21 school year which also included local industry sector leaders/business owners. Topics of discussion included current pathways offered at all high school locations, upcoming trainings planned (customer service/work ethics) and breakout room discussions around skills industry partners are looking for in new hires.



**DEL NORTE**  
UNIFIED SCHOOL DISTRICT

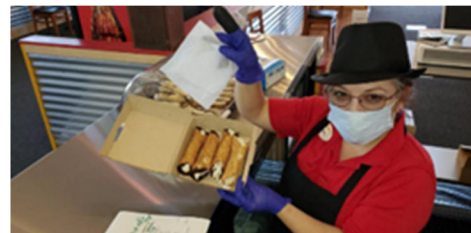
## Training Partners:

- College of the Redwoods (LVN, Pharmacy Tech, LVN to RN Bridge, and RN programs)
- Crescent City Skilled Nursing (CNA training)

## New Business Opens in Del Norte

Del Norte County welcomes new restaurant, La Cappella's, to Crescent City. Kathy and Joseph Lujan opened the Italian delicatessen on August 15th in the former Thai House building. Kathy is a certified chef with 35 years of experience cooking and teaching in the culinary arts. La Cappella's menu features Kathy's family recipes, including her grandmother's lasagna.

Before opening, Kathy searched out the Workforce Center's website and job postings, utilizing the North State Jobs self-post option for employers. Smart Career Advisor Amanda Sharp assisted Kathy with making sure the 4 new jobs were posted on both the Workforce Center's weekly jobs listings as well as North State Jobs.



\*La Capella's announced they would be closing their physical location mid-October, the owner stated that they were not going anywhere and would still find a way to cook for Del Norte, at Farmers Markets and other community events.



## DO YOU HAVE A PARTNERSHIP OPPORTUNITY?

Reach out to SMART on our Facebook page:

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

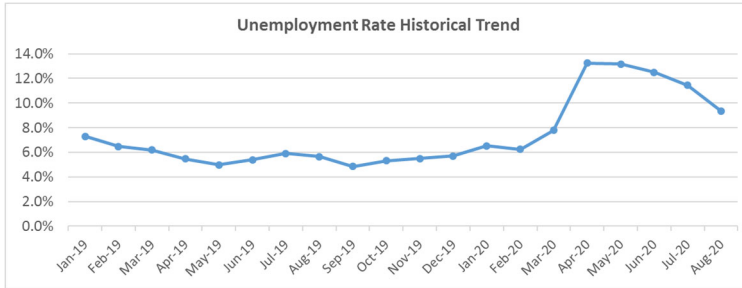
or our LinkedIn page:

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

we would love to hear from you.

## Unprecedented Times Call for Unprecedented Response

The unemployment rate in Del Norte County was 9.4 percent in August 2020, down from a revised 11.5 percent in July 2020, and above the year-ago estimate of 5.7 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 2 businesses to provide services and assistance during layoff and closure events. SMART has assisted over 180 businesses and their employees with Information, training, and Supportive services navigating the changes impacting our local economy.



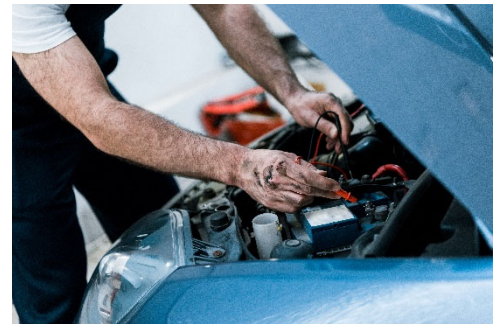
### NOW HIRING

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, 56 businesses have worked with SMART to post nearly 172 job listings and receive additional assistance.

#### Employers with the Most Job Ads

- Del Norte County Unified School District & County Office of Ed
- Sutter Health
- County Of Del Norte
- Sutter Medical Center
- The Home Depot Incorporated
- Harbor Freight Tools
- State of California
- O'Reilly Automotive Inc

Source: Employment Development Department – Labor Market Division



- 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 business and job seekers as they navigate the changing and emerging industries, opportunities, and challenging response to the pandemic.

# Hello Del Norte!

Smart brings on Del Norte as one of the 5 counties now under their organization. With Del Norte, came Christy Hernandez - Program Manager, Imelda Ramirez – Career Advisor and Amanda Sharp – Career Advisor.



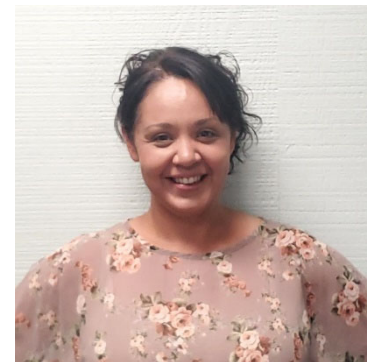
Christy started her career in workforce services in 2007 as a Career Advisor, assisting both adult and youth job seekers. Her favorite part of the job is

to see the many successes that happen with clients who find employment, especially after all the work they put in to training and job seeking.



**Christy Hernandez**

Imelda was born in raised in Del Norte County, and has worked in workforce services serving Adults, Dislocated Workers, and Youth since 2015. Her favorite part of the job is helping somebody go through an experience that makes them happy, confident and successful. Through occupation-specific training programs, she has been able to see hundreds of clients reach their career goals and become financially independent.

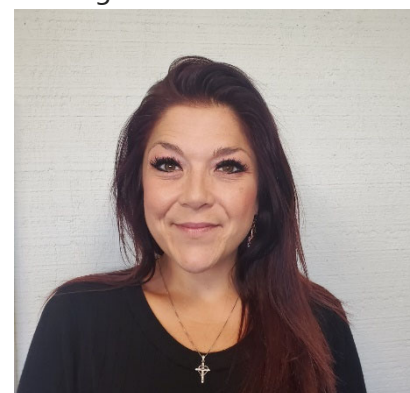


**Imelda Ramirez**

“Imelda goes above and beyond every time I need help! What she has helped me with would be too long to list. She truly cares about making a difference!!!” - Jessica - LVN student in her last semester at College of the Redwoods

Amanda has an AS in Behavioral Science from College of the Redwoods and is currently finishing her Bachelor’s degree in Social Work at Humboldt State University.

Amanda has 4 years of experience working in the workforce development field. Her passion for helping underserved populations, with an emphasis on the re-entry population, makes her even more passionate about working with special grants and the clients she serves.



**Amanda Sharp**



## Covid-19 Grant Assists the North State During Pandemic

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 Success: From NDWG Storm Participant to County Employee

Margaret "Maggie" Land was a part of both NDWG Storm projects (2017 and 2019) with Department of Parks and Recreation for County of Del Norte. When COVID restrictions hit Del Norte in March of 2020, her temporary work experience was suspended through the Storm grant, however, the County was able to hire her as temporary part time help in Parks and Maintenance. Due to Maggie's excellent work ethic, County supervisors encouraged her to apply for a permanent full-time position as Parks Maintenance Worker I, and she was chosen! She started her new job on September 3rd. Congratulations Maggie!

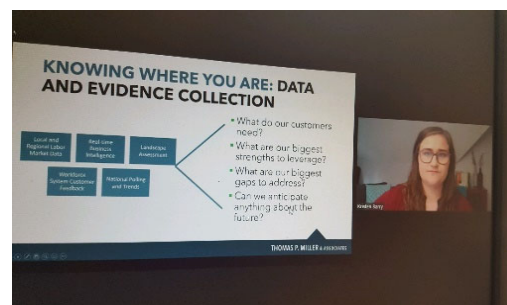


## VIRTUAL CWA Conference- CRITICAL IMPACT Meetings of the Minds August 8-10, 2020



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:

- Power of Three: Maximizing Business Engagement to Support Re-employment (CWA)
- Emerging Lessons from Summer Youth Employment (Aspen Institute)
- Supporting Businesses During a Pandemic (GoHumCo)
- Does Justice Involvement Mean a Slow or No Return to Meaningful Employment (Meeting of the Minds)
- Diversity: A Starting Place
- Unconscious Bias
- Being a Better Ally
- Social Media Planning
- CASAS National News and Updates
- CalJobs Navigation
- Wellness and Recovery Series (Rx Safe Del Norte)

### 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](http://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 5<sup>th</sup> 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

GREATER HAYFORK VALLEY



United Way of Northern California



Weaverville/Douglas City Parks & Recreation District

