

# SMART Workforce Center Community Coordinator Report



Q3-2022

DEL NORTE COUNTY EDITION

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## A New Growing Partnership Rises from Ashes



SMART Workforce Center and the USDA Forest Service have officially partnered to assist in disaster recovery. This is a major step forward for SMART's four rural counties as many major wildfires have impacted isolated terrain within the parameters of the USDA National Forests. This partnership opens the door for not only Temporary Job Creation but also Workforce Development with the USDA Forest Service.

The current agreement is specifically for Shasta-Trinity National Forest which was recently impacted



in 2020 by the August Complex Fire; and in 2021 by both the McFarland and Monument Fires. This agreement is in effect until July 31, 2027, and is overreaching for all four SMART counties: Shasta, Trinity,

Siskiyou and Del Norte. This gives SMART the ability to assist more individuals to recover from the impacts of not only wildfires but other disasters that may occur in the future.

National Dislocated Worker Grants, through the U.S. Department of Labor, are essential to not only assist those in the workforce, but also the public that utilizes public spaces, recreation areas and resources within the National Forests. SMART and the USDA Forest Service's five-year agreement has the potential to assist many rural communities recover from the aftermath of major wildfires and disasters. These grants provide employment opportunities and a potential entry point into many careers including Natural Resources, Fire Protection, Forestry, Land Management, Conservation, Logging, Agriculture, and Geographic Analysis Systems.

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## Partner Highlight- DNCCC

Smart would like to highlight Del Norte Child Care Council (DNCCC) in Crescent City, CA this quarter, and thank them for their partnership. They are a non-profit organization that provides resources such as child care subsidy, family child care referrals, toy lending library, school readiness, parent education, after school care and so much more.



We have partnered with DNCCC to provide an On the Job training opportunity in the main office and a Work Experience at their preschool, Little School of the Redwoods.

Both experiences worked out wonderfully, not only for DNCCC, but also our clients. The Work Experience client is now a full time Center Aide for Little School of the Redwoods. Zak Conger, Executive Director of DNCCC, had this to say about Smart, "We've gained integral staff that are serving

our community with high fidelity. I appreciated how approachable Smart staff were to answering questions. The paperwork was very straight forward and easy to comprehend. I would recommend others to reach out to Smart when hiring/recruiting, it's a very reliable option."

Thank you Del Norte Child Care Council for being a supportive and positive employer. Smart appreciates you.

### On the Job Training and Work Experience Partners:

LKQ

Haven Humane

Woody's Brewing

DNCCC

Little School of the Redwoods

Pro Garage Doors

Fasteners Inc.

Sizzle's Kitchen

Be Authentic Productions

The Hayfork Watershed Center

HomeStory Doors

SunMedica, Inc.

Cinders Wood Fired Pizza

Roberson & Sons Insurance

Shasta Builders Exchange

Turtle Bay Exploration Park

Noah Martin Wood Design

Grind Fire Defense LLC

Beard's Custom Cabinets

Michael Staszal D.O., P.A.

Trinity County Title Company

Dr. Kristi Davis OD

Electric Solar Solutions

Mobile Design

Shasta Tanks

SVM Plumbing

Holy Smoke



## Health Fair 2022

Del Norte County Public Health held their 2nd annual Health Fair in Beachfront Park. SMART Workforce Center staff tabled the event, sharing information about Smart's services with attendees. A few of the other organizations in attendance were Tolowa Dee-Ni' Nation, Tri-County Independent Living, Sutter Coast Hospital, Open Door Community Clinic, DNACA, Pacific Pantry and many more. Staff were able to connect with Tolowa Dee-Ni' Nation, Tri-County Independent Living and Coastal Connections to name a few, sharing information and discussing how we might be able to assist each other and help mutual



clients. This year's turn-out was far larger than last year, which made for a great networking event.

### 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](https://www.instagram.com/the_SMARTcenter)

## A Pharmacy Tech's SMART Story

Victoria came to SMART Workforce Center after having lost her business during COVID; as a Sole Proprietor of a Photography business, part-time. Though loving the creative aspect of her work, it did not bring in enough income to sufficiently support herself and her daughter. After some soul searching, exploring various career ideas and talking to available schools in the area, she decided to attend school for Pharmacy Technician. This job would allow her to grow in a career of high interest (medical related), provide full time work, and offer higher earning potential. The course was 40 weeks in length. The schooling included an Externship where she earned valuable hands-on experience; this Externship was completed at a local hospital. Victoria's goal was to continue on with a hospital or pharmacy full time after completion.

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*"Thank you so much for all your help, guidance, and support throughout this last year. I literally couldn't have done it without you & SMART".*

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The Pharmacy Technician course was offered in person. They also included remote/Zoom options as the pandemic continued on. Throughout training, the instructors commented that she was a very dedicated and hardworking student. She earned excellent grades and stayed focused on learning as much as she could.

Today she works for a local non-retail pharmacy full-time and is thrilled to experience success in a career change. This employment suits both her and her child's schedule and offers more standard hours. She is excited about a new career, where she will grow, gain experience and continue to provide her best work to an employer. Victoria is very appreciative of the sponsorship grant received by SMART and was excited to share a photo of herself and team at Owens.



## Dislocated Worker Success, Perla

Perla came into the Smart Workforce Center at the suggestion of a coworker. The business that they both worked for, Pacific Vision, was closing their doors, and she needed help with next steps.

"From the moment I reached out to the Smart Workforce Center seeking assistance and guidance as my job was terminating due to my employer retiring, staff was such great help. I expressed my interest in the Pharmacy Tech program and how I was referred to them. My Career Advisor quickly informed me of the opportunity and with such short notice did everything to get me into the program on time since we only had about a week to get all the paperwork in and registered! The program was completed in March of this year and throughout the time working with the staff, everyone has been very pleasant. They have gone above and beyond in making sure I had what I needed on time and assisted in every step of the way to accomplish my goals. I cannot be happier with my achievement in currently working as a Certified Pharmacy Tech at our local Walgreens and soon to acquire my state licensing as well! I am so very grateful for the Smart Workforce Center in our community and everything you have to offer. As a single parent on one income, I can truly say from the bottom of my heart, Thank you, you have helped me in achieving a better life for my family."



## E3 Summer Youth Program Update

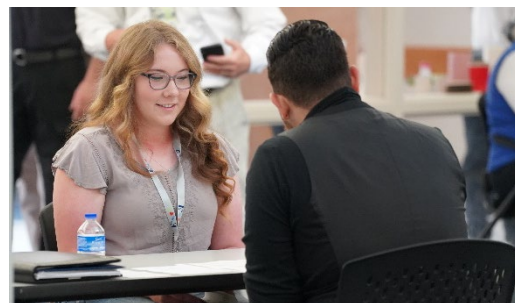
The E3 Summer Youth Program, a partnership between the Smart Workforce Center and Del Norte County Office of Education, was a huge success this summer! After a 2 year hiatus due to the pandemic, the program was able to come back bigger than before! This summer, E3 was able to put 37 teens to work in the community over the summer. After interviewing with the E3 businesses/organizations, the youth were selected and placed in a paid internship. Worksites this summer included Crescent City Harbor, IT Department at the School District, City of Crescent City, County of Del Norte, Del Norte Superior Court, Del Norte Fairgrounds, Family Resource Center, Del Norte High Music Department, Open Door Health Clinic, Resighini Rancheria, SeaQuake Brewing, Solomon Electric & Data, Sutter Coast Hospital and Tri County Independent Living.

Simone, one of our E3 participants, had this to say about the program, "What I liked best about E3 was that it helped me to refine my resume and sharpen my interview skills. I also liked how it gathered a variety of employment opportunities into one place and connected me to employers that I wouldn't have sought out otherwise. I would definitely recommend others to participate in the E3 program next summer."

The following is a quote from one of the worksite supervisors, "(Becoming an E3 worksite) is an opportunity that we have to give back to our youth! It is so important to teach them how to work, instill good work ethic, people skills, finding out what makes them stand out and mentor them in how to embrace qualities that they have that help to set them apart from others and to excel. I encourage more employers to be involved in this program."

The majority of students in the program returned to high school after the summer, and a small portion went off to their first year of college. Also, after showing what great employees our teens can be, some of the worksites chose to hire E3 participants after the program.

Overall, the 2022 E3 Summer Youth Program was a great success! We are looking forward to next summer and growing the program even more! This program was funded by the Del Norte County Office of Education.

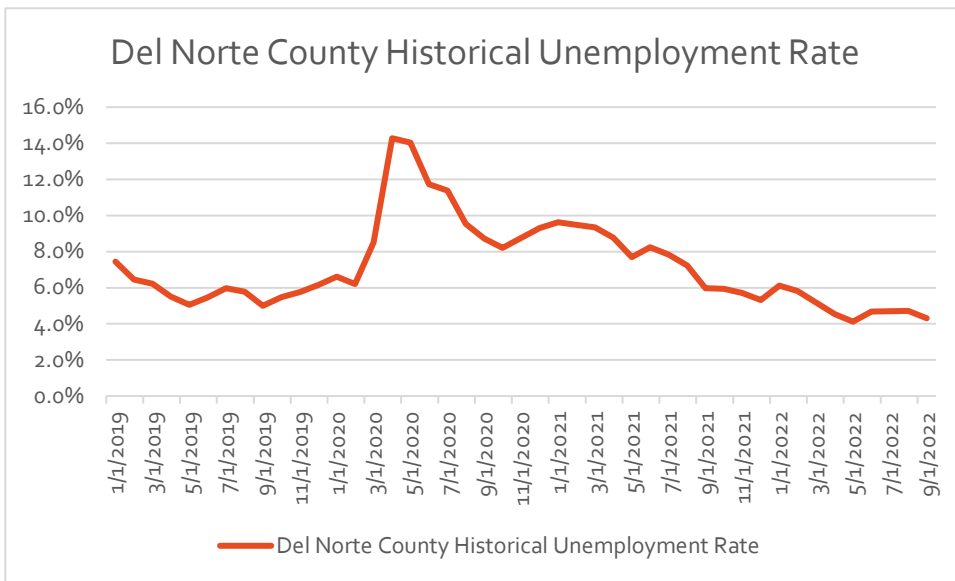


# Unemployment still very low in Del Norte County

As of September 2022, In Del Norte County, the civilian work force was 9590, this includes everyone that is working, and everyone that is looking for work. Of those, 9180 are currently employed.

The unemployment rate is 4.3% in September, this is up from a historic low of 4.1% in May of this year, however it is down from 6.0 % from August of 2021.

In raw numbers there are 410 people currently considered unemployed in Del Norte County. While this is an increase of 30 people unemployed compared to 3 months ago, it is still low and comparable to the unemployment period immediately preceding the impacts of the COVID19 pandemic.



Source [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

## Employers with the most Job Openings in Del Norte County

Sutter Health and Medical Center
Walmart
State of California
Walgreens
Starbuck’s Coffee Company
ATX Learning
CVS Health
Charter Communications
Heritage Healthcare
Leidos
National Park Service
Rite Aid

Source [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

If the labor force continues to shrink and unemployment remains low, it will become harder and harder 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 Del Norte 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.

## Generational Span in the Workplace

A generational awareness training was presented to SMART Staff, by SMART Business Representatives Breanna Walker and Chelsea Miller called "Generational Span in the Workplace". The mission of the training was to help staff be aware of the various communication needs and styles of differing age groups in an organization. Cultural, societal and technological changes can shape preferences and communication styles. Groups were identified as Traditionalists 1925-1945, Boomers 1946-1964, Gen X 1965-1980, Millennials 1981-1995, and Gen Z 1996-2012. This is the first time in history that five Generations are side by side in the workplace! The discussion included identifying strengths, needs, and values important to each. SMART presenters shared that Traditionalists value loyalty and rules, black and white thinking, and writing as their communication style. They also want to be able to teach others. Boomers value context, the need be heard and want to feel relevant. They prefer face to face communication. Gen Xers value responsibility, direct communication and to feel empowered to make their own decisions. Millennials valued confidence, growth, flexibility, and purpose. Gen Zs are resourceful, prefer face to face communication, and don't want to be "put in a box". The goal of the exercise was to increase awareness of the generational communication styles. It is important to be able to leverage the strength of every generation, suspend assumptions, communicate in a way that motivates all and build an intergenerational community.

### SMART Professional Development:

- WIOA Program Enrollment I: The WIOA Title 1 Application – CalJOBS
- WIOA Program Enrollment II: Participation, Activity Codes and Case Notes – CalJOBS
- Employer Services I: Creating and Managing Job Orders – CalJOBS
- Employer Services II: Recruiting Candidates – CalJOBS
- Redwood Coast Region Economic Virtual Summit – Growing Forward 2022
- Privacy at Department of Homeland Security – DHS
- Overview of the Public Workforce System – Workforce GPS
- Ethics in the Workplace
- Anti-Harassment
- Foundations of Customer Service – Udey
- Foundations of the Americans with Disabilities Act (ADA)
- Implicit Bias – University of Ohio Kirwan Institute



## New Face at SMART - Asher

Asher is a Crescent City local, Del Norte High graduate who has 7 years of Customer Service and Sales experience, that brought to the forefront his true passion of working with and helping people. Being extremely thankful to join the SMART team, he is excited to support the community and eager to share a genuine smile with all, while representing the brand proudly. During his days off you can find him playing sports with his children or yard selling with his Border Collie Shiloh Gump. His long term dream is to own a 'mom & pop' shop where he plans to be a sandwich artist, greeting customers by riddle and song.



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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875 5<sup>th</sup> Street  
Crescent City, CA 95531

Shasta County: 530.246.7911  
760 Cypress Ave Suite 210  
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

