



SMART Workforce Center Community Coordinator Report



Q3-2023

SISKIYOU COUNTY EDITION

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SMARTS 4 County Quest

SMART is on a Quest throughout our 4-county region to support employment equity and individual, community and industry resilience.

The Quest grant is a National Dislocated Worker Grant (NDWG) awarded by the Secretary of Labor, under Section 170 of Workforce Innovation and Opportunity Act (WIOA). The Department of Labor funds two types of NDWGS. The first is Disaster Recovery and Employment Recovery which provides funding to create temporary employment opportunities to assist with clean-up and recovery efforts, when an area impacted by disaster is declared eligible for public assistance by the Federal Emergency Management Agency or otherwise recognized by a federal agency with authority or jurisdiction over federal response to the emergency or disaster. The second is Employment Recovery NDWGs temporarily expand capacity to serve dislocated workers and to meet the increased demand for employment and training services following a qualifying event such as major economic dislocations or mass layoffs.

The COVID-19 pandemic resulted in substantial effects on the health and prosperity of the nation, its people, and its businesses. While these impacts were widespread and varied, they were not evenly distributed across populations. Women, immigrants, lower-wage workers, people of color, people with disabilities, individuals who were formerly incarcerated, veterans and other workers from historically marginalized communities were impacted in their employment due to the pandemic.

SMART will be working in our 4-county region including Del Norte County, Siskiyou County, Shasta County and Trinity County to assist those who have been adversely affected by the COVID-19 pandemic and the social and economic inequities that the pandemic exacerbated, to enter, return to, or advance in high-quality jobs through structured and paid work-based learning opportunities as well as approved industry demand educational programs.



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SMARTS rings in the 'Noon Year'

SMART Staff started off the new Fiscal year by commemorating the old to ring in the new! We took time to celebrate the remarkable achievements of the SMART Workforce Development team across all four counties. "Noon Year's Eve" marked the culmination of a truly outstanding year in workforce development,

where SMART invested more than \$4.6 million in our communities to create opportunities, change lives, and build a brighter future for all.

SMART's commitment to community development shone brightly throughout the fiscal year. With initiatives ranging from paid on-the-job training to work experiences, individual training services, NDWG Temporary Jobs, and over 650 individual client support services, SMART invested not just funds, but also time and effort into making a tangible difference where it matters most—our communities.

One of the most significant accomplishments this year was the support provided to 278 adult job seekers. These individuals found themselves on a path to success, with average wages exceeding \$25 per hour. SMART's dedication to not only finding jobs for clients but supporting them as they secure long-term, full-time employment has a lasting impact on the lives of these job seekers and their families.

Equally impressive was the guidance provided to 115 young adults, who were able to participate in career exploration through SMART's programs. With an average wage of more than \$16 per hour, these young individuals are not just earning a living; they're building the foundation for promising futures and starting their journey into the future of the workforce.



In total, SMART's job centers extended their reach to more than 5,000 people, proving that the impact of workforce development is substantial and far-reaching. By assisting job seekers, SMART is not only changing lives but also contributing to the growth, prosperity, and economic development of the entire community.

SMART also led the way in several special grants, putting individuals to work alongside established partners such as the US Forest Service, Whiskeytown National Park, County of Del Norte, Ruth Lake Community Services District, Trinity County Resource Conservation District, CalTrans, Humboldt Bay Municipal Water District, The Watershed Research and Training Center, and others, in a collaborative effort to clean up from natural disasters such as Storms and



Fires throughout our region. Through SMART, these grants infused several millions of dollars into our communities while also helping to restore the unique beauty and accessibility of our North State natural resources.

SMART's commitment to excellence was further exemplified by the successful participation in 15 performance audits throughout the year. The impressive feat of achieving ZERO findings speaks volumes about the meticulous check and balance system in place, ensuring that every resource is used efficiently and effectively.

The work that SMART does extends far beyond mere numerical data and statistics. It's about the cultivation of trust within strong teams, creating profound and meaningful connections with job seekers, fostering relationships with community partners, and engaging in close collaboration with local employers to create opportunities for all. SMART is not just an organization; it's a force for positive transformation in our regions.

As we celebrate "Noon Year's Eve" and bid farewell to a fantastic fiscal year, let's also look forward to the promising opportunities and challenges the new year will bring. With SMART leading the way, we can be confident that the future holds even more success stories, brighter futures, and stronger communities.

NORTH SISKIYOU JOB FAIR COMING SOON!

Mark your calendars, dust off your resumes, and get ready for an event that promises to be nothing short of spectacular. The North Siskiyou Job Fair is back and bigger than ever! Hosted by SMART Business Services in collaboration with College of the Siskiyous, Siskiyou Works, and Southern Oregon Goodwill, this year's job fair is going to be an absolute blast, and we can't wait to tell you all about it.

Date: Tuesday, October 24th, 2023

Time: 10:00 AM to 2:00 PM

Location: The historic Old Gym at Yreka High School

This event wouldn't be possible without the teamwork of SMART, College of the Siskiyous, Siskiyou Works, and Southern Oregon Goodwill. Calling all job seekers! Get ready to meet some of the region's top employers who are eager to connect with you. Whether you're seeking your first job, looking to switch careers, or just curious about the exciting workforce opportunities in Siskiyou County, this is the place to be.

Are you an employer looking to connect with talented individuals eager to make a difference in your organization? Look no further! We invite all employers to register for this incredible event by filling out the Employer Registration Form on the SMART website, or call 530-657-0139.

SMART PARTNERS WITH SOLANO'S HOME IMPROVEMENT

SMART has been excited about the opportunity to partner with Solano's Inc., a locally owned retailer that has been an integral part of Siskiyou County since 1975. With a rich history of commitment to the community, Solano's Inc. has now expanded to four convenient locations in the South County, making them a go-to destination for all your hardware, home improvement, equipment and event rental, and contractor building supply needs.

But that's not all! We've recently had the incredible opportunity to join forces with Solano's for an exciting On The Job Training program within their dynamic accounting department. Karen Cabron, the remarkable Accounting Manager, had nothing but praise for our partnership and wanted to share her enthusiasm with fellow business owners who might be contemplating utilizing SMART's services. She exclaimed, "I think you guys are a business owner's dream come true for those businesses that are willing to give it a try and do a little extra to help get and retain employees."



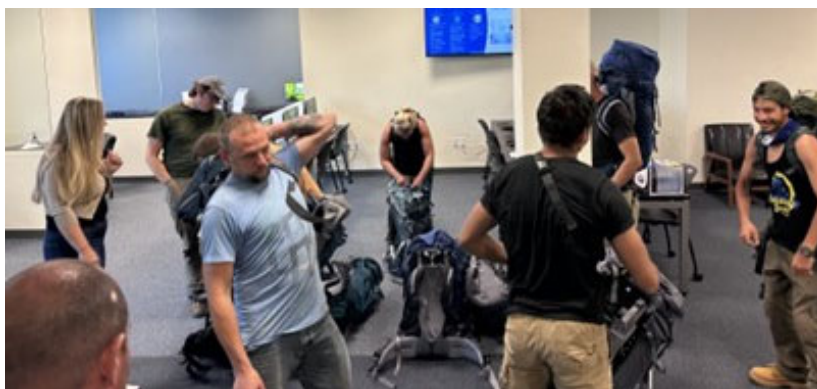
Karen's passionate endorsement of SMART has truly warmed our hearts, and we are beyond excited to continue this community partnership. We can't express enough how grateful we are for her support and enthusiasm. So, remember, when it comes to your home improvement and hardware needs, look no further than Solano's, where they truly live up to their motto – "Do It Best." We're here to support them every step of the way, and we can't wait to see what the future holds for our collaboration

On the Job Training and Work Experience Partners:

Pro Garage Doors
Cascade Circle
Fasteners, Inc.
Redding Fashion Alliance
Magnolia Homes
Walgamuth Painting
McEntire Landscaping
FYRBX
Polytek of Redding
County of Trinity DOT
Angela's Bead Art
Solano's Inc.
Mountain Valley Health Center
Watershed Resource Center
TCRCD
Dr. Kristi Davis OD
Haven Humane Society
City of Weed
Berryvale Grocery
Trindel Insurance Fund
Papa Dogs Taphouse & Deli
Kaleidoscope Coffee
Bright Futures Children Center
Tri-County Independent Living
Lil Smiles Daycare

Storm & Fire Grants Pack Up and Head Out

SMART Workforce Center has several special work projects through NWDG (National Dislocated Worker Grant). These temporary employment opportunities include recovery efforts from the effects of recent fires and storm. Work duties are as follows: ash and waste cleanup, roads and trail repair, waterway cleanup and restoration, and burned tree and brush removal. A supervisor and their crew hike in for several miles a day, and camp overnight for multiple nights, packing in their gear and food. SMART is able to supply their camping gear through these NWDG sponsorships. In this photo you can see the work participants excitedly trying on their new gear as they prepare for their 'jobs in the woods' providing forest restoration in the beautiful wildlands of Northern California.



Dustin's Story

The special grants SMART facilitates directly benefit people like Dustin. Here is a look into that impact, in his own words.

"Hello, my name is Dustin. Over the course of the past few years I've found employment through the NWDG/Special Grants Program, completing fire cleanup projects, under the directive of Danielle of the Smart Workforce Center. Danielle and SMART have greatly attributed to the quality of my life.

In 2020, when I was first employed to assist in a fire cleanup project, I was ready for a career change. I'd worked as a Horticulturist, on and off, for the twelve years prior to coming to SMART. I no longer wanted to work in that line of work, and was greatly interested in forest work, at whatever capacity that I might qualify as.

SMART gave me that opportunity to break into that new line of work, without having to acquire another degree. At the end of next month, I will begin my new career as a backcountry trail maintenance worker, for the Forest Service, based out of a location that's only six miles from my house, working in the most beautiful portion of wilderness that I have found.

Prior to coming to SMART, I'd travelled all over the West Coast, hiked each of the mountain ranges and most of the National Parks. Trail work had always been an option that I had considered, but not something that I had known how to break into.



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

Thank you, Danielle, and SMART for putting in the effort to make these grants happen and for providing me with the opportunity to network and develop my skills in new and interesting ways!"

SMART Partners with Siskiyou Climate Collaborative

On August 30th, 2023, in the picturesque town of Dunsmuir, California, an event of great significance took place—the Siskiyou Climate Collaborative Kickoff: Uniting for Climate Resilience. This event marked a pivotal moment in the region's ongoing battle against the escalating impacts of climate change, including wildfires, droughts, and extreme weather events. The climate grant awarded \$1.5 million dollars to unite the Siskiyou Economic Development Council environmental partners Shasta Valley Resource Conservation District, UC Coop Ext Siskiyou, Siskiyou Outdoor Recreation Alliance, Karuk Tribe Department of Natural Resources and through workforce with SMART Workforce Center.

The Siskiyou Climate Collaborative Kickoff was a significant milestone to proactively address many weather events that have happened recently in Siskiyou County. CEO, Wendy Zanotelli is integral in SMART's involvement as a project partner, joining forces with a diverse group of collaborators, reflecting a united front against the escalating threats posed by wildfires, droughts, and extreme weather events. Through planning, deep listening, and equity and inclusivity, they aim to create a brighter, more resilient future for Siskiyou County, where both nature and communities can thrive in the face of a changing climate. The committee approach is rooted in fairness and accessibility, ensuring that all residents, including tribal communities and underserved populations, have a voice and access to resources.

SMART looks forward to continuing our partnership and making even greater impact to the communities of Siskiyou County. For more information about the Siskiyou Climate Collaborative, visit this website:

<https://www.siskiyoucounty.org/climatecollaborative>



Second Chance Grants

SMART Workforce Center has been given special funding through the State of California to assist Justice Involved individuals on active parole or probation. There are two grants that we are utilizing to assist our clients. The P2E (Prison to

Employment) is for those seeking employment and the RERP (Regional Equity and Recovery Plan) is for those clients that are seeking education and training for a career.

These grants provide much needed job seeking assistance, work-based learning opportunities and educational opportunities to those that are transitioning from incarceration and back into the workforce.

The grants were rolled out in June and since then several clients have gained employment in the food service, retail, and community outreach industries. We have also been able partner with the Step-Up program and assist students with clothing needed for the heavy equipment program at Shasta College. 4 clients recently completed the Forklift Certification training at Shasta Builders Exchange, adding to their resume for more opportunities to secure employment.

Smart looks forward to assisting the many clients that will be served with these Second Chance grants!

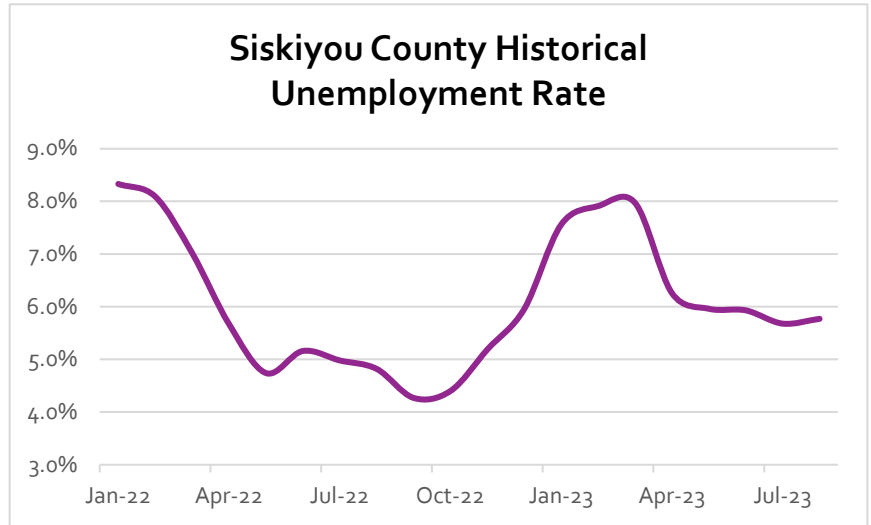


Siskiyou County Labor Market Update:

As of August 2023, In Siskiyou County, the civilian work force is 17,230 this includes everyone that is working, and everyone that is looking for work. Of those, 16,240 are currently employed.

The unemployment rate is 5.8% for August, this is up from 4.8% in the same time last year.

In raw numbers there are approximately 1,000 people currently considered unemployed in Siskiyou County. This is an increase of 190 unemployed since August of 2022.



Source www.labormarketinfo.edd.ca.gov

While this is a minor 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 in 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 Siskiyou 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.

Major Employers Siskiyou County

College of the Siskiyou
Electro-Guard Inc
Fairchild Medical Clinic
Fairchild Medical Ctr
Klamath Health Svc Inc
Klamath National Forest
Mercy Medical Ctr Mt Shasta
Mt Shasta Resort
Nor-Cal Products Inc
Plant Science Inc
Rain Rock Casino
Roseburg Forest Products
Scott Valley Unified Sch Dist
Siskiyou County Alcohol & Drug
Siskiyou County Human Svc Dept
Siskiyou County Public Works
Siskiyou County Road Dept
Siskiyou County Sheriff
Siskiyou Golden Fair
Siskiyou Joint Cmnty Clg Dist
Siskiyou Lake LLC
Timber Products Co
US Forest Svc
US Forestry Dept

<https://labormarketinfo.edd.ca.gov/>

College of the Siskiyous Back To School

Autumn means back to school season for all. This was true for the College of the Siskiyous Fire Academy. On August 29th SMART Workforce Center joined a classroom of budding hopefuls for their orientation. SMART has assisted students in the Fire Academy Training at the College of the Siskiyous since establishing our presence in Siskiyou County. There were many community resources presenting to the class, such as the counseling center at College of the Siskiyous, to let them know that they have a network of support committed to helping them achieve their academic goals through this program. Community Workforce Specialist Kendall gave a brief history of SMART and highlighted how we are here to help current students succeed in their training and find career success once they have graduated. We were able to highlight current resources available to them such as tuition assistance and supportive services that could help pay for their uniforms. We also informed them of the services available to them after they are finished with schooling and entering job search. Capturing these future job seekers through this partnership has been a fantastic avenue to set up these individuals in our community succeed and excel in their long term career goals in fire fighting. As SMART's presence in Siskiyou grows through these outreach efforts we've been able to help more and more of these students.



SMART Professional Development:

- Connection Café-Help Me Grow
- Del Norte Regional Economic Summit 2023
- NVEAC-Wage & Hour: Most Common Violations
- Trinity County Workforce Roundtable
- Trinity County Economic Dev Workshop
- Shasta County Veterans Services Training
- LMI & Occupational Data- NORTEC
- Equity & Access Committee- NORTEC
- AFWD/SMART Best Practice
- Accounting Software Training- MIP
- SMART/in house Best Practices- ETPL, Supportive Services
- Essential Communication Skills Training

2023 Regional Economic Summit

On September 21st and 22nd, the Regional Summit Planning Committee held their first in person Regional Economic Summit. The State of the Redwood Coast Region Conference took place at the Ukiah Convention Center and attendees from various organizations within Del Norte, Humboldt, Mendocino and Lake Counties were in attendance. The line-up for the 2023 Conference, titled Our Elemental Economy, did not disappoint! Attendees were able to hear State highlights from Senator Mike McGuire, as well as from regional speakers on various topics including climate and disaster resilience, project pipelines, and renewable energy projects. There was also plenty of economic data from Dr. Robert Eyler. SMART's Program Supervisor, Christy Hernandez, served on a Workforce panel in one of the breakout sessions to discuss the power of partnerships and creating a talent pipeline. A huge thank you to Arcata Economic Development Corporation, Humboldt Area Foundation, Redwood Region RISE and North Coast Opportunities for a great conference!



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.

Del Norte County: 707.464.8347
875 5th Street
Crescent City, CA 95531

Shasta County: 530.246.7911
760 Cypress Ave Suite 210
Redding, CA 96001

Trinity County: 530.623.5538
30 Arbuckle Ct
Weaverville, CA 96093

Siskiyou County: 530.657.0139
582 Main Street
Weed, CA 96094

