



SMART Workforce Center Community Coordinator Report

SMART

www.thesmartcenter.biz

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SHASTA COUNTY EDITION

America's **JobCenter**
of California™

SMART Honors Veterans

As part of our ongoing commitment to supporting our nation's veterans, SMART was proud to participate in Veterans Appreciation Week in collaboration with Shasta College. Shasta College dedicates this special week to recognizing and honoring the contributions of our student veterans, and SMART was honored to take an active role in sharing information about our veterans' programs to benefit students and the broader community.

Throughout Veterans Appreciation Week, SMART dedicated our social media platforms to highlight the importance of supporting veterans and their spouses, raising awareness about our programs to foster a deeper understanding of why employers should actively seek to hire veterans.

Through informative posts, we will shared the unique qualities that veterans bring to the workforce.



Emphasizing attributes such as leadership skills, adaptability, and a strong work ethic, we aim to encourage employers to recognize and appreciate the immense value veterans can bring to their teams. From career training initiatives to job coaching, SMART is committed to providing the support needed for veterans to thrive in their post-military careers.

For businesses looking to make a positive impact and tap into the wealth of talent within the veteran community, SMART also offers information on our education and On-the-Job training program. We believe that empowering veterans with the right skills not only benefits them individually but also enriches our workforce.

To stay up to date on how SMART honors the service and dedication of our veterans, like and follow us on Facebook and Instagram. Together, let's build a future where veterans and their spouses thrive in both education and employment opportunities.

Inside This Issue

Smart Job Fair

SMART hosts the Fall Job Fair
Page 7



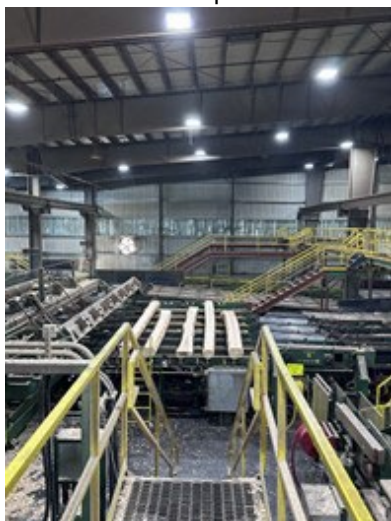
SMART tours Sierra Pacific Industries



SMART Workforce Center staff explored the heart of Northern California's logging industry by touring Sierra Pacific Industries' mill locations in Burney and Shasta Lake City. The experience was nothing short of eye-opening, shedding light on the North State business's deeply rooted impact on the local community.

Sierra Pacific Industries, a longstanding pillar of Northern California's business landscape, is a testament to the region's industrious spirit. With a history of over seven decades, the company has evolved into a powerhouse, supporting hundreds of employees across the North State.

One standout aspect of Sierra Pacific Industries is



its unwavering dedication to sustainability.

The mills are not just places of production; they are hubs of innovation, constantly striving to eliminate waste



and reduce their environmental footprint. This commitment positions SPI as an industry leader and aligns seamlessly with SMART Workforce's goal of fostering sustainable employment for our clients.

SPI's commitment to community development resonates strongly with SMART Workforce's mission to empower individuals and uplift communities through growing and developing a local workforce.

Thank you, Michelle and Company, for the incredible tour of the work you do! We're looking forward to our continued partnership and connecting individuals with opportunities that align with their skills and aspirations. We are inspired by the example set by SPI—a company that truly embodies the spirit of the North State.



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

SMART Workforce Center Joins Forces at Hill Country's 1st Annual Homeless Youth Community Outreach Event



In a dedicated effort to make a positive impact in the community, the SMART Workforce Center participated in the Hill Country 1st Annual Homeless Youth Community Outreach event, held on Saturday, October 7th at the Redding Teen Center in Shasta County. The event served as a vital platform for outreach, education, and support for at-risk young adults facing homelessness. SMART took the opportunity to host an informative booth, where community members and young adults could learn about SMART's innovative Young Adult Program.

Focused on individuals aged 18 to 24, SMART's Young Adult Program offers a lifeline for those navigating adulthood and entering the workforce. The program encompasses a range of support initiatives, including workshop incentives, resume assistance, job coaching, and the chance for young adults to engage in paid work experiences and on-the-job training within their chosen career pathways.

Adult Success Story Shasta College Fire Academy

"Thank you for the financial as well as emotional support while attending Shasta College Fire Academy. It helped me reach my goal in doing something I love. I knew it was the right thing, and your support helped move me towards it without incurring extra debt. This occupation is so meaningful for me, as it allows me to give back. I previously was a Chef. Firefighting is something I look forward to and want to go to work. I plan to grow in the field. I spoke to the Fire Chief to help me continue to make plans. He recommends that I complete Emergency Medical Technician and additional Fire Science classes, this will give me the opportunity to increase pay & benefits. And, if I do take additional classes at Shasta College, I have rehire rights at CalFire. My long term goal is for a Fire Science Bachelors Degree. On a personal note, I am getting married next week! Excited but nervous! Thank you for everything SMART!"



On the Job Training and Work Experience Partners:

Pro Garage Doors
Shasta Historical Society
Mobile Designs
Superior CA Economic Development (SCED)
Magnolia Homes
County of Del Norte
Trinity Lumber & Building Supply
Polytek of Redding
County of Trinity Auditors
Solano's Inc.
Mountain Valley Health Center
Mountain Western Log Scaling & Grading Bureau
Blink Optometry
Harrison Marine & RV
Berryvale Grocery
Trindel Insurance Fund
Papa Dogs Taphouse & Deli
Kaleidoscope Coffee
Tri-County Independent Living
Lil Smiles Daycare
Human Resource Network
Shasta YMCA
Lawn Care Perfection
Bryant Automotive
Sierra Pacific Industries
Burney Water District
Carrels Office Equipment
Berry Curtis Insurance
US-Offsite Holdings, Inc.
County of Trinity Animal Shelter
Trinity Players, Inc.
Patients Hospital

EMPLOYER HIGHLIGHT- BURNEY WATER DISTRICT



SMART Workforce Center in Shasta County is excited to partner with Burney Water District to provide an On the Job Training opportunity for Cody M. as a Utility Worker. This participant relocated from Iowa, where he previously worked in the field of Wastewater Management. He is currently attending the Water/Wastewater Management Certification program at Shasta College and is finishing up classes for this semester. Cody is working on obtaining industry certifications specific to California. In partnership with the Shasta College Water/Wastewater Treatment program, the Burney Water District is able to provide the student with valuable paid work experience, with the help of SMART. Cody was living in Redding. He has since relocated to Burney for this great opportunity, where he is putting his school training to use while also now 'immersed' in hands on learning at the water district.



CALIFORNIA FORESTRY SUMMIT- SMART PARTNERS

SMART Workforce Center proudly attended the Fall California Forestry Workforce Summit, a significant event presented by the Foundation for California Community Colleges' Resilient Careers in Forestry program and hosted by Shasta College at the Gaia Hotel. This statewide summit aimed to build upon the discussions initiated at the California Forestry Workforce Summit earlier in the year at UC Davis. Federal and state leaders gathered to identify challenges and resources for effective, equitable workforce development in forestry and wildfire management, essential for Californians seeking meaningful employment in this crucial sector.

With a diverse group of stakeholders participating, including government and tribal representatives, forestry professionals, researchers, and educators, the summit fostered a multilateral dialogue on crucial topics like recruitment strategies, legislative perspectives, the student and trainee experience, public-private



partnerships, rural housing and economic development, and workforce needs across the supply chain. SMART's very own CEO, Wendy Zanolenti, played a pivotal role by sitting on a panel, discussing SMART's commitment to supporting training and learning opportunities for new hires and employees. This event reinforced SMART's dedication to fostering a skilled and resilient workforce in forestry and wildfire management.

P2E Grant Success!!

William J was referred to SMART by his probation officer for job search assistance. While enrolled in this grant, he was able to apply for and have an interview with a local company. We assisted him with interview clothing. Though his interview went well, the employer was concerned about his ability to get to work. We were able to assist him with getting a bike and he was offered the job. William has been riding his bike to work. He is doing office janitorial work. We will continue to assist him as he transitions into his employment as well as assist him with obtaining his Driver's License.



Young Adults Success Story

Elizabeth joined our program with limited job experience, having only volunteered in childcare for a family friend's daycare. Despite this, her ambition to work in a museum in France was evident. Within a short span of 2 and a half weeks, Elizabeth independently secured a position at Bath and Body Works and initiated a valuable Work Experience (WEX) at the Shasta Historical Society (SHS). Since her commencement at SHS, Elizabeth has thrived, garnering admiration from all her colleagues. Her dedication and enthusiasm for her role have made her an invaluable member of the team. Elizabeth has expressed her desire to continue working at SHS for as long as possible until she eventually fulfills her dream of relocating to France. Her rapid success and positive impact on the SHS team highlight the effectiveness of our program in facilitating professional growth and achievement of individual goals.



Empowering Employers Through Quest

The QUEST grant program, spearheaded by SMART, is a powerful initiative aimed at supporting businesses and underserved job seekers in training and development. During the online Q&A, employers gained valuable insights into the intricacies of the program, learning how to leverage it for the betterment of their workforce and the overall economic landscape.

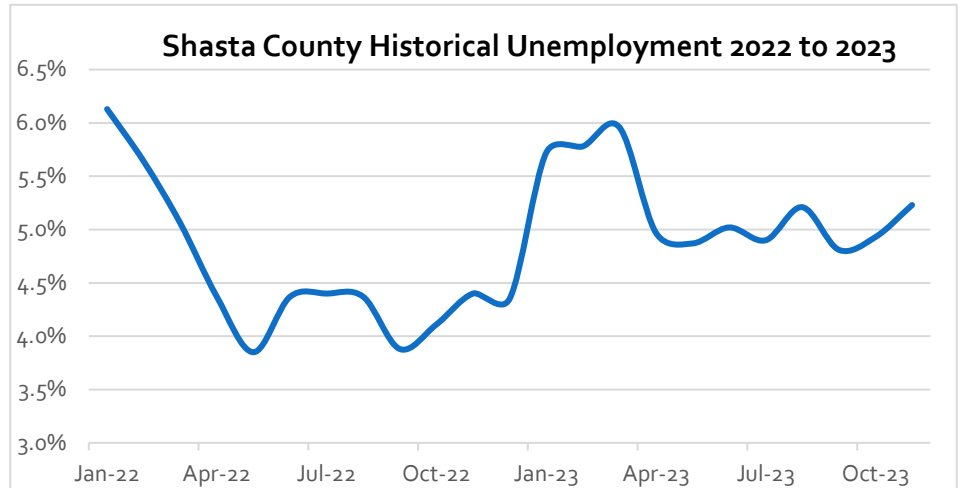
A standout feature of the QUEST grant program is its commitment to inclusivity. Individuals facing employment challenges, including those unemployed for four weeks, low-wage earners, women, and underrepresented minorities and community members, may be eligible for specialized training programs and up to 50% wage reimbursement when hired by businesses participating in the program. Additionally, these job seekers may be eligible for supportive services to help them succeed in the workplace and ensure positive outcomes. Employers who extend opportunities to individuals facing obstacles in the job market may also be able to tap into the Work Opportunity Tax Credits (WOTC) offered by the State of California. This financial incentive further encourages businesses to actively engage in inclusive hiring practices, fostering a diverse and resilient workforce. Businesses can receive substantial wage reimbursement when hiring individuals who meet the eligibility criteria, providing a financial boost for both employers and employees. Accessing Work Opportunity Tax Credits adds an extra layer of financial support for employers committed to creating diverse and inclusive workplaces. SMART Workforce Center's commitment to facilitating these vital connections between employers and valuable resources underscores its dedication to building stronger, more resilient communities. As businesses navigate the post-pandemic landscape, initiatives like the QUEST grant program serve as catalysts for positive change, creating opportunities for both employers and job seekers alike.

Shasta County Labor Market Update:

As of November 2023, In Shasta County, the civilian work force is 71,700 this includes everyone that is working, and everyone that is looking for work. Of those, 67,900 are currently employed. The unemployment rate is 5.2% for November, this is up from 4.4% in the same time last year.

In raw numbers there are approximately 3,800 people currently considered unemployed in Shasta County. This is an increase of 500 unemployed since November of 2022.

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. Over the last year Shasta has not gone over 6% and remained mostly flat. 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.



Source www.labormarketinfo.edd.ca.gov

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.

Major Employers Shasta County

Anderson Union High Sch Dist
Bethel Church
Blue Shield-California
Costco Wholesale
County of Shasta
Dignity Health Mercy
Enterprise Elementary Sch Dist
Home Depot
Iris Global
Mayers Memorial Hosp-Burney
Grand Oaks School
Redding Lumber Transport Inc
Shascade Community Svc
Shasta Community Health Ctr
Shasta Regional Medical Ctr
Transportation Department
United States Postal Svc
Veterans Home of California
Vibra Hospital of Northern CA
Walmart Supercenter
Win-River Resort & Casino

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

SMART Hosts Fall Job Fair

On Tuesday, October 3rd, SMART Workforce Centers proudly hosted the Fall Shasta Job Fair at Simpson University, and we are delighted to report that the event surpassed all expectations, thanks in no small part to the invaluable contributions of our local partners and sponsors.

The Fall Shasta Job Fair was a true collaborative effort, uniting Job Seeking agencies, the Employment Development Department (EDD), local colleges, and High School Career Technical Education (CTE) Programs. The collective aim was clear – to assist businesses in meeting the evolving demands of the future workforce. By spotlighting opportunities within Shasta County, the event not only emphasized the importance of keeping our workforce local but also provided employers with a platform to cultivate and develop their own talent.

The success of the Fall Shasta Job Fair would not have been possible without the generous support of our sponsors: Hilltop Springs Senior Living, Rush Personnel Services, North Valley Employer Advisory Council, Home Medical Professionals, Turtle Bay Exploration Park, Sheraton Redding at the Sundial Bridge, County of Shasta, Stephens Media Group & Q97. We are deeply grateful for their commitment to the event and the positive impact it has on our community.

Equally, our planning partners played a pivotal role in ensuring the event's success. We extend our sincere thanks to Simpson University, O2 Employment Services, Shasta College, Reach Higher Shasta, and EDD for their dedication and collaboration.

Looking forward, we are excited to announce that plans for the Spring 2024 Shasta Job Fair are already underway. The overwhelming response and positive outcomes from the Fall event have inspired us to continue fostering connections between talented individuals and local opportunities. If you would like to stay updated on future events and be added to our email list, please contact us at <https://www.thesmartcenter.biz/contact-us>

As we celebrate the achievements of the Fall Shasta Job Fair, we express our gratitude to all who participated, supported, and contributed. Together, we are shaping a brighter future for our workforce and community.



Elevating Human Resources: Insights from the North State SHRM HR Summit

As we reflect on the final quarter of 2023, we are thrilled to share the invigorating and enriching experience that SMART Leadership had at the North State SHRM HR Summit, held at the Gaia Hotel in Anderson, California. The theme, "Elevate Human Resources," encapsulated the essence of the event, and our team returned with a wealth of knowledge and inspiration.



The summit served as a testament to the vital role Human Resources professionals play in the success of organizations today. Not only are we on the front lines, but we also contribute significantly to strategic alignment for success. The ever-expanding toolbelt of HR professionals requires continuous development, and the summit provided a platform for just that. The sessions were designed to prepare us for the challenges and opportunities that lie ahead. From emerging trends to

innovative practices, the summit was a melting pot of ideas and insights. SMART Leadership actively participated in workshops, panel discussions, and networking sessions, gaining valuable perspectives on how to navigate the dynamic landscape of HR.

In a profession that demands professionalism, passion, resilience, and grace, the need for mutual support and camaraderie is paramount. The summit offered SMART Leadership the chance to connect with like-minded individuals, fostering a sense of community among HR professionals. Part of the days' events included a fantastic Speaker and Leadership Trainer, Aric Bostick. Aric spoke about the importance of understanding employee behavior and the critical element it plays in determining organizational success.

The collective energy of the event re-energized our team, ensuring that we return to our roles with renewed vigor and commitment to our own internal workforce development.

SMART was not just a participant but a proud Partner Sponsor of the North State SHRM HR Summit. This sponsorship reflects our commitment to the HR community and our dedication to advancing the profession. As part of our engagement, SMART Business Services set up a booth at the event, showcasing the incredible and beneficial services we offer. It was an excellent opportunity to keep our State Human Resource Partners informed and up-to-date on the resources available to them through SMART.

As we close the chapter on the North State SHRM HR Summit, we are excited to carry the momentum into 2023. The upcoming year promises a host of opportunities for professional development, collaboration, and re-energizing moments. SMART has already begun planning for the 2023 HR Summit with the aim of providing an even more enriching experience for our community. The North State SHRM HR Summit was not just an event; it was a reaffirmation of the importance of HR professionals and the need for continuous growth and collaboration. SMART Leadership is grateful for the experience and looks forward to sharing the insights gained with the broader SMART community. Here's to a successful and impactful 2023!

SMART Professional Development:

- Ethics in the Workplace
- Mandated Reporter Training
- Anti-Harrasment Training
- North Valley EAC-Labor Law Updates-Tips for Employment Litigation Risks
- TRINITY COUNTY WORKFORCE Roundtable
- Society for Human Resource Management (SHRM)
- Best Practices- LMI & Occupational Data- NORTEC
- Equity & Access Committee- NORTEC
- AFWD/SMART Best Practice
- SMART/in house Best Practices-California Training Benefits/EDD
- Essential Communication

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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