



SMART Workforce Center Community Coordinator Report

SMART

www.thesmartcenter.biz

Q1-2021

SHASTA COUNTY EDITION

North State Builds, the pre apprenticeship program starts!

A pre-apprenticeship program began in this quarter, in partnership with North State Builds (northstatebuilds.com) and North Central Counties Consortium Workforce Board, Butte, Colusa, Glenn, Humboldt, Shasta, Sutter, Tehama, Yuba County's America's Job Centers, and local apprenticeship programs. This SB-1 grant will be able to serve approximately 280 people in the various counties. Outreach efforts are being made to all populations, including disadvantaged and underserved in our communities.

This course is a special opportunity to introduce participants to the various fields of construction. After completing the 5-week course, students can choose to apply to an Apprenticeship program which trains workers to become skilled in a particular trade.

In Shasta county, The Smart Workforce Center held their first week of class, starting March 2. This module covered Work Readiness, career exploration, job

expectations, building a resume, and math preparation. After this was completed, students started their pre-apprenticeship training. The remainder of the class and hands on activities take place at North State Builds in Redding. North State Builds represents construction workers and contractors in 14 Northern California Counties, in construction and development advocacy, and investment in pre-apprenticeship & apprenticeship training programs.

The Pre-apprenticeship curriculum includes Construction Industry Awareness, Construction Trade Awareness, Construction Health & Safety (OSHA & CPR), Tools and Materials, Construction Math, Heritage of the American Worker, Diversity in the Construction Industry, Blueprint Reading, Green Construction, and Financial Responsibility. Students receive a stipend for completing each week of class.

IN THIS ISSUE



If you or someone you know is in need of a job or of an employee, please contact the Smart Workforce Center, thesmartcenter.biz or contact Shasta County Office at (530) 246-7911; Humboldt County Office at (707) 441-5627; Trinity County Office at (530) 623-5538; Siskiyou County Office at (530) 657-0139; Del Norte County Office at (707) 464-8347.

Inside This Issue

Business of the Quarter

Partnership with IOT begins, page 2



P2E Grant starts

See how we are changing lives on page 6



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.



Developing Partnership with Redding Institute of Technology

Smart Workforce Center has coordinated with Redding Institute of Technology (IOT) in expanding North State vocational training opportunities with WIOA workforce grants.

Smart is excited to collaborate with IOT and offer sponsorship assistance for a variety of training programs to WIOA participants. This support allows our clients to expand their skills and provide stepping stones to career success in many fields. IOT offers vocational training and preparation for several

occupations, including Nursing, Medical Assistant, Pharmacy Technician, Physical Therapy Assistant, Medical Billing & Office Administration, and HVAC. Smart supportive services may also be available to the students while in training including assistance with required scrubs, supplies, etc.

Once their training is complete, Smart can assist with resume preparation, practice interviewing and job referral as well as interview or work clothing.

Smart currently has referred multiple candidates in Shasta & Tehama counties for sponsorship. Application for assistance is completed on a case by case basis.

Young Adult: On the Job Training partners:

- Shasta Tanks and Propane
- SVM Plumbing
- Technisoil- Warehouse Laborer

Young Adult: Work Experience partners:

- Hella Apparel
- 2nd Street Gallery
- The Mailroom
- Crystal Geysers Roxane LLC
- Haven Human Society
- Shasta ENT
- A Beautiful View
- Garden Authority

On the Job Training Partners:

- Hope Crisis Response Network, Inc.
- Zach Bay State Farm- Insurance Account Representative
- Michael Staszal, DO PA
- Trinity County Tile
- Dee Stover Insurance
- Moore's Heating & Air
- Beard's Custom Cabinets-Woodworker
- Garden Authority
- Granada Gardens
- Redding Fashion Alliance
- Impact Solution
- Peerless Building Maintenance-Warehouse Drive
- Hambro Forest Product
- Kristi Davis OD
- McEntire Landscaping Inc
- Solano's Home Improvement Center
- Rain Rock Casino

SHASTA COUNTY MAJOR EMPLOYERS

Bethel Church	Dignity Health Mercy Oncology	Pike Co Inc
Blue Shield-California	Forest Service	Redding Lumber Transport Inc
Bridge Bay At Shasta Lake	Home Depot	Shascade Community Svc
City of Redding	Iris Global	Shasta College
Costco Wholesale	Mayers Memorial Hosp-Burney	Shasta Community Health Ctr
County of Shasta	Mercy Medical Ctr Redding	Shasta County Admin Office
Transportation Department	Walmart Supercenter	Shasta Regional Medical Ctr
USPS	Win-River Casino	Vibra Hospital of Northern CA
Veterans Home of California		

Sierra Pacific Job Fair

Sierra Pacific Industries and Sierra Pacific Windows held a job fair on February 18, 2021. Participants had an opportunity to apply with one of our region's largest employers- who were offering a multitude of positions available with growth potential and great benefits!

It was a great opportunity for job seekers to speak with SPI representatives and learn more about employment opportunities in their Northern California regions. After the job fair SPI held open interviews, for each of their open positions. Attending the job fair was a great way for candidates to stand-out from the crowd!

Brought to you in partnership with Smart Workforce Center, Job Training Center, and Alliance for Workforce Development, Inc.

www.spi-ind.com/careerfair



LET'S TALK CAREERS!
FEBRUARY 18th 8AM-10AM & 4PM-6PM
REGISTER TODAY: WWW.SPI-IND.COM/CAREERFAIR

\$17.50-\$35.00
\$1,500 HIRING BONUS*

We are hiring for 10 different North State Locations!

- * Anderson Sawmill
- * Burney Sawmill
- * Oroville Sawmill
- * Shasta Lake Sawmill
- * Quincy Sawmill
- * Red Bluff Windows
- * Red Bluff Millwork
- * Richfield Millwork
- * Richfield Reman
- * Trucking Division

*We are an EEO/Equal Opportunity Employer, including those with a disability and veterans.

Brought to you in partnership with:

SHASTA HEALTH
ROCK STARS



Shasta Health Rock Stars

Smart Workforce Center is involved in a rural healthcare collaborative grant. As part of this partnership, health care providers in Shasta

County recently launched a new website, dedicated to Promoting Health Careers in Shasta County. The site lists all education pathways and all health providers in Shasta County. There is a great Health Career Pathways chart to show the many careers available in the industry (and a good resource for Smart staff in all 5 of our counties). At the end of the pathways chart, it says "Which Path Would You Take For A Career In Healthcare?" and the you can choose "K-12, Career Counselor, Workforce Center, VA Center". This collaboration and website is a great example of the various resources for workforce development agencies coming together in partnership.

<https://shastahealthrockstars.org/> and check out their video <https://youtu.be/YeSJUkeWThY>

There is also a page dedicated to careers and open positions. In many of the open position categories, Smart is listed with a link to our NorthStateJobs portal.

<https://shastahealthrockstars.org/shasta-county-healthcare-careers/>

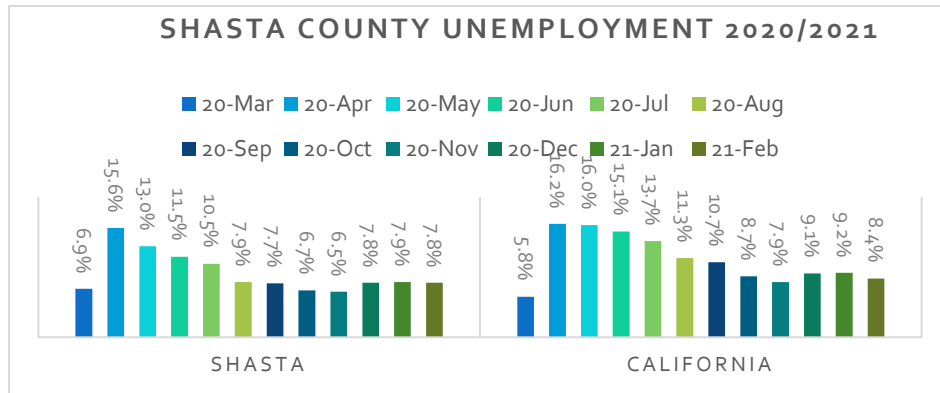
This site is a great resource for clients interested in healthcare careers in Shasta County. Siskiyou County is also working on something similar through their collaborative. The site is linked on the partners page of our Smart website.

Unemployment Levels Off

The unemployment rate in Shasta County was 7.8 percent in February 2021, down from a revised 7.9 percent in January 2021, and above the year-ago estimate of 5.4 percent. This compares with an unadjusted unemployment rate of 8.4 percent for California and 6.6 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 50 businesses to provide services and assistance during layoff and closure events. SMART has assisted 643 businesses and their employees with information, training, and supportive services navigating the changes impacting our local economy.

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, 468



NOW HIRING

businesses have worked with SMART to post job listings and receive additional assistance.

Employers with the Most Job Ads

- Tile and Marble Setters
- Home Health/Personal Care Aides
- Construction Laborers
- Counter & Rental Clerks
- Light Truck or Delivery Drivers
- Equipment Operators
- Plumbers, Pipefitters, Steamfitters
- Electricians
- Computer User Support Specialists
- Teachers Assistants
- HVAC
- Phlebotomists
- Telecommunications Installers
- Medical Assistants
- Automotive Service Technicians



Source: California Employment Development Department reports for Redding, California

- Smart has enrolled over 275 people in our services to get training, education, and/or jobs this year.
- Smart has had over 2,500 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 businesses and job seekers as they navigate the changing and emerging industries, opportunities, and challenges in response to the pandemic.

P2E, Prison to Employment is Here!

Smart Workforce Center has a state grant funded opportunity through the Workforce Innovation and Opportunity Act, for recently released justice involved individuals. This is a great opportunity for those are looking for a second chance at a better life. The program is employment focused, and provides assistance to the job seekers in securing recent work experience based on their interests, aspirations, and willingness to learn new skills. Employers can benefit in many ways by participating in P2E including:

- OJT- partial wage reimbursement On the Job Training
- Paid Work Experience
- Fidelity Bonding
- Work Opportunity Tax Credits (WOTC)
- Employer/employee supportive services
- Community Impact

Our P2E team coordinators, Carrian, Robin, and Amanda are currently recruiting for interested participants. Smart has already been successful in locating two work placements. The first individual was interested in accounting. He did have some previous work experience in construction, however he wanted to explore a new career. He is now working the through Smart P2E grant, in an Office Assistant position, gaining valuable skills and experience in an Office and Accounting environment. A second participant recently started working as a Landscape/Construction laborer. Smart assisted them both with resume polishing, interview practice and work clothing, and is paying wages during their training and onboarding.

SMART Medical Assistant sponsorship - Success Story - Adult client

A current Smart participant attended the Shasta College Medical Assistant program-2 full time semesters plus externship for approximately 13 weeks. She did well, earning solid Bs & Cs.

Smart sponsored the schooling program, and assisted with scrubs, shoes, & books. Once she completed her coursework, she interviewed for an Externship at both Women's Healthcare & Shasta Regional Medical Group. She received an offer from Shasta Regional Medical Group, and she completed her Externship successfully, gaining valuable hands on work experience.

After Smart assisted with Resume Preparation, it was time to apply for a permanent position. She applied to many of physicians' offices and clinics, at times getting discouraged but she kept on trying. Smart provided leads including, but not limited to; Shasta Community Health Center - Medical Assistant (HOPE Center); Patient Care Navigator and Visit Coordinator; Medical Assistant for 21st Oncology; and Medical Assistant for Hill Country Health & Wellness SMART set up a meet & greet with Smart Business Services Representatives to explore possible OJTs. The client expressed appreciation for all the job search assistance, encouragement and leads. She was hired as a Medical Assistant for a local orthopedic surgeon with a starting pay was \$16.00 per hour, and she is now earning \$17.50.

Here is what she had to say through the process:

"I appreciate the job leads you have provided to me"

"I am still working off and on during this pandemic, and remain on the front lines like all the other Essential Medical Healthcare Professionals".

"Thank you so much for being a part of my journey to my career!"



Carr Fire Grant Update

The Smart Center was awarded funding for a National Dislocated Worker Grant (NDWG) in 2018 for the recovery efforts of the devastating Carr Fire. Participants were working on jobsites in both Whiskeytown National Recreation Area as well as City of Redding up until early 2020 when Shasta County was put under shelter in place orders. It has now been almost a year and Smart and our partners were able to reopen these jobsites and continue to get participants active and working once again.

Smart currently has 21 active jobsites where participants are working to repair what was destroyed during the Carr Fire. These efforts are only possible due to NDWG funding and the hard work our participants put forth. Funding from National Dislocated Worker Grants help our community in a multitude of ways; from repairing trails that are enjoyed by the community to assisting individuals with re-entering the workforce. The work the participants complete is long-standing and is appreciated and utilized by the many individuals that choose to recreate here.



Other Training SMART received:

Dynamic Works Trainings:

- Foundations of Workforce Development
- Motivational Interviewing
- Ex-Offender Job Development Series
- Overcoming Employer Resistance
- Master in Casenote Management
- Business and Economic Development Intelligence
- Workforce GPS – Using CareerOneStop to Provide a Successful ReEntry Transition Inside & Outside of Correctional
- Untapped Talent: Diversifying through Fair Chance Hiring
- Dr. Robert Eyley Economic Update – Del Norte
- CalJobs – P2E and AB 1111 Caljobs Refresher Webinar
- Implicit Bias Training

Wednesday Trainings!

Smart Workforce Center staff from all five counties joins in for trainings each Wednesday morning at a bright and shiny 8:30 a.m. The trainings equip staff with information and strategies for handling a variety of topics they use in their daily work at the Smart Centers.

The trainings kicked off in early February with Wendy Zanotelli, CEO of Smart Workforce Centers. Wendy gave an overview of Smart's current and past services and put them in economic perspective with facts like these: 440 individuals received education, training, support services, and living wage jobs from Smart's programs in the last year.

In later trainings, staff members geared up on services and requirements in Smart's major grants, such as the Dislocated Worker and Young Adult grants, and learned in-depth information about on-the-job trainings and work experiences. In the last eight months, Smart has employed residents in 33 on-the-job trainings alone, so the presentation outlined useful facts for staff.

Later trainings touched on social media initiatives, referral pipelines for outreach, and accounting details. The final part is critical information that helps clients get paid as soon as possible.

One training season is over and was fact-packed. Smart staff is looking forward to the next series of trainings.

"SMART is committed to continuous improvement and putting forth our best efforts to support the education and training efforts of our staff in the areas of equity and economic justice."

-Marie Granberry, CFO, Smart Workforce Center

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 5th 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

