

SMART Workforce Center Community Coordinator Report

SMART

www.thesmartcenter.biz

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SHASTA COUNTY EDITION

IN THIS ISSUE

SMART Expands Workshop Offering

SMART Workforce Center is gearing up to re-launch an extensive offering of over 30 in person & virtual workforce trainings to the North State! Workforce training cultivates workers to tap into their potential as well as assisting local businesses to “Future-Proof” their workforce through cultivating their own staff.

SMART strives to build a learning experience that fosters development with not only Job Search Skills, but also the Soft and Life skills needed in the modern workforce. SMART offers onsite trainings at our regional Americas’ Job Centers of California (AJCCs) locations, but also through Zoom to better reach all residents and business within the Shasta, Trinity, Del Norte and Siskiyou counties.

“There’s a rapid change in skills needed in the workforce. Having access to affordable training is necessary.”
Maureen Herbert

Do you want to optimize your staff performance and achieve a more flexible and dynamic workforce? Do you want to upskill your new or existing staff to meet the challenges of the ever-changing marketplace? Today technology alone isn’t enough to transform a business and boost their profitability. Success often takes

people with the right skills who are passionate and have a strong sense of purpose to drive amazing results.

SMART Training focuses on:

- Actionable learnings on targeted topics
- Progressive educational tracks that build upon each other for longitudinal continuing education
- SMART can adjust educational programs based upon employer knowledge and industry needs
- SMART Young Adult Career Advisor integration can provide an even deeper dive into Soft and Life Skills for participants enrolled in this 18- to 24-year-old program.

According to Laboissier & Moushed’s article The Skills Gap, 40% of American employers say they cannot find people with the skills they need, even for entry-level jobs. 60% of employees complain they don’t have the skills for the jobs they desire. There is a “SKILLS GAP” that represent a massive pool of untapped talent! Strategic employers need to learn how to “Tap that Gap” and cultivate those potential employees. The more your team learns soft skills such as Communication, Adaptability, Problem Solving, Time Management, the Entrepreneurial Mindset, Self-Awareness,

America’s **JobCenter** of California™

Financial Literacy and Collaboration they become not only more highly skilled, but your team as a whole also begins to thrive! There is nothing more powerful than a synergized highly skilled team focused on the same goal they feel passionate about. Let SMART help you achieve your workforce training goals in 2022!

For a catalog of available courses, visit <https://www.thesmartcenter.biz/workshops>

Inside This Issue

Business of the Quarter

See what Pelanconi Landscape is growing on page 2



New Faces at Smart

SMART hires a new instructor, read her story on Page 6



Trunk or Treat

This year SMART was an active participant in Pathways to Hope for Children's annual Trunk or Treat event during the last week in October. We dressed up and decorated the open trunk of a vehicle as a construction crew, promoting the motto "working hard to find you a job!" As many cars filled with families in costumes passed by, we were able to hand out candy and SMART fliers, promoting our programs and services. We had many parents ask us about our resources before they moved along to the next organization's vehicle. We were also able to network with the other local organizations who were parked in the procession. They included Redding Police Department, Turtle Bay Exploration Park, and Catalyst Mentoring, to name a few. It was such a treat to be involved in this safe and fun event for our local families!



On the Job Training Partners:

- Impact Solutions
- Kristi Davis OD
- Printopya
- Aspire/Cory Meyer Real Estate
- SunMedica Inc.
- Pro Garage Doors
- Fog Bank Clothing
- Cerami & Browning
- Trusted Business Services
- Feast Coffee and Culture, INC.
- Forest Design Landscaping
- Redding Fashion Alliance
- APEX Technology Management
- Aray Medical
- EC Tile
- Bryant Automotive
- Taste & See Creamery
- Jade Springs- Bigfoot RV Park
- Cinders Wood Fired Pizza

Young Adult:

On the Job Training partners:

- Be Authentic Productions
- Hampton Painting
- Shasta Tanks
- Brew Craft Coffee
- Tantardinis
- Turtle Bay Exploration
- Chamber of Commerce
- Cascade Circle, Inc.
- DaVinci Construction
- Pelanconi Landscaping, Inc.
- American Specialty Punch Corp.
- Hambro Forest Products

Pelanconi Landscape - Training Sponsorships

Pelanconi Landscape, Inc has been operating in the Redding area for 9 years. They have a prominent local clientele that appreciate the full service and attention to detail that their landscape crews provide.

While at a recent client monitoring with Marc Pelanconi, he shared how much he appreciated the supportive programs and services that SMART offers. "This year has been tough and without the programs to support me as a small business there is a chance I may have given up."

Marc has a passion for what he does, it shows when you talk to him about landscaping, plants, and his people. He has turned into a great resource for our transitional job clients. He has the patience and the drive for mentoring and giving people a 2nd chance while at the same time never sacrificing his business standards. He knows that his company's results speak for themselves.



At SMART we greatly appreciate local employers like Marc that understand that our services are a benefit to both their business and our community. Investing in developing the skills of the workforce in order to support small businesses is what drives us.

LET'S GET SOCIAL

Facebook

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

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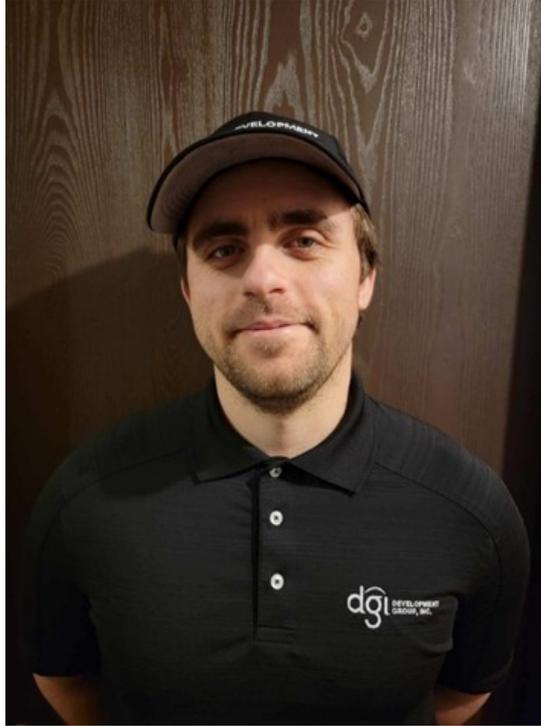
<https://www.linkedin.com/company/smart-business-resource-center>

Instagram

https://www.instagram.com/the_smartcenter

Young Adult Spotlight

Shawn Michael had been employed at the local car wash for the past few years, the same one his Dad had worked at the past 10 years and he knew he wanted a change. Michael had always wanted to work in the IT field and had even taken a few courses at Shasta College but dropped out soon after and didn't know where to start. In April of this year, he found himself at the SMART Center. With the help of SMART, Michael received assistance with updating his resume and improving his interview skills to help emphasize the IT skills that he already had. With hard work and a little help from career advisor Rachelle, Michael was able to interview and accept his dream job of working with a local IT company.



Michael even came back into SMART to celebrate with his career advisor and gets some advice on completing his pre-hire paperwork and guidance on enrolling back into Shasta College to finish out his CCNA certifications.

When asked about SMART Michael said, "I first walked into the Smart Business Center at a time when I was feeling like the situation was hopeless, change was impossible, and the future seemed bleak... I left my first appointment feeling completely reinvigorated and like I had a fighting chance of finding a path to success. The young adult program is so much more than just finding a job, it's the feeling of someone believing in you even when you don't, and they will build you up and give you the tools you need to progress you to the point where you DO believe in yourself. Its having a line of support around you to reinforce that you are capable and worthy of being the person that companies pick for the job. The Young Adult Program to me, was the

step in my life where I realized good things were indeed actually possible, regardless of my past. I can't thank the incredibly kind and caring staff enough, this program truly changed the trajectory of my life, thank you." -Way to go Michael!

P2E Spotlight

Ashley came to SMART looking for assistance with finding full-time employment. She was referred to SMART by her Probation Officer. While pursuing her education goals at Shasta College, Ashley had her hours cut by her former employer. Worried about being able to make ends meet and also being able to find an employer who was willing to work with her school schedule she partnered with SMART to find a solution.

While Ashley was a client the SMART staff helped her with her resume, job search and interview skills. She learned how to address her background in an interview and attended all of SMART's workforce trainings offered to P2E clients. Ashley was able to successfully get a job with Sierra Pacific Industries.

Here is what Ashley has to say about her time with SMART: "I just wanted to say how much the services at the SMART center have benefited me. They have not only helped with the little things, like computer and printer access for creating a resume, but have aided me in job searches and mock interviews. They think outside of the box when it comes to job opportunities, places I would have never even known about without their help. They are able to reach out to potential employers and lay some groundwork to help me overcome my own obstacles to employment. They are an amazing resource. The people who work for the SMART Center are knowledgeable with amazing interpersonal skills and insight. I am so grateful to be a part of this program and I hope they will be able to continue the wonderful work they do and benefit other individuals, as well as the community as a whole." Congratulations Ashley!

Adult Spotlight

The participant in this story inquired with SMART about attending the College of the Redwoods, Humboldt County online training for Pharmacy Technician. She was motivated to give her career a boost, as she previously had been a stay at home raising two children. Her husband is currently attending school to be a Registered Nurse at Shasta College.

Prior to having her kids, she did work for a time as a Certified Nurse Assistant, but her license had since expired. She had also completed a few Information Technology classes. After additional research and career exploring, she knew she liked the medical field but wanted to try something different. It was important to her to stay in a field where she can help others. She was approved through SMART for sponsorship for the Pharmacy Technician class. The coursework was all online. Once that was completed, College of the Redwoods assisted her in obtaining a placement at a local pharmacy to do her externship hours. This was a way to gain some unpaid practical experience, and potentially get her foot in the door for a hire. After completing her course and meeting her hours for her externship at Walgreens in October, she was hired on by them. She received a substantial wage increase once she took and passed the State Pharmacy Technician test, which she did on November 2. She is very proud of her accomplishments and excited to be able to start on a new path.

National Dislocated Worker Grant Spotlight



SMART is proud to work with community partners like Whiskeytown National Recreation Area on restoration projects like this. Helping our communities recover from disasters while helping people learn new skills for new local careers - that's a Win-Win in our book.

"Park staff and partners from John Muir National Historic Site and the SMART Workforce Center planted 47 apple trees into the Tower House Historic District. Most of Whiskeytown's historic fruit trees perished during the Carr Fire, but the park took cuttings from the remaining historic trees and then grafted them with root stock in a partnership with Humboldt Cider Company and Friends of Redwood Acres. The historic apple trees are not your normal fujis and grandma smiths. Rather, the varieties include Snow Apple, York Imperial, Carolina Red June, Rosebrook Gravenstein, and Sheepnose. Mulch for the trees is very locally sourced – it came from the removal of hazard trees within the Oak Bottom area of the park. Water for the trees is also very locally sourced – it will come from an on-site spring, the same spring that has been a reliable and steady source of Tower House orchard water since the 1850s!" –excerpt from Whiskeytown National Recreation Area Facebook.

Meet Chase

SMART is proud to have supported Chase while he attended the Shasta College Fire Academy.

Chase says: *"Having the SMART Center sponsor me through the fire academy took the burden of the financial stress off my plate and let me concentrate on studying and learning. Without SMART helping me, I wouldn't have been able to get through the fire academy. I am thankful."*

We are pleased to announce that Chase has now accepted employment with CalFire here in Shasta County!

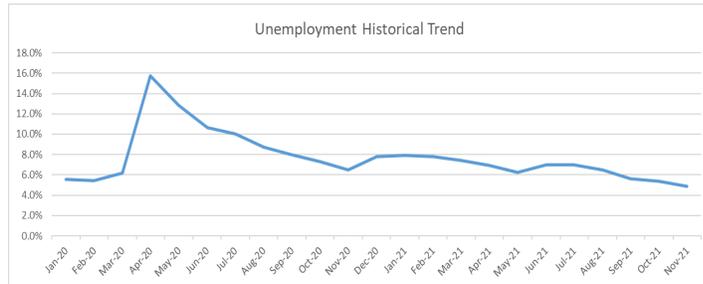


SB1 Construction Grant Builds Into The New Year

Learn if a Construction trade is right for you during a 5-week Pre-Apprenticeship Training. This is a special opportunity to introduce you to various fields in construction. After completion, you may choose to apply to an Apprentice Program to become skilled in a particular trade! The Pre-Apprenticeship Training is happening February 28th through April 1st, 2022! Contact us at 530-246-7911 or jobhelp@thesmartcenter.biz and apply today!

Unemployment continues to trend downward

The unemployment rate in Shasta County was 4.9 percent in November 2021, down from 5.4 percent in October 2021, and below the year-ago estimate of 6.5 percent. This compares with an unadjusted unemployment rate of 5.4 percent for California and 3.9 percent for the nation during the same period.



In 2021, SMART has assisted 829 different businesses in Shasta County. SMART has reached out to 41 businesses to provide services and assistance during layoff and closure events. SMART has assisted 1454 times to provide 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, over SMART has performed 1508 workforce recruitment services, helping fill positions across the county.

NOW HIRING

Most common Job Ads

- Registered Nurses
- Coaches and Scouts
- Retail Salespersons
- Teacher Assistants
- Sales Representatives
- Laborers & Freight, Stock, Material Movers
- Customer Service
- Heavy & Tractor-Trailer Truck Drivers
- Licensed Practical and License Vocational Nurses
- Medical and Health Services Managers
- First-Line Supervisors of Retail Sales Workers

Source: California Employment Development Department reports for Redding, California



- Smart has enrolled over 170 people in our services to get training, education, and/or transitional jobs this year.
- Smart has had over 2300 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.

5th Annual North State SHRM 2021 HR Summit October 26, 2021

The Society for Human Resource Management's mission is to empower people and workplaces by advancing HR practices and by maximizing human potential. This year's summit was held at the GAIA Hotel, Anderson, CA.

The Keynote speaker was Jill Christensen, a former fortune 500 Corporate Communication Business Executive with a Six Sigma Green Belt turned renowned writer and author. Her topic was modeled after her global bestseller: **If Not You, Who? Cracking the Code of Employee Disengagement**

Other speakers included:

- Alden Parker, Regional Managing Partner of Fisher Phillips; topic was Magellan, Marco Polo & Vespucci: Navigating the World – Significant Developments in New Legislation and Litigation Post-Covid
- Nancy Conway, SHRM National Speaker
- Bruce Sarchet and Alysha Dotson, Shareholders Littler; topic was Pandemics, Protests and People management: Surviving and Thriving as Employers in Tumultuous Times
- Jannene Litchfield, SHRM-SCP, SPHR, MBA Litchfield Human Resource Management and Best Coach for you, topic was "Not It! Creating a Culture of Accountability"

The speakers were informative and dynamic and all that were present seemed to enjoy a day of networking, and learning how to Pivot, Renew and Thrive in today's ever changing world!



Priority Services for Veterans and their Spouses

On November 17, 2021 the SMART Workforce Center in partnership with EDD did a training for our staff to focus on Priority of Service for Veterans and their Spouses. This program provides much needed job seeking assistance and work-based learning opportunities to those that have so bravely served our country.

We are proud to provide these services. We have special funding through the California Workforce Innovation and Opportunity Act to find jobs and get the most out of our programs that we offer here at the SMART Workforce Center. There are employment and training opportunities for Qualified Veterans and spouses. Our Career Advisors specialize in helping them return to work and offer the following services:

- Customized job search assistance.
- Resume Creation
- Interview Coaching
- Workshops
- On the Job Training
- Supportive services
- Tuition Assistance



For more information call 530 246-7911 or email to jobhelp@thesmartcenter.biz or visit www.thesmartcenter.biz



Meet Shauna

Shauna is our new Workforce Instructor and brings more than 30 years of leadership experience within the High Tech, Medical, Non-Profit, Welfare and Education industries. The last five years she has been a Human Resources Director and prior was a State of Nevada Workforce Development Instructor for 3 years. She was the director of the Youth Advocate Program (YAP) in Santa Fe, New Mexico working with the Juvenile Justice system assisting high-risk youth. She has an MBA from Morrison, a BSOD from USF and an AS degree in Education/Child Studies from West Valle College. She enjoys learning, being in the outdoors and spending time with her family and her nieces' foster children. Shauna loves the family atmosphere at SMART as well as cultivating clients into careers they are passionate about. Welcome Shauna!

A message from our CEO

As we close out 2021, I want to offer a sincere THANK YOU to our more than 1,000 business partners, 726 enrolled participants, and more than 2,500 community members that visited one of our SMART Centers this year. I would also like to recognize SMART's many partners and associates that provide best in class career, education, and economic services for our communities.

2021 was once again an unprecedented year of challenges never before seen in most of our lifetimes. We navigated several natural disasters and an evolving pandemic. Workforce was a constant topic of conversation. From continued layoffs in some industries, increased hiring in others, workforce shortages, housing shortages, childcare shortages, the "great resignation", the "great employee shift", workers demanding new and innovative workplace experiences and accommodations, businesses learning how to adapt their business strategies to accommodate these demands while simultaneously keeping their businesses afloat, it was a year of constant challenge and change.

However, with challenge comes opportunity.

In true NorCal fashion our business, education, government, and non-profit partners came together to navigate these emerging and constantly changing challenges; forming committees to prioritize, assess, and propose solutions. They put plans together, wrote for and received grants, collaborated, adapted, innovated, supported, rooted for each other, and shored each other up. Businesses that in other communities would be labeled "competitors" shared employees through staffing challenges and actively promoted each others' business, recognizing that strong consumer support benefits all. SMART helped businesses by hiring, training and upskilling their workers and paying for employee wages and continuing education.

As we enter 2022, we are certain to face more challenges. What I'm excited about, though, is the additional innovation and opportunity in education, workforce, and economic strategies that will create sustained change and more opportunity for all. The Northern California counties that SMART serves are my home, my community, and I've never been prouder to be a part of it.



*SMART CEO
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

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