



## HUMBOLDT COUNTY EDITION

## NEW SMART WORKFORCE CENTERS OPEN FOR BUSINESS

Smart Workforce Centers are excited to announce we are now serving more communities in Northern California! Smart began as the Private Industry Council (PIC) in 1979, serving Shasta County with Workforce Services. In 2008, we added Trinity to our service area. In 2018, we began serving Humboldt County and we are excited to share that our doors are open in Del Norte and Siskiyou Counties as of July 1, 2020.

As we added counties, we now have the opportunity to streamline services by aligning management and staff in an efficient model that allows for maximum service delivery and better participant experience. This combining of forces provides for new and improved

accessibility to businesses and job seekers. Innovations include, but are not limited to, forward technology, virtual services, improved communication, and a more centralized business and operations. These are just part of the many progressive changes happening at Smart.

Smart now has brick and mortar locations in all the counties we serve. This includes One Stop Job Centers with access to computers, resume and cover letter software, job postings and assistance with online job applications, skill-building workshops, and more.

Our physical locations:

- 1201 Placer Street, Redding, CA
- 620 Main Street, Weaverville, CA
- 409 K Street, Eureka, CA
- 875 5th Street, Crescent City, CA
- 582 Main Street, Weed, CA

In addition to our physical presence we have launched a new website, with comprehensive resources specific to each of the counties we serve, as well as interactive features for job seekers and businesses. This quarter we rolled out our Zoom Resume Workshop, with additional workshops to be available in a digital

# SMART Workforce Center Community Coordinator Report



## Q3-2020

## IN THIS ISSUE



environment. Our Rapid Response to mass layoffs, business closures and temporary closures are provided digitally – both live events and recorded ones are posted on our YouTube channel.

We are very excited about all the new opportunities at Smart and continue to look forward to sharing more with you in the coming months!

### Inside This Issue

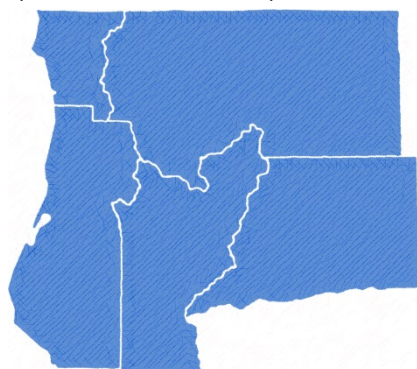
#### Award Winning Performance

Humboldt SMART wins a prestigious award, find out more, page 2



#### New Faces at Smart

SMART is hiring many new team members, meet some on Page 3



## National Dislocated Workers Grants, An opportunity for Humboldt

The National Dislocated Workers Grant is a grant focused on disaster relief that has to do with Covid-19. It's an important grant that focuses on helping organizations, workers, and Covid-19 cleanup in our area.

If you're a worker...

This grant is meant to hire temporary workers. So, if you've been laid off from your job, or have been long-term unemployed, this gets you temporary work to help fill your gap in work and get you more work experience. This work is targeted at Covid-19 cleanup, so you may be hired as a sanitization worker, a contact tracer, or anything in relation to this disaster relief cleanup.

If you're a worksite...

These jobs depend on what you, the worksite, needs. You get the benefit of choosing what work needs to be done at your unique organization that could help with this concentrated cleanup effort. Since this is a grant from the federal government, the worker's wages get paid by the grant, and it's entirely free for you as the worksite.

All in all, this grant benefits everyone involved and helps make our beautiful community safer.

### 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.

## Smart wins International Economic Development Council Award

Once upon a time, a brand-new specialty grant came to the foggy northern reaches of the state to Humboldt County in an attempt to save lives....It has, and as a consolation prize to helping restore the local community from the intergenerational traumas that addiction and alcoholism brings. The Opioid Crisis Grant won a Gold Standard Level International Award! The purpose of this mighty grant was to help fight the Opioid Crisis that has been deemed a pandemic. 35 participants, who are dislocated or long-term unemployed, were allowed to partake in the grant. Of these, 25 received an online curriculum to become a Certified Alcohol and Drug Counselor, as well as a worksite placement for a Temporary Job. The other 10 also received the Temporary Job. This grant is a first of its kind and was given to 7 out of 58 counties in California. The

Annual Crude Mortality Rate for overdose deaths in Humboldt County was almost double that of the statewide average in 2017 (the year the grant's numbers were based on)! So, this grant was extremely significant for the local community in helping to mitigate the impacts of addiction/alcoholism. It provided a career path for those who only ever had a "job" and no direction toward a positive future. Almost all the participants have had at least one

significant barrier to employment. These range from criminal history, being a minority, single parent, in recovery themselves, poor employment histories, etc. Because the magnitude of who the participants are, and what the grant provided to the main in-patient facilities of the area, The International Economic Development Council awarded the Humboldt County Workforce Development Board something quite prestigious! It is a 2020 Excellence in Economic Development Award. It received the Gold Rank in the category of Economic Equity and Inclusion Awards. There were over 500 hundred entries from around the world this year to the IEDC. The SMART Workforce Center and their Career Advisor Kian Shores oversaw the daily operations of the grant. So yes, it's kind of a big deal, and truly is an award that should be celebrated by ALL!





# New Faces at SMART



## Sunshine –New Business Services Representative

Sunshine is a Business Services Representative who believes success is directly related to the quality of service being provided. She is passionate about workforce equity, service and inspiring curiosity in others. Her professional experience includes, employee development, consultation, building effective teams, and managing organizational change. Sunshine is excited to be working for Smart and appreciates the opportunity to be making a difference within the communities we serve in Humboldt County. "A rising tide lifts all boats". -J.F.K.

## Virginia- Career Advisor Special Grants

Virginia is a Career Advisor at the Humboldt County Smart Business Resource Center. Virginia graduated from the Pennsylvania State University with a Bachelor of Science degree in Psychology. Her schooling, volunteer work in crisis counseling, and now her role with SMART have all been dedicated to helping people. Growing up in McKinleyville, she is particularly passionate about helping those in her home community and giving those in Humboldt the opportunity to succeed. She knows that when the individuals of Humboldt are given a chance to grow, then all of Humboldt County will continue to flourish.



## Lindsie- Career Advisor Youth Services

Lindsie is a Career Advisor (or should I say the Youth Career Advisor) for the Humboldt Smart Team. The majority of Lindsie's career has been working with people in relationship building/ social service fields. Lindsie has always loved the way people interact together and watching dynamics change, build, and grow. She is very excited to work with the Youth in Humboldt County because she wants to work with them to show the county what a great asset Youth are to our community.

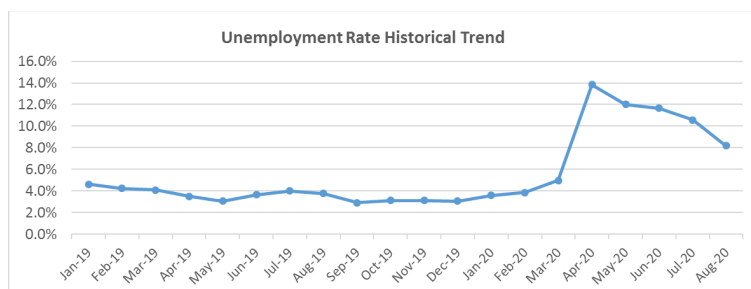
## Ashley- Job Center Representative

Ashley is the Job Center Representative for the Humboldt Smart Team. She has lived in Humboldt County for the past 10 years and holds a BA from Humboldt State University as well as an AA from College of the Redwoods. Her past work experience includes the Department of Education, banking, and years of customer service. She has always had a passion for working with people and is looking forward to utilizing her skills to help the community through this outstanding non-profit organization.



## Unprecedented Times Call for Unprecedented Response

The unemployment rate in Humboldt County was 8.2 percent in August 2020, down from a revised 10.6 percent in July 2020, and above the year-ago estimate of 3.8 percent. This compares with an unadjusted unemployment rate of 11.6 percent for California and 8.5 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 businesses to provide services and assistance during layoff and closure events and provide workforce recruitment assistance. SMART has assisted 33 businesses and their employees with Information, training, and Supportive services navigating the changes impacting our local economy.

## NOW HIRING

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, 327 businesses have worked with SMART to post nearly 411 job listings and receive additional assistance. SMART has helped 181 different businesses navigate CalJOBS. Over 507 times, a business has worked with SMART to make a job referral.

### Employers with the Most Job Ads

- Registered Nurses
- Physicians
- Environmental Engineers
- Class A Drivers
- Respiratory Therapists
- Caregivers
- Office Operations
- Customer Service – Sales
- Bookkeepers
- Farmworkers



Source: California Employment Development Department reports for Humboldt, California

- Smart has enrolled over 200 people in our services to get training, education, and/or jobs this year.
- Smart has had over 1,000 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.

## Covid-19 Grant Assists the North State During Pandemic

The Covid-19 Supportive Services Grant is a grant that focuses on helping people who have been affected by Covid-19. Whether that is being laid off or experiencing a reduction in work hours and/or pay due to the virus, being unable to work because you or someone you care for is subject to quarantine, having to stay home to care for children because of school or childcare provider closure, being unable to work because you or someone you live with is a high-risk individual to the virus, or being required to telework and you don't have the necessary equipment to do your job from home, are all reasons to be eligible to this assistance. It is a one-time reimbursement for \$400 or \$800, depending on your eligibility, for rent or utilities. You will be enrolled in our program, allowing us to assist you with job search and or funding for job training. If any of these conditions applies to you, then you're welcome to apply for Covid-19 assistance.



## Smart Participates in Adaptive Workforce Pilot

For the past 3 months one of our Career Advisors has been participating in an Adaptive Workforce Development Pilot. This pilot program has been centered around the focus of Human Centered Design and how workforce partners can best utilize these design processes. Throughout the training this staff member worked alongside the Acting Executive Director of the Humboldt Workforce Development Board and AJCC partners from the Employment Development Department to identify and work on challenges many workforce services providers are seeing today. One of the challenges identified, was how to continue to reach and support job seekers during a pandemic, and the economic changes in workforce that followed. It has been a great learning experience and staff continues to work to overcome barriers to reaching job seekers and meet the needs of employers and businesses in the area.



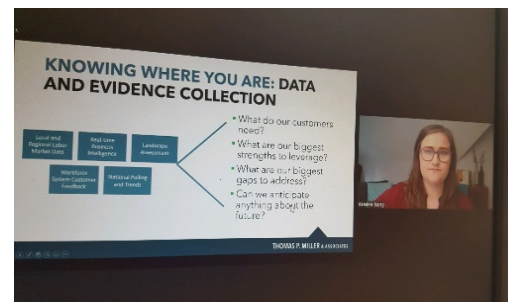


## VIRTUAL CWA Conference- CRITICAL IMPACT Meetings of the Minds August 8-10, 2020



Several SMART staff virtually attended the California Workforce Association conference this past quarter. CWA shares that "The spread of COVID-19 has had many unanticipated consequences, including thousands of people losing their jobs as well as having a devastating effect on California's economy. Therefore, it has perhaps never been more important to come together as a community of workforce leaders and develop strategies that help California get back to work." Some of the workshops Smart attended included:

- Training Incumbent Workers, An Effective Way to Support Companies in the Age of Covid
- Equity & Inclusion during Covid
- Next Generation Sector Partnerships
- Connecting Business to Higher Education
- Peer to Peer Mental Health programs
- Courses for Causes in the Time of Covid
- Workforce Track for Strategic Planning
- Entrepreneurship Training
- California Economy after the Pandemic



Topics included collaboration and aligning workforce and education systems, growing and nurturing community partnerships, identifying emerging industry sectors during COVID, highlighting workforce investing in small and medium companies to provide support and maintain vibrancy, developing programs for Young Adults to connect in leadership roles and provide support in mental health/human services career paths, offering educational courses during COVID designed to help first responders, healthcare workers, and the general public, responding current pandemic needs with relevant business startup ideas, and looking at strategies in California to create good jobs, improve existing ones, provide greater investments in training, and amplify workers' voices.

## TADS Grant Training

Smart Program Manager Christy Hernandez, Del Norte & Humboldt County, Smart Business Services Supervisor Carrian Foster, and Smart Community Workforce Specialist Nanci Hankerd, Trinity County attended Smart Professional Development training (online) from the Tads Grant. It is an instruction training program for Career

Services Providers and other Career Development Professionals.

It is a great program for those who are new to the Workforce Development field. Successfully completing the course will make trainees eligible for NCDA's certified career services provider credential. The Workforce and Career Development Certification Training is a 14-week course, self-paced with assignments due at the end of the week. There is a 45-minute Zoom class on Wednesdays, and trainees interact with the instructor and other participants from all over the United States. Topics include: Helping Relationships, Training and Leading groups, Career Development Theory, Assessments, Ethics, Providing services to multicultural populations, Technological resources, Job seeking, Career planning, Business services, Services for clients with disabilities, Justice-involved, K-12 students and Workforce and Career Development history. Smart is proud of these 3 for their dedication to this training and their own professional development.

### Other Training SMART received:

- Teen Mental Health Summit
- Adaptive Workforce Development Pilot (AWDP)
- Mindfulness Training
- TAD Grants – Business Consultant Certification
- SHRM Certification

# A message from our Director

2020 continues to present a series of challenges. In addition to the issues I addressed last month in my Director's message, this Quarter we experienced devastating fires burning in all 5 of the counties that Smart serves. In Siskiyou and Shasta Counties, the Slater and Zogg Fires claimed 6 lives and more than 350 homes. Trinity, Del Norte, and Humboldt Counties also have fires and evacuations.

Covid continues to create challenges. We check restrictions daily in each of our individual counties in order to respond timely to the needs of our business communities. Though some businesses are struggling, others are experiencing increased demand for their services. There are great jobs ready and available for job seekers interested in advancement or a new career.

Smart's response has been swift and strong to all of these new challenges and opportunities. In this quarter alone we have:



**SMART Executive Director  
Wendy Zanolli**

- Opened 2 new locations
- Launched a new website, creating a more seamless virtual Job Center experience [www.thesmartcenter.biz](http://www.thesmartcenter.biz)
- Launched virtual trainings and workshops
- Launched a new phone system, allowing better routing and response, including text capabilities to more quickly respond to client and business needs
- Began a Rural Healthcare grant to better respond to the workforce needs of our healthcare partners in the region
- Began a Construction grant to respond to the growing need for training and additional construction workers to help rebuild our communities
- Began a National Dislocated Worker Grant for COVID-19 clean-up and recovery

Through all of these extra projects, shut-downs, re-openings, various restrictions, home-schooling, evacuations, smoky air quality, and all of the various challenges they have faced, the dedicated team at Smart has never stopped serving our communities. We are proud to be essential workers and we remain open to help our businesses and job seekers. I sincerely thank each of our Smart team members for dedicating their careers to this important work.

If you are a job seeker, we have great career opportunities for you. If you are a business owner, we have great resources to help your business. We are here and ready to serve you, in person and virtually!

Wendy Zanolli

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

Humboldt County:  
707.441.5627  
409 K Street  
Eureka, CA 95501

Trinity County: 530.623.5538  
790 Main Street #618  
Weaverville, CA 96093

Shasta County: 530.246.7911  
1201 Placer Street  
Redding, CA 96001

Siskiyou County: 530.657.0139  
582 Main Street  
Weed, CA 96094

