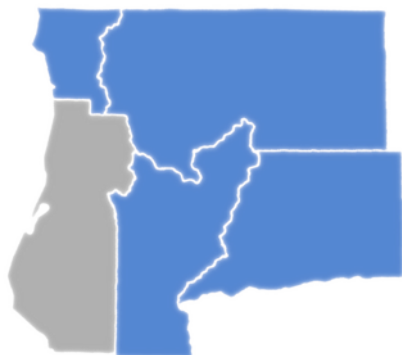


DEL NORTE COUNTY EDITION

SMART IS A HOLIDAY BRIGHT SPOT

Through recession, economic downturns, drought, fire, damaging snow and rainstorms, and now unprecedented pandemic, Smart continues to provide excellent service to the community through challenging times. We are designated essential 'critical infrastructure' workers and have kept our doors open through 2020, to both those looking for work, as well as employers. When disaster strikes, Smart receives federal, state and local grants to help put the pieces back together again to help job seekers and businesses fill their jobs. We are proud to unveil our new and improved name (formerly Smart Business Resource Center), as The Smart Workforce Center. Smart has had a presence in Shasta County community for 41 years. We also serve four other counties in Northern



California, including Trinity, Humboldt, Del Norte, and Siskiyou counties.

We are here to assist businesses if they think they may have to lay employees off or are facing closure whether temporarily or permanently. We connect businesses and job seekers with resources and support during their transition. Some of those services include offering help to laid off workers, and referrals to small business resources. We provide job search and career exploration for workers facing unemployment. We help with preparing resumes, mock interviews, sponsorships for re-training, and training offsets to employers through our On the Job Training programs. We are here to help, and we are open and ready to assist in whatever way we can.

We have had many success stories during this trying pandemic, as you will read in this quarter's highlights. Catch a glimpse of their paths, one story at a time. We have all experienced employment challenges throughout our lives. Smart is a 'cog in the wheel'; we help you to keep moving! Our goal is to provide a customized approach to business and individual and look for solutions suited to particular hiring challenges and needs.

SMART Workforce Center Community Coordinator Report



Q4-2020

IN THIS ISSUE

America's **JobCenter**
of California™

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

Disaster Grant Impact

Learn about the COVID grants on page 5



Success in Del Norte With SMART

Hear about our great success stories on page 4



SMART is Thankful for our Partners

Training Partners in Del Norte:

- College of the Redwoods (LVN, Pharmacy Tech, LVN to RN Bridge, and RN programs)
- Crescent City Skilled Nursing (CNA training)

Our small businesses provide diverse and interesting job opportunities. Small business is a lifeblood of our county. Many have endured reductions in staff or closures during this difficult time. It is with gratitude that the Smart Workforce Center thanks Shasta County small businesses for continuing to provide employment

opportunities to many in the community, even during the pandemic.

In an effort to help small business grow and expand, the Smart Workforce Center provides incentive to employers to grow by offering On the Job Training opportunities.

In conjunction with Smart, and typically during the first 90 days on the job, the business agrees to train new employees in competencies aligned with their job descriptions and based on staffing needs. The competencies are designed by the employer and Smart. In return Smart provides a training offset/reimbursement back to the business to train the new employee. Smart has provided hundreds of On the Job Training opportunities for our employers and job seekers over 35+ years.

On the Job Training Partners:

- Bajada Geosciences, Inc
- Zach Bay State Farm
- Hawn Investments LLC
- Bryant Automotive
- American Truck School
- Beard's Custom Cabinets
- VROC Hope Crisis Response Network
- Tantardini's European Bakery
- Belfast Construction
- Peerless Building Maintenance
- Michael Staszal, DO PA

Young Adult:

On the Job Training partners:

- EC Tile

Young Adult:

Work Experience partners:

- Law Office of Shelly Morgon-
- RD & Me
- Haven Humane Society-
- Redding Fashion Alliance

DO YOU HAVE A PARTNERSHIP OPPORTUNITY?

Reach out to SMART on our Facebook page:

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

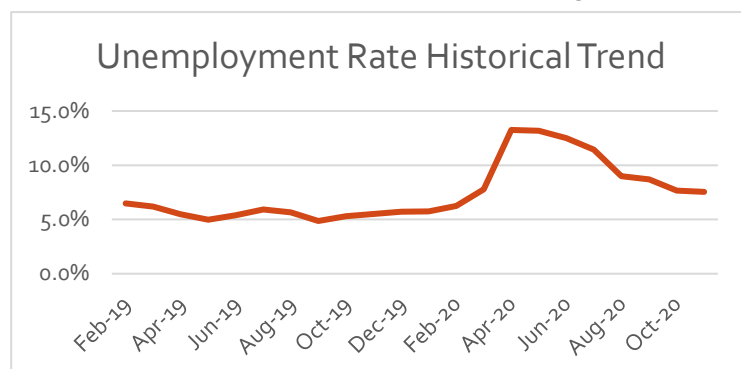
or our LinkedIn page:

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

we would love to hear from you.

Unemployment Declines

The unemployment rate in Del Norte County was 7.6 percent in November 2020, down from a revised 7.7 percent in October 2020, and above the year-ago estimate of 5.5 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 2 businesses to provide services and assistance during layoff and closure events. SMART has assisted over 180 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, 56 businesses have worked with SMART to post nearly 172 job listings and receive additional assistance.

Employers with the Most Job Ads

- Del Norte Unified School District & COE
- County of Del Norte
- Sutter Health
- Home Depot
- CVS
- Defense Talent
- Sutter Medical Center
- CA Correctional Health Care Services

Source: Employment Development Department – Labor Market Division



- 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 business and job seekers as they navigate the changing and emerging industries, opportunities, and challenging response to the pandemic.

Success in Del Norte

When COVID restrictions hit Del Norte in March of 2020 Roberta lost her job as a server and was worried about providing for her young child. Unemployment benefits were just not enough to cover living expenses. She saw a flyer about a CNA training and decided to look into the requirements. She was referred to Smart Workforce Center for financial assistance with the training related expenses. Through WIOA Youth program Roberta was able to participate in and graduate as a Certified Nurse Assistant. She started her new job as a CNA on November 9th and is now working F/T. Roberta is also taking the steps to pursue higher education and has applied for the LVN program. Congratulations Roberta!

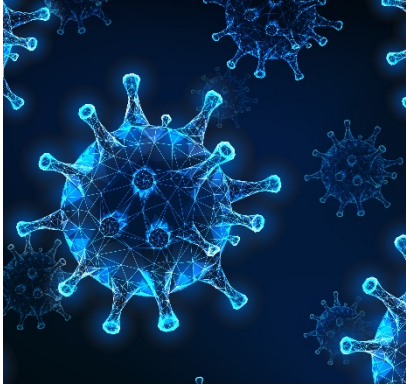


Lauryn Brawley was a participant in the COVID Additional Assistance grant placed at the Del Norte Senior Center. Lauryn's passion for helping others and her strong work ethic caught the attention of the Executive Director of the Del Norte Senior Center. Lauryn was encouraged to apply for a full-time permanent Service Coordinator position when it opened – and she was chosen! Upon the completion of her COVID Additional Assistance hours, Lauryn transitioned into her new role as a Service Coordinator beginning October 6th. Lauryn will be expanding on the skills that she has learned while working under the COVID Additional Assistance grant. In her new role, Lauryn is performing case management, providing service referrals, facilitating educational presentations for the community, and performing other essential tasks to better assist underserved community members. Lauryn is currently working on the coordination of a mobile shower program to aid the homeless population in Del Norte County. Congratulations Lauryn!

Due to the sheer determination of 20 Licensed Vocational Nursing students at the College of the Redwoods, with the assistance from Smart Workforce Center, each student was able to reach their goal of graduation. Many plan to continue their education to become Registered Nurses, however, for now, the next step is to take and pass the State Board exam. Students will register to take their State Board Exam early January and will most likely receive results within 4 to 6 weeks, receiving licenses by late February/March, and the main goal of finding employment shortly thereafter. The class will be graduating with a virtual ceremony, as the LVN Pinning Ceremony has been postponed until further notice due to the COVID-19 statewide order. Congratulations, future nurses of America!



Grant Helps Businesses Navigate Pandemic Impact



The Smart Business Resource Center was awarded a National Dislocated Worker Grant (NDWG) to help businesses navigate their COVID-19 impact. The funding provides temporary jobs in sanitization and humanitarian assistance for public and non-profit agencies. Participants employed through the grant had been previously laid off due to COVID-19 or long-term unemployed.

Smart has provided workers to 16 public and non-profit agencies in Shasta, Del Norte, Siskiyou and Trinity counties including the City of Redding, Shasta Public Libraries, Del Norte Senior Center, Dignity Health Connected Living, Douglas City Elementary School, One SAFE Place, Redding Fashion Alliance, Dunsmuir Family Resource Center and others.

We thank Del Norte County and their recent work in developing 10 additional placements. Currently they have the City of Crescent City, Rural Human Services (RHS) Food Bank, Pacific Pantry and the County of Del Norte as worksites. The City of Crescent City is hosting 2 sanitation workers and a business outreach specialist, both RHS and Pacific Pantry have 2 food bank assistants each, and the County of Del Norte is hosting 3 sanitation workers. These temporary jobs allow the participants to not only help their community through this pandemic, it also allows them to learn skills that they can utilize in future permanent employment. The participants are making valuable professional relationships that will aid in their future job search.

VIRTUAL MANUFACTURING/TRADE JOB FAIR

Smart announced that economic development partners GMI (Growth Manufacturing Initiative) hosted a free Job Seekers Guide to Virtual Hiring Fairs on November 6, and a Virtual Manufacturing Job Fair on November 10. It was for Northern California companies and people in the manufacturing and trade industries. It was an excellent opportunity for our job seekers to meet with local manufacturing hiring partners. It was also an opportunity to practice their skills at moving around an online virtual platform, downloading resumes, chatting with potential employers, and setting up potential interviews. Great opportunities in manufacturing were just a click away!

**VIRTUAL
MANUFACTURING
JOB FAIR**

**11.10.20
10 AM - 12 PM PT**

For Northern California companies and people in the manufacturing and trade industries.

Meet companies hiring in Butte and Shasta Counties.

**Companies
Register Here**

**Jobseekers
Register Here**

If you need assistance, email or call Liz Pankhurst:
lpankhurst@ncen.org | 530-519-8984

GMI

California's
Manufacturing
Network

SHASTAGMI
GROW MANUFACTURING INITIATIVE

Case Notes Training



This November, staff completed a five-hour online course titled "We're on the Case – A Master Class in Case Management."

The course, produced by the Dynamic Works Institute, strengthened staff

member's skills in noting and explaining their work with clients. The explanation needs to include the who, what, why, where, and when details, explained trainer Susan Brandt, so clients, co-workers, and auditors understand the services they receive and the need for those services in a coherent story. Also, Brandt stressed the use of evidence in a SAR approach, meaning an explanation of a client's Situation, the Action taken to resolve the situation, and the Results of the action. Professionals from around the country participated in the course.

"I really enjoyed hearing others' input," said Renee Callaghan, a career advisor at the Weed office. "Also, the trainer was very knowledgeable, having a lot of experience in workforce development."

The course also covered interviewing techniques and emphasized the use of open-ended questions and affirmations focusing on clients' strengths.

"The interviewing training was a great refresher," remarked Ali Gonzales, community outreach specialist at the Weed office. "Open questions let a person talk about a range of topics, including ones that are important to them."



Other Training SMART received:

- Awareness, De-escalation & Assertiveness- Training for Career Center
- Career Development Principles certification course
- Coronavirus- Navigating Uncharted Waters: Covid Response and Employer Obligations
- CWA (California Workforce Association) Meeting of the Minds, Virtual Conference
- Roadmap to Recovery – Shasta & Trinity County Employer Covid-19 Safety Certification
- State Employment Hiring workshop- Frontline Training Providers
- Tads "Workforce Development" Grant Training

NAWDP Attendance

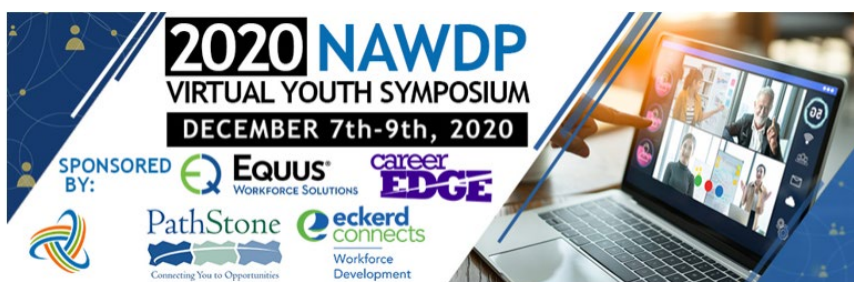
Nanci attended the 21st Annual NAWDP virtual Youth symposium from December 7th - December 9th. The presentation and format was very good and the information was valuable. The speakers pre-recorded their presentations, and then they were live and moderating for the participants in the chat box.

Youth Symposium Workshops were centered around five learning tracks:

- Self-Care for Workforce Professionals
- Educating and Training Our Future Workforce
- Employment, Retention, and Advancement
- Recruiting and Engaging Youth -
- Overcoming Barriers

You would choose which topic, or "room" you wanted to be in and there would be a presentation in each room discussing your topic of interest.

Participants were also encouraged to a virtual youth symposium Scavenger Hunt. Visa gift cards were given to a select number of "detectives" during the awards luncheon on Wednesday.



A message from our Director

In this quarter's message, I wanted to share the year end thank you letter that I sent to the dedicated team members of Smart. In spite of the many challenges 2020 presented, our team remained committed to helping more than 600 individuals and nearly 100 businesses with their workforce needs. We paid for education, training, and supportive services to set individuals up for career success. We also helped businesses by assisting with recruiting and hiring, and by reimbursing employee wages and providing tax credits. Through Smart in 2020, millions of dollars went directly back into the five counties that we serve. Thank you for partnering with us. We are humbled and proud to provide these critical services for our communities. We wish you and yours a happy, restful, and safe holiday season.

"Wow. As we prepare to close out the year 2020 and reflect on all that has happened, that is the one word that comes to mind: Wow. Wow because of all the crazy ups and downs we have lived through due to the Pandemic, and the many business and personal restrictions and sacrifices as a result; the political and social unrest; and the economic toll our country, friends and neighbors have endured.

But Wow even more so because, in spite of the significant challenges of this year, the accomplishments we have made at Smart have been absolutely unprecedented and too many to list. We could not be prouder of our team.

First and foremost, each and every one of you stepped up, pulled together, and continued to serve our clients and businesses when they needed it most. You kept up on the regular duties of your jobs and pitched in to assist with additional projects that will set a foundation of strength for Smart for years to come. Here are just a few examples:

- Bid for, and were approved for, two new counties to serve: Del Norte and Siskiyou.
- Sourced, remodeled, and opened a new beautiful location in Weed.
- Refreshed client areas in Weaverville and Redding locations.
- Welcomed 18 new Smart employees to the team.
- Restructured and realigned our organizational chart to reflect a regional model and additional support.
- Many of you successfully completed industry-recognized Workforce Certifications.
- Passed EVERY audit and monitoring, fiscal and programmatic, for the year with ZERO findings.
- Created and implemented dashboards, to allow us all to better manage our business.
- Upgraded the corporate internet to fiber, creating increased speed and reliability.
- Sourced and implemented a new phone system with VOIP that can be accessed from anywhere.
- Sourced, developed, wrote content for, and launched the new website.
- Added TEN new grants!
- Helped our community recover from fires, storm, and COVID through jobs focused on rebuilding and support.
- Received the 2020 Excellence in Economic Development Award for our work on the Opioid grant. We were only 1 of 35 organizations to receive this international award.
- Successfully changed our name to Smart Workforce Center, better reflecting who we are.
- Helped over 600 people in our serving area with education, training, and career success! This does not include all the people helped through our special grants.

Any one of these items alone would have been impressive, but all of them, despite all the challenges of this year, well that is just amazing. We know the success of Smart is because of every one of you – the dedicated and hard-working Smart team members that make it happen every day.



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

