

SMART Workforce Center Community Coordinator Report

SMART

www.thesmartcenter.biz

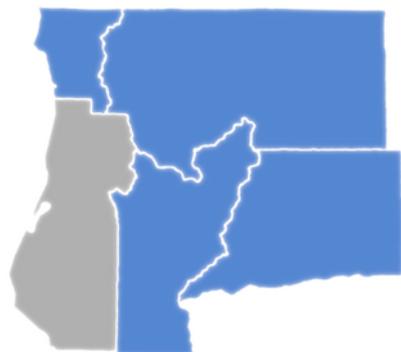
Q4-2020

SHASTA COUNTY EDITION

IN THIS ISSUE

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.

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

Business of the Quarter

See what coming soon in Shasta page 2



COVID Grants help Shasta

Learn about our grants helping Shasta during this pandemic, page 5



MANUFACTURING WEEK- SHASTA COUNTY

What a SMART way to kick off Manufacturing Week in Shasta County! Representatives from the Smart Workforce Center were thrilled to travel down to Anderson, California in early November and attend groundbreaking ceremonies for the US-Offsite



manufacturing facility. This company will create Factory Constructed Housing for Multi-Unit Developers, while adding

more than 100 skilled construction trade jobs in Shasta County! This approach is more cost-effective and meets head-on solutions to providing much needed housing in California. <https://www.us-offsite.com/contact-us/>.



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 Morgan-
- RD & Me
- Haven Humane Society-
- Redding Fashion Alliance

Thankful for Our Employers

Our Shasta County small businesses provides 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.



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.

Young Adult Spotlight

by Gail, Career Advisor

Emily came to the Smart Center seeking to improve her clerical skills but left with considerably more. In a mere 8 weeks from her first visit with her Career Advisor, Emily had completed a full-time work experience (WEX) with the Law Office of Shelly Morgon as well as workshops to



improve her financial literacy. Her time at the law office earned her knowledge about working in an office setting that will benefit her for a lifetime. Emily gained skills in scheduling, file organization and submitting documents with the courthouse clerks. Although her WEX has ended, Emily continues to work part-time for the law office and another part time job, and is excited for the future

that lies ahead. We could write more about Emily's boundless positivity, but prefer to let her speak for herself:

"I really enjoyed working with my Career Advisor because she was always so helpful whenever I had a question or needed help doing something I'd never done before, like filing for taxes or helping me figure out the best way to raise my credit score. The WEX opportunity really helped me get experience in law as well as helped boost my resume; now when I want to get a better job I'm not overlooked so easily.

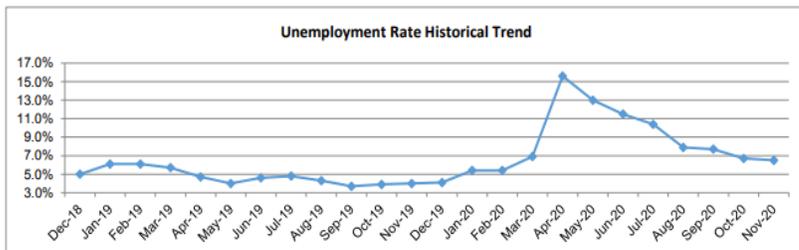
I learned a lot of great tips on building my credit, saving money, investing money to make it grow and really just a lot of great life skills to keep me above the level I was used to. I probably never would have been so educated in these areas with the Smart Center. Now I really look forward to owning possibly more than one home someday, as well as being able to retire at a younger age and live a financially comfortable life."

Smart Success Stories during Covid crisis

- Pam came in to Smart during the Covid pandemic. She was long time self-employed as a successful caterer in the local area. Her business dwindled to nothing and she was in need of assistance with paying bills during this crisis. She applied to Smart for helping paying utility and phone bills while she was job searching. Within a few months, she was able to secure a position with California Highway Patrol as a Public Safety Dispatcher. This job provides full time, secure employment with full benefits and good pay.
- Janel lost her job during the pandemic, and quickly set out to find other employment. The only thing she could find was physical work (raking leaves, watering, etc.) at a local garden nursery. Her typical work history includes career coach, instructor, office administrative, and customer service. She has also recently completed a Web Design certificate through Smart Center sponsorship. She reluctantly agreed to take the nursery job, knowing that when 'the going gets tough, the tough get going'. This work will help her pay the bills while she hunkers down during the crisis. We talked about the upside, which includes staying strong physically and the safety of working outdoors. She plans to continue to look for work that uses her 'thinking' skills, including business & IT applications, analytical thinking, and administrative. Smart will continue to help her with resume update and referral.
- This young adult participant recently completed her Bachelor's Degree in May 2020 from Sacramento State. She was living in Sacramento attending school until the Covid crisis hit. She decided to move home to Redding and finish her last semester via commuting and online. This was very difficult to do and she persevered. She also was working part-time at Jamba Juice, though her hours were also reduced because of the slowed economy. She received help from Smart paying for a few emergency bills. Her degree is in Psychology and she would like to eventually get her Masters in Counseling and work as a Counselor in a high school. The competitive job market continued to be sluggish, with so many unemployed. She began job searching in June, including applying for Paraprofessional/Teacher's Assistant positions at the Redding schools. Smart offered, and she accepted, the opportunity to do a mock interview with her prior to her interviews. She did very well in her interviews, ended up being offered two positions; one at a middle school, and one at a high school. She has previous experience working with young children, as well as a good GPA, and an impressive resume showing involvement in service clubs during college. She has accepted the job at the high school (her alma mater!). This job will be a great first step in her career, as well allow her to gain hours to apply to her work practicum when she begins her Masters program.
- Sarah moved to Redding from the Seattle area. She had 10+ years working in Social Services. When she came here she continued to look for work in the human services field. She applied for help through the Smart Covid supportive services to help pay for some utility and car insurance bills while on unemployment. We also assisted her in updating her resume. She then signed up for Insta-Cart as a Personal Shopper and was immediately very busy as many people were choosing to not go to the grocery store during the pandemic, and instead having their groceries delivered to their homes. She has since relocated to Humboldt County and continues to work for Insta-Cart. I referred her to our Humboldt Job Market for any additional assistance she may need for job search. .

Unemployment Continues to Decline

The unemployment rate in Shasta County was 6.5 percent in November 2020, down from a revised 6.7 percent in October 2020, and above the year-ago estimate of 4.0 percent. This compares with an unadjusted unemployment rate of 7.9 percent for California and 6.4 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 21 businesses to provide services and assistance during layoff and closure events. SMART has assisted 327 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

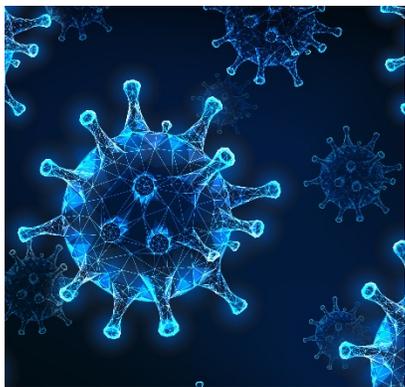
- Registered Nurses
- Physical Therapists
- Licensed Practical and Licensed Vocational Nurses
- Driver/Sales Workers
- Customer Service Representatives
- Security Guards
- Janitors and Cleaners, Except Maids and Housekeeping Cleaners
- Personal Care Aides
- Teacher Assistants
- Art Directors

Source: California Employment Development Department reports for Redding, California



- Smart has enrolled over 250 people in our services to get training, education, and/or jobs this year.
- Smart has had over 2,000 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.

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 SMRT **SHASTA GMI**
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

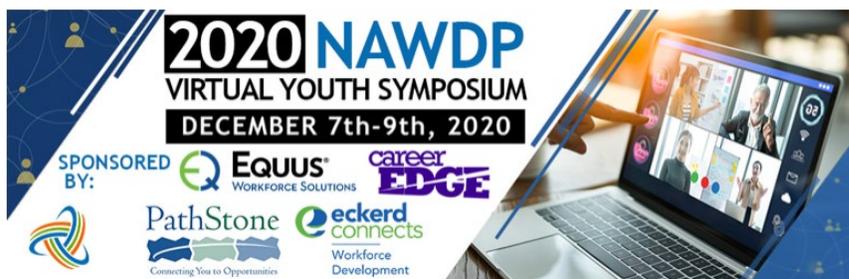
Nanci attended the 21st Annual NAWDP virtual Youth symposium from December 7th - December 9th. The presentation and format was very good and the information was valuable. The speakers pre-recorded their presentations, and then they were live and moderating for the participants in the chat box.

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 Executive Director
Wendy Zanutelli**

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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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