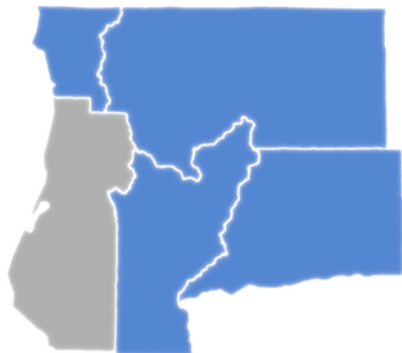




SISKIYOU COUNTY EDITION

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

SMART

www.thesmartcenter.biz

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

Business of the Quarter

Roseburg Forest Products hosts a Job Fair on page 2



COVID Grant Impact

SMART is helping during the pandemic, learn more on page 4



SMART Roseburg Forest Products in October

In October, 25 job candidates participated in Roseburg Forest Product's Job Fair at the Weed office of the Smart Business Resource Center. Roseburg was pleased with the outcome, said its hiring manager, John Elsnab, and hired five of the applicants.

Elsnab explained the benefits of the fair. He noticed an "increase of the applicant/candidate pool for the mill." In addition, "We have a resource to help applicants with applying, as well as creating resumes. Lastly, the Smart office helped with facilitating all aspects of the event."

Hired applicants could enroll in Smart's programs for work clothes reimbursement while those who Roseburg did not hire could apply for programs helping them find full-time employment in the region.

All in all, the job fair was a success for both parties, and Smart is excited to be working on another Roseburg job fair in Yreka with a tentative date of January 21.

Smart and Roseburg look forward to a productive partnership..



DO YOU HAVE A PARTNERSHIP OPPORTUNITY?

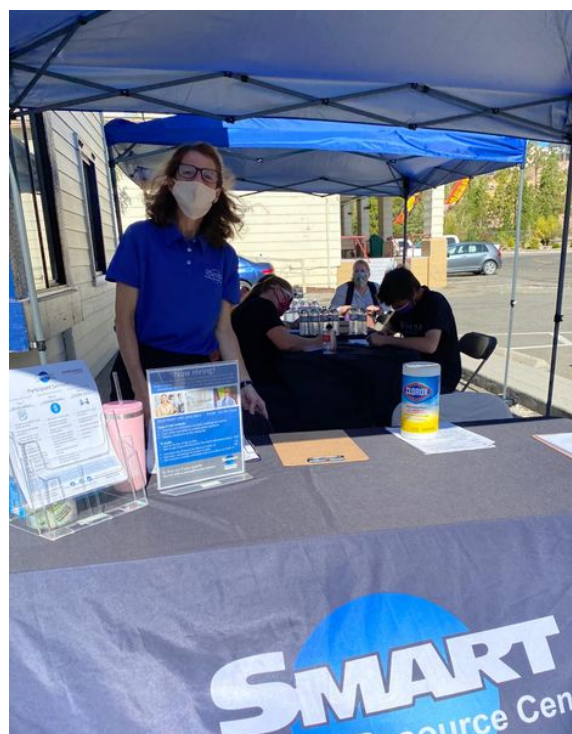
Reach out to SMART on our Facebook page:

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

or our LinkedIn page:

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

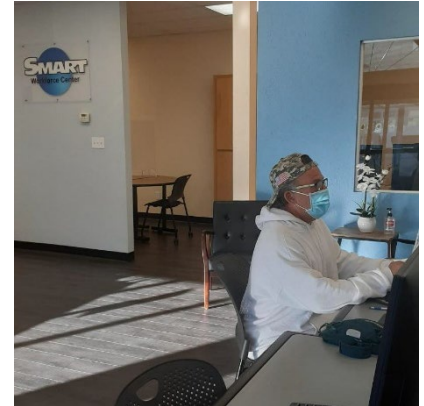
We would love to hear from you.



Siskiyou's One Stop is open and ready to assist clients in their job search!

We are beginning to experience an increase in job seekers and foot traffic. Many clients have commented, how inviting our SMART center is and are comfortable spending the long time it takes to complete applications and resumes in our office.

COVID has proved many obstacles but that has not stopped SMART from safely assisting our clients. Smart has made many changes and created a state approved plan to remain open and essential during these times.

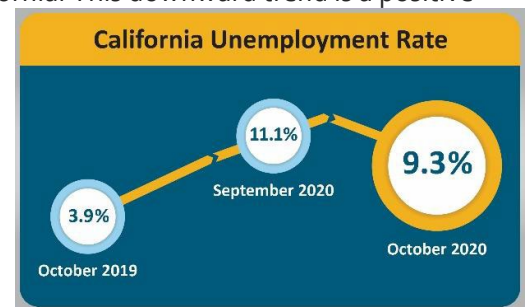


Labor Market Update

Siskiyou County unemployment rates are on the decline alongside the rest of California! This downward trend is a positive change for our small community and gives us hope that the job market will boost, and unemployment rates will fade away. As of October 2020 Siskiyou County unemployment rates decreased to 7.3%, much less than August 2020's 9.1%. The number of UI claims submitted in Siskiyou County has also decreased. September 2020 Siskiyou County had 1,265 claims and is down to 1,118 for October 2020.

Our SMART center here in Siskiyou has played a great role in assisting the community with their EDD and UI needs by answering questions and providing computers for application assistance. Recognizing that the COVID pandemic has and still is negatively affecting people's livelihood, it now seems we are putting in motion ideas or changes we might have always thought to be impossible. Our SMART clients have begun taking initiative in going back to college, training or gaining new skills to begin that career they only dreamed of!

California is also experiencing a great increase in jobs such as leisure and hospitality, professional and business services as well as construction. This looks to be a positive end to the year and an even better start for the new year in our state! Although the government announced the largest industry job loss with a decline of 41,000 this was because of staffing reduction of census workers.



- Smart 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

SHASTAGMI
GROW MANUFACTURING INITIATIVE

Young Adult Spotlight:

Dasier L., a 19-year-old who recently moved to Dunsmuir from San Jose, is excited to start a new job with help from the Smart Business Resource Center.

Referred to Smart's program's by her sister-in-law, Dasier focused on obtaining full-time employment, so she could live independently. Being new to the area and not having her own transportation, Dasier hoped Smart would find her the right fit for her circumstances. She completed job readiness workshops that included resume writing and interviewing techniques and immediately hopped on job leads she was given.

Just a few weeks after applying for a position at Chevron, which is walking distance from her house, she excitedly accepted. Highly ecstatic and grateful, she was glad to have had the opportunity to work with the Smart Center.

Case Notes Training

This November, staff at the Weed office 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 **S**ituation, the **A**ction taken to resolve the situation, and the **R**esults 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
- Cal Jobs Webinars



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.



SMART Executive Director
Wendy Zanolli

"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

