

DEL NORTE COUNTY EDITION

North State Builds, the pre apprenticeship program starts!

A pre-apprenticeship program began in this quarter, in partnership with North State Builds (northstatebuilds.com) and North Central Counties Consortium Workforce Board, Butte, Colusa, Glenn, Humboldt, Shasta, Sutter, Tehama, Yuba County's America's Job Centers, and local apprenticeship programs. This SB-1 grant will be able to serve approximately 280 people in the various counties. Outreach efforts are being made to all populations, including disadvantaged and underserved in our communities.

This course is a special opportunity to introduce participants to the various fields of construction. After completing the 5-week course, students can choose to apply to an Apprenticeship program which trains workers to become skilled in a particular trade.

In Shasta county, The Smart Workforce Center held their first week of class, starting March 2. This module covered Work Readiness, career exploration, job

expectations, building a resume, and math preparation. After this was completed, students started their pre-apprenticeship training. The remainder of the class and hands on activities take place at North State Builds in Redding. North State Builds represents construction workers and contractors in 14 Northern California Counties, in construction and development advocacy, and investment in pre-apprenticeship & apprenticeship training programs.

The Pre-apprenticeship curriculum includes Construction Industry Awareness, Construction Trade Awareness, Construction Health & Safety (OSHA & CPR), Tools and Materials, Construction Math, Heritage of the American Worker, Diversity in the Construction Industry, Blueprint Reading, Green Construction, and Financial Responsibility. Students receive a stipend for completing each week of class.



SMART Workforce Center Community Coordinator Report



Q1-2021

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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

SMART participates with the Crescent City Economic Development Plan Page 2



P2E Grant starts

See how we are changing lives on page 6



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.



Economic Development Planning - Crescent City

Smart Program Manager, Christy Hernandez, participated in the interactive Crescent City Economic Development Strategic Action Plan Workshop in January 2021. The workshop gathered input from community members on topics that included job creation & retention, tourism and economic resiliency. Attendees were able to participate using a Menti link, which is a live polling feature, where their thoughts regarding economic development were collected. The link to view the recorded workshop on Facebook is

<https://www.facebook.com/CrescentCityCA/videos/157241052865305>



Young Adult:

On the Job Training partners:

- Shasta Tanks and Propane
- SVM Plumbing
- Technisoil- Warehouse Laborer

Young Adult:

Work Experience partners:

- The Mail Room
- Second Street Gallery
- Hella Apparel
- 2nd Street Gallery
- The Mailroom
- Crystal Geyser Roxane LLC
- Haven Human Society
- Shasta ENT
- A Beautiful View
- Garden Authority

On the Job Training Partners:

- Hambro Forest Products
- Hope Crisis Response Network, Inc.
- Zach Bay State Farm- Insurance Account Representative
- Michael Staszal, DO PA
- Trinity County Tile
- Dee Stover Insurance
- Moore's Heating & Air
- Beard's Custom Cabinets- Woodworker
- Garden Authority
- Granada Gardens
- Redding Fashion Alliance
- Impact Solution
- Peerless Building Maintenance- Warehouse Drive
- Hambro Forest Product
- Kristi Davis OD
- McEntire Landscaping Inc
- Solano's Home Improvement Center
- Rain Rock Casino

Sierra Pacific Job Fair

Sierra Pacific Industries and Sierra Pacific Windows held a job fair on February 18, 2021. Participants had an opportunity to apply with one of our region's largest employers- who were offering a multitude of positions available with growth potential and great benefits!

It was a great opportunity for job seekers to speak with SPI representatives and learn more about employment opportunities in their Northern California regions. After the job fair SPI held open interviews, for each of their open positions. Attending the job fair was a great way for candidates to stand-out from the crowd!

Brought to you in partnership with Smart Workforce Center, Job Training Center, and Alliance for Workforce Development, Inc.

www.spi-ind.com/careerfair



LET'S TALK CAREERS!
FEBRUARY 18th 8AM-10AM & 4PM-6PM
REGISTER TODAY: WWW.SPI-IND.COM/CAREERFAIR

\$17.50-\$35.00
\$1,500 HIRING BONUS*

SIERRA PACIFIC INDUSTRIES **SIERRA PACIFIC WINDOWS**

We are hiring for 10 different North State Locations!

- Anderson Sawmill
- Burney Sawmill
- Oroville Sawmill
- Shasta Lake Sawmill
- Quincy Sawmill
- Red Bluff Windows
- Red Bluff Millwork
- Richfield Millwork
- Richfield Raman
- Trucking Division

We are an EOE/Equal Opportunity Employer, including those with a disability and veterans.

Brought to you in partnership with:

SMART **JOB TRAINING CENTER** **Alliance for Workforce Development, Inc.**



Shasta Health Rock Stars

Smart Workforce Center is involved in a rural healthcare collaborative grant. As part of this partnership, health care providers in Shasta County recently launched a new website, dedicated to Promoting Health Careers in Shasta County. The site lists all education pathways and all health providers in Shasta County. There is a great Health Career Pathways chart to show the many careers available in the industry (and a good resource for Smart staff in all 5 of our counties). At the end of the pathways chart, it says "Which Path Would You Take For A Career In Healthcare?" and the you can choose "K-12, Career Counselor, Workforce Center, VA Center". This collaboration and website is a great example of the various resources for workforce development agencies coming together in partnership.

<https://shastahealthrockstars.org/> and check out their video <https://youtu.be/YeSJUkeWThY>

There is also a page dedicated to careers and open positions. In many of the open position categories, Smart is listed with a link to our NorthStateJobs portal.

<https://shastahealthrockstars.org/shasta-county-healthcare-careers/>

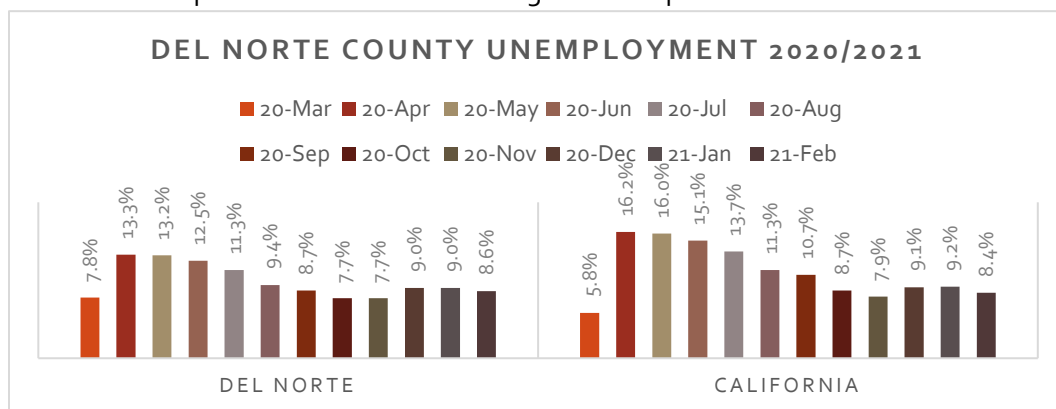
This site is a great resource for clients interested in healthcare careers in Shasta County. Siskiyou County is also working on something similar through their collaborative. The site is linked on the partners page of our Smart website.

Unemployment Levels Off

The unemployment rate in Del Norte County was 8.6 percent in February 2021, down from a revised 9.0 percent in January 2021, and above the year-ago estimate of 6.2 percent. This compares with an unadjusted unemployment rate of 8.4 percent for California and 6.6 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 50 businesses to provide services and assistance during layoff and closure events. SMART has assisted 643 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, 468 businesses have worked with SMART to post job listings and receive additional assistance.



NOW HIRING

Employers with the Most Job Ads

- Del Norte Unified School District & COE
- Sutter Health
- County of Del Norte
- Sutter Medical Center
- Home Depot
- Dentaquest
- Walgreens
- Lucky Casino
- National Park Service
- Harbor Freight
- Defense Talent
- CVS



- Smart has enrolled over 275 people in our services to get training, education, and/or jobs this year.
- Smart has had over 2,500 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.

P2E, Prison to Employment is Here!

Smart Workforce Center has a state grant funded opportunity through the Workforce Innovation and Opportunity Act, for recently released justice involved individuals. This is a great opportunity for those are looking for a second chance at a better life. The program is employment focused, and provides assistance to the job seekers in securing recent work experience based on their interests, aspirations, and willingness to learn new skills. Employers can benefit in many ways by participating in P2E including:

- OJT- partial wage reimbursement On the Job Training
- Paid Work Experience
- Fidelity Bonding
- Work Opportunity Tax Credits (WOTC)
- Employer/employee supportive services
- Community Impact

Our P2E team coordinators, Carrian, Robin, and Amanda are currently recruiting for interested participants. Smart has already been successful in locating two work placements. The first individual was interested in accounting. He did have some previous work experience in construction, however he wanted to explore a new career. He is now working the through Smart P2E grant, in an Office Assistant position, gaining valuable skills and experience in an Office and Accounting environment. A second participant recently started working as a Landscape/Construction laborer. Smart assisted them both with resume polishing, interview practice and work clothing, and is paying wages during their training and onboarding.

SMART Medical Assistant sponsorship - Success Story - Adult client

Michele Cusumano came into the SMART Workforce Center in Crescent City after she was laid off from her position as an Assistant Manager at a local dog grooming business, a direct result of COVID-19. Michele was enrolled as a Dislocated Worker and began working with a Career Advisor to help in her job search. Michele expressed interest in learning new skills and working outdoors so her Advisor sent her to interview with the County of Del Norte under the NDWG Storm grant. Michele was selected and started working as a Park Maintenance worker in November of 2020.

Michele is part of the re-entry population and was eligible for the P2E grant, making her Del Norte's first active enrollment. While Michele continued to work as a Park Maintenance Worker for the County of Del Norte, she continued to work with her Advisor to develop permanent full-time employment which would allow her to remain self-sufficient. Michele interviewed with Hambro Forest Products for a hybrid position of CRV Buyback Attendant/Security/CDL Trainee and was selected for the position. She will begin an On the Job Training funded through the P2E Earn and Learn grant beginning March 22nd, 2021. In this position, Michele will be learning various aspects of several positions including the recycling buy back center, security, and training for her Class "A" Commercial Driver's License. Way to go Michele!



Carr Fire Grant Update

The Smart Center was awarded funding for a National Dislocated Worker Grant (NDWG) in 2018 for the recovery efforts of the devastating Carr Fire. Participants were working on jobsites in both Whiskeytown National Recreation Area as well as City of Redding up until early 2020 when Shasta County was put under shelter in place orders. It has now been almost a year and Smart and our partners were able to reopen these jobsites and continue to get participants active and working once again.

Smart currently has 21 active jobsites where participants are working to repair what was destroyed during the Carr Fire. These efforts are only possible due to NDWG funding and the hard work our participants put forth. Funding from National Dislocated Worker Grants help our community in a multitude of ways; from repairing trails that are enjoyed by the community to assisting individuals with re-entering the workforce. The work the participants complete is long-standing and is appreciated and utilized by the many individuals that choose to recreate here.



Other Training SMART received:

Dynamic Works Trainings:

- Foundations of Workforce Development
- Motivational Interviewing
- Ex-Offender Job Development Series
- Overcoming Employer Resistance
- Master in Casenote Management
- Business and Economic Development Intelligence
- Workforce GPS – Using CareerOneStop to Provide a Successful ReEntry Transition Inside & Outside of Correctional
- Untapped Talent: Diversifying through Fair Chance Hiring
- Dr. Robert Eyer Economic Update – Del Norte
- CalJobs – P2E and AB 1111 Caljobs Refresher Webinar
- Implicit Bias Training

Wednesday Trainings!

Smart Workforce Center staff from all five counties joins in for trainings each Wednesday morning at a bright and shiny 8:30 a.m. The trainings equip staff with information and strategies for handling a variety of topics they use in their daily work at the Smart Centers.

The trainings kicked off in early February with Wendy Zanotelli, CEO of Smart Workforce Centers. Wendy gave an overview of Smart's current and past services and put them in economic perspective with facts like these: 440 individuals received education, training, support services, and living wage jobs from Smart's programs in the last year.

In later trainings, staff members geared up on services and requirements in Smart's major grants, such as the Dislocated Worker and Young Adult grants, and learned in-depth information about on-the-job trainings and work experiences. In the last eight months, Smart has employed residents in 33 on-the-job trainings alone, so the presentation outlined useful facts for staff.

Later trainings touched on social media initiatives, referral pipelines for outreach, and accounting details. The final part is critical information that helps clients get paid as soon as possible.

One training season is over and was fact-packed. Smart staff is looking forward to the next series of trainings.

"SMART is committed to continuous improvement and putting forth our best efforts to support the education and training efforts of our staff in the areas of equity and economic justice."

-Marie Granberry, CFO, Smart Workforce Center

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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