



SMART Workforce Center Community Coordinator Report



Q2-2021

SISKIYOU COUNTY EDITION

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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, student 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, student starting their pre-apprenticeship training. The remainder of the class and hands on activities are currently taking 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.



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

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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.



Developing Partnership with Redding Institute of Technology

Smart Workforce Center CEO Wendy Zanotelli has coordinated with Redding Institute of Technology (IOT) in expanding North State vocational training opportunities with WIOA workforce grants.

Smart is excited to collaborate with IOT and offer sponsorship assistance for a variety of training programs to WIOA participants. This support allows our clients to expand their skills and provide stepping stones to career success in many fields. IOT offers vocational training and preparation for several occupations, including Nursing, Medical Assistant, Pharmacy Technician, Physical Therapy Assistant, Medical Billing & Office Administration, and HVAC. Smart supportive services may also be available to the students while in training including assistance with required scrubs, supplies, etc.

Once their training is complete, Smart can assist with resume preparation, practice interviewing and job referral; as well interview work clothing.

Smart currently has referred multiple candidates in Shasta & Tehama counties for sponsorship. Application for assistance is completed on case by case basis.

Young Adult:

On the Job Training partners:

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

Young Adult:

Work Experience partners:

- 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:

- 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

or

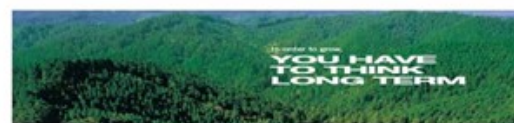
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ROSEBURG FOREST PRODUCTS HIRING FAIR

A virtual career fair was held on March 24, 2021 from 11:00 a.m. to 1:00 p.m. for Roseburg Forest Products in Partnership with the Smart Workforce Center in Siskiyou County.

Roseburg has immediate openings for Team Members in Production and Skilled Labor Positions at their manufacturing facility in Weed. Smart provided support to job seekers regarding preparation & registration for the event. Excellent opportunities await! Roseburg Forest Products was founded in 1936, and now includes 600,000 acres of sustainable managed timberland in Oregon, Virginia and North Carolina. www.roseburg.com, www.thesmartcenter.biz

www.spi-ind.com/careerfair



Virtual Career Fair When: Wednesday, March 24th

From: 11:00am-1:00pm

Roseburg Forest Products located in Weed California has immediate openings for Team Members who are interested in production and skilled labor positions
Hourly wages from \$20-\$33 per hour

Directions: Copy the link into your browser and register to receive a virtual interview. You can also call the SMART office at (530) 245-1550 for assistance with registering.
<https://portal.premiervirtual.com/event/register-jobseeker/6032-roseburg-forest-products-interview-fair>



Smart Workforce Center is involved

SHASTA HEALTH
ROCK STARS



Shasta Health Rock Stars

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.

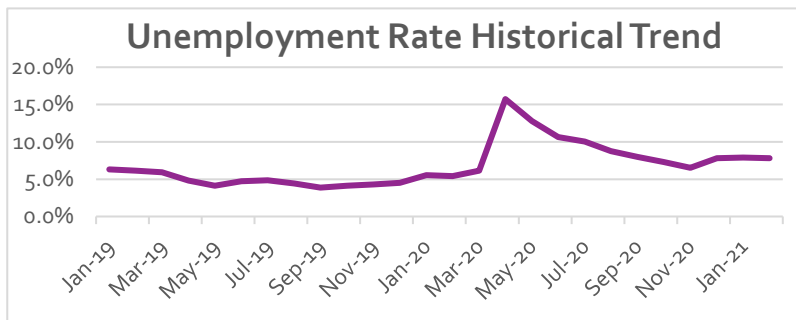
<https://shastahealthrockstars.org/>

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 Shasta County was 7.8 percent in February 2021, down from a revised 7.9 percent in January 2021, and above the year-ago estimate of 5.4 percent. This compares with an unadjusted unemployment rate of 8.5 percent for California and 6.2 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

- Tile and Marble Setters
- Home Health/Personal Care Aides
- Construction Laborers
- Counter & Rental Clerks
- Light Truck or Delivery Drivers
- Equipment Operators
- Plumbers, Pipefitters, Steamfitters
- Electricians
- Computer User Support Specialists
- Teachers Assistants
- HVAC
- Phlebotomists
- Telecommunications Installers
- Medical Assistants
- Automotive Service Technicians



Source: California Employment Development Department reports for Redding, California

- 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 grand funded opportunity through the Workforce Innovation and Opportunity Act, for recently released justice involved. 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, Cariann, Robin (Shasta County) and Amanda (Del Norte County) 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, but 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.

Slater Fire Assistance

On March 13, victims of the Slater Fire gathered for assistance at the Karuk Wellness Center in Happy Camp. While these people had suffered the loss of their homes, cars, and other property in the powerful fire, they were appreciative of the assistance from the Slater Fire Long-Term Recovery Group, which hosted the gathering.

At the event, people stood in line to wait for delicious flat-bread Indian tacos as well as generous community aid. They picked up \$50 and \$100 gift cards and balanced new electric blankets, space heaters, and clothes in their arms as they walked around the resource tables.

Participants talked to staff at the Smart Workforce Center, Northern Valley Catholic Services, the United Way, and other social service organizations about employment and crisis help. They even picked up a few more gifts, such as paintable art pieces! While many visitors had been devastated by the fire, they were genuinely appreciative of the help and hoped to rebuild soon.



NDWG Carr Fire Grant Update

Siskiyou Smart has established a great relationship with the Karuk Tribe. Smart's starting to help locals in job search and resume building at the Karuk Wellness Center. Smart will be in Yreka the 1st Wednesday of every month. Other partnering agencies like Siskiyou County Social Services and WIC are excited for this opportunity. They plan on referring their clients to take advantage of the short commute. Smart is also in the works with TANF on collaborating to help their clients with work readiness and become self-sufficient. By doing multiple workshops virtual and in person. Smart is excited to build their relationships with all the departments within the Karuk Tribe to better our community.



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 Eyley 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 joined in for trainings each Wednesday morning at a bright and shiny 8:30 a.m. The trainings equipped 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. Now, staffers are wondering, "What's up next?"

"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

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 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

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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