

SMART Workforce Center Community Coordinator Report



Q3-2024

DEL NORTE COUNTY EDITION



Meeting of the Minds Conference California Workforce Association

Several SMART staff attended the CWA Meeting of the Minds conference "From Innovation to Implementation" in Monterey, CA. This annual event brings together workforce professionals from across the state to explore innovative ideas and best practices. The keynote speaker delivered an inspiring message about the future of workforce development and the importance of adaptability in the ever-changing job market.

Many innovative and timely topics were presented in breakout sessions.

Molly, a SMART Community Workforce Specialist from Trinity County attended an AI workshop. This workshop provided a more comprehensive understanding of the benefits and efficiencies of AI as related to workforce development. She also attended the "Pathways" Learning Academy. The exploration of this topic left SMART eager to continue working with young adults, helping to customize and support first steps in developing career paths. Other sessions included Employer Engagement and Strategies for Serving Diverse Populations. Erika, a SMART Community Workforce Specialist in Siskiyou County, attended the conference for the first time! They appreciated the opportunity to network with professionals dedicated to advancing diversity and racial equity, as well as creating more inclusive work environments.

Networking at the conference was another key highlight, allowing our team to build connections with professionals from different regions and industries. These relationships will foster future collaboration, ensuring that SMART remains at the forefront of workforce development strategies.

The Meeting of the Minds conference continues to be a beneficial experience, equipping our staff with the knowledge and connections needed to improve services and outcomes for the communities we serve.

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DNATL Community Food Council Highlight



SMART staff have been working with the Del Norte and Tribal Lands Community Food Council to place interns in their various programs for hands-on experience in agriculture and food systems. The Del Norte and Tribal Lands Community Food Council (DNATL CFC) works to improve nutrition security and local food systems by fostering stakeholder engagement and community-driven solutions that enhance the local food economy, create workforce development opportunities, provide nutrition and gardening education, expand local food production, improve food supply chain infrastructure, and increase access to healthy, local foods.



SMART began partnering with the DNATL Community Food Council's Food Forest program in 2022 with

the E3 Summer Youth internship program. They hosted two teens for their summer camp, providing hands-on experience in organic vegetable growing and management, along with opportunities to serve as camp counselors for children aged 5-15. This immersive environment allowed the interns to develop practical skills while also mentoring younger campers. Since then, the DNATL Community Food Council has continued to be an outstanding partner, offering additional youth internship opportunities across their various programs, further enriching participants' understanding of sustainable food systems and community engagement.



More recently, with the help of special grants, SMART expanded the partnership to place adults in Transitional Jobs programs, allowing them to gain hands-on experience with real-world challenges in food access and environmental sustainability.

Andrea Lanctot, DNATL CFC Director, had this to say about the partnership with SMART, "Our collaboration with the SMART Workforce Center, through their Transitional Job training and E3 youth programs, is essential to our mission.

On the Job Training and Work Experience Partners:

- US Forest Service
- The Watershed Research and Training Center
- Del Norte County Fairgrounds
- Emerald Ridge Construction
- County of Del Norte
- Kimes & Foutch Construction
- Fasteners Inc.
- Family Resource Center of the Redwoods
- Mayers Memorial Hospital/Mayers Healthcare Foundation
- City of Weed
- Del Norte Chamber of Commerce
- Community Food Council
- Crescent City School District
- Pulikla Tribe of Yurok People
- Redwood Parks Conservancy
- Rumiano Cheese Company
- Sutter Coast Hospital
- Tri County Independent Living
- Shasta YMCA
- Shasta County Office of Education
- Redding School District
- Shasta Regional Medical Center
- Shasta Community Health Center
- Dignity Health Connected Living
- ALC Enterprises, LLC DBA ALC Gifts & Antiques
- US-Offsite Holdings, Inc.
- Shasta Public Library-Redding
- New Life Discovery Center
- Burney Water District
- Sharrah Dunlap Sawyer
- Copper Ridge Care Center
- Del Norte Senior Center
- Shasta Regional Transportation Agency
- Dr. Staszal
- Boundary Waters
- Baez Family Childcare

These initiatives connect us with key community members whose diverse experiences help shape and strengthen our work, ensuring our programs are equitable and inclusive. Smart Workforce participants have infused our efforts with fresh energy and valuable perspectives, while also providing crucial support during peak periods."

Thank you, DNATL Community Food Council, for your continued partnership and collaboration with SMART!

Douglas Finds Success

Douglas first came to the SMART Workforce Center as a young adult looking for help with his job search. He was eager to find a job where he could grow and learn new skills. With the support of the SMART team, he was placed in a Work Experience (WEX) with the County Parks & Maintenance department.

Right from the start, Douglas was determined to do his best, and that hard work quickly paid off. His supervisors at the County were impressed by the quality of his work, amazed at how well he was doing. Douglas didn't just meet their expectations—he exceeded them, turning a simple job search into a chance to really make a difference in his community.

After proving himself in the WEX, he later joined the STORM grant program. After joining the Storm program, his supervisors state that he's reliable, pays close attention to detail, and always finds a way to get the job done. His supervisors have been full of praise for him, saying he's a key part of the team.

The County has been blown away by how easily Douglas adapted to his role and how much he's accomplished. Whether he's working on his own or with others, he always delivers high-quality results. Thanks to the STORM grant, Douglas has been able to develop his skills even further, and he's now known as a great worker who consistently goes above and beyond. Keep up the great work Douglas!



Young Adult Success Story

Just two weeks after Jett came into the SMART Center, we successfully placed him in a Work Experience (WEX) opportunity at the local YMCA! Jett had minimal experience in the workforce prior to this, having only held two temporary positions before his current role. Despite this limited background, he approached his new job with enthusiasm and a willingness to learn. Now, as he is just over halfway through his work experience, Jett has already gained a wealth of valuable workplace skills that he will undoubtedly carry with him into any future positions he pursues.

He loves his job as a custodial helper, finding fulfillment in the responsibilities that come with maintaining a clean and welcoming environment for the YMCA's patrons. Jett particularly enjoys interacting with his supervisors and coworkers, who have made him feel like an integral part of the team. His supervisor reports that he is always eager to lend a helping hand, going above and beyond what is expected of him. As he continues to develop his skills and build his confidence, we are excited to see how Jett will thrive in his future career endeavors.



TSA Recruitment Event

The Transportation Security Administration (TSA) held a hiring event at the SMART Workforce Center during the first week of September, aimed at recruiting qualified candidates to join their team of Transportation Security Officers (TSOs). During the event, attendees had the opportunity to learn more about TSA's job roles and the specific qualifications needed for employment. The event also included on-site application assistance and interviews. The event presented a great opportunity for local residents to explore a career in homeland security, with TSA offering comprehensive training and support to help new hires succeed in their roles.

E3- Summer Youth

The E3 Summer Youth Program, a partnership between the Smart Workforce Center and Del Norte County Office of Education (DNCOE), was a huge success this summer! This summer, E3 was able to put 46 teens to work in the community over the summer, thanks to our local businesses/agencies as well as our partners at DNCOE. After interviewing with the E3 participating worksites, the youth were selected and placed in a paid internship. Worksites this summer included Crescent City/Del Norte Chamber of Commerce, IT Department (School District), City of Crescent City, County of Del Norte, Del Norte Fairgrounds, Nutrition Services (School District), Family Resource Center of the Redwoods and Community Food Council, Hambro Forest Products, Instrument Repair for the Music Department



(School District), Pulikla Tribe of Yurok People, Redwood Parks Conservancy, Rumiano Cheese Company, Sutter Coast Hospital and Tri County Independent Living.

The following is a quote from one of the worksite supervisors when asked, "What inspired you to join E3 this year?": "We aim to create opportunities for the youth in our community, empowering them to explore and understand the diverse career paths available to them."

The majority of students in the program returned to high school after the summer, and a small portion went off to their first year of college. Also, after showing what great employees our teens



can be, some of the worksites chose to hire E3 participants after the program.

Overall, the 2024 E3 Summer Youth Program was a great success! This program was funded by the Del Norte County Office of Education and Klamath Promise Neighborhood. 14 students successfully complete their internships with the following businesses: Shasta County Office of Education (SCOE), Redding School District, Shasta Regional Medical Center, Shasta Community Health Center, Dignity Health Connected Living, and Mayers Health Care Foundation/Mayers Memorial Hospital. Of those 14 students, 7 elected to do concurrent enrollment with Shasta College to earn 2 college credits in either Early Childhood Education or Allied Health. SMART monitored progress to ensure they met the required hours.

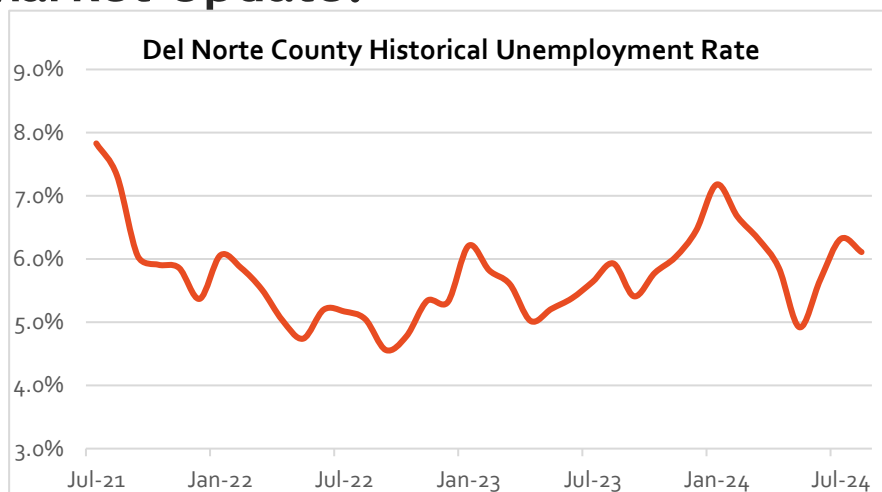
SMART Professional Development:

- California Workforce Association/From Innovation to Implementation
- SMART July Safety Training-Wildfire Smoke Safety
- SMART August Safety Training-Distracted Driving
- SMART September Safety Training- Information Security
- NORTEC- Equity & Access Committee
- North Valley Employer Advisory Council-Employee Onboarding
- Best Practices- LMI & Occupational Data- NORTEC
- AFWD/SMART Best Practice
- SMART/cross training/EDD e-Work Opportunity Tax Credit
- Essential Communication Skills Training

Del Norte County Labor Market Update:

As of August 2024, in Shasta County, the civilian work force was 9,510. This includes everyone that is working, and everyone that is looking for work. Of those, 8,930 are currently employed.

The unemployment rate is 6.1% for August, this is up from 5.9% at the same time last year, but down from a peak earlier in the year.



Source www.labormarketinfo.edd.ca.gov

Fastest Growing Occupations

Del Norte County

Nurse Practitioners
Cooks, Restaurant
Manicurists and Pedicurists
Fitness Trainers and Aerobics Instructors
Hosts, Hostesses, Restaurant, and Coffee Shop
Optometrists
Lifeguards, Ski Patrol, and Other Service Workers
Logisticians
Life and Social Science Technicians, All Other
Tile and Marble Setters
Commercial Pilots
Medical and Health Services Managers
Bartenders
Physician Assistants
Coaches and Scouts
Chefs and Head Cooks
Food Preparation and Serving Workers, Other
Dining Room, Cafeteria, and Bartender Helpers
Nurse Practitioners

In raw numbers there are approximately 580 people currently considered unemployed in the county. This is slightly higher than the same time last year.

Unemployment being only slightly higher than last year, businesses may find it difficult to fill labor needs. Fortunately, SMART offers assistance to businesses, in the form of On-The-Job training reimbursement and training programs for their employees.

Through SMART's funded On the Job Training programs we can help reduce risk when hiring a new employee. As this labor shortage creates complications for employers in the county, SMART can be there to help employers navigate it.

Employers may also need to rethink how they recruit and fill their labor needs. There are untapped labor pools not traditionally counted in the unemployed numbers. Retirees looking for something to do, college students just about to enter the labor pool, parolees who have just completed their prison terms, and homemakers thinking about reentering the work force are not included in the unemployed numbers. Businesses can tap those resources but will likely need to adjust their thinking of what the job demands. Retirees or students may not want or be able to accommodate a 40 hour a week position. Perhaps someone lacks the skills needed to perform the work but has strong motivation to learn.

This is where SMART can help. We can connect businesses to candidates that employers may not have had access to, or even knew were options. SMART clients come from all walks of life and are looking for careers today. As the county's pool of candidates to hire continues to shrink, SMART can assist businesses filling their labor needs.

The SMART Workforce Center is a 501c3 non-profit committed to providing job seekers with resources, training, education, job development, and job placement to help them not only receive living wage jobs, but to grow in their careers. We also help businesses grow by educating employers about available tax credits, alternative labor pools, and helping with recruiting, interviewing, and hiring, as well as offsetting wages for work experience and on the job training programs. SMART is a proud partner of America's Job Center of California and the NoRTEC Workforce Development Board. We have locations in Crescent City, Redding, Weaverville, and Weed. For more information visit the SMART website at <http://www.thesmartcenter.biz>.

Equal Opportunity Employer. Auxiliary aids and services are available to individuals with disabilities. TTY 711.

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