



SMART Workforce Center Community Coordinator Report



Q3-2024

SISKIYOU 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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TINY MIGHTY STRONG-SMART OUTREACH IN RURAL SISKIYOU CO.

In August, SMART Workforce Center's Erika Alvarez and Chelsea Miller visited Tulelake to present their services to the non-profit Tiny Mighty Strong (TMS). The meeting, attended by TMS leaders Amy Frey and Claudia Cisneros, focused on addressing workforce challenges and resource gaps caused by the closure of the Tulelake Family Resource Center.

A key issue discussed was the closure of the Tulelake Family Resource Center. Its closure, combined with a decline in agricultural jobs, has increased unemployment and underemployment in the area, particularly among residents without access to other industries.

To address these challenges, SMART Workforce Center and TMS pledged to work together. Through TMS's established community connections, Erika will be traveling to Butte Valley and Tulelake monthly to offer job search assistance, as well as help with job applications, resumes, cover letters, and interview skills. This collaboration ensures that even with limited local resources, residents have access to vital workforce development services.

Another focus was engaging young adults in their community. Both TMS and SMART Workforce Center emphasized how community involvement fosters better relationships, self-esteem, and motivation for young adults to envision futures within their communities and feel inspired to give back. By actively participating in community efforts, young adults can build leadership skills and contribute to their hometown's growth.

Part of this strategy includes showing young adults career opportunities beyond entry-level jobs. Workforce readiness skills such as communication, problem-solving, and teamwork are key to opening doors to meaningful employment. SMART Workforce Center aims to increase enrollment in the young adult program, providing guidance, support, and job readiness training for career success.

Looking ahead, Erika Alvarez will offer monthly Financial Literacy workshops for young adults and lead

**tiny
mighty
strong.**

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

Workforce Readiness Workshops at TMS's First Annual Teen Leadership Conference in November, preparing young adults for future employment. Together, SMART Workforce Center and TMS are collaborating to empower the community and ensure that Tulelake and Butte Valley residents have the support they need to thrive and contribute to their communities.

Andrew Finds Success On the Road

Andrew came into SMART inquiring about obtaining a certificate in Commercial Driving. One of the many services that the workforce center offers, includes assisting individuals who are looking to complete an Occupational Skills Training Program. Although Andrew had long-term experience working as a cook, he had decided it was time for growth. He was interested in a career change as well as a lifestyle change. After he was made eligible for tuition assistance, he became enrolled in one of the local truck driving schools, American Career Training. He completed 160 hours of training for his commercial driver's license, entailing lectures and homework as well as hands on training. Once his training was complete, he took his behind the wheel driving test and passed, granting him his commercial driver's license. Soon after, he was hired as a regional Heavy Truck driver for May Trucking. Andrew's story is one of the many that has inspired the community and thanks to the services that SMART offers, will continue to be a resource to residents who are seeking career assistance that could change their lives for the better.



Fire Academy Update



On August 28, 2024, SMART participated in the College of the Siskiyous Fire Academy Orientation, where staff detailed the services available to students during and after their time in the Academy. With 30 students enrolled this year, attendees were encouraged to visit the campus Job Center to discuss the necessary paperwork and determine their eligibility for SMART's various programs.



SMART Partners with City of Weed



In July, Chris, the Interim Maintenance Director for the City of Weed, reached out to the SMART Workforce Center for assistance in filling a crucial position. Last year, SMART successfully partnered with the city to recruit and support the hiring

of a new Maintenance Worker, and the city once again sought their expertise to help fill another open role.

After three weeks of diligent searching and interviewing, Ryan was selected for the position. On August 19th, Ryan began his first day as the City of Weed's newest Maintenance Worker. This partnership between SMART and the City of Weed highlights the ongoing commitment to supporting local employment opportunities and ensuring essential services for the community.



Reveca's Bilingual Job Search: From Barrier to Benefit



Reveca, a native Spanish speaker, had been laid off from her job and was struggling to find new employment with her limited English skills. Hearing that we could help, Reveca came to the SMART Center and met with bi-lingual Community Workforce Specialist Audali. SMART facilitated an On The Job Training with local employer Baez Family Childcare, where Reveca was hired as a Day Care Assistant. Here Reveca is utilizing her Spanish and practicing her English to connect with the parents and children. Reveca is excited to not only grow her language skills, but her skills in childcare. Reveca is learning how to cook and cater to each child's dietary needs and develop and implement engaging childhood development curriculum for the children. Reveca enjoys being able to connect with the children and their parents and looks forward to work every day.

2024 Fall Shasta Job Fair

The Fall Shasta Job Fair is right around the corner, taking place on Thursday, October 10th, from 11 AM to 2 PM at Simpson University. Employers from Siskiyou, Trinity, and Shasta counties have already registered for this annual event, with more than 70 employers and over 350 job seekers expected to attend. This year's job fair will highlight opportunities in industries such as healthcare, education, manufacturing, technology, and more.

SMART Workforce Center encourages job seekers to register today at www.thesmartcenter.biz/2024-job-fair.

With a diverse range of employers ready to hire, this is a great chance for job seekers to connect and explore new employment opportunities.



JOB SEEKERS WANTED

Thursday, October 10, 2024

11:00 AM to 2:00 PM

James M. Grant Center (GYM)
at Simpson University

Register Today!

<https://www.thesmartcenter.biz/2024-job-fair>

Need help with your resume?

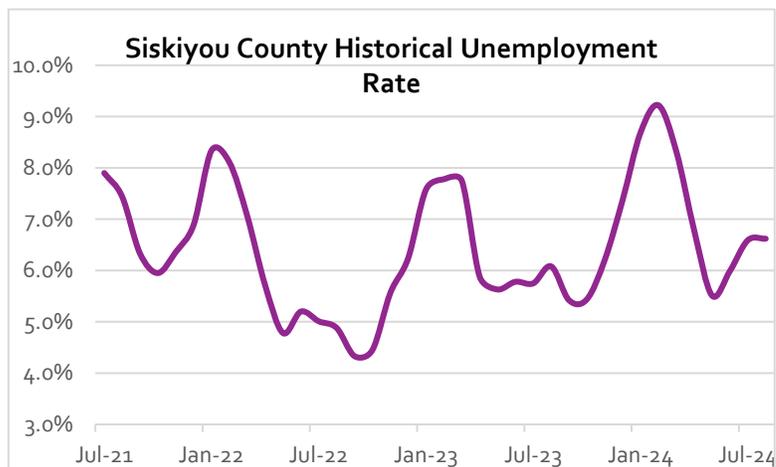
Want to brush up on your interview skills?
Have questions or need help registering
for the job fair?

Make an appointment to visit our Job
Center before the job fair to make sure
you are resume and interview-ready!

Call SMART today!
530.246.7911



Siskiyou County Labor Market Update:



Source www.labormarketinfo.edd.ca.gov

As of August 2024, In Siskiyou County, the civilian work force has expanded recently to 16,420 this includes everyone that is working, and everyone that is looking for work. Of those, 15,330 are currently employed. The unemployment rate is 6.6% for August, this is up from 6.1% at the same time last year, but down from a peak earlier in the year.

In raw numbers there are approximately 1090 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

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

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.

Del Norte County:
707.464.8347
875 5th Street
Crescent City, CA 95531

Shasta County:
530.246.7911
760 Cypress Ave Suite 210
Redding, CA 96001



Trinity County:
530.623.5538
30 Arbuckle Ct
Weaverville, CA 96093

Siskiyou County:
530.657.0139
800 College Ave
Weed, CA 96094

1810 Fort Jones Rd, Suite B
Yreka, CA 96097