



SMART
Workforce Center

America's **JobCenter**
of CaliforniaSM

COMMUNITY COORDINATOR REPORT

January - March 2025

SHASTA COUNTY EDITION

SMART Supports Digital Literacy for English Language Learners in Rural NorCal

SMART is excited to help our English Language Learner (ELL) job seekers find career success in manufacturing through the Rural Access for English Learners Manufacturing (REALM) grant!

SMART surveyed local businesses about their current and future business needs, their willingness to engage with this labor pool, and any barriers in the workplace that this population may face.

One critical barrier identified was digital literacy. Many job applications, onboarding processes, and workplace communications are conducted online, requiring a basic understanding of digital platforms. Additionally, manufacturing jobs increasingly require the use of digital tools for tasks such as operating machinery, tracking inventory, and communicating within a team.

To address this crucial need, SMART is connecting ELL job seekers to NoRTEC's Access Points Digital Literacy Project. Through Access Points, ELL job seekers will receive personalized assistance to gain those essential skills needed to navigate modern workplace technologies.



Inside This Issue

[Shasta Spring Job Fair Success!](#)

Page 3



Go Redding 2025 Heart Health Fundraiser Luncheon

We love to rep SMART blue, but we're happy to throw on some red for a good cause. SMART attended the Go Redding 2025 fundraiser luncheon to support women's heart health. We'd like to extend a special thank you to Sherrie Curry and CGI Technical Services, Inc. for lending us Karrissa to join our table!

Export Expo Helps Local Businesses Think Big!

What makes a good Business Services Representative? Willingness to grab a microphone in a room full of strangers! SMART Business Services Representative Drew can be seen pictured right speaking to the crowd at the Shasta Economic Development Corporation (EDC)'s inaugural "Export Expo".

Held at the Larry J Farr Community Center in Shasta Lake City, this workshop-style event was designed to assist Shasta County businesses in exploring growth opportunities in national and global markets. The Expo featured presentations from esteemed organizations such as the World Trade Center Northern California, U.S. Commercial Service, and Go-Biz International Affairs and Trade. Attendees had the opportunity to learn the step-by-step process of exporting, build relationships with local businesses and national experts, and connect with exporting service providers to unlock new growth opportunities.



K2 Celebrates Court Street Studios

SMART attended the ribbon-cutting ceremony unveiling the newly completed Court Street Studios. This development revitalized the corner of Court and Shasta Streets, introducing modern studio apartments and commercial spaces aimed at enhancing the downtown area. The event celebrated the collaboration between K2 Development, Cow Creek Builders, RAD Studios, and new local businesses contributing to the project's success.



Opportunities in Full Bloom at Shasta Spring Job Fair



SMART's 2025 Shasta Spring Job Fair took place in the spacious and welcoming environment of the Shasta College Main Campus gymnasium, offering a vibrant backdrop for both job seekers and employers. The event brought together a diverse range of companies and organizations eager to connect with local talent. With more than 78 businesses participating, the fair offered an abundance of career opportunities, from entry-level positions to specialized roles across various industries. SMART's dedicated team worked tirelessly to ensure a smooth event, providing job seekers with personalized support and guidance as they navigated the fair and explored opportunities for advancement. The high attendance and enthusiastic participation made the event a true celebration of growth and new beginnings.

We would like to extend our heartfelt gratitude to our incredible partners, the Employment Development Department (EDD), Shasta College, and Reach Higher Shasta, whose collaboration was pivotal in making this job fair an overwhelming success. Their support helped amplify outreach efforts and ensured a seamless experience for all involved. Together, we were able to provide job seekers with not just opportunities for employment, but also access to valuable resources like resume assistance, interview tips, and career counseling. The job fair truly highlighted the strength of community partnerships and the commitment to helping individuals secure a brighter future in the workforce.



SMART On Campus to Support Justice Involved Students

SMART is joining forces with Shasta College at the main campus Career Café, bringing to power of the Regional Equity and Recovery Partnership (RERP) grant to help students armor up for their future careers! This partnership focuses on providing students with weekly half-day support from SMART staff to provide assistance in job search, resume building, interview prep and more in a . We are excited to improve accessibility by offering a walk-up option for students as our partnership with Shasta College strengthens!



On Site Collaborations Result in Client Service Success!



SMART and Good News Rescue Mission have been exchanging on-site visits with one another in an effort to strengthen collaboration efforts.

At SMART's headquarters in Redding, The Good News Rescue Mission's Director of Development Justin Wandro and Life Coach Kevin Hancock received a tour from BSR Chelsea (pictured left). A powerful moment came when a woman in the lobby shared her story with our guests. SMART helped her land a job 10 years ago. Now she's back applying for a Career Advisor position hoping to pay it forward with the help SMART had given her as a job seeker.

At Good News Rescue Mission, SMART Staff gave a presentation to community members accessing GNRM's services to inform them of the SMART Job Fairs and job search tools available in our Job Center. Staff also toured the GNRM

Business Learning Center, which helps those seeking with diploma & GED preparation, as well as college or technical education information.

Onsite at the mission, SMART staff Chelsea, Emily and Laura held in person appointments to assess clients' needs, enrolling one person in the SMART Young Adult program. SMART assisted this motivated young man with Career Exploration, Job Search assistance, and interview clothing. Once he was placed in a job with SMART's help, he was also provided with a bus pass to get back and forth to work. SMART is proud to assist Good News Rescue Mission by offering Job Search & Career Planning resources, while also providing encouragement and hope to their clients as they prepare to enter the workforce! This partnership is a testament to the power of collaboration in breaking barriers and building brighter futures.

A Second Chance Built to Last: Travis' Path to Employment with SMART

Travis was referred to SMART by US Offsite, a company that builds Accessible Dwelling Units or ADUs. They were interested in hiring him but felt he would benefit from some additional training. Travis didn't graduate from high school and had been in and out of prison for the last 25 years. Travis is newly married with two young children;

he was driven to find stable employment where they would be financially secure. The SMART Center was able to assist with a four-month On-The-Job Training at US Offsite where Travis flourished gaining knowledge and skills in a construction labor position. His supervisor stated, "I wish I had 100 more employees just like Travis. We are so lucky to have him." Travis successfully completed the On-The-Job Training and is beyond thankful for the opportunities The SMART Center was able to provide him and his family.

"I wish I had 100 more employees just like Travis. We are so lucky to have him." – Travis' Supervisor



SMART Visits California Conservation Corp Facility

SMART staff visited the California Conservation Corp (CCC) Redding and took a tour of the facility. The CCC Redding Center provides participants with a great opportunity for their first step in careers such as wildland firefighting, habitat restoration, and trail maintenance. They do extensive work with state and local project sponsors. It is fast paced and hard work in difficult conditions. It is very disciplined; a previous participant commented "it was tough, but it helps you grow". They learn how to use heavy operating equipment, chainsaw, forklift, and all types of tools. The Redding Center has about 70 Corpsmembers on three trail crews and one fire crew. They can also help people earn their GED in their classroom module. SMART met with the directors and provided information to them on Job Search resources for participants. Upon completion of the CCC program, SMART can assist with participant's next steps on their career journey!

On-The-Job Training and Work Experience Partners:

- County of Del Norte
- Dee Stover State Farm
- Del Norte Fairgrounds
- Joy's Yard & Ground Maintenance
- Del Norte Child Care Council
- The UPS Store
- Los Compadres Mexican Restaurant
- Summit Lofts
- CGI Technical Services, Inc.
- Rural Human Services
- US-Offsite Holdings, Inc.
- Shasta Caverns
- New Life Discovery Project
- Frank Johnson's Upholstery
- County of Trinity Health and Human Services
- Emerald Ridge Construction
- Rumiano Cheese Company
- Watershed Research & Training Center
- Del Norte Senior Center
- Baez Childcare
- Catalyst Neuromedical
- US Forest Service

Sew Much Growth: Young Adult Alyssa's Resilience & Adaptability

Alyssa joined the SMART program approximately one year ago. During her time in the program, she successfully completed both a Work Experience (WEX) and an On-the-Job Training (OJT) placement with Haven Humane. These opportunities allowed her to strengthen her existing skill set while also gaining valuable new competencies in a professional environment.

Following the conclusion of her program and file closure, Alyssa encountered unforeseen personal and professional challenges that led to her separation from employment. Demonstrating resilience and a strong sense of trust in the support provided by SMART, she chose to return to the program to seek additional guidance and opportunities.

Upon her re-enrollment, Alyssa once again demonstrated her commitment and adaptability by completing another WEX, followed by an OJT placement with Mobile Designs Inc. in a seamstress role—a field that was entirely new to her. Despite having no prior experience in this line of work, Alyssa quickly impressed her supervisors with her dedication, willingness to learn, and strong work ethic.



As a result of her outstanding performance, Mobile Designs Inc. extended a full-time job offer, which Alyssa eagerly accepted. She is now a valued member of their team and continues to thrive and grow professionally in her new role. Her journey is a testament to the impact of supportive career development programs and the power of perseverance.

Fire Academy Training Support from SMART Sparks Career Success

SMART had the privilege of assisting a dedicated young man in his journey to a career in firefighting. Through the program, he received support with school costs for the Shasta College Fire Academy, as well as essential work clothing for his new role with Cal Fire. With prior experience as an electrician's helper, he was determined to build a better future for himself despite past justice involvement. His hard work and perseverance paid off—he successfully completed the rigorous 21-unit Fire Academy course with an "A," earned a spot on the Dean's List, and obtained his Fire Academy Certificate while also completing additional Fire Science classes. Now, he has officially been hired by Cal Fire as part of their engine crew!



Myths, Mortals, and Making a Difference with the Redding Rancheria



The 2025 Redding Rancheria Community Fund Dinner once again brought together community leaders, businesses, and nonprofit organizations for an evening dedicated to giving back. As one of the most anticipated fundraising events in Northern California, the dinner celebrated the spirit of generosity and the impact of charitable giving.

Hosted by the Redding Rancheria, the event raised funds for local nonprofits that provide essential services in areas such as healthcare, education, and social welfare. SMART was proud to be in attendance as a Fire Level Sponsor. Attendees experienced an inspiring evening filled with heartfelt stories, special presentations, and a shared commitment to strengthening the community.

Since its inception, the Redding Rancheria Community Fund has awarded millions of dollars in grants to organizations making a difference in the region. The 2025 dinner continued this tradition, ensuring that vital programs received the support they needed to thrive. Through sponsorships and donations, businesses and individuals alike played a crucial role in funding initiatives that uplift those in need. The event not only highlighted the generosity of the Redding Rancheria but also reinforced the importance of collaboration in fostering a brighter future for the community.



SMART Professional Development:

- Best Practices: LMI & Occupational Data – NoRTEC
- North State Together Summit
- Shasta College Veterans Services
- Shasta College Contract and Community Education
- EDD Partnership Best Practices
- NFN Career Compass Summit
- Winter Safety
- MIP Training
- Realm Grant Planning Workgroup
- First 5 Programs
- Economic Forecast Conference
- Effective Outreach and Recruitment of Underserved Populations
- And More!



SMART Workforce Center is a
Proud Partner of:



Proudly serving our community since 1979, 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. To learn more, visit our website: www.thesmartcenter.biz

SMART Workforce Center is an equal opportunity employer.

Auxiliary aids and services are available to individuals with disabilities. CA Relay TTY 7-1-1

Del Norte County
707.464.8347
875 5th St
Crescent City, CA

Shasta County
530.246.7911
760 Cypress Ave #210
Redding, CA

Siskiyou County
530.657.0139
800 College Ave
Weed, CA

Siskiyou County
530.657.0139
1810 Fort Jones Rd, Ste B
Yreka, CA

Trinity County
530.623.5538
30 Arbuckle Ct
Weaverville, CA