

**SMART**
Workforce CenterAmerica's **JobCenter**
of CaliforniaSM**COMMUNITY
COORDINATOR
REPORT**

July - September 2025

SHASTA COUNTY EDITION

MEETING OF THE MINDS Workforce Conference Focuses on Turning Uncertainty into Opportunity

SMART staff from all four service counties participated in this year's California Workforce Association Meeting of the Minds conference, themed *"Fearless Forward: Turning Uncertainty into Opportunity."* The event brought together workforce leaders from across the state to explore strategies in business-led innovation, trauma-informed programming, data-driven decision making, and emerging technologies like AI and VR in training. By engaging in these conversations, SMART staff strengthened connections and brought back fresh ideas to enhance services and outcomes in the communities we serve.



In addition to innovation and technology, this year's conference emphasized collaboration and adaptability as key drivers of workforce success. Sessions highlighted the importance of cross-sector partnerships, aligning education and industry needs, and creating inclusive pathways for populations often left behind in economic transitions. SMART staff had the opportunity to hear directly from state and national leaders on policy trends shaping the future of work, from climate-resilient job sectors to equitable access to digital skills. The conference reinforced the value of continuous learning and proactive leadership, inspiring participants to translate statewide insights into locally responsive strategies that strengthen the regional workforce system.

Inside This Issue

[Shasta County Fall Job Fair](#)

Page 3

Connecting Cultures, Creating Opportunities: SMART Engages at Native Workforce Summit

SMART was honored to take part in the 2nd Annual Native American Workforce Development Summit hosted by Northern California Indian Development Council (NCIDC). The gathering brought together a wide range of voices—from Tribal leaders and agency staff to businesses, job seekers, and youth—to exchange ideas and explore solutions that strengthen career pathways in Native communities. Beyond the sessions, the summit fostered meaningful dialogue and connections, with a shared lunch offering a chance to continue conversations in a more personal setting. SMART Business Services Representative Chelsea poses with collaborative partner Joe Davis, who shared his recent reelection as the chairman of the Hoopa Valley Tribe.



State of The City Address Focuses on Uniting Together for Progress

SMART staff and Board of Directors recently attended the City of Redding's 38th Annual State of the City Address, held at the Redding Civic Auditorium under the theme *"Transforming Redding Together: Every Role, One Goal."* The event drew a wide cross-section of community leaders, business stakeholders, and public officials, providing a forum to hear updates on projects like the Redding Airport runway upgrades, the Amazon last-mile facility at Stillwater Business Park, downtown entertainment zone development, and infrastructure efforts citywide.



By being present at the address, SMART gained firsthand insight into the city's strategic priorities, economic indicators, and collaborative initiatives. This participation allowed our team to better align our workforce and business services plans with municipal goals, strengthen relationships with city leadership and other local partners, and position SMART to be a more effective contributor to Redding's growth and progress.





MART Workforce Center Fall Job Fair Connects Hundreds of Job Seekers with Local Employers

With more than 730 job seekers in attendance, the Fall 2025 Shasta Job Fair highlighted the power and potential of our local workforce. Employers gained a unique opportunity to engaged with seasoned professionals as well as the workforce of tomorrow – Career and Technical Education (CTE) students and an outstanding number of Shasta College students. Through strong partnerships with our local community colleges, we are cultivating a vibrant, future-ready workforce that drives growth, innovation, and prosperity for years to come.



We were proud to partner with Shasta College Economic * Workforce Development (EWD) to host 63 businesses showcasing more than 800 open positions across Shasta County in key industries like healthcare, education, manufacturing, and beyond.

“We love this event! We love being able to connect with the community...”
-Shasta Public Library

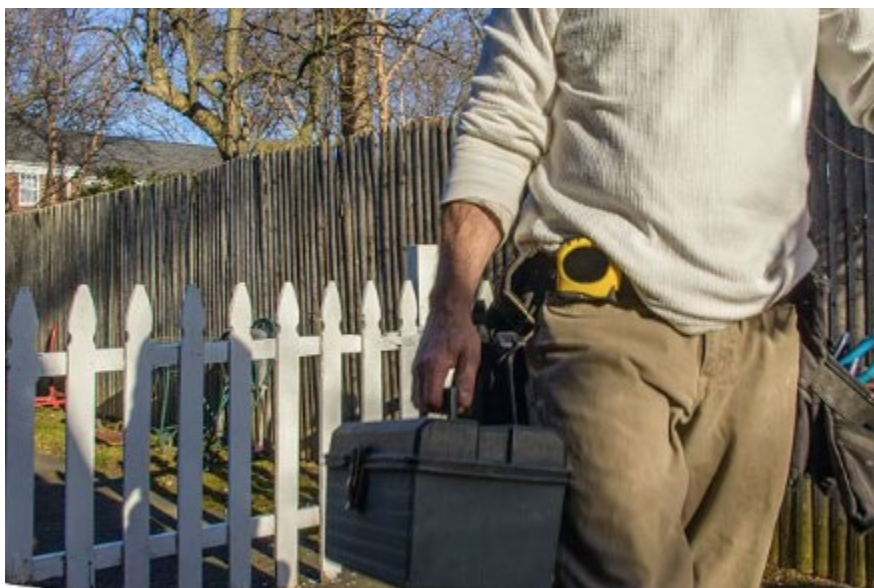


Scott's Path to a Promising Career in the Trades

When Scott connected with SMART Workforce Center, he was seeking a fresh start and a stable career path. After being identified as eligible for the Young Adult Program and the HIRE Grant due to his involvement with court system, Scott shared his goal of working in the trades industry.

With support from SMART, Scott enrolled in and completed the High Roads Construction Careers (HRCC) training program, earning his Multi-Craft Core Curriculum (MC3) certification. Throughout the process, SMART staff assisted Scott with job applications, budgeting, and supportive services—including rental and clothing assistance—to help him stay on track while seeking employment.

Scott's dedication quickly paid off. After multiple interviews and persistence in following up with employers, he was offered as a Plumber's Assistant. His position was supported through the HRCC grant, providing him hands-on experience and an opportunity to grow his skills in the field.



Determined to continue advancing, Scott also took and passed the Local UA Plumbers and Pipefitters apprenticeship test, later interviewing and being accepted into the apprenticeship program. To help him maintain reliable transportation to and from work, SMART provided assistance with new tires through HRCC funding.

Today, Scott is on his way to a long-term career in the trades. His hard work, determination, and willingness to take advantage of available resources exemplify what's possible when opportunity meets effort. SMART is proud to have been part of Scott's journey and looks forward to his continued success in the construction industry.

SMART Professional Development

- The AI Evolution in Phishing Attacks
- Fighting Fatigue in the Workplace
- Social Media and Email Safety
- 2025 Changes to Employee Payroll Taxes Best Practices - LMI & Occupational Data with EDD
- CalWorks Employment Services
- SMART Accessibility Services
- Shasta County Veterans Services
- Cal-AIM- Shasta Community Health Center
- Regional Data Report from EDD Data Analyst

And More!

Matthew Builds a New Skillset and a Brighter Future for His Family



When Matthew connected with SMART Workforce Center, he was eager to find full-time work to better support his wife and five children. With a background in construction and carpentry, as well as experience as a lead water technician, he had a strong foundation of hands-on skills—but needed specialized training to take the next step in his career.

After applying for a Laborer position at Steve's Custom Upholstery, the employer expressed interest in hiring him but noted that he would need additional training in upholstery techniques. SMART partnered with the

business to create an On-the-Job Training (OJT) opportunity, allowing the client to gain new skills while earning a full-time wage of \$20 per hour.

Throughout the training, SMART staff conducted regular evaluations, confirming steady progress and continued need for skill development. The employer, Daren, reported that the client was highly motivated and adapting well to the new trade. To support his success, SMART also provided Matthew with work clothing assistance, helping him stay job-ready and confident in his role.

By combining hands-on learning with supportive services, SMART helped this participant transition from unemployment to a stable, full-time position with long-term potential. His journey demonstrates how targeted training and employer partnerships can open doors to new opportunities and lasting self-sufficiency.

On-The-Job Training and Work Experience Partners:

- City of Crescent City
- County of Del Norte
- County of Trinity
- County of Trinity Solid Waste
- Del Norte Mission Possible
- Del Norte Senior Center
- Emerald Ridge Construction
- Giles Insurance Services
- Kindred Hearts
- Pennie's Pet Parlour
- Redding Fashion Alliance
- Royal Plumbing
- Siskiyou Domestic Violence & Crisis Center
- Southern Oregon Goodwill Industries
- Steve's Custom Upholstery
- Sweetspot
- The Fly Shop
- US Offsite
- 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

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