

COMMUNITY COORDINATOR REPORT

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SHASTA COUNTY

4th Quarter Update
APR | MAY | JUN | 2026

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Growth, Change and New Beginnings

This season we reflect on a year marked by transformation, new leadership, and a renewed commitment to serving our communities.

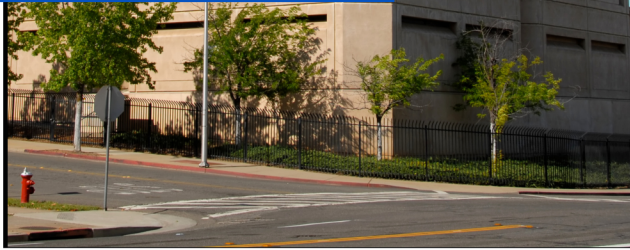
Throughout this period of growth, SMART has remained steadfast in its mission to connect individuals with meaningful employment, strengthen partnerships with local employers, and expand access to workforce development opportunities.

This quarter showcased the dedication of our staff, community partners, and stakeholders as we continued to invest in the people and businesses that make our region strong. From preparing youth for their first jobs and supporting individuals pursuing healthcare careers to helping justice-involved participants rebuild their futures and connecting employers with qualified talent, SMART remained focused on creating pathways to long-term success.

As we look ahead, we do so with a clear vision and renewed purpose. Together, we are building a stronger, more resilient workforce—one that empowers individuals, supports local businesses, and ensures workforce services remain accessible to those who need them most, both now and into the future.

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PROGRAM SPOTLIGHT: HIRE 2.0 | DOR



Earlier this year, SMART welcomed a new Career Advisor, Andrew, to the Shasta County office to support the continued success of the HIRE grant following a period of staffing shortages. Since joining the team, Andrew has made an immediate positive impact by building strong connections with participants and further strengthening SMART's partnerships with Shasta County Parole and Probation.

SMART continues to actively participate in the monthly Successful Transitions of Probation & Parole (STOPP) meetings, where staff share information about SMART services available to individuals transitioning from incarceration back into the community.

In addition, Andrew has expanded outreach efforts by joining the Shasta County Mobile

Probation Vehicle, helping bring services directly to participants in rural and outlying areas who may otherwise face barriers to accessing support.

SMART recently had the opportunity to host representatives from Shasta County Probation at the Redding office. The visit provided a valuable forum for collaboration, allowing both organizations to celebrate successes, discuss opportunities for continued improvement, and strengthen their shared commitment to serving participants effectively. These collaborative efforts have resulted in a steady flow of referrals from Shasta County Parole and Probation, helping SMART successfully achieve its HIRE grant enrollment goals.

As the grant moves into its final phase, SMART remains committed to providing participants with critical supportive services, including interview attire, work clothing, transportation assistance, and work-based learning opportunities. With strong partnerships, consistent referrals, and ongoing participant support, SMART is well-positioned to fully utilize grant funding over the coming months while continuing to help individuals achieve meaningful employment and long-term success.

Department of Rehabilitation (DOR) Grant

SMART is partnering with the Department of Rehabilitation (DOR) to provide co-enrolled participants with work-based learning opportunities, employment-focused services, and supportive assistance. SMART continues coordination efforts with DOR, including participation in collaborative training sessions such as the DOR-AJCC Capacity Building: Serving Veterans through the AJCC System training in May. Referrals are beginning to be received across the four-county region.

Client Services:

Young Adult Success Story – Justice

Justice came to SMART Workforce Center shortly after relocating to the Redding area to be closer to his partner and her family. After learning about SMART during a community event, he visited the Redding office eager to learn more about the Young Adult Program and explore opportunities to begin his career journey.

As someone new to the workforce, Justice worked closely with SMART staff to build his first professional résumé and prepare for the job search process. During a résumé workshop, he connected with SMART staff member Rose, who encouraged him to apply for a position with Beneficial Insectary.

With the support and guidance of SMART staff, Justice submitted his application and participated in his very first job interview. Although understandably nervous, he embraced the opportunity with enthusiasm and gained valuable confidence through the experience. Today, Justice is successfully employed with Beneficial Insectary, where he has quickly established himself as a dependable and hardworking employee. His supervisors have praised his strong work ethic, positive attitude, and willingness to learn, expressing their hope that he will continue to grow with the company.

Justice's infectious enthusiasm and optimistic outlook have been evident since his first visit to SMART Workforce Center. Reflecting on his journey, he shared his appreciation for the guidance and encouragement he received throughout the process, noting that SMART helped him secure his first job and begin building a successful future.

His story highlights the impact of SMART's Young Adult Program, demonstrating how career coaching, résumé development, and personalized support can help young adults gain confidence, secure meaningful employment, and build a foundation for long-term success.

Dislocated Worker Success Story – Bethany

Bethany came to SMART in January 2026 seeking assistance with her job search after being laid off in October 2025 from a position she had held for ten years. In her previous role, she served as a Data Entry Lead, supervising a team of six employees. With more than 15 years of experience in office administration, Bethany brought a strong professional background and excellent organizational skills to her job search. She maintained a detailed spreadsheet to track the businesses she applied to, employer responses, and interview opportunities.

Throughout her job search, Bethany visited the SMART office several times each week to work with staff and receive ongoing support. By February, despite securing numerous interviews, she became discouraged after repeatedly advancing through the interview process without receiving job offers. Lori and I consistently encouraged Bethany, helping her stay motivated and focused on her goals. With the support of her Career Advisor and the SMART team, Bethany remained confident and persistent throughout the process.

Client Services Continued:

Dislocated Worker Success Story – Bethany

In May, Bethany received two job offers and accepted a position with a financial office in Redding.

She recently shared how grateful she is for the support she received from SMART, stating that the guidance and encouragement she received were instrumental in helping her secure her new position. Bethany is thriving in her new role and expressed that she would not be where she is today without the support of the SMART team.

HIRE Grant Success Story – Robert

Robert came to SMART Workforce Center seeking a fresh start and hoping to learn more about the opportunities available through the HIRE Grant Program. Motivated to return to the workforce and move forward with his life, he worked closely with SMART staff to develop a plan for achieving his employment goals.

Through personalized career guidance, job search assistance, and ongoing encouragement, Robert remained committed to his job search and continued building the skills and confidence needed to secure employment. His determination and perseverance ultimately led to a successful job placement, marking an important milestone in his journey toward self-sufficiency.

Today, Robert is employed and building a brighter future. His success reflects the impact of SMART's HIRE Grant Program and the power of individualized support in helping participants overcome barriers, reconnect with the workforce, and achieve long-term stability.

Robert's story serves as a reminder that with the right support, opportunity, and determination, a new beginning is always possible.

Adult Program Success Story – Carly

Carly came to the SMART Center seeking assistance in completing the Associates Degree in Nursing (ADN) Program at Shasta College. She had already completed her first two semesters and was looking to graduate in the spring of 2026. SMART enrolled Carly and she got to work right away. From the endless hours studying to the hands-on experience she received in her clinicals, she was busy putting in the effort to achieve her goals. Her instructors frequently commented on how much progress Carly was making and how much of a pleasure it was having her in class.

Carly worked as a bartender and a nanny for several years each, but now she's looking forward to a successful career with Trinity Hospital. The hospital was so sure of their decision in hiring Carly, that they extended an offer letter before she even officially passed her board exam. Which she went on to do – Carly passed her NCLEX board exam and became a Registered Nurse in June. Congratulations to Carly!! It was an honor being a part of this journey!

Employer Partnerships

SMART partnered with CalPortland to provide Rapid Response services following a layoff that affected 55 employees in May. Two Rapid Response events were held at the SMART Redding office to connect impacted workers with available services. Staff are currently assisting several individuals with job search activities and training opportunities, including Class A driver training, and will continue outreach to affected workers who have not yet enrolled in services.

Creating Career Pathways Through Employer Engagement

Rod's Radiators in Redding has always been a supporter of workforce development in our community. Years ago, the shop owner utilized SMART Workforce Center services while looking for employment, and the experience left a lasting impression. Now, as a local business owner and grandparent of hardworking young adults, she and her husband understand the challenges many young people face when entering the workforce and are committed to helping the next generations gain valuable experience.

As a family-owned mechanical shop, Rod's Radiators recognizes the importance of providing young adults with opportunities to learn workplace expectations, develop practical skills, and explore career paths in the trades. Their willingness to partner with SMART reflects a belief that local businesses play an important role in preparing young people for long-term success. By opening their doors to participants, they are helping bridge the gap between classroom learning and real-world work experience.

Last year, the shop completed a Young Adult Work Experience program through SMART. Recently, Rod's Radiators interviewed another Young Adult referred through SMART, and a second Work Experience program is now being coordinated and is expected to begin in

early July. Continued participation from local employers such as Rod's Radiators demonstrates the impact that community partnerships can have on workforce development.

When local mechanical shops invest time and resources into mentoring young adults, they help strengthen the local talent pool, support career exploration, and create opportunities for the next generation of workers to build confidence and develop skills that will benefit both employers and the community for years to come.



Supporting Local Hiring Success

During the quarter, SMART Workforce Center's Business Services team partnered with Lucente Cucina to support the restaurant's hiring event as it prepared to open its newest location in Redding.

SMART Business Services Representative Bradley assisted with event coordination by welcoming applicants, providing direction throughout the hiring process, and helping ensure the event ran smoothly. Applicants were guided to interview stations based on their areas of interest, including front-of-house, back-of-house, kitchen, and bar positions, allowing hiring managers to efficiently meet with qualified candidates.

Beyond event support, SMART staff connected directly with job seekers by sharing information about workforce programs and employment services available through SMART Workforce Center. Participants received guidance on interview preparation, professional communication, and strategies for presenting themselves confidently during the hiring process. Staff also introduced attendees to additional resources available through SMART, reinforcing the organization's commitment to supporting job seekers beyond résumé assistance.

The hiring event provided an excellent opportunity to strengthen relationships with a growing local employer while helping connect motivated job seekers with employment opportunities. Events like these demonstrate SMART's commitment to supporting both businesses and individuals by fostering successful hiring outcomes and strengthening the regional workforce.



Community Engagement: Strengthening Community Partnerships Through Reentry Services

During the quarter, SMART Workforce Center staff attended the GEO Reentry Services Open House, celebrating the organization's continued commitment to serving justice-involved individuals and strengthening the community through comprehensive reentry support.

As a valued partner, GEO Reentry Services has played an important role in supporting SMART's HIRE grant initiatives. During the visit, staff toured the facility, learned more about the broad range of services available to participants, and explored opportunities to further strengthen collaboration between our organizations.

SMART is grateful for its ongoing partnership with GEO Reentry Services and the collaborative efforts that help individuals overcome barriers to employment, achieve stability, and build successful futures. Together, we continue to create pathways to meaningful careers and stronger, more resilient communities.



Partnerships that make a difference.

SMART staff, past and present, gathered with our community partners at GEO Reentry Services to celebrate a shared commitment to helping individuals overcome barriers, find meaningful employment, and build successful futures.

Pioneer Resource Fair

During the quarter, SMART Workforce Center's Young Adult team participated in Pioneer High School's Annual Unplugged Resource Fair, an event designed to encourage students to "unplug" from negative influences and connect with positive opportunities for their future.

The event provided an excellent opportunity for SMART staff to engage directly with high school students and introduce them to the many workforce development resources available through the Young Adult Program. Throughout the day, staff spoke with students about career exploration, résumé development, paid work experience, On-the-Job Training opportunities, and the personalized support available to help them successfully transition from high school into the workforce.

The resource fair generated strong interest among both juniors and seniors, many of whom expressed excitement about visiting SMART Workforce Center after graduation to begin exploring employment opportunities and career pathways. Students shared that learning about the resources available in their community helped ease some of the uncertainty surrounding their first job search and gave them confidence that support would be available as they entered the workforce.

By participating in school-based outreach events like the Pioneer High School Resource Fair, SMART Workforce Center continues to build meaningful connections with local youth, ensuring they are aware of the programs and services designed to help them achieve long-term career success.

24th Annual African American Graduation



Photo Courtesy of Shasta College

SMART Business Services Supervisor, Emily King was honored to participate in the 24th Annual African American Graduation & Recognition of Academic Achievements held at Shasta College. The event celebrated academic accomplishments across multiple age groups and educational levels, bringing together approximately 150 graduates, family members, and community supporters.

While the event recognized individuals of all ages, the majority of the graduates were high school and college students, which was the primary audience for the presentation.

As part of the ceremony, Emily had the opportunity to deliver a speech highlighting SMART Workforce Center programs, with a special focus on our Youth Program. She spoke about the resources and support available to graduates as they enter their next chapter, including career exploration, work-based learning opportunities, education support, and workforce development services. The goal was to encourage graduates to explore the many possibilities available to them and to remind them that SMART is here to help them navigate their career and educational journeys.

Prior to the ceremony, Emily also had the opportunity to network with graduates and their families, sharing information about our services and answering questions about workforce opportunities. It was a wonderful community event that celebrated achievement, perseverance, and future success. SMART is continually honored to be invited to participate and represent workforce development at such a meaningful event.

STOPP – Working Together

SMART Workforce Center recently participated in a STOPP (Successful Treatment and Offender Pathways Program) community meeting, where individuals currently on parole and probation gathered to learn about the local resources and support services available to help them successfully transition back into the community. SMART staff connected directly with participants, answered questions about available workforce services, and provided information on career guidance, training opportunities, and employment resources.

The STOPP meeting serves as an important opportunity to strengthen community partnerships while ensuring individuals have access to the resources they need to achieve stability, secure meaningful employment, and build productive futures. Through continued collaboration with local partners, SMART remains committed to helping participants overcome barriers and successfully reenter the workforce.

Staff Development: Regional Collaboration

During the quarter, SMART Workforce Center staff members Emily and Bradley attended the Alliance for Workforce Development (AFWD) Job Fair at the organization's headquarters in Chico. The event provided an excellent opportunity to strengthen regional partnerships while observing how neighboring workforce agencies engage employers and job seekers.

Hosted by AFWD staff and Business Services Representatives, the visit offered valuable insight into the similarities and unique approaches used across workforce development organizations. The experience highlighted the scale and diversity of employment opportunities available in Butte County while providing ideas that can be adapted to support employers and job seekers throughout SMART's service area.



Unlike larger community job fairs, the AFWD event featured a smaller group of participating employers in a more personalized setting, allowing meaningful interactions between businesses and job seekers. Participating employers included organizations representing security services, housing and human services, workforce development, and other local industries. Several employers were already familiar with SMART Workforce Center, further reinforcing the importance of maintaining strong regional partnerships.

One notable aspect of the event was AFWD's organized approach to participant engagement. Registered job seekers checked in upon arrival, and staff had résumés prepared in advance, creating a streamlined and welcoming experience for both employers and attendees. A significant number of participants were youth enrolled in AFWD programs, demonstrating strong engagement in career exploration and workforce readiness activities.

The visit provided valuable ideas and best practices that will help inform future employer outreach efforts and the planning of SMART's upcoming job fairs. Experiences like these strengthen regional collaboration, encourage innovation, and support SMART's ongoing commitment to connecting employers with qualified talent while creating meaningful employment opportunities throughout the communities it serves.

SAVE THE DATE

Fall Shasta Job Fair
Friday, September 18, 2026
Hosted at Shasta College