



ReInvestLocal.com

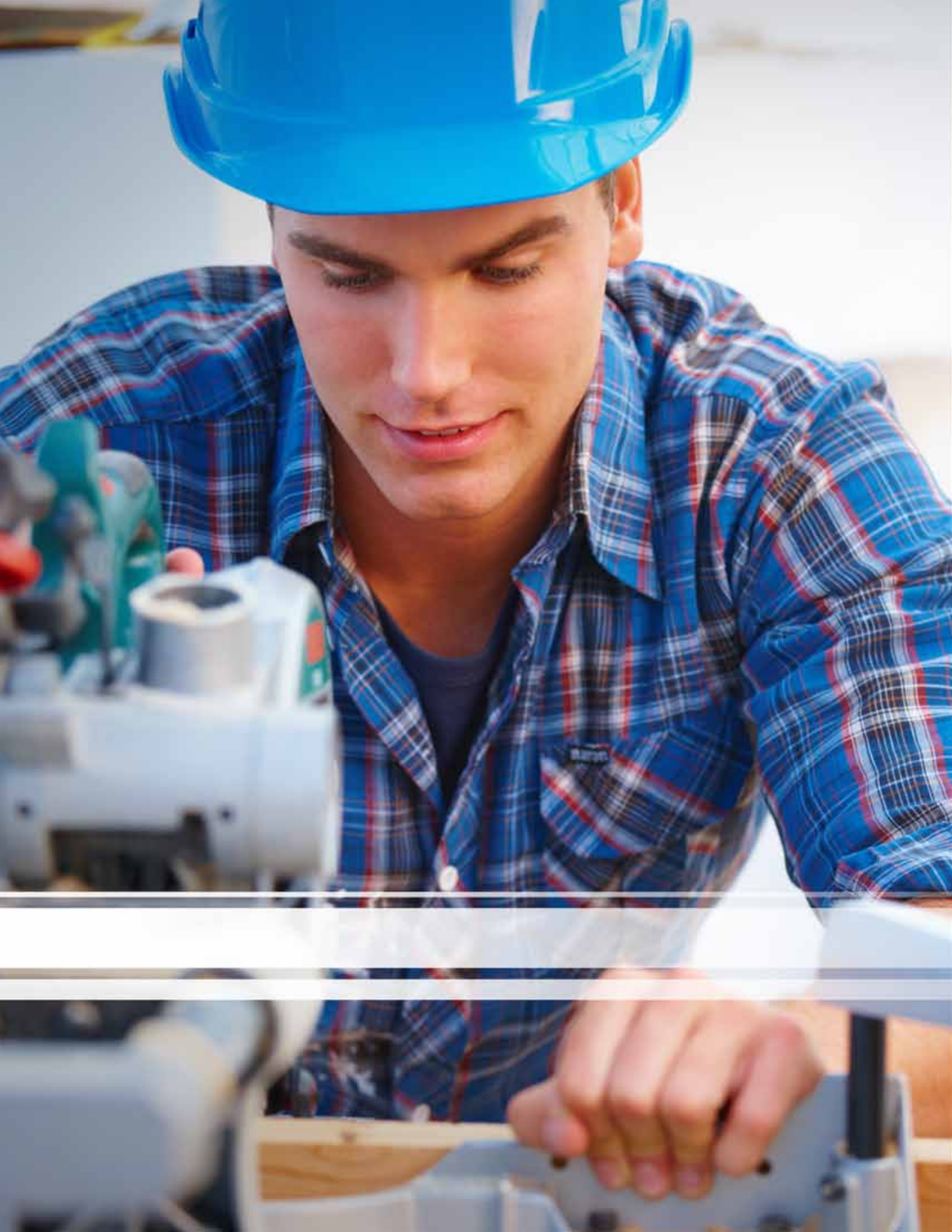
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COMMUNITY REPORT

WORKFORCE
plus



Representing Gadsden, Leon, Wakulla, Counties



LETTER FROM OUR CEO

Kimberly A. Moore, MBA

Greetings,

I have often heard that where there is hope there is opportunity. With that said, I would like to introduce our Reinvest Local Initiative that highlights in so many ways the commitment of **WORKFORCE plus**. As the regional workforce board for Gadsden, Leon and Wakulla counties we believe that it is our duty to support our region through innovative programs and services that create the quality of life sought by those who reside here.

Over time there have been many challenges noted in our history, however the challenges currently being faced with our national, state and local economies have challenged us in a way not often seen. The resources that were once stretched to capacity are now being stretched even further.

Yet our community has not wavered in its voracity and faith to rise to the occasion and establish aggressive strategies to address the growing number of individual's unemployed and businesses struggling to exist. During these trying times, our nation and state were met with a sign of hope through what has been termed as the nation's largest recovery package.

The Recovery Act passed by Congress and signed into law by President Obama on Feb. 17, 2009 created a \$787 billion Recovery package with the sole purpose of jump-starting the economy to create and save jobs. The Act specified appropriations for a wide range of federal programs which included workforce programs across the nation to address the crisis that appeared to have come out of nowhere. Florida's allocation included \$165.1 million investment in our recovery which created a lifeline of \$2.2 Million that was provided to **WORKFORCE plus** to establish programs and services designed to support and generate opportunities for job creation and preservation.

As a recipient of the funding, we worked with local stakeholders and an advisory council to develop, adopt and implement the initiatives that you'll learn more about as you read through our community report. Much like the administration we have been guided by very strong principles to ensure both accountability and transparency.

We appreciate the support offered by our community and partners and believe that we will make a strong recovery.

Warmest regards,



Kimberly A. Moore, MBA
Chief Executive Officer, **WORKFORCE plus**

ECONOMIC STIMULUS TIMELINE

FEBRUARY 2009

- February 2** – City of Tallahassee Retreat State of the Workforce Address
- February 5** – City of Tallahassee Town Hall meeting – Workforce Needs discussion
- February 12** – Leon County Commission State of the Workforce Address
- February 17** – Received Notice of Funding Availability of \$27,836 for Workforce Investment Act Adult Services
- February 17** – Received Notice of Funding Availability of \$153,474 for Workforce Investment Act Youth Services
- February 17** – Received Notice of Funding Availability of \$67,173 for Workforce Investment Act Dislocated Worker Services
- February 17** – Received Notice of Funding Availability of \$67,856 for Wagner Peyser Services
- February 17** – Received Notice of Funding Availability of \$4,071 for Wagner Peyser Services
- February 17** – Received Notice of Funding Availability of \$113,093 for Wagner Peyser Reemployment Services
- February 17** – Received Notice of Funding Availability of \$6,786 for Wagner Peyser Reemployment Services
- February 24** – Initial discussion of allocated dollars and concept design

MARCH 2009

- March 6** – Initial concepts due
- March 17** – Presentation at the DOT Regional Stimulus Project Forum
- March 24** – Presentation to WORKFORCE plus Board of Directors of Stimulus Concept
- March 26** – Meeting with GAO regarding Stimulus Initiatives
- March 27** – Meeting with Wakulla County Schools to discuss Youth Stimulus Actions

APRIL 2009

- April 1** – RFQ 2009-01 Website Redesign Release
- April 1** – RFP 2009-01 Summer Youth Employment & Training Release
- April 8** – Media Release on funding and recruitment of Youth Sites
- April 16** – Media Release regarding Get A Job 102 Career Expo and Summer Youth opportunities
- April 17** – Letters mailed out to perspective ReInvest Local Advisory Council members
- April 18** – Get A Job 102 Career Expo for youth ages 16-24
- April 20** – Information on employer initiatives made available on the website
- April 22** – Meeting with employers to discuss EWT Grant opportunities
- April 23** – Leon EDC Presentation regarding Stimulus funding and services to our community
- April 23** – Power Hour conducted by Bill Krizner providing an update to area employers regarding changes to HR law relative to the American Recovery & Reinvestment Act
- April 23-24** – Staff participate in the Summer Youth Employment Forum in Kissimmee, Florida
- April 24** – Eblast sent to 30 employers related to Stimulus
- April 27** – Participation in “Demystifying The Package: An Economic Stimulus Know How”
- April 28** – WORKFORCE plus Board of Directors meeting with discussion regarding stimulus initiatives
- April 30** – Regional Business Consultant Meeting to review employer solicitation, marketing, and employer solicitation for EWT/OJT Stimulus Initiatives

* EWT = Employed Worker Training
* OJT = On-The-Job Training



MAY 2009

- May 1** – 1st EWT Completed Employer Application Received
- May 1-2** – Employer Meetings and Telephone Conferences between employers and Business Consultants
- May 1** – Our Region Tomorrow presentation regarding stimulus initiative and services in our community
- May 4** – Summer Connect Youth Recruitment flyer distributed
- May 7** – Gadsden County Business Forum
- May 12** – ReInvest Local Stimulus Advisory Council meeting
- May 12** – Employer Meeting regarding EWT/OJT (Multi-Financial Services)
- May 13** – Employer Meeting regarding EWT/OJT (Supervalu)
- May 14** – Contract Signed for RFP 2009-01 Summer Youth Employment & Training (tentative)
- May 15** – Employer Meeting regarding EWT/OJT (Seven Hills Security)
- May 22** – Summer Connect Youth Application Deadline
- May 22** – Summer Connect Host Site Application Deadline
- May 27** – Employer Meeting regarding EWT/OJT (PODS)

JUNE 2009

- June 2009** – Summer Connect Youth Orientation
- June 3** – Summer Connect employer orientation
- June 8** – Employer Meeting regarding EWT/OJT (Coca-Cola)
- June 11** – Gadsden JOBS Fair providing employment opportunities for Gadsden County
- June 15** – Summer Connect Begins



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COMMUNICATING OUR MESSAGE

On February 17th, President Obama signed the American Recovery and Reinvestment Act. This Act resulted in economic stimulus dollars being provided to the State of Florida to promote job growth, economic recovery and assist those impacted by the recession that began in December 2007. The funds are broken into 4 main funding streams: Youth, WIA Adult, WIA Dislocated Worker and Wagner Peyser.

A major component of the Act requires full accountability and transparency at all levels. **WORKFORCE plus** began immediately strategizing the best way to provide information to our customers on what programs and services are available and how their tax dollars are being spent.

Our first step was sending letters to local stakeholders in the 4 county area (Gadsden, Jefferson, Leon and Wakulla) that make up the Tallahassee MSA. Stakeholders included: county commission, chambers of commerce, school boards, state and national representatives and key community leaders. The letters provided a detailed description of the our local priorities as it related to stimulus funding. The letters also encouraged stakeholders to assist us with maintaining and reaching our goals of local job creation and economic stimulation by keeping funds local.

We also created a unique brand, ReInest Local, with the tagline: Reinvest.Retool. Reemploy.ReCover. This unique branded message complete with its own logo is being utilized for all communication. The logo highlights the regional approach that is being taken to include the four counties outlined.

To truly incorporate communications into every aspect of the projects, a user friendly website will serve as an interactive portal for all customer bases. Through the website, the community will be able to see Hot Jobs, program and incentives available as a result of the stimulus dollars, events and much more. Additionally, businesses will also have their own portal that will allow for online job order completion and the ability sign up for specific information related to them such as events, grant opportunities, etc.

WORKFORCE plus strives to be the leader in communicating our message.



MEMBERS INCLUDE

- **Sherrie Taylor**
Gadsden County Board of County Commissioners
- **Brian Desloge/Ken Morris - Designee**
Leon County Board of County Commissioners
- **Howard Kessler**
Wakulla County Board of County Commissioners
- **Gadsden County School Board**
- **Joy Bowen**
Leon County School Board
- **Jerry Evans**
Wakulla County School Board
- **Glenda Thornton**
Greater Tallahassee Chamber of Commerce
- **Paul Johnson**
Wakulla County Chamber of Commerce
- **Gadsden County Chamber of Commerce**
- **Windell Paige**
Capital City Chamber of Commerce
- **Shelly Brantley**
Consultant & Private Citizen
- **Claudette Cromartie**
Tallahassee Housing Authority
- **JR Davis**
Boys & Girls Club of the Big Bend
- **Christa Nelson**
Private Citizen
- **Hurb Roberts**
ECHO
- **Shannon Roberts**
Private Citizen
- **Joe Thomas**
Walker Ford Community Center



REINVEST LOCAL ADVISORY COUNCIL

WORKFORCE plus, in an effort to promote accountability by coordinating and conducting oversight of Recovery funds to prevent fraud, waste, and abuse and to foster transparency on Recovery spending by providing the public with accurate, user-friendly information, established the ReInvest Local Advisory Council.

The ReInvest Local Advisory Council's duties include:

- Assisting in the development and implementation of a workforce system designed to meet the needs of the American Recovery & Reinvestment Act, using the most effective means currently available, that would link job seekers and employers to each other as well as provide the community access to and the capability to participate in the system;
- Consulting with and advise **WORKFORCE plus** regarding system design and communication intended to implement all programs and services under the American Recovery & Reinvestment Act;
- Examine and make recommendations to the **WORKFORCE plus** Board of Directors regarding the proposed means of delivering services to the community of Gadsden, Leon and Wakulla counties;
- Offer continuous review of the system design as well as the implementation and impact of the services provided under the American Recovery & Reinvestment Act; and
- Work in conjunction with staff to offer guidance in the development of regular reports as well as an initiative close-out report to the **WORKFORCE plus** Board of Directors, Agency for Workforce Innovation, Workforce Florida Inc., local delegation for both the Florida and US government and the community as a whole. These reports will outline the progress of the initiative including testimonials, facts & figures, success stories and lessons learned.



REINVEST LOCAL STIMULUS EMPLOYER INITIATIVES

In an effort to assist local businesses and job seekers with training needs and employment opportunities during a time of recession, **WORKFORCE plus** created two reimbursable grant initiatives:

- On-the-Job Training (OJT)
- Employed Worker Training (EWT)

On-the-Job Training (OJT)

An opportunity for job seekers to obtain the education, skills, and work experience that will allow for employment opportunities in a particular occupation. The length of training is considered short-term not to exceed 8 weeks.

Who May Apply?

Any employer located within the three county service areas of **WORKFORCE plus**; Gadsden, Leon and Wakulla will be eligible for this program. The employer can be private, public, or non-profit and must have at least two full-time employees.

Employed Worker Training (EWT)

Employer based training project for current (including new hires in need of skills training) employees of a company. The training is generally for job specific skills to assist incumbent workers with job retention and/or advancement within the organization while meeting the employer's need to be more competitive in the marketplace.

Who May Apply?

Employers located within **WORKFORCE plus**' service area; Gadsden, Leon and Wakulla counties are eligible to apply for reimbursable grants not to exceed \$5,000.

The conceptualization of the OJT and EWT grant initiatives began in January 2009 and were available for application May 2009.

Approved	Pending	Completed
11	7	2



REEMPLOYMENT SERVICES

Due to the economic downturn and the high rate of unemployment in the area, staff-assisted reemployment services are targeted to UC claimants. **WORKFORCE plus** plays a vital role in helping unemployed workers gain employment and ensuring that employers find workers when they are ready to hire. The new, major investment to provide Reemployment Services to Unemployment Compensation (UC) claimants is the springboard for boosting the local economy through workforce services.

WORKFORCE plus provides specialized services to UC claimants that go beyond traditional assistance since this population is considered most likely to exhaust their benefits. Services provided include, but are not limited to: access to labor market information, one-on-one individual assessments, intensive job search planning, referrals to various in-house workshops, referrals to training, and employment referrals.

Through **WORKFORCE plus'** local stimulus project, Reinvest Local, the needs of unemployed and underemployed will also be addressed through short-term training as a linkage to immediate employment. The Region plans a tentative kickoff date for the delivery of the majority of these training services to begin October 1, 2009. These training programs are designed to be short-term in length so that individuals can complete the program and return to employment in an expeditious manner with a certification.



SUMMER CONNECT

Give us the job description and let us make the connection! We'll take care of the payroll. By signing up to serve as a host site, you'll be linked to summer employees at NO COST! Funding being provided by the American Recovery & Reinvestment Act.

www.wfplus.org/reinvestlocal
(850) 414-6085

Host Site Application Deadline – May 22, 2009

Employer Orientation – June 03, 2009

Summer Connect Begins – June 15, 2009

Summer Connect Ends – July 24, 2009



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SUMMER CONNECT 2009

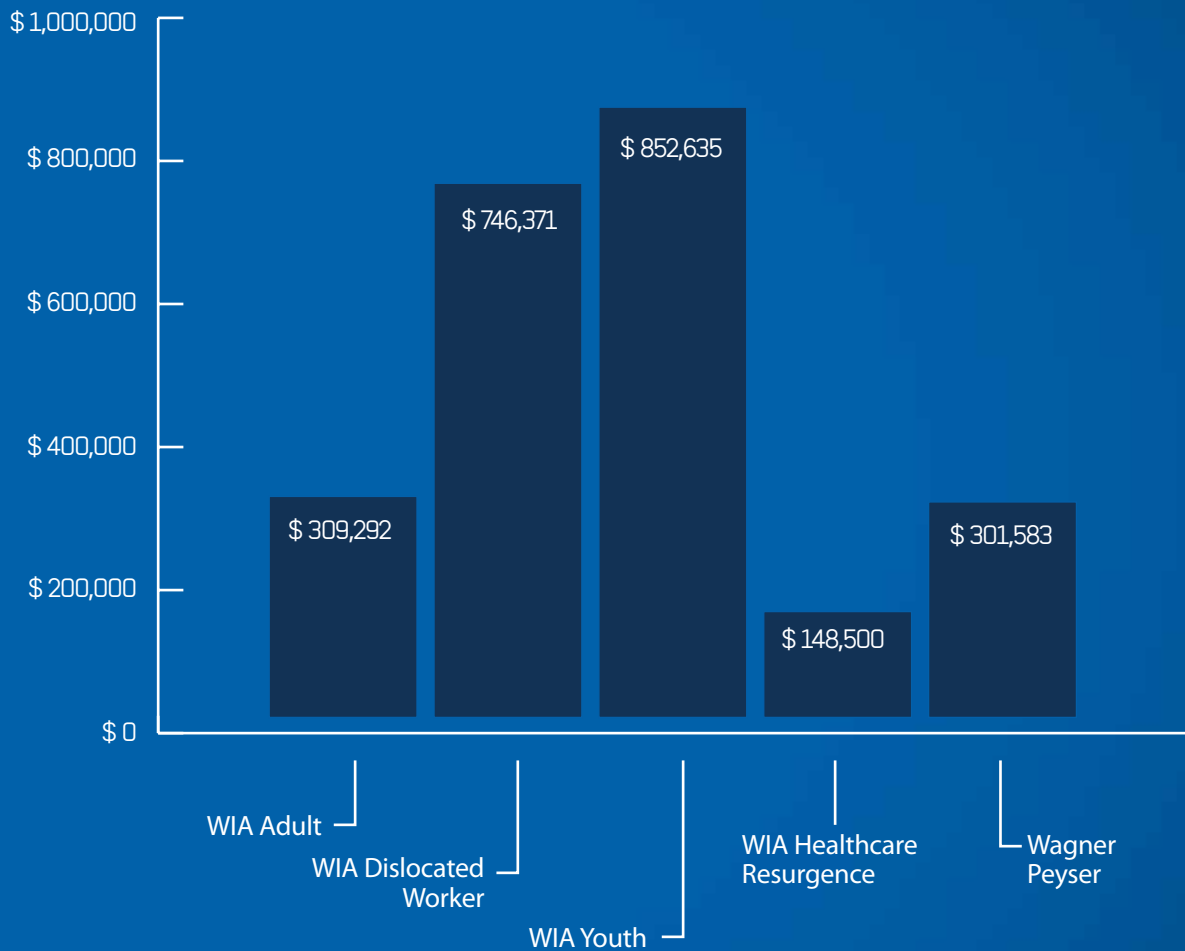
The American Recovery and Reinvestment Act of 2009 (“the Act”) was signed into law by President Barack Obama on Tuesday, February 17, 2009. This historic legislation sought to immediately stimulate job creation during these challenging economic times by cutting taxes and investing hundreds of billions of dollars over the next two years in critical sectors such as energy, health care, infrastructure and education. The intent of this legislation was to invest the education dollars quickly, productively and transparently in ways that best meet the short-term and long-term educational interests of children and adults.

Through this initiative, **WORKFORCE plus** received funding to provide an opportunity for up to 500 economically disadvantaged youth to earn an income, experience a meaningful connection to work and develop the outlines of a personal plan to sustain an employed lifestyle that will extend far beyond the summer of 2009.

On June 15, 2009, **WORKFORCE plus** began providing youth employment services through a track system to include work readiness services, employability skills training, and actual on-the-job work experience in various industries ranging from day care facilities to state agencies. The youth were paid \$7.25 per hour for participation in work activities.

REINVEST LOCAL ALLOCATIONS

WORKFORCE plus created the ReInvest Local initiative as a result of the American Recovery and Reinvestment Act (ARRA) funding received. Local initiatives were created to aid in jumpstarting our economy and to create or save jobs in our three county region. Below is a description of the funding streams received and the initiatives created.



ReInvest Local WIA Youth: Establish the Summer Connect Initiative for at-risk youth ages 16 – 24 to provide an opportunity to earn a paycheck and acquire valuable work experience.

ReInvest Local WIA Dislocated Worker: Provide employment and training activities to workers who have been laid off or have been notified that they will be terminated or laid off.

ReInvest Local WIA Adult: Provide employment and training activities to workers in order to increase the employment job retention earnings and career advancement.

ReInvest Local WIA Healthcare Resurgence: Provide short term training and support to eligible individuals to pursue occupations in the healthcare industry.

ReInvest Local Wagner Peyser: Implement reemployment services for job search and other employment related services to unemployment claimants.