



ReinvestLocal.com

WORKFORCE
plus

ReInvest * ReTool * ReEmploy * ReCover

2009 - 2010 COMMUNITY REPORT





letter from our CEO

Kimberly A. Moore, MBA

As I prepared to develop the opening letter of our Reinvest Local Annual Report there were two words that seemed to overtake my thoughts: change and opportunity. Interestingly enough when you think about these two words they always seem to end up in the same conversation or passage. Of course this is not by happenstance, but by the sheer connectedness that in order to see a different outcome we have to do something that we've never done. Whether it be imposed or be created by choice, change creates the opportunity to move forward in a new direction, albeit different. Otherwise, we would never know just how much we could bear and in the same breath just how much we could give....So with that, I introduce you to the **WORKFORCE plus** Reinvest Local Annual Report.

As you may recall in February 2009, President Obama signed what will go down in history as the largest recovery package of our time, often referred to as the "stimulus dollars." Each workforce board across the nation, by virtue of the role it would play towards the recovery, received an allocation. The allocation received by our region was \$2.45M.

In preparation for the receipt of these dollars we held a multitude of planning meetings that included the **WORKFORCE plus** Board of Directors, government, community partners and citizen groups. Our attempt was to ensure that feedback was provided regarding how these dollars could best benefit our community and provide the maximum impact among those who had suffered the greatest devastation as a result of the recession. Additionally, it was the desire of our Board that we continue to remain good stewards and create an even greater level of transparency to support our fiduciary responsibilities. These measures included but were not limited to, the creation of our Reinvest Local Advisory Council which was comprised of elected officials, community partners, business leaders, Chambers and residents who met often to review proposed initiatives, funding and performance outcomes. Additionally, we created a website that specifically addressed the stimulus funding received so that anyone who had an interest could go online and review how the dollars were allocated and spent, as well as identify partners who assisted in the effort and view the number of residents and businesses who received support.

WORKFORCE plus was the first workforce board in the state of Florida whose processes and planning strategies were reviewed by the U.S. Government Accountability Office (GAO). As you will see in the pages that follow our efforts to create a positive impact with these dollars touched area employers, jobseekers and youth. In total, \$1.9M was spent over the sixteen months that followed to get local residents back to work.

As we prepare for the close-out of the Reinvest Local Initiative, we were encouraged by our system and how quickly we were able to move into action. Additionally, we are humbled with the role we played in serving our community and local residents.

The investment in our community and local residents must not stop with the stimulus dollars. We must work together to ensure that our community experiences a full recovery.

Yours in service,

Chief Executive Officer, **WORKFORCE plus**



Ken Morris

Designee - Leon County Board of County Commissioners

Howard Kessler

Wakulla County Board of County Commissioners

Joy Bowen

Leon County School Board

Jerry Evans

Wakulla County School Board

Spencer Ingram

Ingram Accounting & Consulting/Greater Tallahassee Chamber of Commerce

Paul Johnson

Wakulla County Chamber of Commerce

Nancy Gee

Private Citizen

Windell Paige

Capital City Chamber of Commerce

Shelly Brantley

Consultant & Private Citizen

Claudette Cromartie

Tallahassee Housing Authority

JR Davis

Davis Management and Consulting

Christa Nelson

Private Citizen

Shannon Roberts

Private Citizen

Joe Thomas

Walker Ford Community Center

Audrey Lewis-Potter

Gadsden County School Board

summer connect

Opportunities for Youth

As outlined in the American Recovery & Reinvestment Act (ARRA) signed by President Obama, strong emphasis was placed on the creation of employment opportunities for youth nationwide. In response to the call to action, **WORKFORCE plus**, through the guidance and leadership of its Board of Directors and ReInvest Local Advisory Council, established the Summer Connect Initiative. Under the initiative at risk youth ages 16-24 were provided with an opportunity to earn a paycheck and acquire valuable work experience.

The participants initially learned about the working world through a new hire orientation process and their work experiences with employers. The new hire orientation was a week long training seminar that replicated an actual workplace atmosphere. The skills that were learned provided an opportunity for youth to understand the importance of employment relative to dress, responsibility and soft skills such as attendance and punctuality.

Overall, the experience was an invaluable resource for our community and youth alike. The majority of the youth worked for 4-6 weeks which gave them the opportunity to learn and build skills. This aided our employer community by providing support at a time when it was needed most.

Employers who participated in Summer Connect received an orientation as well as a job outline of what the youth were expected to learn.

Our success associated with this program as well as the other initiatives through ARRA are centered around the partnerships and support of our local community. Partners in Summer Connect include:

GADSDEN

- ABC Learning
- Badcock Furniture
- Barkley Security
- BASF
- Bell & Bates
- Boy Scouts of America
- Bridge Academy Educational
- Children are our Future
- City of Gretna
- City of Midway
- City of Quincy
- Community Economic Development
- Division of Drivers License
- Farmer's Furniture
- Focus Credit Union
- Gadsden County Commissioners
- Gadsden County Day Care Inc.
- Gadsden County Extension
- Gadsden County School Board
- Gadsden County Times
- Havana Auto & Transmission
- Kids in Focus Development
- Lisa's Learning Center
- Marianna Auto Parts
- North Florida Educational Development Corporation
- Panhandle Area Educational Consortium
- Redeemed Inc
- Riverchase
- Shopper's Express Printing
- Tallavana Christian School
- Tiny Tot Nursery, Inc
- West Gadsden High School

Summer Connect Superstar

Mr. Tomardre Campbell came to us as part of The **WORKFORCE** *plus* Summer Youth program. He started out as a very quiet young man, but has blossomed into a well respected employee of Bond Community Health Center, Inc. During his time here he has worn numerous hats from Customer Service to maintenance and now, security. He is a valued team member, who we appreciate very much.

At all times I have found Mr. Campbell to be a dependable, hard-working and courteous young man.

Cynthia Harris
Supervisor

Bond Community Health
Center, Inc.



Tomardre Campbell and Cynthia Harris, Supervisor

summer connect

Continued

LEON

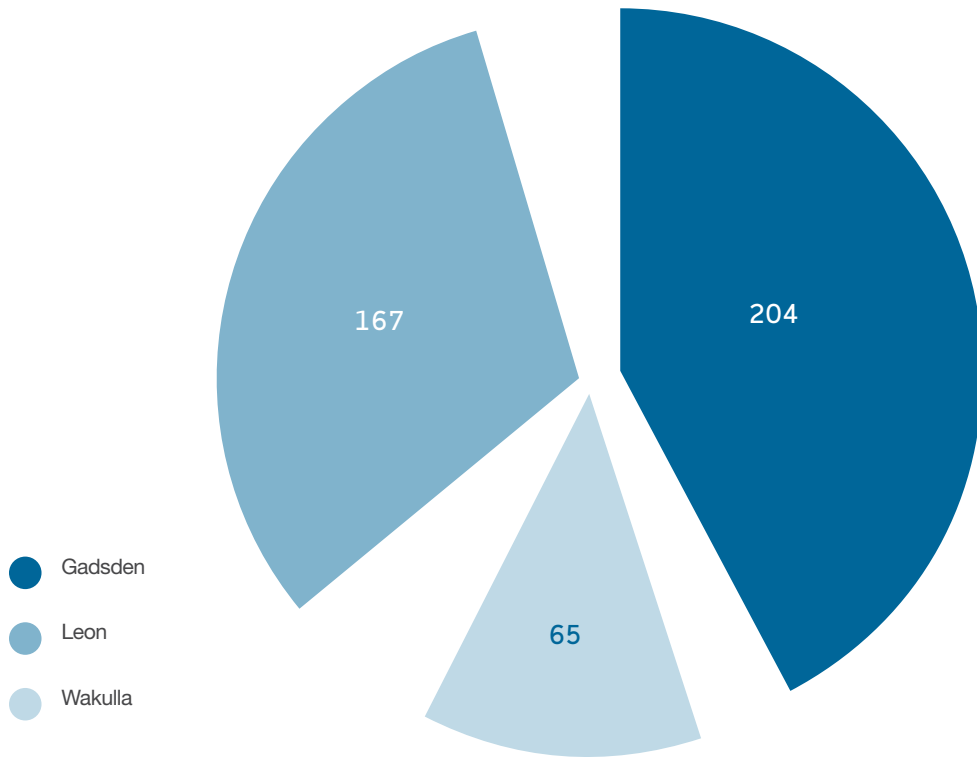
- 21st Century Research & Evaluations
- All-Stars Day School
- American Lung Association
- American Red Cross
- America's Second Harvest of the Big Bend
- Attorney General's Office
- Awards4U
- Agency for Workforce Experience
- Big Bend AHEC
- Big Bend Habitat for Humanity
- Bond Community Health Center
- Boy Scouts of America
- Boys & Girls Clubs of the Big Bend
- Capital City Surgical Center
- Children's Forum
- Children's Home Society
- Church of Christ
- City of Tallahassee Parks & Rec
- Cold Stone Creamery
- Cumulus Media
- Enterprise Florida, Inc.
- FAMU: College Reach Out Program-RASI
- Fountain Chapel AMEC
- GI Associates of Tallahassee
- Glasco & Associates
- Golden Lighting
- Good News Outreach
- Guardian Ad Litem Program
- Heaven Sent Day Care
- Hilltop Commercial
- Innovation Realty of Tallahassee
- Innovation Schools of Excellence
- Kaiser Group, Inc.
- Kenneth Barber & Associates
- Kingdom First Realty
- Leon County Clerk of Court
- Manpower
- Mount Olive Housing and Community Development
- Nelson Law Firm
- New Mt. Zion AME Church
- Oasis Center
- Pat Live

- Precious Years Day Care Center
- Smith-Williams Center
- Tallahassee Housing Authority
- Tallahassee Police Department
- Touched By Angels Christian Day Care
- UPS Store
- Volunteer LEON
- Wellness Center Rx
- Xclusive VIP Fashions

WAKULLA

- Alarm Fire Surveillance Integrators, LLC
- American Board of Professional Attorneys
- Citizens for Humane Animal Treatment
- Eden Springs Nursing & Rehab Center
- ESG
- Heaven Sent Day Care
- Langston Boutique
- Lisa's Listings
- My Maid
- Nelson Landing Corp.
- Pro- Kleen Green
- Purple Martin Nurseries
- Residential Elevators
- Scratch Cakes Bakery & Eatery
- Shell Point Realty
- Shields Marina
- Team Sports
- University of Florida Extension Office
- Wakulla Bank
- Wakulla Board of County Commissioners
- Wakulla Chamber of Commerce
- Wakulla County Dept. of Public Safety
- Wakulla County Facilities Maintenance
- Wakulla County Parks & Recreation
- Wakulla County Tourist Development Council
- Wakulla County Veterans Service Office
- Wakulla Educational Center
- Wakulla News
- Wakulla Office of Budget Management
- Wakulla Planning/Zoning
- Wakulla Senior Center
- Wanda's Alterations (at Basics)

Youth Enrolled In Work Experience



Total Youth placed in
unsubsidized employment: **25**

opportunities for employers

The success of a profitable business depends in major part on the quality of its employees. For some employers, the benefit of hiring and keeping good employees gets cut short by a lack of further employee development. In order to succeed, employers must invest not only in the initial hiring and instruction but in continual employee education and training.

WORKFORCE plus recognized this need and made it a priority to include incentives to employers as part of the ReInvest Local campaign. Opportunities available to employers were divided into two categories: Employed Worker Training (training of current employees) and On-the-Job Training (a reimbursement program for new employees).

Skills Upgrade for Current Workers

The Employed Worker Training program provided employers located within the three counties of the WORKFORCE plus service area, Gadsden, Leon and Wakulla to apply for and receive a grant not to exceed \$5,000 for training of current employees. The training had to be for job specific skills/industry specific skills necessary to help employees acquire the skills to keep their jobs and/or advance in the company, while meeting the employer's need to be more competitive in the market place.

- Total ReInvest Local Dollars allocated to this project: \$30,000
- Total ReInvest Local Dollars contracted to date: \$15,622.01
- Total ReInvest Local Dollars reimbursed to employers to date: \$15,622.01

- Approved Employed Worker Training Grants:
 1. Capital City Bank (Credit School) - \$4,852.48 (15 individuals trained)
 2. PatLive - \$4,500 (1 individual trained)
 3. Supervalu - \$1,892.50 (3 individuals trained)
 4. Teligent EMS \$2,710.07 (21 individuals trained)
 5. ThinkCreative \$1,666.96 (1 individual trained)

Incentives to Train On-the-Job

Employee turnover is very costly. In addition to the cost of hiring and training a new employee, the business suffers from disruption in production, decrease in customer service and lowered company morale. In an effort to assist employers in reducing turnover, WORKFORCE plus made available On-the-Job training grants for employers by providing up to 50% of salary costs for up to eight weeks. In order to qualify, the employee must have been a new hire and the employer must have agreed to train the individual to maximize their potential.

- Total ReInvest Local Dollars allocated to this project: \$20,000
- Total ReInvest Local Dollars contracted to date: \$18,175.05
- Total ReInvest Local Dollars reimbursed to employers to date: \$18,175.05
- Approved On-The-Job Training Grants:
 1. Conley Insurance \$2,710.07 (1 individual hired)
 1. E & J Community Resource Center \$1,600.00 (1 individual hired)
 1. Manpower \$5,280.00 (3 individuals hired)
 1. Premier Bank \$1,032.96 (1 individual hired)
 1. Supervalu \$7,552.02 (5 individuals hired)

The EWT/OJT grants allowed us to obtain additional training and licensing for one of our existing employees, and create a new position, which we filled in January to help us respond to our increasing workload as the agency grows. Both employees are still employed here, and I feel the grants have enabled us to provide part of the training they needed to enhance their productivity as members of our team.

Thanks again for your help in this endeavor.

Glenda Conley
State Farm Agent
State Farm Insurance



investing in Florida's new economy

With unemployment increasing, it was imperative that we focus on job creation. Through labor market trends, it is apparent that the healthcare industry is poised for significant growth in the coming years. In Gadsden, Leon and Wakulla counties, the predicted growth is 2.4% annually through the year 2016.

Over the last program year, **WORKFORCE plus** has remained cognizant of the trends and sought out opportunities to prepare area residents for the increasing needs of our healthcare business community. Through the combined efforts of community partners and educational institutions, **WORKFORCE plus** continuously strives to enhance educational opportunities and increase the knowledge of the jobseekers in our area.

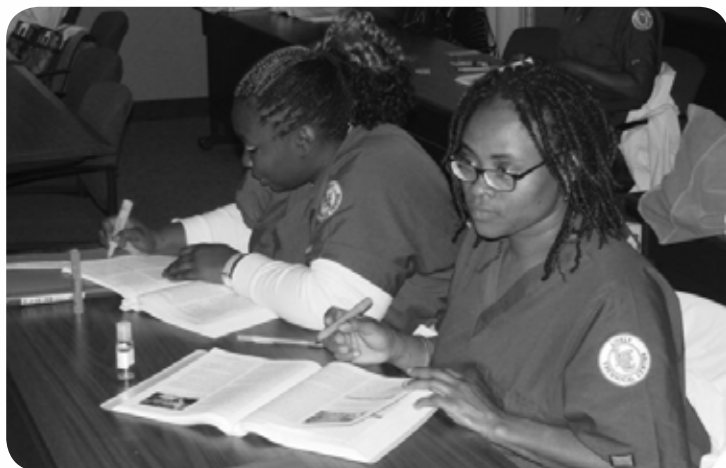
Here's how we responded to meet the needs of our community:

Reinvest Local Quick Training Programs

Through the use of American Recovery and Reinvestment Act (ARRA) funds, **WORKFORCE plus** trained forty customers in Medical Front Office and Medical Office Specialist Programs. Both programs administered through Tallahassee Community College, allowed students to receive their training and certifications in approximately 4 weeks and many of them were able to quickly return to employment in these and other related fields.

Healthcare Community Challenge

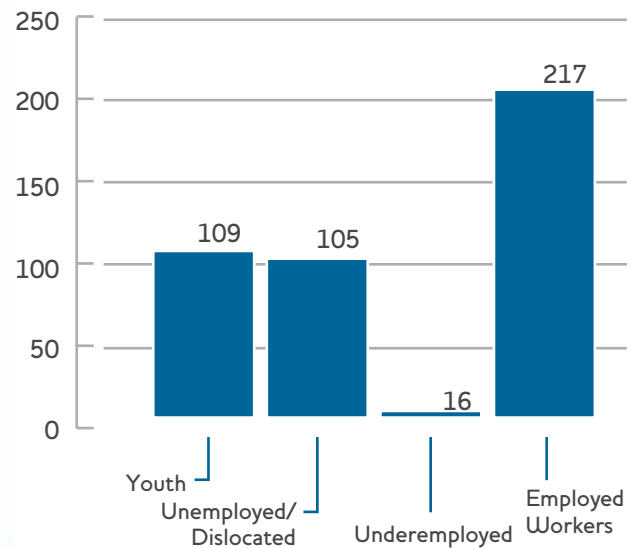
In October 2009, **WORKFORCE plus** was awarded the Healthcare Community Challenge grant as part of the Employ Florida Healthcare Initiative. The grant provides training opportunities through Tallahassee Community College (TCC) in the Pharmacy Technician, Health Information Specialist and Electronic Health Information Specialist fields. In addition to the instruction, students will be afforded an internship, job placement assistance and industry recognized credentials and certifications **WORKFORCE plus** will train at least eighty students under this grant which ends June 30, 2011.



Healthcare Resurgence Grant

WORKFORCE plus partnered with local health organizations and educational institutions to target in-demand training in the Nursing, Home Health Aide and Medical Assistant fields for unemployed and underemployed residents. **WORKFORCE plus** also assisted current healthcare professionals by underwriting the costs associated with obtaining Continuing Education Units necessary to maintain or enhance their employment and earning potential.

Healthcare Resurgence Grant Number Trained



Youth: participants ages 16 – 21

Unemployed/Dislocated Worker: participants currently unemployed through no fault of their own

Underemployed: participants who are currently working part-time and/or not utilizing their skills

Employed Workers: participants currently employed who require a skills upgrade to remain competitive

giving back

As with every other service organization in our area, the economic climate affected the number of services being requested through **WORKFORCE plus**. Fortunately, through the use of American Recovery & Reinvestment dollars, the organization was able to hire ten additional members to assist with services for the universal customer. By hiring these individuals, we were able to take locally unemployed people and provide them with a job and an opportunity to assist others who found themselves in the same situation of unemployment.

Both the individual and collective work contributions by ReInvest Local staff played a positive role for our system as their duties ranged from assisting the Customer Service and Veterans teams to facilitating Priority Reemployment Planning (PREP) sessions, as well as, aiding Unemployment Compensation (UC) claimants.

Relative to impact, there were a total of 7,818 reported services in Employ Florida Marketplace, the online job search system for Florida, provided by this staff. The staff, tasked with verifying employment and providing employment related information such as Labor Market Information (LMI) to our customers, provided more than 2,800 services alone. The average weekly output that positively impacts Wagner Peyser performance, increased by nearly 10% during their tenure.

Additionally, ReInvest Local staff assumed the responsibility of facilitating the orientation sessions to over one hundred Unemployment Compensation claimants. This orientation session is designed to assist this customer group by acclimating them to workforce development services and providing them with the tools to reenter the workforce.

Overall, the experience was advantageous for all staff members were afforded the opportunity to enhance their professional development and build skills, while their assistance allowed us to provide more services to jobseekers which improves the labor pool for area employers.



The experience here at **WORKFORCE plus** has been second to none. I have gained knowledge and experience through the programs, training, and assistance that the **WORKFORCE plus** affords to the community.

During a typical day at work, I assist with filling out unemployment applications and claim weeks, and faxing paper work. I assist customers with DCF applications and refer people to the correct person or department. Another part of my job is to answer any questions about the many services afforded through **WORKFORCE plus**. **WORKFORCE plus** has given me the opportunity to assist people in many ways.

Thank You,
Laura Crosby
Former Unemployed Customer

meeting the needs of our community

WORKFORCE plus made use of ReInvest Local dollars by expanding services to various customer groups and to fund new initiatives. While the efforts were short-term in nature, the long-term effects of the services provided and opportunities created will impact our communities for years to come.

Filling The Gap

As the unemployment numbers continued to climb, it was obvious that the services of local non-profits were going to be needed more than ever. **WORKFORCE plus** partnered with various non-profit organizations to provide job training and meaningful work experience that could be leveraged for unsubsidized employment at the customer's work sites or with other organizations. These partnerships were mutually beneficial because many of the non-profit organizations had been impacted by the economic downturn themselves and needed the extra staff support. The Adult Work Experience (AWE) program significantly impacted the lives of individuals that needed extra support to re-enter the workforce. The AWE program is designed to give participants the opportunity to gain paid work experience that will enhance their existing skills or help them develop new talents. The AWE program assisted more than sixty adults and dislocated workers.

Adult Work Experience Partners

Gadsden County

- City of Midway
- Gadsden County Health Department
- Gadsden County Extension Office
- Panhandle Area Education Consortium (PAEC)
- Redeemed, Inc.

Leon County

- The Oasis Center for Women and Girls
- 2-1-1 Big Bend
- Mothers In Crisis, Inc.
- Vision To Manhood
- A Life Recovery Center
- Bethel Baptist AME Church
- The American Red Cross
- Big Brother Big Sisters
- Echo
- Innovation School of Excellence
- Innovative Healthcare Management
- Generations Behavioral Healthcare
- United Partners for Human Services
- Catholic Charities
- Big Bend Homeless Coalition
- Turn About, Inc.
- Miracle Village
- Bond Community Health Center
- Greater Frenchtown Revitalization Council
- Tallahassee Housing Authority
- Walker Ford Community Center

Wakulla County

- Wakulla County Senior Citizens Center

Investment in Planning

ReInvest Local Dollars afforded **WORKFORCE plus** the ability to expand its services to Unemployment Compensation claimants referred to the PREP Program by the Agency for Workforce Innovation. Prior to the infusion of additional funding, the session lasted an hour and gave the customers an overview of workforce services. With the additional funds, the session was increased to 4 hours which allowed referred customers to receive instructions on navigating the Employ Florida Marketplace (EFM) system to find jobs, work readiness assessments and find employment. As a result of the expanded services, over sixty customers have obtained employment.

Average Wage of PREP Participants Obtaining Employment: \$17.00

Intensive Support

Through the Reemployment Eligibility & Assessment (REA) Program, individuals were provided reemployment services which include an overview of workforce services, an eligibility review, the provision of labor market information, the development of a reemployment plan and referral to employment search activities and/or training. **WORKFORCE plus** served eight hundred and fifty-four people through this funding.

operation reemployment: partnership for success

With the economic downturn, Florida led the nation in job loss. Through the American Recovery & Reinvestment Act, dollars were allocated for the weatherization and remodeling of homes for energy savings. Grant funds provided for entry level energy focused training, particularly when it focused on low-income housing weatherization.

To capitalize on this unique opportunity, a partnership was created between Tallahassee Community College, WORKFORCE plus, the Capital Area Community Action Agency, and The Early Learning Coalition, Inc. of the Big Bend.

The Operation Reemployment Weatherization Project, resulted in the training and placement of low income adults who possessed the right skills to ability to meet the needs of the weatherization project. Two classes, 29 individuals comprised of both men and women, successfully completed the project. Upon completion, customers were exposed to employment opportunities with contractors performing weatherization upgrades/repairs under the Weatherization Assistance Program. Additionally, as part of the bidding process for contractors, preference was given to those who agreed to hire from this group of trained individuals.

The success of the project came as each partner had specific, well defined tasks and responsibilities. The collaboration created an opportunity for success. WORKFORCE plus covered the cost of training, provided supportive services, employability skills training and assessment. The Capital Area

Community Action Agency screened potential participants for interest and eligibility, provided supportive services and provided contractors with incentives to assist in job creation. The Early Learning Coalition provided childcare services for enrolled participants; and Tallahassee Community College provided the customized training.

Upon completion of the training, participants were able to receive seven industry recognized certifications including OSHA.

In addition to participants successes, the Operation Reemployment pilot was recognized throughout the state and nationally.



financials

WORKFORCE plus received \$2.45M from the American Recovery & Reinvestment Act (ARRA) of 2009 which was passed by Congress in an effort to jumpstart economic activity and invest in long-term economic growth.

In order to localize and communicate the message effectively, **WORKFORCE plus** created the Reinvest Local campaign of which \$1.98M of our \$2.45M was expended during the first sixteen months of the program. The funds were used to provide eligible individuals with support services, continuing education, on-the-job training and work experience.

