



# INITIATIVES

Department of Labor Employment & Training Administration  
Region 2 Winter/Spring 2008

## REGIONAL ETA NEWS

### Brent Orrell Returns to the Department of Labor

In February 2008, Brent Orrell returned to the U.S. Department of Labor as Principal Deputy Assistant Secretary for Employment and Training. From 2001 to 2005 Orrell served as the first Director of the Department's Center for Faith-Based and Community Initiatives. Prior to this second DOL appointment, Orrell served as Deputy Assistant Secretary for Policy and External Relations at the U.S. Department of Health and Human Services' Administration for Children and Families.

In his earlier work at DOL, Orrell focused on several key aspects of the President's Faith-Based and Community Initiative. He was responsible for designing the Initiative's first grants program to fund small faith-based and community organizations. Orrell was the author of the Department's *Ready4Work Initiative*, a three-year demonstration program to assist ex-offenders in finding employment and reduce recidivism through partnerships with faith-based and community organizations. *Ready4Work* served as the basis of the President's Prisoner Re-entry Initiative that was announced in 2004. Orrell also served as Deputy Director of the White House Office of Faith-Based and Community Initiatives during 2007.

### Workforce Innovations 2008

The premier annual conference promoting collaboration among leaders from workforce development, business, economic development, education, community-based organizations, and philanthropy is being held in New Orleans, LA from

July 15-17, 2008. More information is available at: [www.workforceinnovations.org](http://www.workforceinnovations.org).

### Thought Leaders:



Don Tapscott,  
Author, *Wikinomics*

Frank Glaviano  
Shell Exploration  
& Production

Steve Uzzell  
Photographer/  
Author/Editor

Don Tapscott is an internationally-sought authority on business strategy and organizational transformation and the best-selling author of *Wikinomics: How Mass Collaboration Changes Everything*, his most recent. The book has appeared on the New York Times and BusinessWeek bestseller lists, is an international bestseller, and has been translated into 19 languages. Don is Chief Executive of New Paradigm and an Adjunct Professor of Management at the Joseph L. Rotman School of Management, University of Toronto.

Frank Glaviano is Vice President of Production for Shell's Americas Region with responsibility for assets and operations in the Gulf of Mexico, Alaska, offshore Canada, Venezuela, Brazil and Argentina. Frank was appointed in 2004 and his job was dramatically changed in August 2005 by Hurricane Katrina and its aftermath. In response, he led the efforts to restore Shell's oil-producing assets and became deeply involved in many organizations and activities in New Orleans to help rebuild the city. Frank was recently voted New Orleanian of the Year by *Gambit Weekly*.

Steve Uzzell, acclaimed photographer, will explore the very nature of transition, visualized with his striking photographs. He will examine the subject from myriad perspectives – personal, daily, local, historical, architectural, global, and from the natural world. Workforce Innovations 2006 attendees who experienced Steve Uzzell in "Open Roads, Open Minds" will attest to it – you will come away from "The Nature of Transition" inspired, transformed and empowered, with a new appreciation for this most exciting step in the creative process. Steve is one of the top advertising and corporate photographers in the country.

**Early Bird Registration – Register by May 30, 2008, and save \$100.**

## States Absorb Significant Cuts in WIA Funds

While funding reductions are not new to Workforce Investment Act programs, this time there is a more ominous effect because there are three separate rescissions which span several Program Years (PY). These Congressionally mandated actions affect funds appropriated in the FY 2008 and FY 2007 appropriation acts, and the Department of Labor is required to implement them. All but one, are across-the-board rescissions similar to those enacted in recent years. For more information on the rescissions, how much each state was cut, how the formulas were constructed, etc., visit [http://wdr.doleta.gov/directives/corr\\_doc.cfm?docn=2620](http://wdr.doleta.gov/directives/corr_doc.cfm?docn=2620).

## Transformational Forums

Globalization has changed the formula for developing a prepared workforce and necessitated a change in visualizing the boundaries of an economy. An economy is no longer defined by the political boundaries of a city, county or state line. Instead, economies are defined regionally by a diverse group of industries, supported by factors such as infrastructure, investment and an availability of local talent. This emerging global economy then creates new demands on the workforce system that we must confront together.

With this in mind, the Employment and Training Administration (ETA) offered a unique, customized learning experience designed to support the workforce system and its partners to envision, energize, and catalyze innovative service delivery strategies, change management, and diversification of funding. Three forums, held from November 2007 to March 2008 in Seattle, Chicago, and Baltimore, focused on helping teams develop innovative strategies and action plans, where teams worked with professional facilitators, thought leaders, and peers.

From the Philadelphia Region, five state-level teams and five regional teams participated in the forums. The state teams were: Delaware, the District of Columbia, Maryland, Pennsylvania, and West Virginia. The regional teams were: Southcentral Pennsylvania, Westmoreland/Fayette Pennsylvania, Shenandoah Valley Virginia. In addition, two cross-

state teams participated -- the Streamline team from Virginia and North Carolina, and the Pennsylvania/Ohio team.

The Region was thrilled with the level of enthusiasm and commitment demonstrated by each of the teams. As part of the two-year journey, ETA is committed to support each of the teams as they take steps to transform their service delivery strategies to keep the public workforce system relevant and to keep America successful in the global marketplace. This support will take the form of information sharing and consultation around technical assistance needs. Specifically, ETA will offer technical assistance in the categories of vertical integration within the workforce system, change management and leadership, and in the form of tools for states, regions, and teams to replicate the Transformational Forum experience. To ensure that teams are fully supported, teams that have attended the Transformational Forums have been asked to begin crafting their strategic action plans, which include a discussion of technical assistance needs that correspond to the teams' transformational goals.

The Region is very excited about assisting the teams in implementing their strategic plans, and in any way possible going forward. ETA will continue to support the workforce investment system as it develops innovative solutions that connect workforce and economic development with employers, educators and job seekers, and ensure a dynamic pipeline of talent to fuel regional economies. If you have any additional questions about the Transformational Forums, please contact Beth Brinly, Philadelphia RO Division Chief of Workforce Investment, at (215) 861-5233 or [brinly.beth@dol.gov](mailto:brinly.beth@dol.gov)

## DOL Awards \$125 Million for Third Competition for President's Community-Based Job Training Grants

On March 11, 2008, the U.S. Department of Labor awarded \$125 million to 69 community colleges and community-based institutions that competed successfully under the *President's Community-Based Job Training Grants Initiative*. The selected institutions will use the funds to prepare students for careers in high-growth industries. Awardees were chosen from among 341 applications received in response to a competition announced August 8, 2007.

In Region 2 states, seven grants were awarded totally \$12,476,561, to the following community colleges:

- Delaware Community and Technical College in Georgetown, DE – Aviation – Air Maintenance Technology Industry
- Prince George’s Community College in Largo, MD – Hospitality Industry
- The Community College of Baltimore (CCBC) in Baltimore, MD – Construction and Energy Industry
- Delaware County Community College in Media, PA – Advanced Manufacturing Industry
- Lehigh Carbon Community College in Schnecksville, PA – Transportation, Distribution, Logistics Industry
- Blue Ridge Community College in Weyers Cave, VA – Advanced Manufacturing Industry
- Southwest Virginia Community College in Richlands, VA – Construction Industry

For more information on the *President’s Community-Based Job Training Grants*, visit [www.doleta.gov/business/Community-BasedJobTrainingGrants.cfm](http://www.doleta.gov/business/Community-BasedJobTrainingGrants.cfm).

## Region 2 Congratulates Mark Hyman and Norm Baillie on Their Retirement

On January 16, Region 2 bid farewell to a key member of the Office of Special Initiatives and Demonstrations: **Mark Hyman**. DOL colleagues and agency partners attended a luncheon to salute Mark and wife Patsy for his Federal career spanning 36 years. Most recently, he was the resident expert on discretionary youth grants and served as Federal Project Officer on a variety of other grants in the Division of Demonstration Grants. His diligence was noteworthy regarding duties such as the Weekly Activity Report, "Initiatives" newsletter, regular resource bulletins to grantees, internal capacity-building Workshop Wednesdays, Continuity of Operations Plan and Pandemic Influenza Plan support, and Safety Committee representation. He is reportedly enjoying an active, healthy retirement.

On May 2, Region 2 will bid farewell to **Norm Baillie** after 36+ years of outstanding public service.

During his tenure in ETA, Norm has served as Director of the Office of Finance and Administrative Management, Director of the Office of Special Initiatives and Demonstrations, and as Acting Regional Administrator. In each role he provided outstanding customer service to internal and external stakeholders and was a diligent steward of the tax dollar. Norm's knowledge of fiscal and administrative matters was sought after by all in the publicly funded workforce system. While we are saddened that he is retiring we are all happy that he is entering a more joyous phase of life. We wish him the very best that life has to offer.

## Region 2 Welcomes New Employees

In November 2007, Christopher Narlis joined the Division of Financial Management and Administrative Services (DFMAS) as the Regional Accountant. Mr. Narlis previously served as an Auditor in the Office of the Inspector General, at the U.S. Department of Energy.

In January 2008, five former employees of the Foreign Labor Certification Unit returned to the Regional Office, and joined the following offices:

Barbara Shelly – Office of the Regional Administrator

Joanne Ketchen and Ileana Rodriguez – Division of Financial Management & Administrative Services

Cassandra Carter and Ralph Person – Office of Special Initiatives & Demonstrations

## STATE LEADERSHIP CHANGES

**District of Columbia:** The Department of Employment Services (DOES) announced that Larry Pinkett has been named Deputy Director of Workforce Security.

**Pennsylvania:** Sandi Vito is named Acting Secretary of Labor. Christine Enright is named Director, Bureau of Workforce Development Partnership.

## STATE HAPPENINGS



## DELAWARE



### Budget Crunch Brings Hiring Freeze – \$100M-\$150M in Spending Cuts Ordered

Governor Ruth Ann Minner and top state budget officials, grappling with a projected \$126 million shortfall in the current year's budget, implemented a state hiring freeze.

Governor Minner said layoffs are not in the picture now, but could be considered in the future if state revenues continue to fall.

The hiring freeze will be accompanied by a move to reduce current-year expenditures by \$100 million to \$150 million, instead of the earlier planned cut of \$50 million to \$75 million.

The hiring freeze will not affect the judicial or legislative branches, nor will it touch public or higher education. Round-the-clock operations that serve a critical public need also will not be affected, meaning that correctional officers and nurses for state institutions can still be hired.

The freeze will be the first state hiring freeze since 2004.

## MARYLAND



## Governor's Workforce Summit 2008



Front Row: DLLR Secretary Tom Perez, Governor Martin O'Malley, GWIB Chair Bill Robertson, and GWIB Executive Director Eric Seleznow

More than 500 workforce stakeholders assembled with Maryland Governor Martin O'Malley at the Governor's Workforce Summit 2008 to generate ideas and develop workforce policies for Maryland. Among the summit's attendees were leaders from businesses, philanthropies, non-profits, education, and government. The Governor's Workforce Investment Board hosted the half-day summit, which took place on February 8<sup>th</sup>, 2008, at the Johns Hopkins University Applied Physics Laboratory in Laurel, MD. Dr. Kenneth Poole, founder of the Center for Regional Economic Competitiveness, delivered the event's keynote, which provided a framework for the summit's discussions. Beginning with an overview of Maryland's key demographic trends, Dr. Poole examined the profiles of successful global firms and key considerations for developing a competitive workforce. He also explored the role of P-20 Education in addressing skills shortages, as well as policy implications.

Governor O'Malley presented current and ongoing efforts to build a comprehensive workforce system in Maryland, which will provide opportunities for all Marylanders and secure Maryland's position in an increasingly competitive global economy.

Highlights of Governor O'Malley's address, as well as all of the summit's materials, including presentations, handouts, videos and a photo gallery are available at GWIB's Web site:

<http://mdworkforce.com/gws2008/>

Quote from Governor O'Malley's address:

“Our workforce is one of our State’s greatest strengths, but our future progress depends on our ability to build and sustain a workforce that answers the critical needs of our employers, while also fulfilling the needs of our most precious resource – our people.”

## **Maryland GWIB Launches Energy Industry Initiative**

GWIB has organized an Energy Industry Initiative, as a result of several factors including the Governor’s Energy Summit, USDOL interest in workforce development in energy, the Governor’s focus on renewable energy and energy efficiency, and widespread interest in green collar jobs. Planning for the new initiative began in late January. The initiative will bring together businesses, government agencies, research centers, industry associations, etc. engaged in generating, delivering, and conserving energy for homes and businesses. The steering committee will include utilities that produce electricity, as well as related construction, manufacturing and service organizations. The committee will also include a wide range of “green businesses”, organizations that provide green products and services that improve energy efficiency and contribute to a cleaner environment.

In addition to developing a prospect list, GWIB is collecting relevant research on energy and energy efficiency, green and clean technology, and the workforce issues related to skilled trades and green collar jobs. GWIB is participating in local and national meetings on energy and energy workforce development.

The energy initiative will be on fast track and may complete its work within a year. GWIB has assigned two industry coordinators to the committee and will use its experience from other initiatives to help the committee focus its time and energy.

## **Frederick County Workforce Services Adds New Features to its Website**

To provide a greater value to the hundreds of businesses and job seekers who visit [www.frederickworks.com](http://www.frederickworks.com) each month, Frederick County Workforce Services has implemented two new features on its website.

The Ask the Career Coach blog allows job seekers to interact directly with the organization’s career coaches. Visitors are invited to submit questions on topics ranging from interviewing tips to on-the-job success and more. Experienced career coaches post responses directly on the blog, so that anyone who visits the site may benefit from their shared expertise. Recent questions have addressed the rules of networking, effective online job search, the value of portfolios, and the importance of transferable skills.

The blog includes a search box for job seekers who are interested in reviewing questions about specific topics. All questions are archived by topic as well as by date of submission.

Website statistical reports that the Ask the Career Coach blog is quickly becoming one of the most frequently visited pages on the site. In addition, the average length of time spent on the Career Coach blog is three times that of the average visit to other pages on the site, indicating that the content is holding the visitor’s interest.

Hot Topics for Business, another value-added feature on the website, is a monthly column written with the business customer in mind. The column is written by various members of the Frederick County Workforce Services Business Solutions Team, and the subject matter of the articles reflects the needs and challenges of the local business community. To provide value, authors research the topic extensively, report on the highlights of their findings, and then provide tangible strategies and solutions.

Currently, the Hot Topics for Business archive includes the following article topics to name a few:

*Requirements for Effective Change*  
*Effective Retention Strategies for the Retail Industry*  
*Telework: A Win-Win for the Business and the Employee*  
*The “Flip-Flop” Generation: Tips for Hiring, Managing, and Working with Generation Y*  
*Developing the Workforce of Tomorrow*

Both new features – Hot Topics for Business and the Ask the Career Coach blog – are easily accessible from the homepage of [www.frederickworks.com](http://www.frederickworks.com).

## **Power Excel's Comprehensive Re-Entry Training Program (CRTP) for Adults**

The Power/Excel Comprehensive Re-entry Training Program for Adults was created to assist incarcerated individuals in successfully re-entering society. The program has three major components: Cognitive Restructuring, Job Readiness, and Support & Reinforcement. CRTP includes an eight week program (two, two-hour sessions/week) followed by coaching groups during work release and support groups upon re-entry. This format allows delivery of the cognitive portion followed by the parts of the career readiness segment that will reinforce skills during work release and upon re-entry.

While each part of the CRTP is important, it is the *combined* effectiveness of the three components that greatly enhances the success potential of the overall program. In order to maximize this synergism, the program will be designed to integrate all three components into one cohesive whole along with creating a climate supported by clear guidelines and incentives announced and contracted with each participant when they begin the program.

The initial components of CRTP are taught to men and women at the Baltimore Pre-Release Units. Upon completion of the class, coaching groups will assist the participants in their work release program. The groups will be facilitated by volunteers and are designed to focus on preparing the individuals for re-entry, meeting once a week for an hour and a half. Specific goals include identifying barriers to employment and assisting participants in overcoming these barriers. A second objective is to support individuals in adjusting to the workplace and developing problem-solving skills. In addition, the coaching groups will aid the participants in creating a transition plan.

Once the CRTP participants have re-entered society and are employed in the community, they are encouraged to participate in community-based support groups. These groups are for encouragement and growth through a focus on acquiring skills, and include additional concentration on problem-solving skills in the workplace. The groups will also assist the participants in managing their schedules in their new multi-faceted life as well as financial management.

Through a partnership with the Mayor's Office of Employment Development, our Client Advocate on staff will also assist each person completing the

program in obtaining training and/or employment through the Re-Entry Center. Participants will be encouraged to join our community-based support and reinforcement groups to promote job retention. Our goal is to have 100 individuals referred for employment by December 31, 2008.

## **PENNSYLVANIA**



## **West Central Job Partnership Receives Approval of a \$250,000 Innovation Grant**

The West Central Job Partnership received approval for a \$250,000 Regional Innovation Grant.

The grant, announced by U.S. Representative Jason Altmire, is targeted for Lawrence and Mercer counties in Pennsylvania and Mahoning, Columbiana and Trumbull counties in Ohio.

Funding will be used to create and implement a plan to link education and workforce development services across the border to help workers get the necessary training and resources to move into new careers after a plant or business closes.

“Continuing to better coordinate workforce development efforts in western Pennsylvania and eastern Ohio can increase our region’s success in attracting new businesses,” Altmire said. “Preparing workers for new careers will help residents gain employment in the short term and lay the ground work for economic success throughout our region in the long term.”

U.S. Representative Tim Ryan, whose district includes parts of Mahoning and Trumbull counties, said, “The federal government is beginning to see what we’ve been saying all along, that the border between western Pennsylvania and northeast Ohio isn’t relevant in a global economy.”



## Northwest Pennsylvania WIA Youth Council – Industry Club

A small pilot program, which originated in Northwest Pennsylvania, has begun to spread across the Commonwealth. In 2004, the NWPA WIA Youth Council initiated an after school program to increase awareness of career opportunities within the targeted industry clusters among middle school students of the region. This program, appropriately named Industry Club, has grown from three pilot schools the first year to 16 schools in 2008. The concept is catching on outside of Northwest Pennsylvania; two schools in a neighboring region have chosen to begin their own Industry Clubs this year.

The Industry Club program design is flexible to accommodate the needs of each school. Generally, the clubs meet twice a week. During the first meeting, students research a specific industry cluster with the instructor's guidance, in order to have a better understanding of the industry and its occupations. During the second meeting, students tour a local business in that cluster to give them a thorough understanding of the potential career paths and skill levels needed. Students are able to use this time to ask questions and receive guidance on the expectations of employers within that specific industry. After participating in the eight week program one student noted, "The Industry Club was awesome! My favorite occupation we went to was Knox Auto. I want to be an auto mechanic myself. We went to the potato farm, Matt Higgins Insurance, and Swartzfager Welding. It was cool."



With the growing popularity of the program it became apparent that the next logical step was to bring the students from all of the Industry Clubs together for an Industry Club Expo. The Regional Center for Workforce Excellence hosts the Expo as a culminating educational activity, where clubs from

across the region are able to give presentations to one another on an industry cluster of their choosing. The presentations are judged by industry professionals and the top three clubs are awarded trophies for their work. Throughout the day, students participate in teambuilding and soft-skill learning activities.

One of the most significant outcomes of the Industry Club Program has been the increased development of career education activities in the participating school districts. In fact, one of the original pilot schools has adapted the principals of the Industry Club Program into their middle-school curriculum and has made the Industry Club a standing extracurricular program. For more information regarding the Industry Club Program or the Industry Club Expo please contact The Regional Center for Workforce Excellence, Nick Hoffman at [nhoffman@nwpawib.org](mailto:nhoffman@nwpawib.org).

## Arbor, Job Corps Synergy



AI Center student, Lindsay Benjamin, pursues a career as a culinary chef.

Regional Director of Arbor, Ron Spangler, is all fired up about the synergy between Arbor Education and Training and ResCare Job Corps Centers. Stories like 18 year old Lindsay Benjamin warm his heart. Mr. Benjamin, a former student at Arbor's Achieving Independence Center (AI Center), came back to the AI Center after graduating from ResCare-managed Blue Ridge Job Corps Center. "The AI Center had a great impact on me," Mr. Benjamin said. "As soon as I left Job Corps I came back to learn more."

Mr. Benjamin, who first started taking life skills classes at the AI Center, became interested in Job Corps when his father suggested that he go to Job Corps to pick up skills and earn his GED. He signed up, and nine months later graduated with a Career Diploma and a Certification in Landscaping.

Mr. Benjamin is currently taking housing classes at the AI Center where he is learning about landlord and tenant issues, rights and leases. He also participated in the Hospitality Training Program, where participants learn everything from dishwashing to cooking in a café setting.

“Over the next 20 years, 70 million workers, mostly baby boomers, will be leaving the workforce, with only 44 million youth to fill their positions,” Mr. Spangler said. “This means one person will be doing the job of two people. It’s critical we don’t leave the youth behind.”

The AI Center is a collaborative one-stop center that provides access to a full range of independent living services aimed to ensure that youth leaving foster care have an opportunity to develop independent living skills, build a network of social supports, find safe affordable housing and stable employment.

Government studies identified foster care youth as a top priority of the neediest young people. Youth in foster care are emancipated between the ages of 18-21, and usually need additional training. “It is essential that we provide training to equip them, not just to get a job, but to get a job with livable wages,” Mr. Spangler said. “This is where Job Corps comes in.”

Job Corps provides foster youth, including those receiving services from the AI Center, help in transitioning to self-sufficiency and independent living. Job Corps also helps youth get their GED or high school diploma, while providing medical and dental care, housing, meals, career and trade training, and job placement.

Mr. Spangler plans to urge other students at the AI Center to follow in Mr. Benjamin’s footsteps. He is in the process of scheduling Job Corps representatives to come to the AI Center monthly to explain the benefits of Job Corps and get acquainted with the youth. He also plans on taking students in Philadelphia to tour a nearby Job Corps center in Edison, NJ, which is also a member of the ResCare family.

“The key to building relationships,” Mr. Spangler said, “is spending time with students on a regular basis.” “We will have 650 foster care youth next year and I

would love to have a significant number of them in Job Corps centers,” he said.

FOR MORE INFORMATION: Ron Spangler, 610-891-5509; [rspangler@arboret.com](mailto:rspangler@arboret.com)

## Youth in Foster Care Receive Outreach from Community



From left: Mike Robinson, Regional Education and Career Planning Specialist; Dave Balbechak, Research Analyst Education Services Group/Regional Services; and Damili Bunson-Murray, Assistant Director of Regional Services, collect backpacks and school supplies in the lobby of the Pennsylvania Higher Education Assistance Agency to Benefit the AI Center’s Backpack Challenge.

Students at the Achieving Independence Center (AI Center) received an outpouring of support during the 2007 Backpack Challenge when they were showered with over 2,000 backpacks filled with school supplies, personal care products and gift cards.

The Backpack Challenge is an annual event co-coordinated by Arbor’s Regional Director Ron Spangler and AI Center Director Evelyn Busby to gather and fill backpacks for youth aging out of foster care.

In previous years, the challenge was able to put together about 100 backpacks so center staff was astonished when they received more than 20 times as many.

Mr. Spangler attributed the success of the challenge to the support they received from twenty ResCare-managed Job Corps centers that chose the backpack challenge as their community service project for the annual Job Corps Leadership Conference in Washington, DC.

“It’s amazing how they pulled together so strongly to help other children,” Mr. Spangler said.



Pennsylvania Higher Education Assistance Agency (PHEAA) also stepped up to the challenge by setting up a table in the main lobby of their headquarters to collect backpacks and school supplies for the foster youth served by the AI Center.

Regional Education and Career Planning Specialist Mike Robinson said he feels that the backpack challenge reflects PHEAA's goal of providing financial aid to youth and adults going to college. "The backpack challenge encourages higher education which leads these youth to a life of independency and self sufficiency," Mr. Robinson said. "It's important that corporations get involved with agencies that work with youth aging out of foster care. It involves socioeconomic implications that impact us all."

## **Pennsylvania Invests in Industry Partnerships Training More Than 51,000 Workers**

Pennsylvania Governor Edward G. Rendell announced in December that the state Department of Labor & Industry is funding \$17.6 million in new grants for worker training programs and industry partnerships. Combined with at least \$18.7 million in private-sector funds, the total investment in the Industry Partnership programs is more than \$36.3 million so far this year.

Industry partnerships are the cornerstone of Pennsylvania's new, industry-led, demand-driven workforce development strategy. This new strategy is focused on creating a skilled workforce through industry-specific training and education programs developed in cooperation with business and industry leaders. Industry partnerships bring together multiple employers in the same industry group or cluster to identify and address common workforce needs. These partnerships provide Pennsylvania companies with a more cost-effective way to provide training to their employees – training they may not otherwise be able to afford on their own. In addition, industry partnerships provide companies with access to region-specific and industry-specific labor market information, and allow even the smallest businesses to better compete in the global marketplace.

Industry partnerships were designed to overcome longstanding employer frustration with the workforce and education systems. By bringing industry to the table in a collaborative effort, Industry Partnerships

help boost the competitiveness of their individual businesses, and ultimately Pennsylvania's economy as a whole. The Industry Partnership program has helped to launch 89 active partnerships throughout Pennsylvania. Nearly 6,200 employers throughout Pennsylvania are currently participating in the program, and more than 51,000 workers have been trained for the higher-skill, higher-wage jobs that exist in critical industries throughout the state.

Harley-Davidson Motor Company, which has a manufacturing facility in York, Pa., participates in industry partnerships and says they have helped make the business more efficient. "The partnerships have helped us increase our employees' skill sets over the past three years," said Beth Colby, manager of organizational development and learning at Harley-Davidson Motor Company. "The industry partnerships and state-funded training grants have enabled us to grow required skills internal to our business at a time when it is difficult to attract skilled trades to the organization."

For more information on the Industry Partnership program in Pennsylvania, call (717) 705-8821 or visit [www.paworkforce.state.pa.us](http://www.paworkforce.state.pa.us).

## **Pennsylvania Industry Partnership Academy**

The Pennsylvania Industry Partnership Academy is an experiential and practical learning opportunity designed to develop the capacity of existing Industry Partnerships. The goal of the Academy is to assist these Partnerships become effective and sustainable consortiums designing and implementing strategies that improve opportunities, competitiveness, and incomes for industries, workers and communities. Industry Partnership Teams were competitively selected to participate as fellows in the Academy based on submitted applications. Three two-day meetings were held between October 2007 and January 2008.

The Academy focused on key areas of sector work including:

- Understanding and strategically using information on industries, labor markets, and demand occupations in a local area or region;
- Engaging and sustaining employer leadership and involvement;
- Engaging other strategic partners;

- Building employer accountability into all aspects of industry partnership design and activities;
- Developing effective systems for monitoring, evaluating and demonstrating the impact of industry partnerships;
- Utilizing all components of the workforce system to fully implement and support key sector strategies; and
- Sustaining industry partnerships over the long-term through public and private resources.

This year's fellows included members from the following Industry Partnerships:

AHUG Wood and Lumber Industry Partnership – North Central WIB  
 Delaware County Healthcare Consortium – Delaware County WIB  
 Food Processing Partnership - Central WIB  
 Great Lakes Building and Construction Trades Industry Partnership - Northwest WIB  
 Montgomery County Food Processing Partnership – Montgomery County WIB  
 Northeast PA Logistics and Transportation Industry Partnership – Luzerne/Schuylkill WIB  
 Keystone Utilities Industry Partnership – Three Rivers Tri-County Manufacturing Consortium – Tri-County WIB  
 South Central PA Building and Construction Regional Industry Partnership – South Central WIB  
 Philadelphia Printing Industry Partnership – Philadelphia WIB  
 Bioscience Regional Partnership and ITAG – Chester County WIB

For more information, please contact Patty Bowen, Director of Sector Initiatives, PA Workforce Investment Board at 717-705-8818 or [pabowen@state.pa.us](mailto:pabowen@state.pa.us)

## **Pennsylvania WIBs Partner with State Officials to Address Workforce Strategies**

Pennsylvania's 22 local workforce investment board directors and senior staff convened a special statewide Workforce System Review session in State College on February 14<sup>th</sup>. The facilitated discussion centered on the development of innovative solutions to address the serious financial challenges and imminent changes currently facing Pennsylvania's local workforce development system.

In small teams, the leaders brainstormed ideas for workforce system structure and governance; defining the essential services that should be provided at one-steps to make them affordable and relevant in today's

global economy; local innovations for service delivery strategies, including the sharing of some resources regionally; building a sustainable system; and creating a consistent message. Participants then shared their top recommendations with officials from the Pennsylvania Workforce Investment Board and the state Department of Labor and Industry who joined the discussion.

## **Implementation of Work Certified, a National Work Readiness Program**

In response to the needs of our regional employers and the Tri-County Manufacturing Consortia, the Tri-County Workforce Investment Board of Armstrong, Butler, and Indiana Counties in Pennsylvania, in partnership with the PA CareerLink, has adopted the Work Certified Program to train job seekers in basic work-readiness skills. Work Certified was developed by Workforce Development Board of the Treasure Coast in Florida. Students must complete a 90-hour program, master 50 competencies, and achieve an 80% or above score on a comprehensive exam in order to become "Work Certified".

As of March 2008, six Work Certified classes have been conducted in the Tri-County Workforce Investment Area with more being scheduled. These classes were instructed by employees of the Title I Service Provider, Career T.R.A.C.K., in their local PA CareerLink facilities. Classes included participants from various funding streams including WIA low-income adults, dislocated workers, and out-of-school youth; clients referred from the EARN program; and general jobseekers who do not fall under the WIA eligibility guidelines.

Almost 90% of participants received their Work Certified Credential. The remaining ones are continuing to work to achieve their credential by receiving additional individualized instruction through participation in adult education classes offered at a Career T.R.A.C.K. learning lab in their county. Career T.R.A.C.K. began holding a weekly Work Certified Job Club, where participants receive intensive staff-assisted job search services and participate in reverse job fairs where the employers come to interview the graduates.

One Work Certified participant, who passed the certification exam in September of 2007, was a single

parent who qualified for the program as a low-income. She had been out of the workforce for almost 10 years and her means of financial support in the form of alimony was soon to run out. She had previously completed a different work skills program run in the community, but did not gain employment from this. After completing the Work Certified program, a reverse job fair was held at the CareerLink for the participants of Work Certified. This job fair consisted of several employers with job openings marketing themselves to the Work Certified participants. The student accepted employment with one of these employers, OmniTech Partners, Inc., where she is an Accounting Clerk earning \$11.00 per hour.

Another participant passed the certification exam in October of 2007. She was a dislocated worker who earlier that year in January had been permanently laid-off. Her unemployment compensation exhausted in July of 2007. After enrolling and successfully completing the work certified program, she found employment on November 15, 2007. She is earning \$16.00 per hour at Butler County Community College where she is the Education Coordinator for Adult Literacy.

An employer who hired one of the participants said, "The person I hired is a single mom who had just got divorced and had been out of the workforce for 8 years. Through Work Certified she was able to get her skills up to date. Because of the reverse job fair I was able to see the potential this person had, I would have never called her for an interview based on her resume. She is a great addition to our team. I will be first in line to interview the next class certified."

For questions, please contact Mary Salony, 724-282-9341, ext. 35, [msalony@tcwib.net](mailto:msalony@tcwib.net)

### **YouthBuild/New Beginnings Inducts Its First Members**



On March 6<sup>th</sup> the Harrisburg City School District and County officials came together to induct their first

YouthBuild class. After more than a year of planning, the Department of Labor awarded a grant to the school district to serve 18-24 year old students looking for a second chance.

The event was designed to celebrate the inductees' spoken desire to change. The inductees were open and honest; "...I was going nowhere fast...;" "...this is a new beginning for me and I'm going to take advantage of the opportunities the program offers...."

It was a day charged with hope and a clear demonstration of the community's support. It was a true circle of life!!!!!!

## **VIRGINIA**



### **WIA Administration Transferring to the Virginia Community College System**

Recognizing that a skilled workforce is central to Virginia's continued economic prosperity and that there must be a dynamic and substantive relationship between workforce development, the P-16 education system and economic development, Virginia's Governor Kaine has advanced through Executive Order a series of actions to further advance the reform of Virginia's workforce development system. Effective July 1, 2008, the Virginia Community College System (VCCS) will be the designated entity for the administration of the Workforce Investment Act (WIA) program in the Commonwealth, as well as grant recipient and fiscal agent for the WIA funds. The VCCS will also administer the Rapid Response program and have responsibility for providing strategic guidance and staff support to the Virginia Workforce Council. This will help ensure that that workforce development strategies embody skilled training and education and the purposeful



development of the Commonwealth's human resources, and also responds to 2006 Virginia General Assembly legislation charging the Governor with responsibility for identifying and implementing strategies to optimize the role of the VCCS in workforce development. The Virginia Employment Commission will retain authority over Wagner-Peyser, Unemployment Insurance and Trade Act programs.

## **Virginia Employment Commission Layoffs**

The Virginia Employment Commission (VEC) has eliminated 158 positions at offices across the Commonwealth, with the bulk of the layoffs occurring in March. The layoffs are linked to the agency's \$23 million budget shortfall projected for 2010, and the need to align costs with available funding in the coming years. This cost alignment will include the closing of some VEC offices, with locations to be announced. In addition to cost alignment, the closure of some offices accompanies Governor Timothy Kaine's mandate that all workforce program services in Virginia be made available through comprehensive One-Stop career centers. This mandate forces the elimination of remaining "stand-alone" VEC locations that only offer a portion of those services.

At the Commonwealth's request, the Regional Office is developing the curriculum for a series of "One-Stop Integration 101" training sessions on May 14-16. The training is designed to illustrate how local workforce partners should address the opportunities and challenges of integration on a daily basis. The same session will be offered on three separate days to enable the entire workforce system in Virginia to participate.

## **BRAC Transition Center Arlington, Virginia**

The Base Realignment and Closure (BRAC) process used by the Department of Defense to reorganize installation infrastructure will impact an estimated 24,000 jobs in Alexandria and Arlington County, Virginia, the majority of jobs located in Crystal City, an area of Arlington adjacent to the Pentagon. These jobs will be realigned to other locations within eight states through 2011 and the loss of these jobs will have a significant impact on the economy of the

Arlington area - more so than any other BRAC activity currently underway across the country.

In order to address the needs of both workers and businesses who will be affected, a unique collaboration of workforce and economic development stakeholders have come together under the leadership of two local governments and the Alexandria and Arlington Workforce Development Board (WDB) to develop a one-of-its-kind BRAC Transition Center. This Center, funded in part by National Emergency Grants from the U.S. Department of Labor, offers a range of workforce development and career transition services responsive to the needs of workers whose jobs will be realigned, as well as technical assistance for those retail businesses impacted by worker relocation. The Alexandria/Arlington WDB is also working within a regional partnership which includes representatives from Washington DC, the State of Maryland and Northern Virginia that also impacted by BRAC activities.



One of the challenges in developing this Center is that no precedent exists for such an impact nor does a model exist for the development and operation of a stand-alone, full service BRAC Transition Center. In addition, career transitioning can be a very stressful time and many of the workers who choose to stay in the Arlington area will require assistance in considering all their options, as well as with marketing themselves and their skills if they have not conducted a job search in a long time. BRAC Center staff strives to ensure their efforts help workers find a job or entrepreneurial venture in which they can feel fulfilled, as well as one that meets their goals and needs. Center staff provides customized services to guide each job seeker through stages of assessment of skills and abilities, career identification and planning, development of professional resumes, network development, job finding, personal marketing, interviewing, and job selection and retention.

For additional information on the BRAC Transition Center, contact Sandra Smith, Center Director at (703) 228-BRAC (2722).

## Faith Communities Coach Offenders

Offender Aid and Restoration (OAR), serving Arlington, Alexandria and Falls Church, VA, is using its \$60,000 faith-based grant to launch an initiative to recruit and train Support Teams from local faith-based communities. These teams, consisting of at least three people, provide mentoring and coaching to clients - ex-offenders (both men and women) - who have been released from jail or prison for not more than 60 days, are substance free, and have not committed a violent or sexual crime. Special consideration is given to those clients who have no family or support system. The four-hour training for the support teams is rigorous, focusing extensively on boundary setting, substance abuse and mental health. The training also offers the opportunity for trainees to interview actual clients who participate in the training as well. The teams are required to make a six-month commitment – meeting weekly with a client during the first two months, and then reducing the time thereafter. We expected that the challenge might be to attract team members from the various congregations and mosques in the area. However, despite the time it takes to process the request through the congregations' leadership, the members of faith communities are coming forward. Unfortunately, the challenge has been that the clients have been somewhat hesitant to participate. As a result, we are having team members meet with potential clients while still in prison to inform them of the program prior to their release. Also, an important part of our work is to help our community accept ex-offenders back into both the community and the workplace. Our faith-based project helps the ex-offenders in the program and informs members of faith-based communities about the challenges ex-offenders face – hopefully creating a much more receptive community for our clients.

## Youth in the Region Participate in Youth Legislative Forum



The West Piedmont Workforce Investment Board (WPWIB) and its Youth Council hosted a Youth Legislative Forum at City Council Chambers in Martinsville.

At this forum, more than 20 students in high school or enrolled in a GED program throughout the region (Martinsville and Danville and the counties of Henry, Patrick and Pittsylvania) testified before a “mock” legislative committee of the General Assembly. Senator Roscoe Reynolds and Delegate Ward Armstrong participated.

As representatives of this mock legislative committee, Reynolds and Armstrong heard directly from the youth participants regarding challenges they face related to education and work. They also gave suggestions on how institutions designed to serve the youth might be improved.

Guided by a professional facilitator, youth participants spent two full days prior to the forum preparing for this event. They learned:

- The purpose of the policy making process
- The process of public engagement in formulating public policy
- How issues become legislative and the way that legislative bodies deliberate
- How to communicate with legislators
- How to be an advocate for issues of importance to them
- How an individual can effect policy

The Forum was a huge success. The two-day process prior to the event helped youth who were shy become very vocal and speak out about issues that were important to them. It was also a great opportunity for legislators to hear from the youth and not an adult. The youth's voice made a great impact on the

legislators that participated in this “mock” legislative hearing. The WPWIB is planning to host another Youth Legislative Forum in the fall of 2008.

“It is our hope that youth in our program will discover on their own what is important to say to those who create workforce and education public policy,” said Joni Temple, the WPWIB’s Youth Services Coordinator.

This forum was open to the public and was broadcasted live on Martinsville’s government channel, 22.

By providing programs like the Youth Legislative Forum, the WPWIB’s goal is to provide education and workforce development opportunities to youth 14 to 21 years old, by providing them with an opportunity to improve their academic skills, build their career awareness and experience the working environment. In addition, its programs aim to provide youth with opportunities that impact their emotional, cognitive, social, and leadership development.

## WEST VIRGINIA



### Success Through Self-Employment

Five women in various stages of life completed a 10-week course in Welch taught by the *Women’s Business and Training Center* with the promise of success through self-employment. The Self-Employment course was provided at no cost to the participants through funding from the Benedum Foundation, funds from *The Center*, and WV State University. Through the program Opening Soon, Inc., developed in partnership between *The Center*, WV State University, and Unlimited Futures, the class was taught skills useful in both a job setting and in running their own business.

The five women who completed the class were all former or current residents at SAFE (Stop Abusive Family Environments, Inc.) located in Welch. The agency’s priority mission is to serve domestic victims, homeless women and children. In addition, SAFE has moved into the housing and economic development arena which allows them to provide more service to these families. Since 1990, SAFE has grown from serving 400 victims a year to over 2,000.



The class attended a makeover day to prepare for job interviews, meetings with potential customers, business colleagues, and bankers. The day included a visit to Ms and His Salon in Bluefield, owned by Connie Saunders, who spoke to the class and volunteered her salon at cost for the makeovers. Afterwards, each lady received two new complete outfits from Goody’s courtesy of *The Center* and SAFE. They also received lessons in makeup, style, and clothing colors that would best suit skin tone, eye, and hair color.

A week later, the class met for an eCommerce class, made possible through a partnership with Mission West Virginia. The class learned about ways to market their business online and how to avoid costly mistakes. The eCommerce class, through a grant from Verizon, provides each participant with a free computer, complete with Intuit’s SimpleStart Accounting and Microsoft Office software.

Two of the five women who took the course will start their business within 60 days of completing the class. Pearl Saunders, who won the Business Plan competition, will be starting Longfella Cleaning Services. The first place prize was a \$100 gift card which will allow her to purchase supplies for her business. Donna Garrett makes handmade beaded jewelry. Her business will be called Donna’s Delights.

The Opening Soon, Inc. – Success Through Self-Employment program will move into Raleigh County and then back to McDowell County in 2008.



Benedum Funding, along with match from The *Center*, made this program a reality for 2008 and 2009 to a limited market. Plans are to expand the training in southern West Virginia and eventually to the entire state. The classes were taught by The *Center* staff, Angie Lilly, Business Development Specialist, and Tara Elder, Center Director.

## **REGIONAL ECONOMIC NEWS**

### **District of Columbia**

#### **National Public Radio (NPR) to Stay in DC and Build New 400,000 Square Foot Headquarters**

On March 5<sup>th</sup>, Mayor Adrian Fenty announced that NPR will build a 400,000 square foot headquarters along North Capitol Street in NoMA, a neighborhood in the midst of a massive revitalization. NPR started in the District about 38 years ago and has become the international gold standard for radio. On March 3<sup>rd</sup>, Mayor Fenty unveiled the Center City Action Agenda, which calls for using incentives to promote private sector investment in emerging neighborhoods like NoMA, the Ballpark district, the waterfronts and East of the River in Anacostia.

#### **Target to Open First District Store in Columbia Heights**

On March 4th, Mayor Adrian Fenty announced that Target is coming to the Columbia Heights section of the District. Mayor Fenty said, "...it is fitting to call this project both the catalyst and the capstone to an unprecedented economic resurgence in Columbia Heights – where nearly \$1 billion worth of new housing, retail and office space has moved through the development pipeline since 2001." The Fenty Administration has been focused on reversing the more than \$1 billion that flows out of the District each year in lost retail sales to the suburbs each year. The D.C. Office of Planning and the Washington DC Economic Partnership are leading a Retail Action Strategy to provide neighborhood-based retail strategies to attract new stores and better support those that are already in business.

### **Pennsylvania**

#### **Top Defense Company Investing \$40 Million to Expand in PA**

BAE Systems, Inc., one of the nation's largest defense companies, is expanding its York County manufacturing facility, creating at least 624 new high-paying jobs within three years. The \$40 million project will also retain more than 1,600 existing positions. The company is expanding its existing manufacturing facility to support production of military vehicles for the Department of Defense.

### **Virginia**

#### **46 New Jobs for Montgomery County**

Inorganic Ventures, a leading manufacturer of custom inorganic chemical blends, will invest \$3.025 million to move its operation from New Jersey to Falling Branch Corporate Park in Christiansburg. The project will create 46 jobs in Montgomery County. Virginia successfully competed with New Jersey and Pennsylvania for the project. According to Governor Timothy M. Kaine, "Virginia was chosen as the company's headquarters, manufacturing and distribution operations because of Montgomery County's trained workforce and proximity to research opportunities with Virginia Tech.

#### **190 New Jobs for the City of Richmond**

Aspen Products Inc., a major supplier of white paper plates, design plates, cups, bowls and lunch bags, will invest \$12 million to open a paper goods manufacturing facility in the City of Richmond. The company will create 190 jobs. Virginia successfully competed with Delaware, New York and Pennsylvania for the project. The company needed a central location on the east coast and the City of Richmond stepped up with a great building location and a ready workforce.

## **HELPFUL WEB SITES**

### **Guide to... Transportation Resources**

### **Find State and Local Transportation Resources on DisabilityInfo.gov**

<http://www.disabilityinfo.gov/digov-public/public/FindSL.do?categoryId=126>

### **National Center on Senior Transportation (NCST)**

<http://www.seniortransportation.net>

The NCST mission is to increase transportation options for older adults and enhance their ability to live more independently within their communities throughout the United States.

On the NCST website, you can access more information on:

#### **Aging/Human Service Providers**

[http://seniortransportation.easterseals.com/site/PageServer?pagename=NCST2\\_aging](http://seniortransportation.easterseals.com/site/PageServer?pagename=NCST2_aging)

Resources and services that support senior transportation are available in towns, counties and states throughout the U.S. The links on this page provide resources and materials for coordinating, planning and developing strategies for addressing senior mobility issues.

#### **For Older Adults/Caregivers**

[http://seniortransportation.easterseals.com/site/PageServer?pagename=NCST2\\_older](http://seniortransportation.easterseals.com/site/PageServer?pagename=NCST2_older)

Information and free resources to help you become more familiar with public transportation and the resources and services available in your community. The resources on this page offer directories of transportation-related services, information about safe driving, and policy discussions.

### **National Resource Center for Human Service Transportation Coordination (NRC)**

<http://www.unitedweride.gov>

The goal of the National Resource Center is to provide states and communities with the support they need to coordinate transportation services for people with disabilities, older adults, and individuals with lower incomes.

On the NRC website, you can access information on:

#### **National Consortium and Partnership**

[http://www.unitedweride.gov/1\\_9\\_ENG\\_HTML.htm](http://www.unitedweride.gov/1_9_ENG_HTML.htm)

The resources on this page include information about coalition building and coordination of transportation services at the local level.

#### **One Vision/One Call Outreach**

[http://www.unitedweride.gov/1\\_1207\\_ENG\\_HTML.htm](http://www.unitedweride.gov/1_1207_ENG_HTML.htm)

The resources on this page provide information on the new One Vision/One Call transportation program.

### **Resources**

[http://www.unitedweride.gov/1\\_13\\_ENG\\_HTML.htm](http://www.unitedweride.gov/1_13_ENG_HTML.htm)

The resources listed on this page include publications (including fact sheets on the United We Ride program, States and Community Needs); media; newsletters; and related links.

### **United We Ride Regional Ambassadors**

[http://www.unitedweride.gov/1\\_973\\_ENG\\_HTML.htm](http://www.unitedweride.gov/1_973_ENG_HTML.htm)

The Ambassadors provide states and territories with hands-on technical assistance in the development and implementation of coordinated human service transportation plans. The Ambassadors also work to build awareness among decision-makers, service providers, and consumers on key issues related to human service transportation and coordination, including those requirements and opportunities created by SAFETEA-LU.



## *Upcoming Events*

### **Pennsylvania Partners 24<sup>th</sup> Annual Employment, Training & Education Conference**

Mark your calendars and register now for Pennsylvania Partners' 24th Annual Employment, Training and Education Conference, to be held **May 7-9, 2008** at the Hershey Lodge in Hershey, Pa. Don't miss one of the nation's largest and best training and networking opportunities for workforce development professionals. The conference attracts more than 1,400 attendees, including local, state and federal workforce development professionals and their partners in the public and private sectors. More than 50 workshops and roundtable discussions featuring speakers from local, state and federal agencies and the private sector will provide conference participants with a wide variety of learning opportunities to help them improve program performance and exchange information. Travel to the World's Fair in the Exhibition Hall and experience innovative products and services from across the

world of workforce development. Visit local Workforce Investment Areas, state and federal agencies, and product and service providers to expand your knowledge and your network.

Date: May 7-9, 2008

Location: Hershey Lodge, Hershey,  
Pennsylvania

To register or find more information:

[http://www.papartners.org/Conference\\_2008/conference\\_2008.htm](http://www.papartners.org/Conference_2008/conference_2008.htm)

## **Pennsylvania WIB Symposium**

Date: June 25-26, 2008

Location: The Penn State Conference Center  
Hotel, State College, PA

More details to come at [www.papartners.org](http://www.papartners.org)

**PLEASE SHARE THIS ISSUE.....**If you know anyone who would like to be added to our mailing lists for *INITIATIVES* and grant opportunities, please provide name, organization, address, phone and e-mail address to April Hunt, Workforce Development Assistant, at [hunt.april@dol.gov](mailto:hunt.april@dol.gov).

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If you would like to publicize an upcoming Workforce Development event, have an idea for an article or have comments on this issue, please contact Barbara Shelly, Editor, at [shelly.barbara@dol.gov](mailto:shelly.barbara@dol.gov)

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