

Report To The Community 2012



The Secret Is Out

Who are we?

- Once referred to as the “Best Keep Secret in Southwest Florida” the Southwest Florida Workforce Development Board, Inc. (Board) is the corporate entity which provides oversight to One-Stop Career Centers providing services and resources under the brand name of Southwest Florida Works.
- Established by federal legislation in 1998, the 501(C)3 non-profit agency's board is comprised of 27 members, of which the majority comes from private business.
- With an annual budget ranging from 11 to 15 million dollars, the Board provides no cost employment and training services to employers and job seekers in Charlotte, Collier, Glades, Hendry and Lee Counties.

What we do

As a work-first initiative, Southwest Florida Works connects employers and job seekers through an online job matching system called Employ Florida Marketplace. In addition to this online job bank, the Career Centers provide resources such as job postings and computer access to the general public. Along with applicant screening and referrals, Certified Workforce Professionals conduct assessments, workshops and approve occupational training for a variety of categories of individuals including, but not limited to:

Dislocated Workers | Unemployed and Underemployed Individuals | Displaced Homemakers
Veterans | Youth Service Participants | Welfare Recipients

How do we do it?

BUSINESS CUSTOMER:

- Like other job matching systems, employers are able to post job openings according to specific job requirements with Employ Florida Marketplace (EFM). Unlike other job banks EFM comes at no cost.
- Certified Workforce Professionals screen and refer applicants meeting the employers' criteria resulting in a controlled flow of qualified applicants to an employer.
- On-the-Job-Training (OJT) allows applicants not fully qualified to be trained by the employer on-the-job for which the employer receives reimbursement for training costs.
- Internships allow individuals who have completed occupational skills training to acquire work experience through a three month Board paid program.

JOB SEEKER CUSTOMER:

- The first step in this process is an orientation to the Career Center services conducted by a Certified Workforce Professional. Next is a review of past job search efforts to evaluate an individual's work readiness. Resume writing, interviewing and other workshops are available to enhance an individual's employability readiness - job matching and referral follow.
- If training is necessary to increase the likelihood of employment, individuals meet with a Career Development Representative (CDR) to determine eligibility and appropriate training.

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September 2012



Table of Contents

The Secret Is Out	2
Mission Statement	3
Letter from the President	4
Message from the Executive Director	4
Alliance of Educational Leaders	5
Destination Graduation	6
Foundations of Machining	6
Industry Focus Groups	7
Internship Program	7
Re-Employment Initiative Team	8
Ticket to Work	8
Youth Services	9
Promotora (Promoter) Program	9
Veteran Services	9
Budget and Performance	10
Board of Directors	11

Mission Statement

Our Mission is to initiate and support effective strategies through collaboration with business, education, and social services to facilitate the development of programs and activities that reduce dependency, encourage personal growth, and provide economic benefits to individuals, businesses, and communities of Southwest Florida.

Southwest Florida Workforce Development Board, Inc.
9530 Marketplace Road, Suite 104, Fort Myers, FL 33912 (239) 225-2500





To the Community

Letter from the President:

As I enter my second year as President of the Board of Directors I am continually impressed with and proud of the level and quality of services provided through our Southwest Florida Works Career Centers. I would also like to mention a couple of our Board's unique initiatives.



- Also in its second year, Destination Graduation is a high school dropout prevention program created and piloted right here in Southwest Florida. In the last two years, 49 students have not only graduated but are now attending college, working or serving in the military. The return on investment in potential earnings, payroll taxes, reduced costs and elimination of dependence on social services is in the hundreds of thousands of dollars. Destination Graduation may soon serve as a model for similar programs throughout the state.
- The Southwest Florida Workforce Development Board of Directors has taken the lead in a program titled Barriers and Impediments to Innovative Job Training Initiatives - a movement to create a statewide seed fund to assist businesses in developing new training programs unique to their needs and timelines.

We all hear the cry - jobs, jobs, jobs - coming from every corner of our collective communities. That's why this year's annual report theme is "Got Work." In Southwest Florida, the hard work of "Got Work" will continue by asking the business community "What do you need to move your business forward?" We also stand ready to face the challenge in providing every business the opportunity to retain current employees, fill existing job vacancies, or expand with new employees.

I want to personally thank my fellow board members, committee volunteers, Joe Paterno and staff for their hard work and commitment in providing not only exceptional employment and training opportunities but the courage to look outside the box and create programs such as "Destination Graduation" and the "Barriers and Impediments" seed fund initiative. As you review this report, please feel free to contact us with suggestions, comments and, by all means, let us know if you've "Got Work."

Ken O'Leary
Board President

Message from the Executive Director:

Stephen Covey's Seven Habits of Highly Successful Individuals asks us to "seek first to understand, then be understood."

This last year we spent a good deal of time and effort seeking to understand our business partner's employment needs. Starting with Southwest Florida's largest industry, healthcare, we held several focus groups consisting of healthcare leaders discussing what they need to fill vacant positions. Our educators were encouraged to listen to these employers' comments and suggestions, formulate solutions, and at follow-up meetings were asked how they could incorporate the businesses' expectations into their curriculum.



Here is some of what we heard. Health care students are coming out of training with good technical skills but are lacking in compassion and critical thinking skills. Health care employers are hesitant to hire individuals without experience, creating the classic Catch 22 situation - how do I get experience if I can't get hired?

As a result of these focus groups, healthcare training providers have incorporated job seeking, job keeping and critical thinking skills into their curriculum. By listening to our business customers, we initiated a three month paid internship program, which allows graduating students to gain vital hands-on experience while earning a much-needed paycheck.

Our intent is to move from one industry to another and listen, truly listen, to our business customers and together create employment opportunities, one industry, one employer, and one job at a time.

Joe Paterno
Executive Director



COLLEGE UNIVERSITY	PRESIDENT	SCHOOL DISTRICT	SUPERINTENDENT
Edison State College	Dr. Jeffrey Allbritten	Charlotte	Dr. Doug Whittaker
Florida Gulf Coast University	Dr. Wilson Bradshaw	Collier	Dr. Kamela Patton
Hodges University	Dr. Terry McMahan	Glades	Mr. Wayne Aldrich
Barry University	Dr. Chuck Bell (Associate Dean)	Hendry	Mr. Richard Murphy
Keiser University	Ms. Nancy Tedros	Lee	Dr. Joseph Burke
Nova University	Mr. Kevin Hunter (Director)	Executive Director	Ms. Pat Riley



Founded in 1999 on the strong and inherent relationship between education and workforce development, the Alliance of Educational Leaders enhances the communication and collegiality among the educational CEOs in Southwest Florida and with the Southwest Florida Workforce Development Board. The Alliance is comprised of the Presidents of the area's regionally accredited, non-profit universities and colleges and the District School Superintendents of Charlotte, Collier, Glades, Hendry and Lee Counties. www.swfleducation.com

During the 2011-2012 year, the primary focus of the Alliance was on increasing the strength of education as an economic driver in Southwest Florida. Aligning with the first of the Florida Chamber's Six Pillars of Florida's Future Economy 2030 plan, the Alliance of Educational Leaders revealed its "**One Region – One Goal: Preparing the 21st Century Workforce**" initiative in February 2012. With a collective determination to continue positive trends in academic success as the Common Core State Standards are introduced and to increase alignment to industry standards.

- Goal 1:** Improve Regional Academic Performance
- Goal 2:** Increase STEM Focus (Science, Technology, Engineering and Mathematics)
- Goal 3:** Strengthen Education and Business Connection
- Goal 4:** Strengthen Dialogue with Legislators

Collaborating with the Southwest Florida Workforce Development Board, Alliance member organizations' faculty and staff actively participated in groundbreaking projects including: (1) Healthcare Industry Focus Groups bringing educators into direct conversation with healthcare providers and resulting in increased mutual understanding and support; (2) Regional Intern Fair matching employers with interns and creating 35+ jobs on-site in one day; (3) Machinist curriculum and course work to fill a void in area specific skills; and (4) Destination Graduation to link a Workforce professional with the most at-risk of not graduating students in area high schools.

Highlights of continuing initiatives include the Immokalee afterschool program (introducing students to careers as they work in "jobs" in government, education, communications, law enforcement and business and the roles and responsibilities of citizenship); Early Literacy (ELLM); Leader in Me schools (based on Stephen Covey's personal leadership skills in The 7 Habits of Highly Effective People); and ACE (FGCU's Accelerated Collegiate Experience for advanced and highly motivated 11th and 12th grade students.

Destination Graduation

Destination Graduation, a local Board initiative, expanded this year from 5 schools in 3 counties to 7 schools in our 5 counties and continues to be a model for the prevention of high school drop outs. Destination Graduation targets students with a minimum of two risk factors such as financial, foster care, teen parent, gang participation, or criminal problems. The Return on Investment (ROI) in the form of increased wages, taxes paid and the diversion of tax dollars from social service programs and court costs is in the hundreds of thousands of dollars.



- Served more than 150 students with comprehensive mentoring and intervention services.
- 33 of these students graduated receiving their diplomas.
- The rest, except for only one drop out, are rising sophomores, juniors and seniors, and are all continuing this year with the program.
- On average over the year, GPAs increased by over 0.3 (for example: 2.0 to 2.3).
- 86 participated in summer employment opportunities throughout Southwest Florida in businesses and non-profit organizations.
- Many of these kids' parents are involved, supportive and extremely thankful for the support of the program and our mentors.

Foundations of Machining



We listened:

Although not known as a large manufacturing hub, according to area manufacturers, there is a shortage of Machine Operators and Machinists.

Took Action:

Southwest Florida Works coordinated several working groups consisting of private businesses and public training providers.

Got Work:

These discussions generated a first-of-its-kind Regional Foundations of Machining curriculum and certification program. Because of the involvement of both private businesses and public training providers in developing this entry level machining program, the Southwest Florida Regional Manufacturers Association's members and other area manufacturers have endorsed the training program by giving priority interviewing opportunities to individuals who have successfully completed the program.

Industry Focus Groups



We listened:

May 2011 | In three separate focus groups thirty-eight (38) Charlotte, Collier and Lee county healthcare employers gathered around tables to discuss current and future employments needs. Sitting around the outside of the rooms with instructions to “simply listen” sat twenty-one (21) healthcare educational providers representing several programs and institutions.



July 2011 | Seventy-seven (77) rural healthcare leaders and forty-two (42) rural educational providers responded to a survey.

Took Action:

October 2011 and February 2012 | In two separate working meetings a core group of seven (7) healthcare employers and forty-six (46) educational providers worked to provide an action plan to address the needs and concerns of area healthcare employers.

June 2012 | Twenty-four (24) healthcare employers and representatives of thirteen (13) educational institutions gathered to discuss curriculum changes.

Got Work:

In response to the needs and concerns of healthcare employers, educational institutions have incorporated classes to address critical thinking, job readiness and compassion issues.

Southwest Florida Works created a 520 hour paid internship program to address the challenge to provide on-the-job work experience to new graduates.

Internship Program

We listened:

A workforce summit, individual conversations and focus group discussions with employers confirmed that one of the greatest challenges to hiring is the applicants' lack of experience and soft skills.

Took Action:

In response Southwest Florida Works created a three month paid internship designed to allow graduates the opportunity to gain marketable skills and obtain a permanent position with the employer.

Got Work:

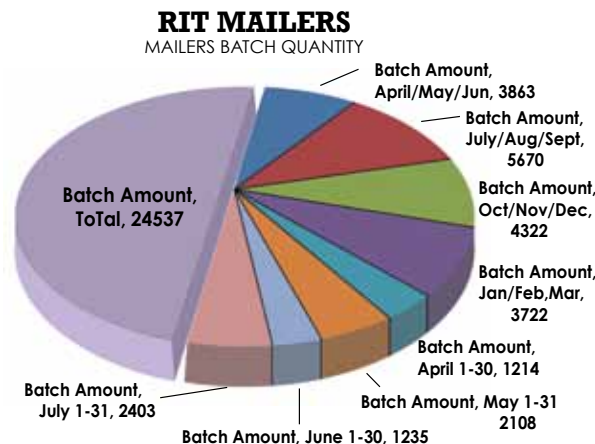
- 50 Candidates were subsequently placed after second interviews.
- 10 Candidates obtained employment prior to starting their internship.
- 18 Participants were hired following the completion of their internship.
- 5 Participants are still active in their internship positions.
- 9 Interns elected to leave their internship for various reasons, including accepting other positions.
- 8 Interns had unsuccessful internships for various reasons.



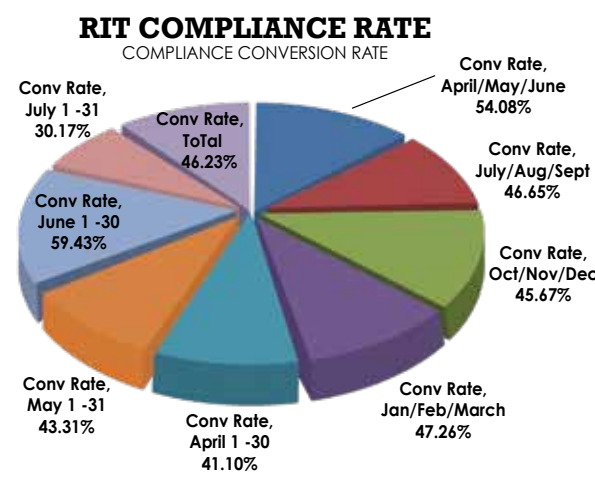
Re-Employment Initiative Team (RIT)

With changes in unemployment legislation Southwest Florida Works has been proactive about reengaging individuals whose unemployment benefits either have or are close to expiring. The charts and graphs below outline the RIT activities.

REEMPLOYMENT INITIATIVE TEAM REPORT								
Mailers - RIT Notification Letter by date registered on EFM	Batch Amount	Compliance Total	Compliance Before UCN	Compliance Rate Before UCN	Compliance # After UCN	Compliance Rate After UCN	Compliance Rate	
April/May/June	3863	2094	870	22.52%	1224	31.69%	54.21%	
July/August/Sept	5670	2645	1498	26.42%	1147	20.23%	46.65%	
Oct/Nov/Dec	4322	1974	1148	26.56%	643	14.88%	45.67%	
Jan/Feb/March	3722	1759	902	24.23%	456	12.25%	47.26%	
April 1 - 30	1214	499	337	27.76%	162	13.43%	41.10%	
May 1 - 31	2108	913	476	22.58%	203	9.63%	43.31%	
June 1 - 30	1235	734	507	41.05%	227	18.38%	59.43%	
July 1 - 31	2403	725	613	25.51%	112	4.66%	30.17%	
ToTal	24537	11343	6351	25.88%	4174	17.01%	46.23%	
Disregards	1580	(Disregards are claimants who live out of region 24 or RTW prior to verification)						
Total (minus disregards)	22957	11343	6351	27.66%	4174	18.18%	49.41%	
Mailers - RIT Notification Letter by date registered on EFM	Batch Amount	Non-Comp Number	Non-Comp Before UCN	Non-Comp Rate Before UCN	Non-Comp # After UCN	Non-Comp Rate After UCN	Non-Comp Rate	
ToTal	24537	13194	16464	67.10%	17096	69.67%	53.77%	



Assesment	Count	Match	Not Match	M%	NM%
Occupational Code	11056	9119	1937	82.48%	17.52%
Assesment	Count	0-3	4-5	0-3%	4-5%
Initial Skills Review	3722	2547	1175	68.43%	31.57%
Assesment	Count	RTW	%	Collecting	%
RTW/S2E List	3075	461	14.99%	1134	36.88%
Report summary as of: 8/7/2012					



Total Mailers	24537	Assessments	
Total after Disregards	22957	O*Net code	11056
Compliance.....	11343	OC Match	9119
Compliance Rate	49.41%	OC Not Match.....	1937
Compliance Before UC Notice Sent	6351	Initial Skill Review.....	3722
Compliance Rate before UC notice sent	27.66%	0-3	2547
Compliance after UC notice sent.....	4174	4-5	1175
Compliance Rate after UC notice sent	18.18%		

Ticket to Work

Social Security Administration (SSA) declares Workforce Development and Ticket to Work a winning combination!

Ticket to Work protects individuals with disabilities receiving Social Security benefits while exploring work as a pathway to self-sufficiency. Outreach efforts to inform eligible ticket holders now take a broader approach with cooperative agreements signed between SSA and Workforce.

\$36,195 Job Placement funds received in Program Year 2011-2012
2,461 Ticket Holders reside throughout Southwest Florida, Workforce Development Region 24



Youth Services

Youth Services are broken into two categories, In-School And Out-Of-School. Services are provided to youth between the ages of 14-21. Henkels & McCoy is the contracted service provider.

- 356** Youth served with career counseling, job placement and educational activities
- 86** Youth entered employment
- 18** Youth enrolled in post-secondary training
- 9** Youth attained GED/diploma/other credentials
- 139** Youth participated in summer employment opportunities

Promotora (Promoter) Program

The Migrant Seasonal Farm Workers Health Outreach Initiative targeted Eastern Collier, Glades and Hendry Counties during program years 2010-2012. The two year initiative was designed to increase awareness of the benefits associated with general family health. Training included but was not limited to understanding the effects of working with pesticides, healthy pregnancies, healthy eating habits, washing and daily cleanliness of farm workers, family members and household.

- 32** Program participants entered occupational skills training
- 24** Participants completed
- 13** Obtained Employment
- 9** Employed after six months

Veteran Services

The Veterans Retraining Assistance Program (VRAP) increases the availability of training funding for veterans. VRAP offers up to 12 months of training assistance to unemployed Veterans. The Department of Veterans Affairs (VA) and the Department of Labor (DOL) worked together to roll out this new program on July 1, 2012.

In an ongoing effort to expand outreach to veterans, Southwest Florida Works staff participated in two informational/job fair events held in conjunction with Southwest Florida College and Hodges University.

- 2,515** Veterans are registered with Southwest Florida Works
- 972** Veterans obtained employment

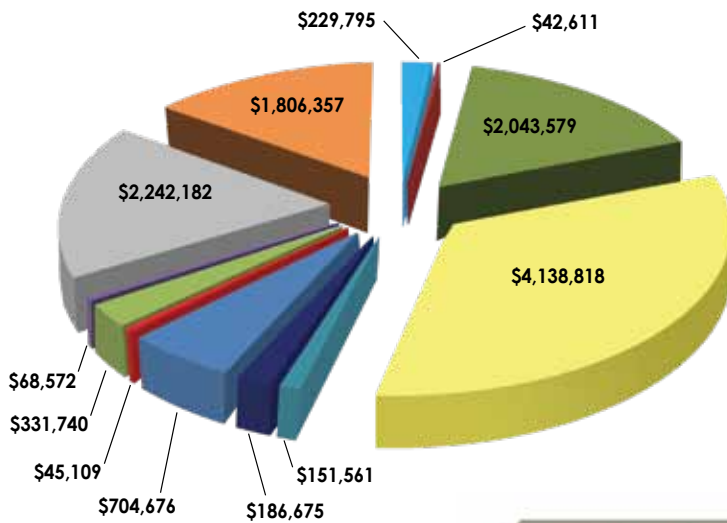
This number represents 1 of 3 registrants who obtained employment following the receipt of services.



Performance Ranking

Year 2011-2012

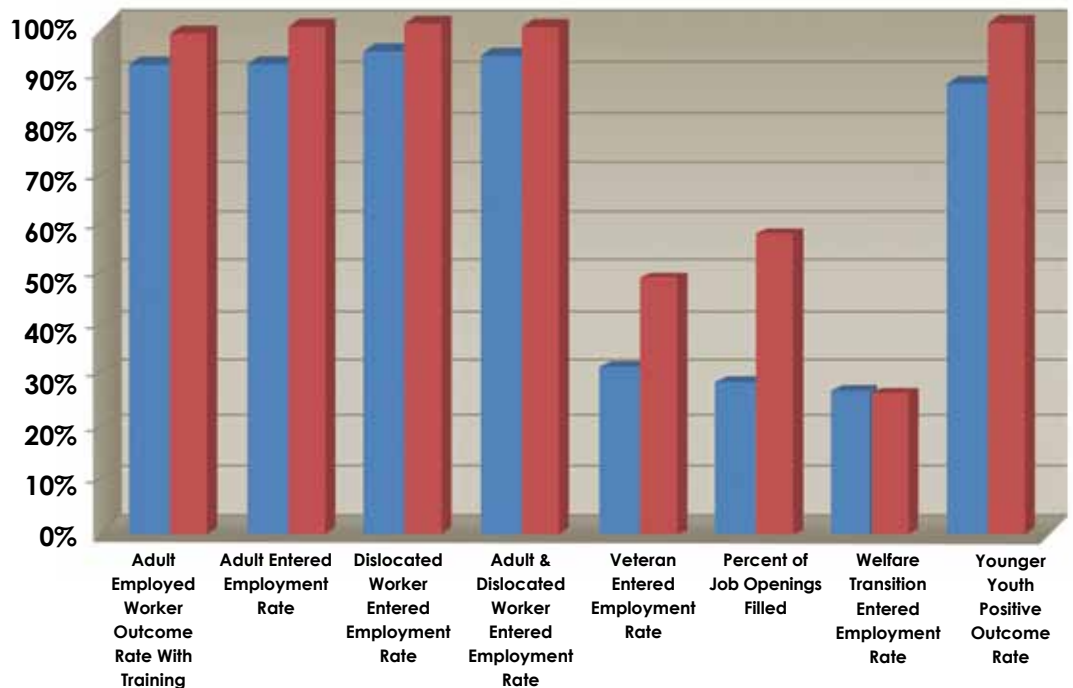
July 1, 2011 to June 30, 2012



- Board Activities
- Disability Navigation
- Education Alliance
- Employment Services
- FSET Program
- Healthcare
- Job Seeker
- Trade Adjustment
- UC Program
- Veterans
- Welfare Transition
- Youth Activities

■ Statewide Average

■ Region 24



Top 6 in State:

- Entered Employment Rate for Adult & Dislocated Workers Combined
- Outcome Rate for Employed Workers Who Received Training

Top 10 in State:

- Entered Employment Rate for Job Seekers
- Entered Employment Rate for Veterans
- Entered Employment Rate for Dislocated Workers
- Participation Rate for Welfare Transition Enrollees

Top 10 in State: Outcome Rate for In-School Youth

Top 10 in State: Outcome Rate for Out-of-School Youth

Board of Directors



President: Ken O'Leary | **Vice President:** Joe Wheeler | **Treasurer:** Lewis Albert

Secretary: Mike Nagle | **Past President:** Brian Settle

Lewis Albert	Calusa Financial Corporation	<i>Charlotte</i>
Ed Bolter	Lamar Advertising	<i>Lee</i>
B.J. Brundage	Manhattan Construction	<i>Lee</i>
Joseph Burke	Alliance of Educational Leaders	<i>Lee</i>
Drummond Camel	Cypress Cove	<i>Lee</i>
Kirsten Curry	Department of Children and Families	<i>Lee</i>
Nida Eluna	Dr. Piper Center	<i>Lee</i>
Gregg Gillman	Hendry County EDC	<i>Hendry</i>
Martin Haas	Entech Computer Services	<i>Lee</i>
Todd Hoffman	Truline	<i>Collier</i>
Kim Hustad	Lee County Human Services	<i>Lee</i>
Mike Jackson	Jackson P.R.	<i>Lee</i>
Jim Lamb	Century Link	<i>Collier</i>
Larry Litt	Teacher's Association	<i>Collier</i>
Jim Moore	Fort Myers Regional Partnership	<i>Lee</i>
Melvin Morgan	Dunbar Improvement Association	<i>Lee</i>
Michael Nagle	International Brotherhood of Electrical Workers	<i>Lee</i>
Ken O'Leary	Paradise Gulf Corporation	<i>Collier</i>
Ed 'Moe' Olson	Keller Williams Realty	<i>Charlotte</i>
Tom Patton	Charlotte County EDC	<i>Charlotte</i>
Dawn Pudlin	Non-Voting Participant Parent	<i>Lee</i>
Renee Thigpen	NCH Health Care System	<i>Collier</i>
Susan Wallace	Collier County Public Schools	<i>Collier</i>
Mary Wafford	Division of Vocational Rehabilitation	<i>Lee</i>
Tony Welch	Fawcett Memorial Hospital	<i>Charlotte</i>
Joseph Wheeler	Wheeler Capital Partners, LLC	<i>Lee</i>
Geri Yoraschek	LaBelle Plumbing	<i>Hendry</i>

Center Locations

1032 Tamiami Trail, Suite 9
Port Charlotte, Florida 33953
(941) 235-5900

750 South 5th Street
Immokalee, Florida 34142
(239) 658-3300

3353 Radio Road
Naples, Florida 34104
(239) 436-4301

215-B South Francisco Street
Clewiston, Florida 33440
(863) 983-6138

921 Anvil Circle
LaBelle, Florida 33935
(863) 675-1412

1020 Cultural Park Blvd., Bldg #2
Cape Coral, Florida 33990
(239) 673-8591

4150 Ford Street Extension
Fort Myers, Florida 33916
(239) 931-8200

Talent development tools & job search resources

One Click. Endless Opportunities.

Click. Search. Work.

Southwest Florida WORKS

Employers and Jobseekers connect at www.swflworks.org

One Click. Endless Opportunities.

Southwest Florida WORKS

Serving Charlotte, Collier, Glades, Hendry and Lee Counties

www.swflworks.org

