Report To The Community
### Current Board of Directors

**As of September 2011**

**President:** Ken O'Leary  
**Vice President:** Joe Wheeler  
**Secretary:** Mike Nagle  
**Treasurer:** Lewis Albert  
**Past President:** Brian Settle

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>County</th>
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<tbody>
<tr>
<td>Lewis Albert</td>
<td>Calusa Financial Corporation</td>
<td>Charlotte</td>
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<tr>
<td>Wayne Aldrich</td>
<td>Glades County School District</td>
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<td><em>Scott Bass</em></td>
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<tr>
<td>Ed Bolter</td>
<td>Lamar Advertising</td>
<td>Lee</td>
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<tr>
<td>Dr. Wilson Bradshaw</td>
<td>Florida Gulf Coast University</td>
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<tr>
<td><em>Gary Breakfield</em></td>
<td>Hendry County School District</td>
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<td>Dr. Joseph Burke</td>
<td>Lee County School District</td>
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<td>Nida Eluna</td>
<td>Dr. Piper Center</td>
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<tr>
<td>Gregg Gillman</td>
<td>Hendry County Economic Development Council</td>
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<tr>
<td><em>Carolyn Gorton</em></td>
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<td>Martin Haas</td>
<td>Entech Computer Services</td>
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<td>Todd Hoffman</td>
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<td>Kim Hustad</td>
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<td>Mike Jackson</td>
<td>Jackson P.R.</td>
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<td>Dr. Connie Jones</td>
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<td><em>Dr. David Kakkuri</em></td>
<td>Florida Gulf Coast University</td>
<td>Lee</td>
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<tr>
<td>Kimberly Kutch</td>
<td>Florida Department of Children &amp; Families</td>
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<tr>
<td>Larry Litt</td>
<td>Teachers Association</td>
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<td>Jim Moore</td>
<td>Fort Myers Regional Partnership</td>
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<td>Melvin Morgan</td>
<td>Dunbar Community</td>
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<td>Richard Murphy</td>
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<td>Mike Nagle</td>
<td>International Brotherhood of Electrical Workers</td>
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<td>Ken O'Leary</td>
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<td>Ed Olson</td>
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<td>Dr. Kamela Patton</td>
<td>Collier County School District</td>
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<td><em>Bill Roshon</em></td>
<td>Edison State College</td>
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<td><em>Kathy Spiak</em></td>
<td>Florida Department Of Children &amp; Families</td>
<td>Lee</td>
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<tr>
<td>Beth Sterchi</td>
<td>Economic Development Council of Collier County</td>
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<tr>
<td>Kay Tracy</td>
<td>Charlotte County Economic Development Office</td>
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<tr>
<td>Dr. Lou Traina</td>
<td>Hodges University</td>
<td>Collier</td>
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<td>Dr. Kenneth Walker</td>
<td>Edison State College</td>
<td>Lee</td>
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<tr>
<td><em>Susan Wallace</em></td>
<td>Collier County School District</td>
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<tr>
<td>Mary Watford</td>
<td>Division of Vocational Rehabilitation</td>
<td>Lee</td>
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<tr>
<td>Bob Welsh</td>
<td>Arthur Printing</td>
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<tr>
<td>Joe Wheeler</td>
<td>Wheeler Development Inc.</td>
<td>Lee</td>
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<tr>
<td>Dr. Doug Whittaker</td>
<td>Charlotte County School District</td>
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<tr>
<td>Geri Yoraschek</td>
<td>LaBelle Plumbing</td>
<td>Hendry</td>
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*Indicates Voting Alternate Member

Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers may be reached by persons using TTY equipment via the Florida Relay Service at 711.
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.
Letter from the President:

Over the last couple of years, the Southwest Florida Workforce Development Board has been busy planning, implementing and evaluating the programs provided to our businesses and job seekers by our regional Career Centers.

There has been a great deal of creativity and hard work involved in trying to restore confidence within our regional labor market. I am proud of what we have been able to accomplish and, in the spirit of accountability and transparency, I submit this Report to the Community. It’s difficult, in just these few pages, to capture all of the wonderful things the Board has accomplished over the last several years, but we do want to present to our community some of our successes and outcomes.

I want to personally thank my fellow board members, committee volunteers and staff for their hard work and commitment to the economic recovery of Southwest Florida. It will take all of us, one job at a time, to restore the economic vitality of this area – and we are getting there, one day at a time.

Brian Settle
President  9/09 – 9/11
Southwest Florida Workforce Development Board, Inc.

Message from the Executive Director

In 2010 the Board of Directors instructed staff to look at re-branding the services of the Southwest Florida Workforce Development Board to better offer a visualization of who we are; the result follows.

This re-branding endeavor really sums up the work at hand. While our corporate entity remains Southwest Florida Workforce Development Board, Inc., we are now known to the general public as Southwest Florida Works.

We have all been working very hard to provide employment and training opportunities to the citizens of Southwest Florida. Our efforts have encompassed the Employed Worker Training program designed to slow the rate of layoffs, the Ticket-To-Work program assisting persons with disabilities, the Veterans Workforce program for those returning from military service, the Summer Youth Work Experience program and the Destination Graduation project aimed at reducing the high school dropout rate. During the past two years, we have been incredibly productive and successful, while our mission of conducting the day-to-day activities of matching employers with qualified job seekers continues.

Never in my thirty-five years in workforce development have I seen a greater need for employment and training initiatives. The goal of this report is to provide you with a small snapshot of all that has been accomplished over the last two years.

Joe Paterno
Executive Director
Who are we?

➤ Once referred to as the “Best Keep Secret in Southwest Florida” the Southwest Florida Workforce Development Board, Inc. is the corporate entity which provides oversight to regional Career Centers 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 35 members, of which the majority comes from private business.

➤ With an annual budget ranging from 15 to 20 million dollars, Southwest Florida Workforce Development 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 the online system, 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 at no cost with Employ Florida Marketplace.

➤ 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.

**JOB SEEKER CUSTOMER:**

➤ The first step in this process is an orientation to 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-up.

➤ If training is necessary to increase the likelihood of employment, individuals will meet with a Career Development Representative (CDR) to determine eligibility and appropriate occupational training.
ARRA Strategies

- Concentrated on longer term training rather than shorter term programs to allow the maximum amount of time for re-employment of graduates after an economic recovery and resumption of a healthier job market.
- Because of previous strategy to integrate the functions of the Career Center staff, ARRA required minimal staffing increases.
- Leveraged resources by tactical use of limited-time ARRA funding, preserving longer “shelf life” formula funds for strategic, longer-term requirements.
- ARRA funding allowed an expanded use of formula funding for Employed Worker Training, which met the critical need for short-term skills training for our business customers.

February 2009
Congress passes ARRA legislation

March 2009
Convened meeting with all regional post-secondary schools to coordinate effective use of ARRA training funds

February 2009 through March 2009:
Over 300 jobseekers enrolled in training

April 2009
First ARRA Regional Partnership Meeting held at Workforce Board Headquarters

May 2009
ARRA Regional Coordinator hired

May 2009
Region 24 had enrolled 25% of Florida’s total Adult ARRA participants and 50% of Florida’s total Dislocated Worker ARRA participants

June 2009
Met with Lt. Governor Kottkamp to request Executive Order to place all ARRA-funded jobs on EFM to ensure Floridians get first priority for hiring

June 2009
Training Provider Expo held at Fort Myers Career Center for ARRA students to explore educational options

February 2009 through June 2009:
Over 500 jobseekers enrolled in training

July 2009
846 participants placed in summer employment in June & July through the ARRA funded In-School and Out-of-School Youth programs

July 2009
ARRA Regional Partnership sponsored letter to Florida DOT Secretary to keep ARRA transportation funds in the Region

August 2009
Workforce Board, Edison College, FGCU SBDC, and several local government agencies host Contractor Information Meetings

August 2009
Workforce Board provided ARRA update to Florida Legislative Delegation

On February 10, 2009, President Obama held a Town Hall in Ft. Myers to talk about the American Recovery and Reinvestment Act (ARRA)

February 2009 through March 2009:
Over 300 jobseekers enrolled in training

February 2009 through June 2009:
Over 500 jobseekers enrolled in training
On February 10, 2009, President Obama holds a Town Hall in Ft. Myers to talk about the American Recovery and Reinvestment Act (ARRA).

September 2009
ARRA website launched

February 2009 through September 2009
Over 800 jobseekers enrolled in training

January 2010
Career Center staff continues efforts to assist ARRA completers in finding employment

February 2009 through December 2010:
A total of almost 2400 jobseekers enrolled in training

September 2010
Promotora (Promoter) Program launched: an ARRA-funded initiative to provide healthcare outreach and training in rural areas

May 2010
ARRA funds On-The-Job Training and Work Experience programs in Hendry/Glades Counties

January 2011
Continuing to work with ARRA training completers to provide employment opportunities

June 30, 2011
ARRA funding expired

As of publication date, 810 ARRA participants have found employment at an average wage of $19.33 per hour.
Ticket-to-Work

Ticket-to-Work program is designed to assist people with disabilities who are currently receiving Social Security benefits return to work and become self-sufficient.

**HIGHLIGHTS OF PROJECT INITIATIVE:**

<table>
<thead>
<tr>
<th>90</th>
<th>Program participants</th>
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<tbody>
<tr>
<td>15</td>
<td>Currently employed</td>
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<tr>
<td>$40,000</td>
<td>Earned in job placement funds</td>
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Youth Services

Youth Services are broken down into two categories In-School and Out-of-School. Services are provided to youths between the ages of 14-21. Henkels and McCoy is a contracted provider for region 24 youth services.

**HIGHLIGHTS OF YOUTH SERVICES:**

<table>
<thead>
<tr>
<th>364</th>
<th>Youths served with career counseling, job placement and educational activities</th>
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<tbody>
<tr>
<td>103</td>
<td>Youths placed in jobs</td>
</tr>
<tr>
<td>15</td>
<td>Youths enrolled in post-secondary training</td>
</tr>
<tr>
<td>108</td>
<td>Youths in juvenile detention facilities assisted with General Equivalency Diploma (GED) attainment, re-entry into community services, and job placement</td>
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Destination Graduation

In its second year Destination Graduation is a local Board initiative aimed at lowering high school dropout rate. The initiative has attracted state and national attention and is being touted as a best practice for at-risk youths.

**HIGHLIGHTS OF PROJECT INITIATIVE:**

<table>
<thead>
<tr>
<th>110</th>
<th>Youths served with comprehensive mentoring and academic intervention services</th>
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<tbody>
<tr>
<td>105</td>
<td>Youths participated in summer employment opportunities</td>
</tr>
<tr>
<td>18</td>
<td>High School graduates (94% success rate of participating seniors)</td>
</tr>
<tr>
<td>53</td>
<td>Youths received Cardiopulmonary Resuscitation (CPR) training and certification</td>
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The first of its kind, the Alliance of Educational Leaders was established in 1999 to enhance 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

Collaborating rather than competing over the last decade, the Alliance of Educational Leaders has leveraged and provided additional resources to the region including competitive grant funding exceeding $20 million dollars. Highlights of projects include:

➤ **Afterschool program:** Miracle provides academic support and enhancement for 1300 at-risk Immokalee students (grades 3-12). Structured as Miracle Place communities, students are introduced to careers as they work in “jobs” in government, education, communications, law enforcement and business and vote for their mayors and representatives as well as the “laws” of their communities. Through the 7 Habits of Happy Kids (based on Stephen Covey’s work), MP students learn personal responsibility and leadership and Junior Achievement and other related materials introduce economics.

➤ **Mentoring:** Leader for Life developed over 100 high school student mentors to work with younger peers and using the 7 Habits of Highly Effective Teens and the 6 Most Important Decisions You Will Ever Make (Covey) as the foundation. Mentors attended a Summer Leadership Conference at FGCU.

➤ **Professional Development:** Over 150 teachers and 100 paraprofessionals have been provided professional development opportunities in areas such as The 7 Habits of Highly Effective People; Vocabulary Acquisition; Power of Mindsets; and Increasing Language Skills.

➤ **Regional Initiatives:** Forged the first Workforce – Education partnership for Florida’s Reading First Initiative and managed twelve 4-day summer reading institutes for teachers; emerged as State Leader in articulation agreements among institutions.

**Pat Riley, Executive Director**
Alliance of Educational Leaders

*On a personal note, the Alliance of Educational Leaders was the inspiration of Florida Gulf Coast University’s second president, the late Dr. Bill Merwin who passed away on May 6, 2011. Dr. Merwin was a visionary leader and a friend and colleague to many. Bill will be missed by the Southwest Florida community.*
Program Year 2009–2010
July 1, 2009 to June 30, 2010

Program Year 2009 – 2010
• First in State - Adult Entered Employment Rate
• First in State - Dislocated Worker Entered Employment Rate
• First in State - Combined Adult/Dislocated Worker Entered Employment Rate
Program Year 2010–2011
July 1, 2010 to June 30, 2011

Program Year 2010–2011
- First in State - Adult Entered Employment Rate
- First in State - Combined Adult/Dislocated Worker Entered Employment Rate
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