



Talking Points

WorkNet Pinellas Services For Year Ended June 30, 2011

Perspective: *This year over 190,669 individuals visited a WorkNet center with 93,200 receiving self-service or staff-assisted services. Even with a weak recovery, jobs did not return to alleviate double-digit unemployment rates. Although **WorkNet is not tasked or funded** to provide Unemployment Compensation services, the staff has continued to act with flexibility and compassion to serve and advise the unemployed on their claims while seamlessly assisting them with training and employment services to prepare them for higher skilled jobs when the economy rebounds.*

Organizational Highlights

- Over **190,669 individuals** visited a WorkNet center from July 1, 2010 to June 30, 2011.
- Over **93,200 customers** accessed and received self-service or staff-assisted services under Wagner-Peyser program.
- A total of **675,000 services** were provided to job seeker/ UI claimants.
- WorkNet provided over **98,000 services** to the **7,543 Veterans and 1,378 Disabled Veterans** enrolled in the program.
- **1,865,359 hits** or significant website transactions occurred on WorkNet's website
- **4870 jobs** were listed that included 12,047 job openings
- **26,963** WorkNet customers accessed workshop services
- WorkNet's **Disability Navigator Program** reached **3,783 individuals with disabilities**.
- A total of **691 participants** were served in the Non-Custodial Parent Employment Program (NCPEP) with an estimate of **\$80,000** each month returned to the community in child support payments.
- **993** WIA **Low Income Adults** went to work or retained/upgraded their employment during the program year at an average wage at placement of **\$18.52 per hour**.
- **594** WIA **Dislocated Workers** went to work during the program year at an average wage at placement of **\$16.46** per hour.
- The **Employed Worker Training Program** assisted **1089** workers in developing higher skills and receiving increased wages. The program also promoted business retention for existing Pinellas County businesses.

Mission Statement

WorkNet Pinellas develops and leads an effective, efficient and integrated business driven workforce system, providing comprehensive and responsive services to the County's citizens and business community.

Award Winning Performance

- **WorkNet is ranked #1** in the state in Employed Worker Outcome Rate, WIA Adult Entered Employment Rate, WIA Dislocated Worker Entered Employment Rate, WIA In-School Youth Outcome Rate, and WIA Out-of-School Youth Outcome Rate.
- WorkNet is **#5** in the state for Wagner Peyser Job Order Wage Rate and ranks **# 4** for Wagner Peyser Veterans Entered Employment Rate.
- WorkNet Pinellas Food Stamp Employment and Training Program (FSET) attained a rank of **#2** in the state placing 30.5% of FSET served.
- For the past four years **WorkNet Pinellas service to Veterans performance placed the Pinellas Program in the top quartile of all Regional Workforce Boards**

WorkNet Pinellas develops strategies to target the needs of employers then matches them to job seekers across the employment spectrum.

We proudly assist our community - from those seeking entry into the workforce to cultivating workers to fill coveted high skill/high demand positions.

For more information about WorkNet Pinellas please visit our website at:
www.worknetpinellas.org

Employer and Job Seeker Services:

Employer Services:

- **1526 employers were served and listed 4870 jobs through WorkNet.**
 - The 4870 jobs included 12,047 job openings.
 - A total of 153,132 referrals were completed to available job openings.
- **Pinellas Employers were served through the Employ Florida Marketplace (EFM) management information system and WorkNet.**
 - **627** employers newly registered with WorkNet during PY 2010-2011
 - Employers used the One-Stop Career Centers for approximately **200 on-site recruiting events.**
 - Over **10,400** self-service or Staff-assisted Employer services were recorded in EFM.
- **WorkNet Wednesdays:** Four Job Fairs were held this year at various locations throughout the County. These included fairs focused on veterans and professional level candidates.. An average of **25 employers had contact with an average of 600 applicants** at each of these Job Fairs.
- **Business Seminars** were held throughout the year covering topics such as: Workforce Diversity, Disaster Planning, Workers Compensation, Business Taxes & Auditing (COBRA Included), and Wage & Hour. These five seminars drew an **average of 37 business professionals per session.**
- **Business Roundtables** for targeted industry sectors were held for healthcare, manufacturing, aviation, information technology, financial/ professional services and construction industries. Discussions in these roundtables focused on the needs of employers in these industry sectors with **135 employers attended these roundtables.**
- WorkNet's **Employed Worker Training (EWT)** program is designed to assist employees in developing higher skills and receiving increased wages along with promoting business retention for existing Pinellas County businesses. **Over 1089 employed workers received training under this program. Below are examples of the types of certifications received:**
 - SQL Design & Implementation
 - Project Management (PMP)
 - IPC 610 and J STD
 - Electrical Code Training and Licensing
 - Oracle
 - Medical Application Technologies
 - NADACC Clinical Competency
 - Rockwell Collins- ProLine 2
 - AAI82 (Insurance)
 - Certificate in Lean Sigma Methodologies
- On September 16, 2011 WorkNet held the fourth annual **"Taking the Next Step" Business & Education Summit** with 224 business and education leaders in attendance. The mission of this annual event is to bring the education and business community together in an effort to achieve the following goals.
 - To enhance, develop & promote partnerships between education and business to present a united front for the needs of industry.
 - To attract, further develop & retain a quality workforce.
 - Involve students of all ages in diverse career opportunities.
 - Involve Business in educational funding issues and legislative mandates.

This event is supported and sponsored by the business community.

- **WorkNet Business Association Program** provided a mutually beneficial method for us to provide needed support to our local Chambers of Commerce and Business Organizations. In an innovative agreement, the associations agreed to link WorkNet on their websites and promote on-going training and employment programs in their newsletters. They also made their members aware of the many business services available and increased awareness of opportunities to provide sponsorships to our events and scholarships for youthful students. In return, WorkNet provided payments for articles published and job orders listed by their members. This highly successful program linked WorkNet with 9 Chambers of Commerce and 3 Business Associations.

Job Seeker and UC Claimant Services:

- The state of Florida's Employ Florida Marketplace (EFM) management information system provides a wide variety of services to the employer and job seeking WorkNet customer. Customers can access the EFM system through computers available at all One Stops across the county or remotely through a personal computer. Labor exchange, training exploration, self assessment and managing the employer's candidate search or the job seeker's employment are supported through EFM. Some highlights of last program year are:
 - Over **93,000 customers** accessed and received self-service or staff-assisted services.
 - A total of **675,000 services** were provided or recorded within the EFM MIS.
 - Roughly **17,200 resumes** were added during the year and **3900** EFM Virtual Recruiters.
 - A total of **153,132 referrals** to WorkNet job orders.
 - A total of **303,812 job referrals** recorded to internal or externally posted job orders.
- WorkNet launched its new website:
 - **243,571 visits**
 - **1,179,992 pages** were viewed during those visits
 - **1,865,359 hits** or significant website transactions
- **WorkNet Served 93,227 job seekers of which 73,746 exited during the year. Of the exiters, roughly 32,990 entered employment for an entered employment rate of 44.73%. Of those exiters with employment, roughly 76.3% show 6 months retained employment.**
- WorkNet worked diligently throughout program 2010-2011 to reach out to, educate and invite Unemployment claimants to our One Stops and access services. Last year alone there were roughly 119,600 new claimants filed along with ongoing claims. As a condition of Priority Reemployment (PREP) and Reemployment Eligibility (REA) program requirements, WorkNet invited roughly 16,000 Unemployment claimants into our One-Stop Career Centers for services. Of these invites, **8,990 individuals receiving unemployment compensation attended WorkNet's "Job Power" seminars and accessed other intensive services.** The Job Power seminars provide a dynamic and inspiring presentation to impart knowledge of the local labor market and what employers look for in a new employee in today's web-based society. Following each presentation, selected employers are available to answer questions and interview and hire on the spot.
- Over **190,669 individuals** visited a WorkNet center from July 1 2010 to June 30, 2011.
- WorkNet presents a variety of workshops each week across all One Stops to serve the Pinellas universal customer or job seeker as well as support specialized WorkNet programs to assist the job seeker with soft skills, resume development, and job seeking skills. During last program year, **26,963** WorkNet customers accessed workshop services.

- Over **300 Educational Assessments** were provided using Test of Adult Basic Education.

Professional Placement Network (PPN) and Transitioning Executive Network (TEN)

- **Over 1200 individuals attended WorkNet Pinellas Professional Network (PPN)** meetings. PPN meetings provide networking opportunities for unemployed and underemployed professionals. PPN offers a forum where professionals can network with their peers, learn from a variety of knowledgeable guest speakers and interact with recruiters from local and national employers.
- WorkNet offered a networking forum for senior level executives in transition. The **Transitioning Executive Network (TEN)** at weekly meetings provided networking opportunities designed to keep executive level talent in the Tampa Bay area with **333 executive-level professionals attending TEN meetings this year.**
- Placements were reported with an average wage at placement of **\$29.92**

Performance for Job Seeker or Wager Peyser-funded services

WorkNet is number five in the state for Wagner Peyser Job Order Wage Rate and ranks number fourth for Wager Peyser Veterans Entered Employment Rate.

Workforce Training and Specialized Services:

Under the Workforce Investment Act (WIA), WorkNet Pinellas served 1635 Dislocated Workers and 1203 Low Income Adults.

WIA Program Performance:

WorkNet consistently remains as a leader in WIA performance. **WorkNet ranked number 1** in the state in Employed Worker Outcome Rate, WIA Adult Entered Employment Rate and WIA Dislocated Worker Entered Employment Rate.

Other WIA Statistics:

- WIA Low Income Adults went to work during the program year at an average wage at placement of **\$18.52 per hour.**
- WIA Dislocated Workers went to work during the program year at an average wage at placement of **\$16.46** per hour.
- Under WIA funding, 57.4% of training enrollments during PY2010-2011 were in the HealthCare Industry. Tied for second was Information Technology Industry which includes office support and administration at 18.5%. These courses included upgrading current skills and certification to be more competitive in today's challenging economy.

American Recovery and Reinvestment Act of 2009 (ARRA)

In line with the Administration's goal of helping unemployed get back to work, the additional stimulus funding was used to support specialized, short track training programs. WorkNet Pinellas received more than \$6 million to broaden WIA services within Pinellas County. WorkNet served and an additional **663 Dislocated Workers** and **60 Low Income Adults** in PY2010-2011 and a total of **748 Dislocated Workers** and **74 Low Income Adults** since the start of the American Recovery Act in February 2009.

Trade Adjustment Assistance (TAA) of 2009:

The Trade and Globalization Adjustment Assistance Act (TGAAA), a part of ARRA, reauthorized and made substantial changes to the Trade Adjustment Assistance (TAA) Program. WorkNet Pinellas continued to serve Pinellas residents under amended 2009 Trade Act which expanded TAA coverage to more workers and firms as well as the February 2011's return to 2002 Trade Act coverage. **173 Participants were served** with 27 completing their Occupational training, 9 entering employment and the remainder continuing their Occupational training.

WorkNet Pinellas Services to Veterans:

WorkNet Pinellas and its Veteran Services team assist veterans in their transition from military service and re-enter the workforce. In PY 10-11 WorkNet provided over 98,000 services to the 7,543 Veterans and 1,378 Disabled Veterans enrolled in the program. For the WorkNet annual Veteran program exiters, 41.2% exited with employment. Of those reporting employment, 74.2% show retained employment through 6 months. For the past four years **WorkNet Pinellas service to Veterans performance placed it in the top quartile of all Regional Workforce Boards.**

The Welfare Transition Program (WTP):

WorkNet received over **5447** referrals from Department of Children and Family Services serving 9,792 applicants, participants and transitional customers during program year 2010-2011. Of those referred, 4227 completed the necessary activities for enrollment into the **Welfare Transition Program (WTP)**. During the program year, **1,111** of these cases were closed due to employment with the remainder participating in other job training and employment activities. In addition, a total of **1613** welfare families were able to access transitional services and retain their jobs.

Employment Services for Non-Custodial Parents:

WorkNet Pinellas, in partnership with Gulf Coast Community Care, Tampa Bay Workforce Alliance and Career Central serves a special population, the absent or non-custodial parent with assessment, career counseling and placement services. **Non-Custodial Parent Employment Program (NCPEP)** works to eliminate barriers to their employment and assists them to become responsible and supportive parents. A total of **691 participants were served** with the following highlights.

- **59% got jobs!**
- Of those placed, **95% retained employment at 90 days and 84% at 180 days**
- **\$80,000 each month was returned to the community** in child support payments.

WorkNet Youth Services:

The Youth Connect program exceeded expectations by serving **890** youth. The program provides services and resources to assist eligible youth to successfully complete educational and training programs, and to reach their employment goals. By working in partnership with local employers, the school district and community agencies, the Youth Connect program engages in activities that focus on academic achievement and employability skills. The program services include academic and career assessment, career guidance and counseling, assistance with GED and occupational skills training costs, work readiness skills and job placement assistance.

- **Youth Employability Skills Training and Career Exploration:**

- Throughout program year 2010-2011, WorkNet in partnership with Junior Achievement and Pinellas Education Foundation served over **698** Pinellas youth hosting **61** job skills workshops within the Pinellas Community targeting foster care youth and the youthful offenders.
- In partnership with PTEC, Pinellas County Schools and Pinellas Education Foundation, WorkNet assisted PTEC host its annual **Career Fair** on April 12, 2011 which was attended by **250** local seniors. Students were able to meet and discuss with 15 PTEC departments to learn about PTEC and other local educational opportunities, financial aid and career information from local employers.
- WorkNet hosted the **2011 Youth Virtual Job Fair** in partnership with the Tampa Bay Workforce Alliance, Career Central of Pasco/Hernando, and Suncoast Workforce of Sarasota. The event was very successful with **189 employers** posting and manning over **1,512 job openings** and a pool of **over 2,774 youth** seeking employment.

Reemployment & Emergency Assistance Coordination Team (REACT)/Rapid Response:

To assist workers who have been involved in a layoff, downsizing, or plant closure, WorkNet Pinellas' REACT/Rapid Response team offers local employers on-site re-employment seminars. This session counsels impacted workers on the One Stop center locations, the electronic job bank, labor market information, filing of unemployment claims, and health insurance and credit management information. In addition, the Pinellas Professional Network (PPN), Job Power seminars, and other employability skills session information is provided in a comprehensive information packet provided to workers. During 2010-2011, the team provided **Re-employment and Emergency Assistance coordination Team (REACT)** assistance during **14 layoffs and 21** informational sessions. These provided funds, technical assistance and labor market information to **1210 employees** to help them in finding new jobs

Services for Persons with Disabilities:

The WorkNet Pinellas Disability Navigator program continues to have a dramatic impact on opening doors and employment opportunities for Pinellas residents with disability. The program's mission is to assist individuals with disabilities to gain, return to or retain employment. The collaborative effort has seen significant results for our customers with disabilities, local employers and community.

- WorkNet's **Disability Navigator Program** reached **3,783 Pinellas residents who were individuals with disabilities with a placement wage of \$15.94**. WorkNet continues to be one of the leaders within the State of Florida in serving persons with disabilities.

Ticket to Work, another service for Disabled individuals:

Ticket to Work is an employment program for people with disabilities who are interested in going to work. The goal of the Ticket Program is to increase opportunities and choices for Social Security disability beneficiaries to obtain employment, vocational rehabilitation (VR), and other support services from public and private providers, employers, and other organizations.